

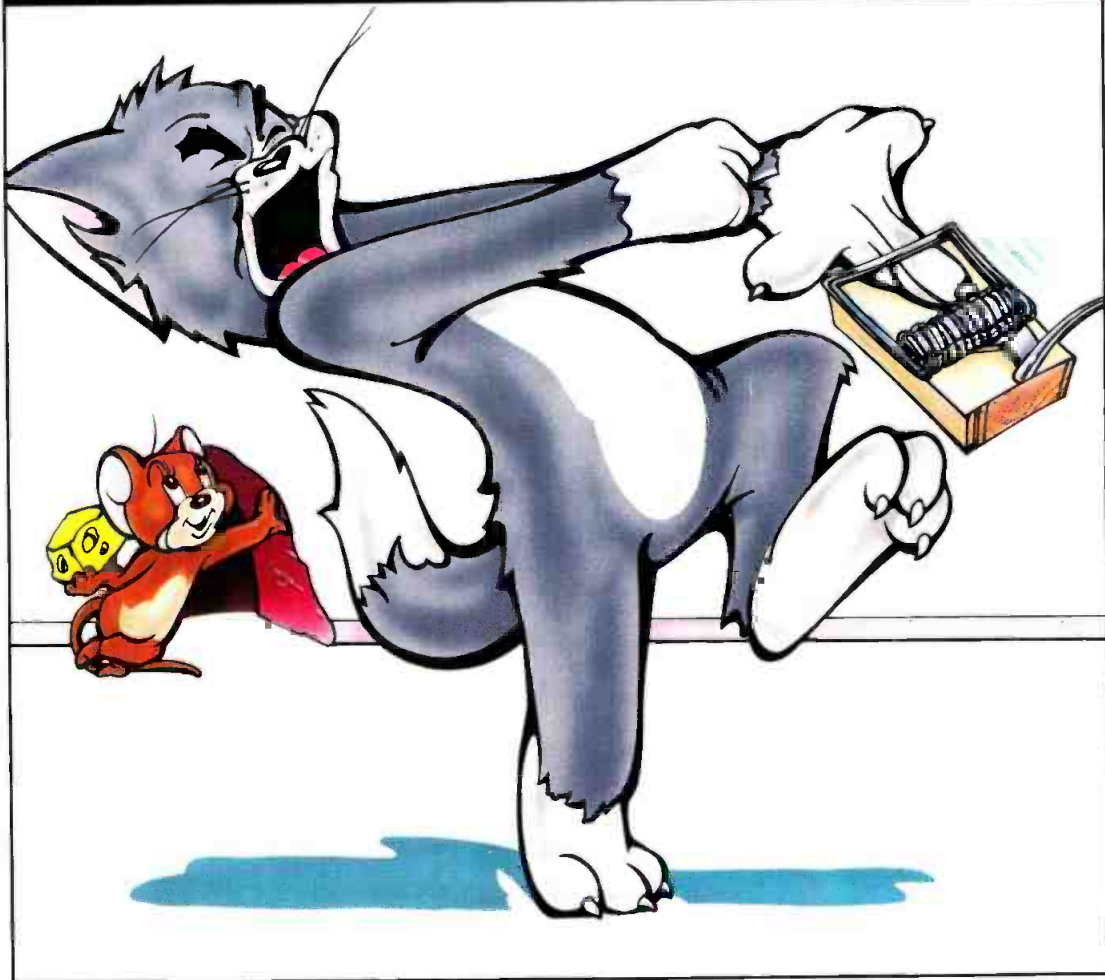
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Nov 16

## **HOW TO CATCH MORE KIDS** **TOM & JERRY**

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57th Year 1987

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**LOCAL TV**  
**JOURNALISM**

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"Recently, I completed a complex three-party, like-kind exchange of assets through Americom. We broke much new ground with this type of broadcast sale. Americom stayed right on top of things, providing solutions to difficult problems. At closing, it was a great deal for all parties involved. I applaud Americom's innovative nature and professional attitude."

**George Silverman**  
*President, Sunshine Group  
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## Which selling strategy helps you reach your objectives?

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Minimizes your station's exposure by personally pre-qualifying 15 buyers and selecting the five hottest buyers to review with you before re-contacting them with your station's details.

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**Refinancing:** By reviewing your current debt structure, Americom can help you arrange refinancing if you anticipate debt service short falls. Call before your bank eliminates refinancing options.



**Radio Station Brokerage & Financing**

**Broadcasters get upper hand in transfer tax fight...** page 43.

**Wing expected to fill Dawson's FCC seat...** page 43.

**White House pushes antipornography bill...** page 45.

**GOING THE DISTANCE: LOCAL JOURNALISM '87** □ BROADCASTING's annual report on local journalism showcases the range of stories and issues covered by a cross-section of local TV stations and cable systems nationwide, from covering the Pope's U.S. tour to massing public service efforts against substance abuse. Capsule reports on what stations and cable systems are doing begins on **PAGE 40**.

**THIRD-QUARTER BLUES** □ Three-network time sales revenue for third quarter is off by more than 4% from last year according to Arthur Young Co. research. **PAGE 44**.

**ROUND THREE** □ President Reagan's third attempt to fill vacant Supreme Court seat is San Francisco Appeals Court Judge Anthony Kennedy, who is viewed as judicial conservative holding generally strong First Amendment views. **PAGE 47**.

**TVB '87** □ Television Bureau of Advertising meets in Atlanta, focusing on obtaining greater share of local retail advertising. New TVB president-elect Moll says organization's goals include increasing TV ad revenues, to be more "customer focused, high performance and growth oriented." **PAGE 46**.

**NAB WHITE PAPER** □ In 14-page report to members of Congress, NAB lays out alternatives to taxing

broadcast stations to raise money for noncommercial broadcasting—taxing sale of TV's, radios and VCR's instead. **PAGE 130**.

**ENTERPRISES DISSOLVED** □ NBC dissolves its Enterprises division, dispersing operation's businesses to executives at NBC television network and corporate communications. **PAGE 133**.

**LEMASTERS TAKES CHARGE** □ CBS names Kim LeMasters, former CBS vice president of programs, as president of its entertainment division, replacing B. Donald (Bud) Grant. **PAGE 144**.

**SEE YOU ON THE RADIO** □ CBS News correspondent, Charles Osgood will have broader role on CBS Radio Network. Beginning week of Jan. 25, he will anchor four, four-minute *Osgood File* programs each weekday during morning drive. **PAGE 146**.

**CABLE'S TOP PRIZE** □ National Academy of Cable Programming announces 314 ACE Award nominations. **PAGE 150**.

**MARKETING MAN** □ CBS-TV's David Poltrack is charged with both charting that network's ratings fortunes and targeting new markets to improve that curve. **PAGE 175**.

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# WITNESS T

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## MARKET

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New York

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Chicago\*

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Philadelphia

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San Francisco\*

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Detroit

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Dallas

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Washington\*

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Seattle

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Miami

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Hartford

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# E GROWTH.

STATION	TIME PERIOD	SHARE INCREASE OCT. 87 vs MAY 87
CBS	Mon-Fri 4:00 PM	<b>+23%</b>
BBM	Mon-Fri 3:30 PM	<b>+17%</b>
TAF	Mon-Fri 1:00 PM	<b>+40%</b>
PIX	Mon-Fri 4:30 PM	<b>+33%</b>
JBK	Mon-Fri 9:00 AM	<b>+67%</b>
KAS	Mon-Fri 3:30 PM	<b>+27%</b>
JLA	Mon-Fri 10:00 AM	<b>+20%</b>
STW	Mon-Fri 11:30 AM	<b>+ 7%</b>
SVN	Mon-Fri 12:30 PM	<b>+20%</b>
TNH	Mon-Fri 10:30 AM	<b>+16%</b>

SOURCE: HH Shares NSI Overnight \*ARB Overnight As Dated

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## No hurry

Viacom—earlier trial balloons to the contrary—now appears less inclined to sell minority interests in its diverse media businesses. Exceptions are its ailing pay cable services, Showtime and The Movie Channel. Company has \$2.3 billion in bank debt associated with National Amusements purchase, but first payment, \$200 million, isn't due until December 1988. With stronger than expected cash flow and internal growth projections, selling minority interests is no longer must situation, company officials believe. That is not to say minority deals could not happen, which remains possibility for pay services, whose chief problem remains distribution.

## New target

National Decency Forum, loose confederation of anti-pornography groups from across nation whose demonstrations and lobbying activities early this year prompted FCC to crack down on indecent aspects of "shock" radio, may target cable indecency when members reconvene in Washington next March for another round of protests and lobbying. With growing "pervasiveness" of cable, said NFD's Brad Curl, "there is something inconsistent about saying the local television station can't broadcast indecent programming, but the local cable system can."

## Piece of the action?

Movietime, fledgling cable programming service that highlights entertainment available on pay and basic cable and in theaters, has had discussions with broadcast network, among other entities, to take ownership interest in operation. Although network was not named, speculation had it that initials were those of cable-friendly NBC. Should network buy into service, its programming would also presumably be showcased on Movietime. Is cable industry ready to welcome greater network participation in cable programming? Source said that within industry, "there is fair split on that issue."

## No go

As GTG Marketing continued sales of half-hour access show modeled on *USA Today* last week, at least one of three network-owned station groups, CBS's, had decided against carrying show. Source said CBS decision late last Friday not to

pick up access strip was result of wealth of new first-run alternatives now available for fall 1988.

CBS group decision does not preclude individual O&O's from buying show. Decisions by some of network-owned stations about access plans for fall 1988 are expected this week.

GTG had locked up deals—all for two-years—in over half of top 50 markets as of last Friday. None of those are with stations in top five markets, however, where negotiations with two network-owned station groups continue. Lackluster performance of checkerboard schedules on NBC-owned stations makes four of those stations leading candidates for *USA Today*, according to GTG. In Washington, NBC's WRC-TV is already precluded from carrying show since Gannett's WUSA-TV has already purchased it.

## Partial solution

Partial sale of Storer Cable modeled on Kohlberg Kravis Roberts's recent restructuring of Storer TV stations with Gillett could be solution to KKR's difficult cable divestiture, suggested one investment banker last week. Sale of 1.4-million subscriber operation is hampered by greater equity requirements than most cable deals, plus existence of present junk bond financing structure. According to Henry Ansbacher Inc.'s Roy Weissman, solution could be to sell half-interest and management control of Storer Cable. KKR could use cash from deal to pay off investors, reduce risk inherent in keeping entire property and retain upside potential from future sale of remaining interests to same or other buyer. For prospective purchasers, advantages would include piece of attractive company and greater programming discounts.

## Close call

Television Bureau of Advertising's president-elect, William Moll, almost didn't make it to last week's convention. On Friday, Nov. 6, Moll was admitted to New York's Doctor's Hospital with what was diagnosed as a kidney infection. He spent the weekend in the hospital and Monday night, against the advice of doctors, insisted on being released to prepare for Atlanta. "I had to negotiate my release," said Moll. The deal was that he could go to Atlanta if he arranged to have proper treatment. So each day of conference, Moll took three trips to Atlanta-area hospital to have antibiotics administered intravenously.

## Downside, upside

Network radio sales, which ran into rough waters in mid-year, will finish 1987 anywhere from 3% off to 2% up compared to 1986's \$380,024,808 total, according to sampling of network radio executives. However, some officials report network's upfront buying season (typically November through January) for 1988 at "good" pace with several major network advertisers, including Sears, Anheuser-Busch and Warner-Lambert, already returning to fold.

## Export to Italy

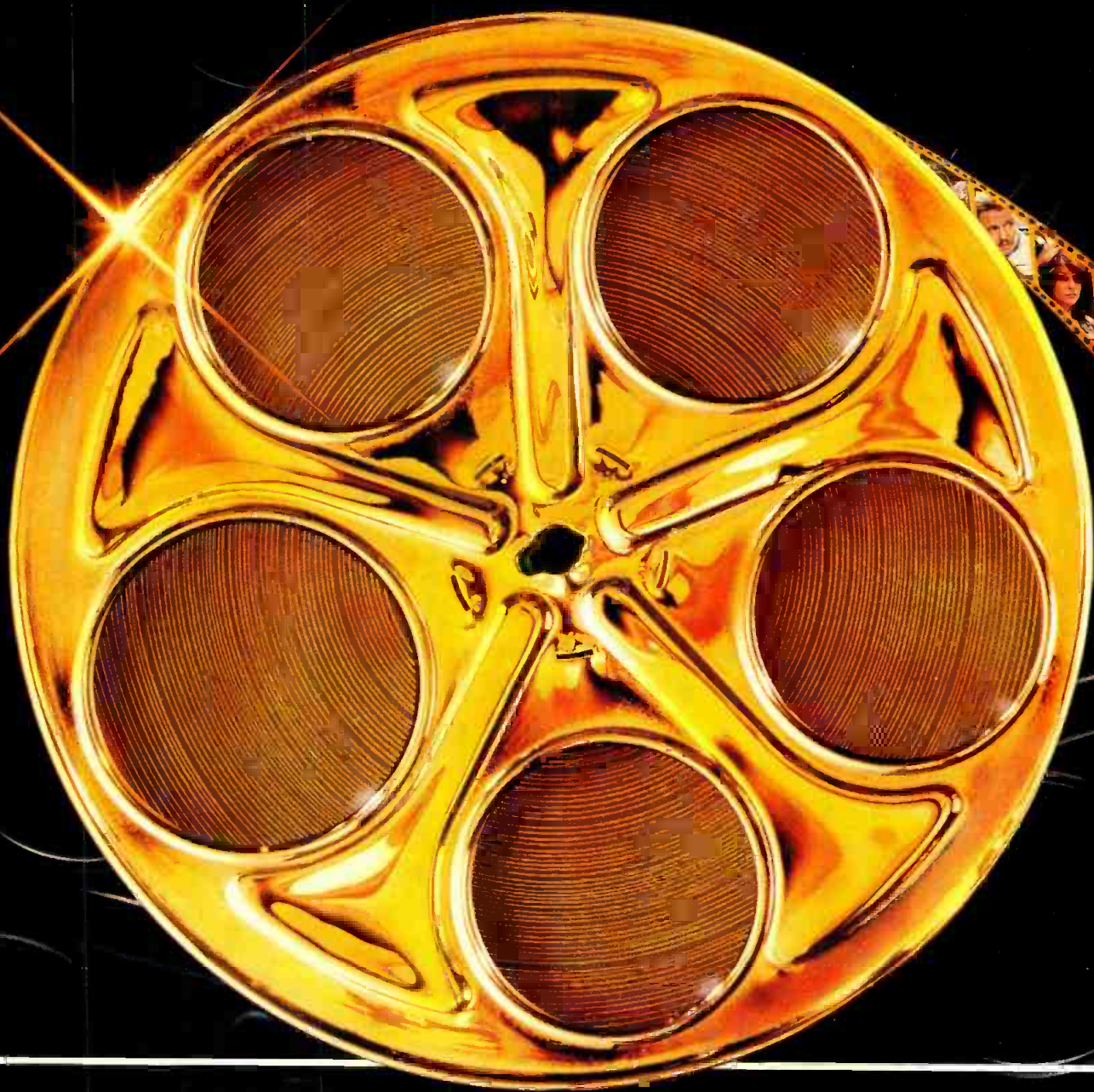
U.S. Information Agency is gaining large chunk of circulation for its international television network, Worldnet, this month, when agreement with group of Italian television stations goes into effect. Alvin Snyder, director of USIA's television service, met in Milan, Italy, in October with officials of Italia Nord, group of 40, microwave-linked independent television stations, which sought and were granted permission to take down signal of one-hour news program, *America Today*, from satellite relaying Worldnet programming to Europe. Agreement means program will be available over air to 26 million television homes in northern half of Italy.

## One too many

Voice of America, in midst of its \$1 billion-plus modernization program, finds itself with extra 100 kw medium wave transmitter on its hands. It bought six for use in Caribbean and Latin America, at about \$800,000 each, because it is cheaper to buy them by half dozen than individually. And so far, VOA has homes for five of them—two in Belize and one each in Antigua, Grenada and Costa Rica (where existing 50 kw transmitter is to be replaced). At one time, VOA planned to put two transmitters in Honduras and up to three in Costa Rica. But efforts to negotiate site agreement in Honduras have not been successful, and problems in obtaining necessary frequencies precluded use of more than one transmitter in Costa Rica.

VOA officials pondering fate of extra transmitter say one possibility is selling it. But since money would go into treasury rather than back into modernization program, that idea is not appealing. Botswana, where VOA is committed to place transmitter, is one option. So is trading it with military for equipment VOA needs.

# MINT EDITION





# WHEN A GOLDEN OPPORTUNITY IS OFFERED, SMART STATIONS MOVE FAST...

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<b>WLS</b>	Chicago	<b>KUSI</b>	San Diego	<b>KVRR</b>	Fargo
<b>KPIX</b>	San Francisco	<b>WOFL</b>	Orlando	<b>KEYT</b>	Santa Barbara
<b>KTVT</b>	Dallas	<b>WTVV</b>	Milwaukee	<b>KAME</b>	Reno
<b>KHTV</b>	Houston	<b>WDBB</b>	Birmingham	<b>KLSR</b>	Eugene
<b>KSTW</b>	Seattle	<b>KSAT</b>	San Antonio	<b>WTSG</b>	Albany
<b>KSTP</b>	Minneapolis	<b>WOLF</b>	Wilkes Barre	<b>KETK</b>	Tyler
<b>KPLR</b>	St. Louis	<b>KDTU</b>	Tucson	<b>KIDK</b>	Idaho Falls
<b>KRBK</b>	Sacramento	<b>KSPR</b>	Springfield	<b>KVHP</b>	Lake Charles
<b>KPHO</b>	Phoenix	<b>KRLR</b>	Las Vegas	<b>WXXV</b>	Biloxi



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# Where Things Stand

A weekly status report on major issues in the Fifth Estate

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■ *Solid box denotes items that have changed since last issue.*

**AM-FM allocations.** FCC has authorized nighttime operation for 21 of 41 daytime-only AM stations on 1540 khz, foreign clear channel. Frequency's nighttime operation priority has belonged to Bahamas. However, since the negotiation of new international agreements, limited nighttime use of 14 Class I-A foreign clear channels will be allowed. Announcement of 21 stations affected will be delayed until early December when grace period for possible objections from Bahamas expires.

In response to FCC inquiry, National Association of Broadcasters told FCC Aug. 31 not to permit FM stations to use directional antennas, claiming it would lead to "AM-ization" of FM band. However, several FM broadcasters commenting in proceeding took opposite position, contending directional antennas would benefit FM radio and public.

In July, NAB filed comments supporting FCC's proposal to allow most AM daytimers (1,600 of between 1,800 and 1,900) to provide nighttime service at or near lowest post-sunset power already granted those daytimers by FCC. However, NAB said FCC should authorize new night-

time service on interim basis until it completes comprehensive review of AM interference standards in separate proceeding launched last month. Others said FCC should defer any action until review is completed and new interference standards are adopted. FCC hopes to have final order shortly.

□  
**AM stereo.** Motorola's C-Quam AM stereo system moved closer to establishing itself as de facto standard with Aug. 12 release by National Telecommunications and Information Administration of follow-up report to one released last February on AM stereo marketplace.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—C-Quam and Kahn Communications' single-sideband. Second report stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of single-system, C-Quam standard in international marketplace. NTIA recommended to FCC that it protect C-Quam's pilot tone from possible interference. Commission's Mass Media Bureau has prepared statement on AM stereo pilot tone protection.

Kahn Communications has responded by petitioning NTIA "to finish its job" by undertaking direct comparison of two systems and publishing definitive study to determine which is superior. It has also submitted comments to FCC saying that pilot tone protection is "unnecessary" and that it "clearly contradicts the administration's and the FCC's avowed support of the free marketplace." Meanwhile, Motorola is claiming that standards battle is over and that new integrated circuits in radios to be released in 1988 will solidify C-Quam and stereo in general in AM marketplace.

□  
■ **Antitrafficking.** Last month, Senate Commerce Committee adopted revenue-raising package aimed at reducing trafficking of broadcast licenses (BROADCASTING, Oct. 26). A 4% transfer fee would be imposed on broadcast licenses transferred within three years of last sale. Congressional interest in reinstating FCC's antitrafficking rule has been building, with legislation introduced earlier this year in House and Senate that would restore rules requiring broadcast stations to be owned three years before sale.

□  
■ **Cable regulation.** Two federal court judges in northern district of California in decisions issued one week apart in September, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain "state-of-the-art" cable systems are unconstitutional—violation of First Amendment rights of cable operators. In earlier decision, one of those judges,

Eugene Lynch, held that Palo Alto, Calif., and two nearby communities must award franchise to Century Communications Inc., even though it did not go through franchise process. Courts' decisions run counter to decisions in other courts.

FCC has opened rulemaking to define more narrowly those television markets where the rates of cable systems cannot be regulated because the systems are subject to "effective competition" from cable systems. Rulemaking was launched in response to U.S. Court of Appeals in Washington, which endorsed FCC's basic finding that three broadcast signals constituted "effective competition," but which felt FCC's definition of which signals should be deemed "available" in market was too broad. Upshot of rulemaking is that fewer cable systems are likely to escape rate regulation.

On Capitol Hill, House Telecommunications Subcommittee has postponed indefinitely oversight hearing on status of cable industry three years after deregulation. It was scheduled for Oct. 29 but because of sudden developments on Wall Street, subcommittee needed to convene series of closed-member briefings on situation and cable hearing was bumped (BROADCASTING, Oct. 26). Subcommittee still intends to hold series of oversight hearings on cable.

Meanwhile, Representatives John Bryant (D-Tex.) and Al Swift (D-Wash.) have introduced legislation at behest of coalition of commercial and noncommercial broadcasters, National League of Cities and Motion Picture Association of America that would grant cities (as franchising authority) right to specify "in the franchise or by any other means, the channel or service tier on which the cable system must carry (1) any channel designated for public, educational or governmental uses and (2) the signals of any television broadcast station that the cable system is required to carry by federal law or regulation" (BROADCASTING, Sept. 14).

□  
**Children's television.** In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC voted unanimously to launch broad inquiry into children's advertising. Among the questions to be addressed: Should FCC reimpose time limits on children's advertising similar to those dropped in 1984 and are children's programs based on toys no more than so-called "program-length" commercials and, if so, should they be somehow restricted.

U.S. Court of Appeals in Washington set stage for inquiry when it remanded to FCC 1984 elimination of time limits on children's advertising on ground that FCC had failed to justify deregulatory action with either facts or analysis.

Impetus behind FCC action also came from Capitol Hill. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Representative Terry Bruce (D-Ill.) have introduced bill that would limit advertising during children's programs. Measure has support of four other subcommittee members. Representative John Bryant (D-Tex.), also on subcommit-

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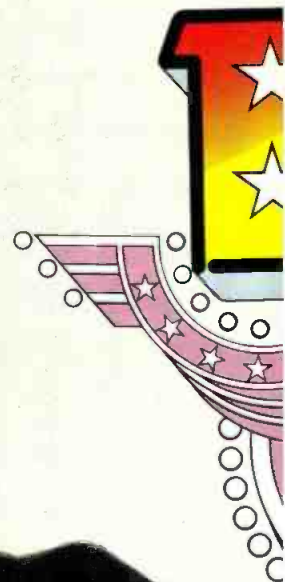
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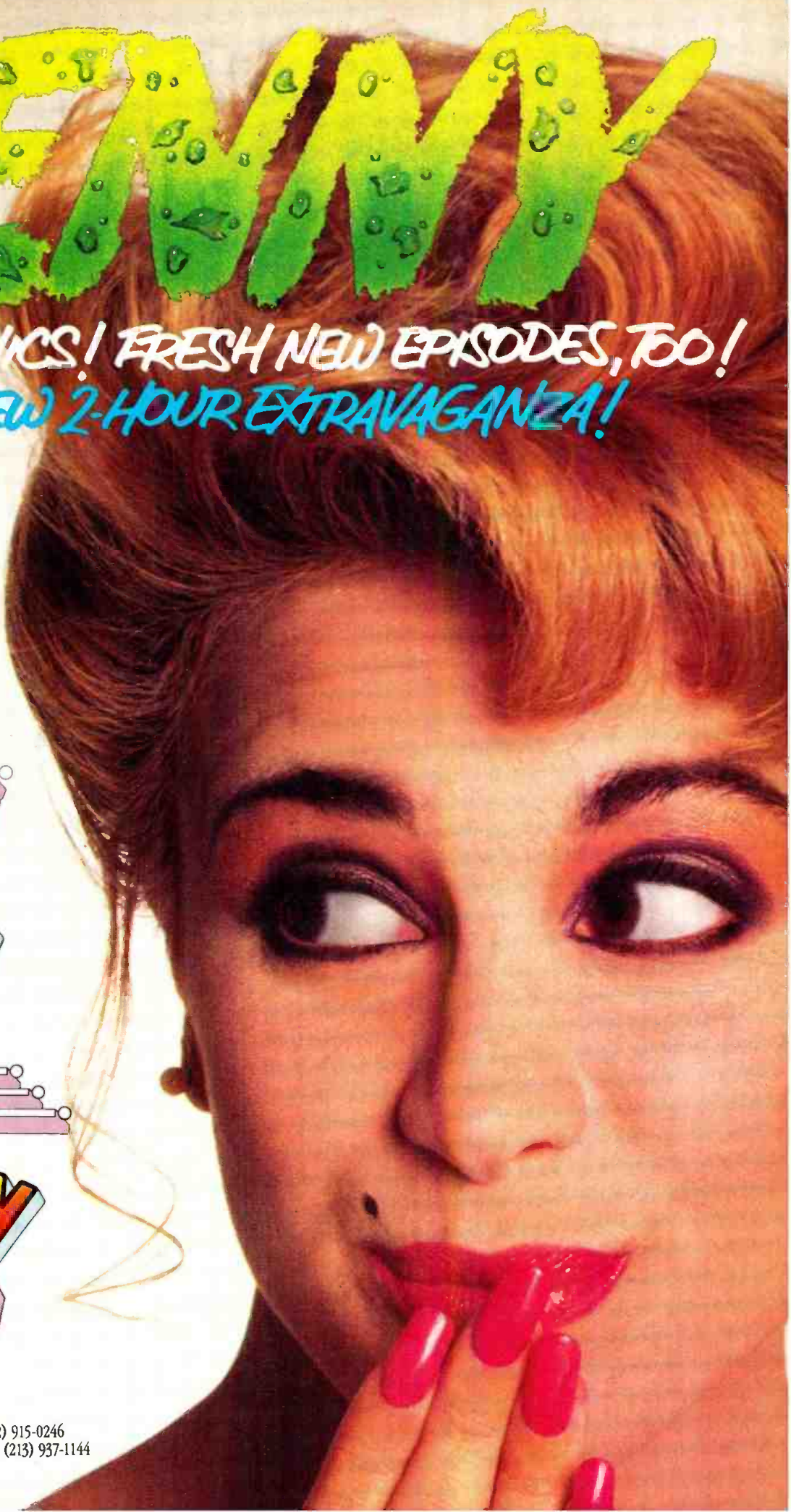
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## Fairness doctrine update

Broadcasters are awaiting House action on the fairness doctrine this week as a catch-all spending bill (the continuing resolution) moves to the floor for a vote. The doctrine is expected to be attached to the resolution (a funding measure that keeps the government operating) because it is viewed as veto-proof. The House delayed a vote on the resolution two weeks ago (BROADCASTING, Nov. 9). In the Senate, Commerce Committee Chairman Ernest Hollings (D-S.C.) has offered a revenue-raising package (adopted by the committee 12-5) that, in addition to establishing a basic 2% FCC license transfer fee, would codify the fairness doctrine (BROADCASTING, Oct. 26) and add 1% to the transfer fee for any seller who had violated the doctrine. The National Association of Broadcasters has embarked on a major campaign to defeat the measure (BROADCASTING, Nov. 2).

The fairness doctrine was repealed by the FCC on Aug. 4. Earlier, President Reagan vetoed a bill codifying the fairness doctrine, and doctrine proponents lacked the votes to override.

Senators Bob Packwood (R-Ore.), Ted Stevens (R-Alaska) and William Proxmire (D-Wis.) have circulated a "Dear Colleague" letter supporting the repeal. In the House, Representative Tom Tauke (R-Iowa) and others sent a letter to counter earlier correspondence from House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who is leading efforts in the House to enact the doctrine into law (BROADCASTING, Nov. 9). Dingell's letter raised the specter of the loss of the equal time law, saying repeal of the doctrine strikes at the heart of equal time, which requires broadcasters who give or sell air time to one political candidate to give or sell time to that candidate's opponents. The FCC has maintained that its decision does not affect equal time, which is embedded in Section 315 of the Communications Act.

*Editor's note: Copies of BROADCASTING's "The Decline and Fall of the Fairness Doctrine," which comprises a full text of the decision, including footnotes, plus blow-by-blow coverage of the historic decision and industry reaction, are still available for \$5 from the BROADCASTING Book Division, 1705 DeSales Street NW, Washington, D.C. 20036.*

tee, intends to offer children's TV bill similar to one by Senator Frank Lautenberg (D-N.J.). Lautenberg's measure would require each commercial television network to air seven hours per week of educational programming designed for children and would require FCC to hold inquiries into "program-length commercials" and programs featuring interactive toys.

□

■ **Compulsory license.** At Nov. 4 panel session in Washington, FCC Chairman Dennis Patrick reiterated misgivings about cable compulsory license. FCC is considering reimposing syndicated exclusivity rules on assumption that compulsory license is "flawed," he said.

Patrick's feelings toward license are not academic. FCC is now reviewing industry comments in inquiry that could lead to recommendation to Congress that compulsory license be abolished. In comments, first of which were filed last August, cable industry argued for preservation of license. National Association of Broad-

casters softened its long-standing opposition to license, arguing that license should be left alone for time being. Most broadcasters, however, urged elimination or modification of rules to limit importation of distant signals. It was joined by Motion Picture Association of America.

NCTA views Association of Independent Television Stations' compulsory license comments (which called for limiting application of license to carriage of local signals only and abolishing license for distant signals altogether), as violation of must-carry agreement that broadcast and cable industries reached last year (INTV is signatory). INTV, nevertheless, denied it has "gone back on its word" and defended its actions (BROADCASTING, Aug. 10).

□

■ **Crossownership.** Nation's telephone comments filed comments at FCC two weeks ago calling on Congress and FCC to drop prohibitions barring them from entering cable television business in areas where they provide telephone

service.

Prohibitions have been in place for nearly two decades. FCC's rules barring such crossownership were adopted in 1970 and Congress codified them in Cable Communications Policy Act of 1984. FCC current inquiry could lead to recommendation to Congress that rules be repealed.

In comments, telcos said cable had been slow in implementing new technology because of lack of competition and said telco crossownership would be of benefit to public in lower costs. Cable groups said telcos' history of "abuses" of cable owners and their ability to cross-subsidize their cable operations through phone revenue could destroy cable companies. Reply comments are due Dec. 2.

Even if Congress drops prohibitions, seven Bell operating companies would still be prevented from entertaining cable business by Judge Harold Greene's modified final judgement in consent decrees that led to breakup of AT&T and creation of seven companies. As part of first triennial reassessment of modified final judgement that resulted in breakup of AT&T, District Court Judge Harold Greene in September decided against lifting prohibitions against Bell operating companies' providing "information services," which include everything from electronic mail to videotex to cable television.

□

**Direct broadcast satellites.** High-power DBS, which would use Ku-band spectrum set aside for it, has foundered in U.S. because of high start-up costs and programing dearth. But European governments are pushing ahead with launching of systems. First to give medium try on continent will be West Germany. French-controlled Arianespace has tentatively set Nov. 17 for launch of West Germany's four-channel TVSat 1. Country will use two channels for public television, will turn over other two to commercial operators.

Low power variety of satellite broadcasting resulting from scrambling of cable programing on C-band satellites has emerged from home satellite market. It got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programing has grown as more cable programers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties. HBO now wants other major cable programers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to much smaller dishes.

□

**Equal employment opportunity.** FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employees are required to file detailed reports.

For cable, FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984. Under broadcast license renewal legislation offered by Congressman Al Swift

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4 ft.

3 ft.

2 ft.

**Non-working women take the law  
into their own hands.**



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Of all the women who watch Cagney & Lacey, 64% are non-working and available in early fringe and early evening time periods. That's higher than the percentages for Crime Story, Miami Vice, L.A. Law, St. Elsewhere, even Moonlighting.

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To settle for anything less is a crime.





percentage of non-working women.



*Cagney & Lacey*  
**ORION**  
TELEVISION SYNDICATION

(D-Wash.), same EEO formula in Cable Act would apply to broadcasters.

□

■ **Federal Trade Commission.** FTC is in midst of antitrust investigation of National Football League television rights contracts, having issued subpoenas to ABC, CBS, NBC, Fox Broadcasting and NFL. Under investigation is possible collusion among three broadcast networks in pressuring NFL to make rights deals with networks and ESPN, and to eschew bids of others, namely Fox Broadcasting and Home Box Office, during negotiation of three-year, \$1.4-billion rights packages early this year. ESPN is principally owned by ABC. Fox is complaining most loudly. Fox President Jamie Kellner has said Fox made highest bid for Monday night package, but that NFL renewed contract with ABC.

In addition to Kellner, FTC has received testimony of several high-level network executives, including Capital Cities/ABC President Daniel Burke and NBC Sports President Arthur Watson. CBS President and CEO Laurence Tisch and CBS Sports President Neal Pilson have also reportedly testified.

In related development, league's contract with ESPN for package of Sunday-night games was subject of Senate hearing. Senators Arlen Specter (R-Pa.) and Howard Metzenbaum (D-Ohio) are expected to ask Justice Department to examine impact of NFL's antitrust exemption as it applies to cable and to look at ABC's ownership of ESPN and possible antitrust implications (BROADCASTING, Oct. 12).

□

■ **High-definition television.** HDTV is becoming

increasingly important issue. Next move will come when FCC's newly formed Advanced Television (ATV) Services Advisory Committee meets for first time tomorrow, Nov. 17. Makeup of upper tier of advisory committee, "blue ribbon" advisory panel, includes chief executives of three major networks, country's second largest MSO, and two former FCC chairmen. Second tier of committee comprises three subcommittees open to all interested parties. Committee was formed as part of July 16 FCC order that also launched inquiry into ATV. In connection with inquiry, the FCC has also decided to hold in abeyance any reallocation of UHF channels from broadcasting to mobile radio until advisory committee makes interim report next spring.

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Advanced Television Systems Committee's T3 group voted Sept. 30 to approve formal document outlining standard devised by working group of SMPTE on high-definition electronic production. Standard will next be voted upon by entire ATSC membership. Standard sets parameters for HDTV production at 1,125 lines, 60 hz field and 16:9 aspect ratio. SMPTE's full membership must also approve standard, after which it will be submitted to American National Standards Institute.

□

**International Telecommunications Satellite Organization.** In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates in July pleaded guilty in U.S. district court to criminal fraud and conspiracy charges growing out of \$4.8 million said to have been siphoned from Intelsat during construction of addition to its headquarters building. Colino, along with Deputy Director General Jose L. Alegrett, was fired by board in December after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September, U.S. district court judge in Washington, saying total loss to Intelsat had been \$5.4 million, sentenced Colino to six years in minimum security prison and ordered him to make restitution of \$865,000. One associate was sentenced to three years and fined \$100,000; other was sentenced to two years. Intelsat in May filed civil suit against Colino, claiming his activities resulted in damage to organization of up to \$11.5 million (BROADCASTING, May 25). His attorneys filed response contending that court lacks jurisdiction over suit.

Intelsat's members, meeting in Extraordinary Assembly of Parties April 1-3, confirmed Board of Governors selection of Dean Burch as director general, succeeding Colino.

□

**International telecommunications satellite systems.** President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but proposal of only one, PanAmerican Satellite Corp., which has secured Peru as foreign partner, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of board of governors, approved consultation at meeting in April.

□

**Land-mobile.** To eliminate interference UHF television stations on channels 14 and 69 cause mobile radio users on adjacent channels, FCC has proposed minimum mileage spacings between new UHF television stations (or new television transmission sites) and existing land-mobile operations. And if a UHF station cannot meet spacing criteria, the FCC also proposed, station must work out deals in which it pays short-spaced mobile radio operators to accept a certain amount of interference or to use other nonadjacent channels.

In related inquiry, FCC has suggested making channels 14 and 69 available to mobile radio and other nonbroadcast users in areas where broadcasters cannot meet spacing requirement or work out deal with mobile radio operators.

In response to petition from National Association of Broadcasters and Association of Maximum Service Telecasters, FCC has said it will delay decision on reallocation of UHF channels in eight markets to mobile radio until completion of its study on advanced television systems and local broadcasting (see "High-definition television," above). Broadcasters and FCC believe UHF spectrum may be needed for broadcasting ATV systems.

□

**License renewal reform.** At FCC, broadcast-



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TALK SHOW  
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IT ALL.**



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Beat DONAHUE head to head.  
No. 1 with women 18-49.

Delivers more women 18-49 than  
its GOOD MORNING AMERICA lead-in  
or its OPRAH/JEOPARDY lead-out.

While other talk shows are all talk,  
we cut through with something more.  
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proven way to strengthen your  
daytime line-up.

**LIVE WITH REGIS & KATHIE LEE.**  
The celebrity talk show with Regis  
Philbin's 10 solid years of success  
behind it. Audiences have made him  
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show in its time period in New York  
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And Regis proves his national  
appeal by having the No. 1 show on  
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provides a combination of entertain-  
ment, celebrity interviews, and just  
plain fun, proven unbeatable sweep  
after sweep.

Now we're rolling out nationwide.  
So you can share in the success of  
the only show of its kind.

**LIVE WITH REGIS & KATHIE LEE.**  
The celebrity talk show that cuts  
through all the big talk, with big  
numbers.

Source: NIS November 1987 - May 1988 NHI 2/87



# S & KATHIE LEE



**LIVE**  
Regis &  
Kathie Lee



ers may get some relief from groups that file petitions to deny broadcast stations' renewal or sale applications and demand payoffs from affected stations to withdraw them. Under proposed rules, now subject of FCC rulemaking, groups filing such petitions would be limited to recovering only costs involved in preparing and prosecuting their filings. In comments filed Oct. 26., most agreed with FCC proposal. Notably absent from list of commenters was National Black Media Coalition, which asked for extension of reply comment deadline. It has filed an FOIA request with commission for evidence of shakedowns rules are meant to correct, absent which, it asserts, there is insufficient information upon which to comment.

Legislation to reform comparative renewal process is pending in House and Senate, but fate of proposed measures is unclear. Latest renewal measure was offered last month by Representative Al Swift (D-Wash.) who would eliminate comparative renewal in exchange for public service obligations (BROADCASTING, Oct. 19). NAB board rejected measure when it was in draft form and now says it wants radio-only comparative renewal measure, something that appears to have little, if any, appeal on Capitol Hill.

Hill leadership has indicated that no broadcast legislation (at least any measure industry wants) will move until outcome of fairness doctrine is determined.

□

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□

■ **Mergers.** Special shareholder meeting for Adams-Russell is scheduled this Friday, Nov. 20, to vote on \$470-million cable operation sale to Cablevision Systems. Cablevision will invest \$40

million in buy, with bulk of financing for deal coming from General Electric Credit Corp. GE-owned Kidder, Peabody & Co. will also provide \$125 million from private placement of senior subordinated notes.

□ Storer Television has closed on sale of first five TV stations to company 55%-held and managed by Gillett Corp. FCC approved \$1.3-billion, six-station restructuring in October. Closing on sixth station in Milwaukee is expected after license renewal in early December.

□ Continental Cablevision has agreed to buy American Cablesystems for \$481.7 million, or \$46.50 per share. Combined systems would have over 2 million subscribers. U.S. Cable Corp., new group headed by ML Media principals, Martin Pompador and Elton Rule, made \$233 million offer for Essex Communications, Greenwich, Conn.-based MSO with 135,000 subscribers. ML earlier bought C4 Media, Vienna, Va.-based MSO of about 65,000 subs for \$126 million.

□ Radio group broadcast Summit Communications is buying DKM Broadcasting for approximately \$200 million, second-largest radio-only sale. DKM holds AM-FM combinations in eight cities.

□ Adams Communications has signed agreement to buy Forward Communications' five TV stations for \$126.5 million from Wesray Capital Corp., which bought group in 1984 for \$95 million.

Deals called off in wake of stock market decline so far include: proposed merger of cable system operators United Artists and United Cable, and \$114-million TV station sale by United Broadcasting Corp. to ML Media Partners. Also in question is proposed sale of Storer Cable's 1.4 million-subscriber cable systems for \$2.5 billion-\$3 billion, particularly with evaporation of high-yield bond market, favored financing tool of Storer-parent Kohlberg Kravis Roberts & Co.

□

■ **Public Broadcasting.** On Capitol Hill, the Senate Communications Subcommittee took stock of public broadcasting, 20 years after enactment of Public Broadcasting Act, at oversight hearing last Thursday (see "Top of the Week"). Senate Commerce Committee's adoption of revenue-raising package that would create "Public Broadcasting Trust Fund" based on money raised from FCC license transfer fee was expected to be discussed as well as public broadcasting's journalistic independence and future of independent productions on medium. Fund would not be activated until after Sept. 30, 1989 (BROADCASTING, Oct. 26). House Telecommunications Subcommittee also has oversight hearing scheduled for Nov. 18. In other Hill action, Senate passed Labor-Health & Human Services bill Oct. 4 that included \$248 million appropriation for Corporation for Public Broadcasting for FY 1990.

Board of National Public Radio reelected Chairman Jack Mitchell and Vice Chairman Ward Chamberlin to one-year terms. Board of Corporation for Public Broadcasting elected new chairman and vice chairman at annual meeting. Howard Gutin, Texas communications consultant and acting chairman since March, moved officially into chairman's spot, while New York businessman and former CPB Chairman William Lee Hanley took over as second in command.

Search committees have been formed to fill vacancies in presidencies of American Public Radio and National Association of Public Television Stations, and resumes have been received in response to ads for position of vice president-

treasurer at Corporation for Public Broadcasting. Former APR President Al Hulsen and former NAPTS President Peter Fannon both resigned effective Sept. 1, while former CPB VP-treasurer Don Ledwig was promoted to president in July (BROADCASTING, June 29, July 6, Aug. 10).

CPB board, which grew to eight members with addition of William Lee Hanley, Archie Purvis, Marshall Turner and Sheila Tate in June (BROADCASTING, June 29), is likely to see nomination of former Tennessee First Lady Honey Alexander for one of two remaining spots on board. Still under consideration is Charles Lichenstein, who has been faulted by noncommercial system for reputedly believing that funding to CPB should be cut ("Closed Circuit," June 29).

□

■ **Scrambling.** Senate Commerce Committee is slated to vote this Thursday, Nov. 19, on legislation that would regulate home satellite marketplace. Backyard dish bill enjoys support of Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and ranking Republican John Danforth of Missouri (BROADCASTING, Sept. 7). Legislation is expected to undergo some revisions before it hits Senate floor. Measure would require cable programmers to allow qualified third parties to distribute programming to 1.7 million owners of backyard earth stations. There has been realignment of industry groups interested in TVRO legislation, with Motion Picture Association of America expressing its support for Senate dish bill, S. 889 (BROADCASTING, July 27, Aug. 3).

On other front, House legislation (H.R. 2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners, was to be subject of Copyright Subcommittee hearing Nov. 12, but hearing was postponed until Thursday, Nov. 19. Companion measure may soon emerge in Senate.

□

■ **Unions.** Fruitless negotiation meeting between members of labor relations department of CBS and international president of technical union, International Brotherhood of Electrical Workers, was held Thurs., Nov. 5. Sides decided to continue meetings and all union members remain at status quo under terms of old contract. It was first meeting since three-day meetings with federal negotiator in Washington ended Friday, Oct. 23, with little progress. CBS has been holding fast to final offer made following month-long negotiations, shortly after old contract expired at midnight, Sept. 30. CBS offer is believed to include 3% raises for each of three years of contract and language that would allow for unlimited use of daily hires. Negotiations affect 1,500 workers at CBS-owned stations in seven cities.

Directors Guild of America members have overwhelmingly ratified separate three-year staff contracts with ABC, CBS and NBC, as well as freelance contract covering about 500 additional directors at three networks. Vote at ABC was 83 to 46 in favor; CBS, 68 to 33, and NBC, 94 to 20. New staff contracts, covering news, sports and operations personnel, provide 3% across-the-board raises; minor layoffs in automated control area; and more network control over editing functions. DGA came out slightly ahead at NBC, with network providing few more bonuses in seniority, editing jurisdiction and severance pay areas. Guild members also approved pact covering low-budget theatrical feature productions, 2,155 to 144, and commercials, 2,180 to 106.

■



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is backed by a staff of 70 professional, award-winning journalists and field producers who comb the country searching for stories.

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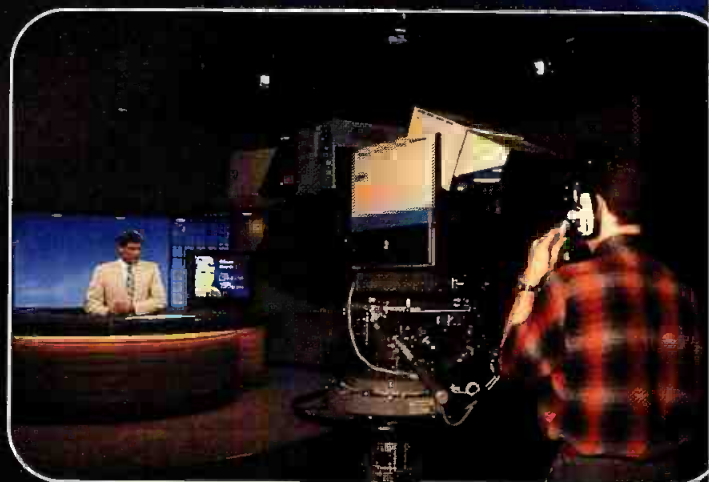
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Las Vegas/KLAS  
Los Angeles/KTTV  
Minneapolis/KSTP  
New York/WNYW  
Norfolk/WTKR  
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Roanoke/WSLS  
San Francisco/KGO  
St. Louis/KTVI  
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# Datebook

■ Indicates new or revised entry

## This week

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

**Nov. 15**—Induction ceremonies into the *Academy of Television Arts & Sciences* Television Academy Hall of Fame of Johnny Carson, Jacques-Yves Cousteau, Leonard Goldenson, Jim Henson, Bob Hope, Eric Sevareid and the late Ernie Kovacs. Ceremonies to be taped by Fox Broadcasting for telecast on Nov. 30. Fox Broadcasting, 10201 West Pico Boulevard, Los Angeles. Information: Murray Weissman, (818) 763-2975.

**Nov. 16**—Technology and audience study group, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Nov. 17**—Video on the Air lecture, featuring Kathy Huffman, curator/producer, Contemporary Art Television, sponsored by *School of the Art Institute of Chicago*. School of the Art Institute, Chicago. Information: (312) 443-3700.

**Nov. 17**—Presentation of third annual Nancy Susan Reynolds Awards for sexual responsibility in the media, sponsored by *Center for Population Options*. Hotel Bel Air, Los Angeles. Information: (213) 305-8010.

**Nov. 17**—Marketing research workshop, "Can You Make Better Marketing Decisions Through Hi-Tech?" sponsored by *Association of National Advertisers*. Plaza hotel, New York.

■ **Nov. 17**—*Museum of Broadcasting* seminar on history and production of *Studio One*, "one of the most

innovative and prestigious of all live television dramas." MOB, New York. Information: (212) 752-7684.

**Nov. 17-19**—Ninth International Sport Summit conference and exhibit. Beverly Hilton hotel, Los Angeles.

**Nov. 18**—*Federal Communications Bar Association* luncheon. Speaker: Dean Burch, director-general, Intelsat. Marriott, Washington.

**Nov. 18**—"Gambling It All: Nuts and Bolts of Starting Your Own Business," meeting of *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

■ **Nov. 18**—"How to Get Cast in Television," panel discussion sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

■ **Nov. 18**—*Houston Association of Radio Broadcasters* fourth annual Radio Day. Westin Galleria, Houston.

**Nov. 19**—*American Association of Advertising Agencies*, New England Council and Advertising Club of Greater Boston meeting. Back Bay Hilton, Boston.

**Nov. 19-21**—*Loyola Radio Conference*, convention for high school and college radio broadcasters. Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207.

**Nov. 20**—*Broadcast Pioneers, Washington area chapter*, eighth annual awards banquet. Kenwood Country Club, Bethesda, Md.

**Nov. 21**—"Writers on Writing," seminar sponsored by *American Film Institute*. Mark Goodson Theater, New York.

## Also in November

**Nov. 23**—15th annual International Emmy Awards

gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Center, New York.

**Nov. 24**—*International Radio and Television Society* newsmaker luncheon, "Television: New Sources, New Forces," featuring Sumner Redstone, Viacom; Fred Silverman, Fred Silverman Co.; Henry Bushkin, Bushkin, Gains, Gaines & Jonas, and Brad Marks, Korn/Ferry International. Followed by IRTS second annual goods and services celebrity auction. Waldorf-Astoria, New York.

**Nov. 24**—Presentation of Nancy Reagan Drug Prevention Award, sponsored by *Entertainment Industries Council*, to B. Donald (Bud) Grant, former president, CBS Entertainment. Beverly Wilshire hotel, Los Angeles.

**Nov. 24**—Screening of "Interviews with the Interviewers," by video artist Skip Blumberg; CBS's Mike Wallace will answer questions. Sponsored by *Donnell Library*, 20 West 53rd Street, New York.

## December

**Dec. 1**—Deadline for entries in 18th annual National Educational Film & Video Festival. Festival is scheduled for April 29-May 1, 1988. For entry form, call or write: NEFVF, 314 East 10th Street, Oakland, Calif., 94606; (415) 465-6885.

**Dec. 2**—Reply comments due in FCC proceeding (docket 87-266) on telephone company-cable cross-ownership rules. FCC, Washington.

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

**Dec. 3**—*American Sportscasters Association* fourth

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## Put your viewers on the inside track.

Breeders' Cup Newsfeed begins Tuesday, November 17, and your news audience can get up to the minute reports on the top horses and jockeys competing in the 1987 Breeders' Cup on November 21st.

Your viewers will gain a unique perspective of the trainers' strategies and owners' hopes as they prepare for racing's \$10,000,000 championship day.

Unscrambled and completely unrestricted, Breeders' Cup Newsfeed is a daily 15-

minute satellite delivered package of features, interviews, celebrity appearances and location footage direct from Hollywood Park, California. You will receive all the stories needed to cover this seven race championship event, without leaving your newsroom.

Last year, over 100 stations took their viewers to the finish line with Breeders' Cup Newsfeed. So this year, don't leave your audience at the gate. Put them on the inside track from the start with Breeders' Cup Newsfeed, and you'll finish a winner.

**BREEDERS' CUP  
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TUESDAY, NOVEMBER 17  
THRU  
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3:30pm - 4:00pm EST  
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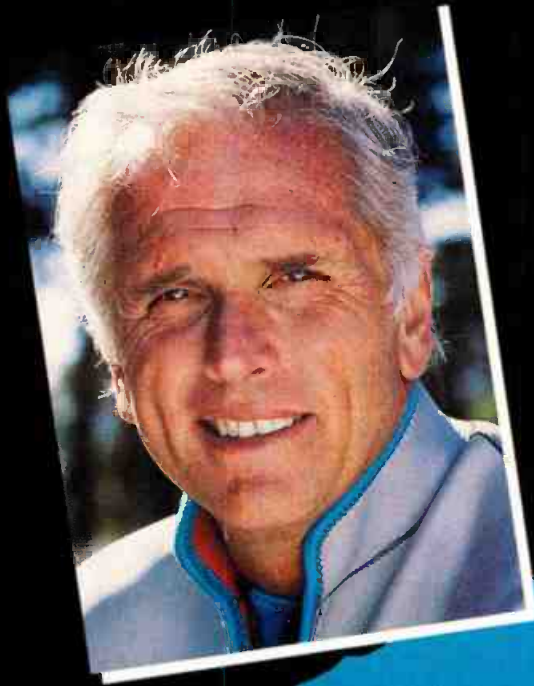
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TELSTAR 301, TRANSPONDER 12V  
AUDIO 6.2 & 6.8

*To learn more about the Newsfeed or Breeders' Cup Day, call the Breeders' Cup Newsfeed Staff at (213) 649-5820 after November 13.*





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# MEN IS OVER!

## #1 MEN 18-49

<u>PROGRAM</u>	<u>VIEWERS PER 1000 HOUSEHOLDS</u>
<b>SEA HUNT</b>	<b>487</b>
D. C. FOLLIES	460
COMEDY CLUB	452
WE GOT IT MADE	369
MARBLEHEAD MANOR	336
NEW MONKEES	325
OUT OF THIS WORLD	300
BUSTIN' LOOSE	295
SHE'S THE SHERIFF	292
DOM DeLUISE SHOW	291

## #2 MEN 18-49

<u>PROGRAM</u>	<u>RATINGS</u>
SHE'S THE SHERIFF	2.5
<b>SEA HUNT</b>	<b>2.3</b>
D. C. FOLLIES	2.3
COMEDY CLUB	2.3
WE GOT IT MADE	2.2
MARBLEHEAD MANOR	2.2
OUT OF THIS WORLD	2.2
DOM DeLUISE SHOW	1.7
BUSTIN' LOOSE	1.5
YOU CAN'T TAKE IT WITH YOU	1.2

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annual Hall of Fame Awards dinner. Marriott Marquis, New York. Information: (212) 227-8080.

**Dec. 3-4**—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Dec. 4**—*Southern California Broadcasters Association* Christmas party. Hollywood Roosevelt hotel. Los Angeles. Information: (213) 466-4481.

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

**Dec. 5**—"Disasters: New Challenges for the Media" and "Media and the Law: Your Rights and Restrictions," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. Woodlake Resort and convention hotel, Sacramento, Calif. Information: (213) 746-1200.

**Dec. 6-9**—"Computer Graphics for Design," fall conference sponsored by *Pratt Center*. Grand Hyatt, New York. Information: (914) 741-2850.

**Dec. 7**—Technology and audience study group, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Dec. 7-11**—Video Expo Orlando, sponsored by *Knowledge Industry Publications*. Buena Vista Palace hotel, Lake Buena Vista, Fla. Information: (914) 328-9157.

**Dec. 8**—*Federal Communications Bar Association* reception/dinner honoring FCC Chairman Dennis Patrick. Washington Marriott hotel. Washington.

**Dec. 8-9**—*Radio Advertising Bureau* day-long sales seminar, "How to Close More Sales." Dec. 8: Registry hotel. Los Angeles, and Dec. 9: Westgate hotel. San Diego. Information: 1-800-232-3131.

**Dec. 10-11**—"Telecommunications: Current Developments in Policy and Regulation," sponsored by *Practising Law Institute and Federal Communications Bar Association*. Omni Shoreham, Washington. Information: (212) 765-5700.

**Dec. 17**—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

**Dec. 31**—Deadline for entries in 13th annual Commendation Awards, sponsored by *American Women in Ra-*

*dio and Television*, for "positive and realistic portrayal of women in all media forms." Information: (202) 429-5102.

## January 1988

**Jan. 6-9**—*Association of Independent Television Stations* annual convention. Theme: "Independents '88: The Real Superstations." Century Plaza, Los Angeles.

**Jan. 7-10**—International winter consumer electronics show, sponsored by *Electronic Industries Association*. Las Vegas Convention Center, Las Vegas. Information: (202) 457-4919.

**Jan. 8**—Deadline for entries in Alexander Hamilton/Ohio State Awards program competition, sponsored by *Ohio State University Institute for Education by Radio-Television*. Information: (614) 292-0185.

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

**Jan. 13**—*International Radio and Television Society* newsmaker luncheon, "Super Bowl XXII." Waldorf-Astoria, New York.

**Jan. 13**—"Investigative Reporting: What's the Real Story?" session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**Jan. 15**—*Cabletelevision Advertising Bureau* cable television political advertising workshop. Caucus Room, Cannon House Office Building, Washington.

**Jan. 15**—Deadline for entries in Angel Awards for "most outstanding productions of moral and/or social impact in communications." Beverly Wilshire, Los Angeles. Information: (213) 387-7185.

**Jan. 15**—Deadline for entries in Broadcast Media Awards, sponsored by *International Reading Association*. Information: (302) 731-1600.

**Jan. 15-17**—*Alabama Broadcasters Association* winter convention. Sheraton Capstone, Tuscaloosa, Ala.

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

**Jan. 19-21**—Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

**Jan. 20**—*Federal Communications Bar Association*

luncheon. Speaker: Judge Kenneth Starr, U.S. Court of Appeals for D.C. Circuit. Marriott, Washington.

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

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

**Jan. 24**—Ninth annual ACE (Awards for Cable Excellence) Awards presentation, sponsored by *National Academy of Cable Programming*, on HBO.

**Jan. 24-25**—*California Broadcasters Association* radio and television management conference. Palm Springs Plaza hotel, Palm Springs, Calif.

**Jan. 26-28**—*South Carolina Broadcasters Association* winter convention. Columbia, S.C.

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

**Jan. 30**—Deadline for entries in *American Diabetes Association's* fourth annual national media awards recognizing excellence in reporting on diabetes. Information: ADA, 1660 Duke Street, Alexandria, Va., 22314; (703) 549-1500.

**Jan. 30-Feb. 3**—*National Religious Broadcasters* 45th annual convention and exposition. Sheraton Washington, Washington. Information: (201) 428-5400.

## February 1988

**Feb. 2-3**—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 257-9338.

**Feb. 3-7**—*International Radio and Television Society* faculty/industry seminar, Roosevelt hotel, New York.

**Feb. 4**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**Feb. 9**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

**Feb. 10**—"Success in Radio and TV Sales," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**Feb. 10-12**—19th annual Country Radio Seminar, spon-

**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 hotel, 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. 10-12, 1988**—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

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

**Feb. 26-28, 1988**—*NATPE International* 25th annual convention. George Brown Convention Center, Houston. Future convention: Houston, Feb. 24-26, 1989.

**March 21-23**—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

**April 9-12, 1988**—*National Association of Broadcasters* 66th annual convention. Las Vegas Con-

## Major Meetings

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 10-13, 1988**—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va.

**April 17-20, 1988**—*Broadcast Financial Management Association* 28th annual meeting. Hyatt Regency, New Orleans. Future meetings: April 9-12, 1989, Loews Anatole, Dallas, and April 18-20, 1990, Hyatt Regency, San Francisco.

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

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

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

**May 18-22, 1988**—*National Public Radio* annual public radio conference. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

**June 8-11, 1988**—*American Women in Radio and Television* 37th annual convention. Westin William

Penn. Pittsburgh.

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

**June 18-21, 1988**—*American Advertising Federation* annual convention. Century Plaza, Los Angeles.

**July 31-Aug. 3**—*Cable Television Administration and Marketing Society* 15th annual meeting. Westin Copley Place, Boston.

**Sept. 7-9, 1988**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

**Sept. 14-17, 1988**—Radio '88, sponsored by the *National Association of Broadcasters*. Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

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

**Oct. 14-19, 1988**—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

**Nov. 30-Dec. 3, 1988**—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510.

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



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sored by *Country Radio Broadcasters Association*. Opryland hotel. Nashville

**Feb. 12**—*Southern California Broadcasters Association* 3d annual Sunny Creative Radio Awards presentation. Registry hotel. Los Angeles. Information: (213) 466-4481.

**Feb. 16-17**—*Wisconsin Broadcasters Association* annual convention and legislative reception. Madison, Wis.

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

**Feb. 18-19**—*Broadcast Financial Management Association* board of directors meeting. Intercontinental hotel. San Diego

**Feb. 18-20**—"Minorities and Communications: A Preview of the Future," conference sponsored by *Howard University School of Communications*. Howard Inn and Blackburn Center. Howard University campus. Washington. Information: (202) 636-7491

**Feb. 24**—*Federal Communications Bar Association* luncheon. Speaker: Diane Killory, FCC general counsel. Marriott. Washington

**Feb. 25-28**—*NATPE International* 25th annual convention. George Brown Convention Center. Houston.

## March 1988

**March 3**—*International Radio and Television Society* Gold Medal banquet. Recipient: CBS's *60 Minutes*. Waldorf-Astoria, New York. Information: (212) 867-6650

**March 8**—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

**March 9**—"Issues Before the FCC: An Evening with Diane Killory," general counsel, sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**March 9-10**—*Association of National Advertisers* television advertising workshop. Plaza hotel. New York.

**March 13-15**—First Amendment Congress, organized in 1979 by Jean Otto of Society of Professional Journalists, who is now with *Rocky Mountain News*. Marriott City Center hotel. Denver. Information: (303) 492-6480.

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

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

**March 21-23**—*Satellite Broadcasting and Communication Association* trade show. Bally's. Las Vegas. Information: (800) 654-9276.

**March 22**—13th annual Commendation Awards ceremony, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

## April 1988

**April 8-10**—*Broadcast Education Association* con-

vention. Las Vegas. Information: (202) 429-5355.

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

**April 10-13**—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-5082.

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

**April 13**—"Calling the Shots: Producing and Directing in Washington," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**April 16**—20th annual Golden Reel Awards ceremony sponsored by *International Television Association*. Caesars Palace, Las Vegas. Information: Kelly J. Bell, (214) 869-1112.

**April 18-20**—*Broadcast Financial Management Association* annual meeting. Hyatt Regency New Orleans, New Orleans. Information: (312) 296-0200.

**April 28-May 3**—24th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 967-7600.

**April 30-May 3**—*National Cable Television Association* annual convention and exposition. Theme: "Cable '88: Seeing is Believing." Los Angeles Convention Center, Los Angeles. Information: (202) 775-3629.

## May 1988

**May 1-8**—International Public Television Screening Conference. Input '88, sponsored by *Philadelphia Input '88 Alliance*. Philadelphia. Information: (215) 351-1200.

**May 10**—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

**May 10-13**—Communications '88, supported by *International Telecommunications Union* and *European Economic Community*. National Exhibition Center, Birmingham, England. Information: (301) 657-3090.

**May 11**—"Starring in Your Own Show: Owning and Operating a Broadcast Station," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**May 17**—*International Radio and Television Society* Broadcaster of the Year luncheon. Waldorf-Astoria, New York.

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

**May 18-22**—*National Public Radio* annual public radio conference. Adam's Mark hotel. St. Louis. Information: (202) 822-2000.

**May 18-19**—Sports Conference. New York Marriott

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## June 1988

**June 8-11**—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pittsburgh.

**June 8-12**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32d annual

**June 10-12**—*National Council for Families and Television* annual conference. Four Seasons Biltmore, Santa Barbara, Calif. Information: (213) 876-5959.

**June 15**—"Public Relations: Behind the Washington Scene," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**June 17-19**—*Alabama Broadcasters Association* spring/summer convention. Gulf State Park, Gulf Shores, Ala.

**June 18-21**—*American Advertising Federation* annual convention. Century Plaza, Los Angeles. Information: (202) 898-0089.

**June 20-24**—*Radio Advertising Bureau* sales managers school. Wharton School of University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

# Monday Memo

A commentary on broadcast tower business opportunities from Gary Hess, Silicon East Tower Co., Melbourne, Fla.

## Broadcasting's hidden business: a report on tower commissions

Let's start with a riddle: What's tall, made of steel and for most broadcasters, a totally overlooked way of making money? The answer: a station's tower. Every broadcaster has one but few realize that with a little effort their station's tower could be a steady source of additional income. Indeed, in some markets, towers have generated annual profits of more than \$1 million.

The outlook for the tower rental business is very bright. As the FCC continues to allocate new spectrum for land mobile, cellular, broadcasting and other uses, the need for tower space will continue to grow dramatically.

The profit potential of tower leasing is impressive. As a rule of thumb, a 300-foot tower can gross up to \$4,000 monthly; a 500-foot tower, \$8,000; a 1,000-foot tower, \$25,000; and 1,500-plus feet, more than \$100,000 a month. In some markets, where antenna sites are in short supply, the rates are much higher.

How do you get into the vertical real estate business? First, ask your chief engineer to brief you on the structural limitations of your tower. If he does not have this information, contact the manufacturer of the tower for design specifications. If that fails, consider retaining a structural tower consultant. There are many competent structural engineers listed in the Professional Card section of this magazine. Even without the benefit of tower blueprints, a structural engineer can tell you all you need to know about leasing space on your tower. This analysis might reveal that modifications are needed to upgrade your tower to hold additional antennas. You can get the facts if you dig deep enough.

Many broadcast stations will be building new towers to upgrade existing coverage. If your station is considering this option, now is the ideal time to design a rental tower property. The cost of adding strength to a new tower will be minimal when compared with the potential rental income, especially in light of the fact that the typical tower lease is for a minimum of five years. One reason that long leases are popular is the high cost to the tenant of relocating a transmitter. The cost of riggers, FCC paperwork, etc., tilt in favor of longer lease terms.



Gary Hess is the president of Silicon East Tower Co., Melbourne, Fla., and of Silicon East Communications, the licensee of WTVI(FM)-WTAI(AM) there. From 1971 to 1981 he was the director of engineering of SJR Communications, New York. He is also the tower manager of Arcetex Tower Co., Dallas.

To find new tenants, you may want to consider putting your chief engineer on a commission basis—just as you do your sales department. Not only will it supplement his income, but more importantly it will motivate him to prospect. Remember, you will be turning an asset with zero income into a business with positive cash flow.

One myth that should be dispelled is the danger of renting tower space to the competition. In my 20 years as both a tower landlord and a tenant in several markets, I have never seen a situation where denying a station in the market access to a tower has stopped the competitor from getting on the air. Indeed, in some instances, denying access prodded the competition to build an even more favorable facility. Rather than engage in an unsuccessful battle, the preferred course of action is to enjoy income from your competition. Also, keep in mind that there is a provision in the FCC's regulations to the effect that your license will not be renewed if you deny access to a competing station to your tower if you own the only favorable site for the local market area.

A quick rule of thumb for establishing the rate for a two-way antenna rental is a dollar per foot of height per month. For an FM station, consider charging \$2.50 per foot per

month; for a television station, \$5 per foot per month. Keep the following principle in mind: the higher the tenant's antenna, the greater the benefit to the tenant. Also, the higher the equipment that is mounted on the tower, the more structural loading it is using up. Thus, the tenant on top should pay the most.

Here are some other practical suggestions: Do not sign an *exclusive* lease with any tenant. Many two-way or land mobile businesses will push for an exclusive lease, claiming concern about potential interference from other users of the tower. The recommended strategy is to represent the tower as an "as-is" proposition. If harmonic interference becomes a concern, require each successive tenant to submit a study to determine what impact additional equipment will have on existing tenants.

Also make sure you clearly limit the size of the transmission line to be installed for each tenant. The transmission line creates the largest load source on the tower. Oversized lines will eat up tower capacity quickly.

AM towers (hot towers), although more complicated, can support tenants by means of isocouplers. For years AM—FM combo stations have used a single tower by means of isocoupling the FM. Why not use the same principle for tenants?

Another increasingly popular approach for AM towers is to combine multiple AM stations into a single tower site. Today many AM broadcasters are discovering that their existing tower site land is worth a great deal of money as residential or commercial real estate. Get together with the other area AM broadcasters and propose a common site. Sell the benefits of common emergency power, ground and equipment maintenance, etc. Most importantly, each broadcaster could realize a good return on the sale of the tower land and more than likely improve their respective signals at the same time. Most AM tower sites today are old and suffer both structural and signal problems due to age. The broadcaster who builds the common site could realize a good rental return and an improved signal for his efforts.

The bottom line for broadcasters who watch the bottom line: Put your tower to use. Few businesses today can bring in income as effortlessly as the tower business. Make your chief engineer a combination sales engineer and tower manager...and enjoy the found income.



# Most shows come and go, but the competition is here to stay.

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Sacramento	KXTV/C	Access	NEW HOLLYWOOD SQUARES
Milwaukee	WITI/C	Access	CARD SHARKS
San Diego	KFMB/C	Late Night	CBS LATE NIGHT
Jacksonville	WTLV/A	Access	NEW DATING GAME
West Palm Beach	WTVX/C	Late Night	CBS LATE NIGHT
Syracuse	WSTM/N	Access	NEW NEWLYWED GAME
Cedar Rapids	KCRG/A	Access	NEW NEWLYWED GAME
Fargo	WDAY/A	Access	TRUTH OR CONSEQUENCES
Springfield	KSPR/A	Access	TRUTH OR CONSEQUENCES
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# Broadcasting Nov 16

Vol. 113 No. 20

TOP OF THE WEEK

## FCC bound: Wing in line for Dawson vacancy

The White House has tapped Washington communications attorney Susan Wing to fill the FCC seat being vacated by Mimi Weyforth Dawson.

Dawson, who has been nominated to be the next deputy secretary of transportation, is scheduled to go before the Senate Commerce Committee for her confirmation hearing this Tuesday (Nov. 17). If all goes well, said one committee aide, Dawson could win full Senate confirmation by the end of this week or early next.

The White House's selection of Wing is not official, but it is seen in Washington communications circles as close to certain. Wing was not available late last week to confirm her selection.

Wing, 40, is a partner with Hogan & Hartson, a prominent Washington law firm with a substantial communications practice. Among its broadcasting and cable clients: the National Cable Television Association, Chris-Craft Industries, United Television, Allbritton Communications, Continental Cablevision, Cooke Cablevision and Prime Cable.

Wing's reputation among the Washington legal community is as a first-rate litigator in comparative hearings for broadcast licenses at the FCC. "She was tough," said Gene Bechtel, Bechtel & Cole, recalling a few cases in which he opposed her. "Hogan & Hartson has a reputation as being tough anyway and



she fit into that mold."

Jay Ricks, another partner at Hogan & Hartson, acknowledged her broadcast work, but said she has also represented some cable and common carrier clients.

Wing is said to be as conservative in style as in politics. "She is definitely a Republican," said one partner. "She will have no problem with the FCC's deregulatory agenda."

Wing's name has been circulating as a possible FCC commissioner since early this year. At that time, she was being mentioned as a replacement for the departing Mark Fowler. The White House assigned that seat to Bradley Holmes, but Wing's name quickly reemerged when President Reagan announced his intention to nominate Dawson to DOT.

Wing has one clear White House connection. Her husband is M.B. Oglesby, a former White House congressional lobbyist. He is now a partner in the political consulting firm of Hecht, Spencer & Oglesby.

A native of Dallas, Wing received a bachelor's degree from Spring Hill College, Mobile, Ala., in 1969; a master's from Sangamon State University, Springfield, Ill., in 1972, and a law degree from Georgetown University, Washington, in 1978.

Between 1973 and 1976, she worked at the Department of Health, Education & Welfare, serving as special assistant to the assistant secretary for public affairs. From 1976 to 1978, she was executive assistant to the director of the Council for Wage and Price Stability.

## Good news on transfer tax front

### All indications are that Hollings's proposal will not make it into White House deficit-reduction plan

Broadcasters may soon have reason for celebration. The prospects for defeating a congressional initiative that would levy a 2% to 5% license transfer fee on the sale of broadcast properties brightened significantly last week, although industry leaders were not resting on their laurels.

According to the National Association of Broadcasters, the fee/fairness doctrine codification proposal (BROADCASTING, Oct. 26 et seq.) won't be included in a deficit-reduction package the White House and congressional leaders are considering. The package, when it emerges from the so-called "economic summit," will likely replace the current budget reconciliation measure pending in the Senate that contains the fee proposal and language codifying the fairness doctrine.

Despite that progress, NAB President Eddie Fritts stopped short of declaring a victory. "We have come a long way in a short period of time," Fritts said. "I'm telling you, it's cooking pretty good."

Since the proposal emerged, NAB has engaged in a massive grassroots lobbying campaign to squelch it. Last week, the association was said to have commitments from 50 senators who will oppose the transfer fee/fairness doctrine in the event it does come to a vote on the Senate floor. The association is shooting for 60 votes, giving it a "super majority" and enabling it to stop any parliamentary maneuvers by the proposal's author, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.).

Among the lawmakers NAB is said to still be courting: Minority Leader Robert Dole (R-Kan.); Alan Dixon (D-Ill.); Strom Thurmond (R-S.C.); Bennett Johnston (D-La.); John Breaux (D-La.); William Cohen (R-Me.); Harry Reid (D-Nev.); Arlen Specter (R-Pa.); Pete Wilson (R-Calif.); John Warner (R-Va.); Paul Trible (R-Va.); Sam Nunn (D-Ga.); Nancy Kassebaum (R-Kan.); Thomas Daschle (D-S.D.), and Wyche Fowler (D-Ga.).

Even Hollings admitted broadcasters were making headway. At a Senate hearing on public broadcasting (see page 49), Hollings acknowledged the broadcasters had the White House on their side. "They're [broad-

casters] all over up here now and ready to kill it... and they've got a commitment from the White House to kill it," said Hollings.

And the senator said he has been "fighting" back. Last week Hollings sent out a "Dear Colleague" letter hoping to clear up the "disinformation spewed out by the broadcasters."

The chairman lashed out at the broadcast industry. "They're a very, very, selfish group," he said. "Can you imagine the audacity of saying we favor a spectrum fee for everybody but us," commented Hollings, referring to an NAB "white paper" advocating the auction of nonbroadcast spectrum.

Hollings's animosity may not bode well for the industry's future dealings with him. "We're clearly cognizant about our future relationship with Hollings and that's why we have made it clear we are not attacking him," said Fritts.

Fritts conveyed the good news to his board of directors and major broadcast group heads in a letter last week. According to the letter, only those proposals that are noncontroversial will "likely survive as viable parts of the budget summit." NAB has learned that the "transfer tax/fairness doctrine has

been proclaimed the most-controversial of any single proposal," Fritts wrote. NAB was also said to have polled those Hill members participating in the summit and found a majority sided with broadcasters.

Fritts said the NAB plans to keep the pressure on, especially in the House where efforts led by House Energy and Commerce Subcommittee Chairman John Dingell (D-Mich.) to codify the fairness doctrine prior to the end of the current session are underway.

He identified two legislative vehicles Dingell may use to move the doctrine. "One is the budget reconciliation process and the other is the continuing resolution. We are again alerting all LLC's [NAB's legislative liaison committee] to redouble their efforts in the House," wrote Fritts. It is anticipated the continuing resolution will come to a vote on the House floor this week (BROADCASTING,



Fritts

Nov. 9).

The sumiteers are trying to reach an agreement before Nov. 20 when the Gramm-Rudman-Hollings balanced-budget law kicks in with automatic across-the-board budget cuts. They hope to cut the federal deficit for fiscal 1988 by at least \$23 billion

of which roughly \$10 billion would come from revenue-raising proposals. As of late last Friday, industry lobbyists were reporting that the transfer fee/fairness codification proposal was still off the table.

According to former FCC Chairman Mark Fowler, now with Latham & Watkins, who has been working against the proposal on behalf of several clients, the White House is firmly opposed to the idea. The administration finds the proposal troubling for a number of reasons, Fowler said. "They don't like it because it's a tax; they don't like the idea of reimposing the three-year rule, and they don't like the idea of funding public broadcasting in this way." Moreover, codification of the fairness doctrine, runs counter to the President's veto of the doctrine, he added.

Still, Fowler stressed the volatility of the situation: "Of course, this is so fluid, everything is subject to change." □

## TV networks revenue down in third quarter

The three-television network time sales revenue for the third quarter were off by more than 4% from last year's total, according to figures compiled by Arthur Young Co. Gains in prime time were offset by decreases in every other daypart, especially daytime and news, the unaudited data shows.

Third-quarter gross time sales revenue was \$1.59 billion, leaving net revenue of \$1.35 billion after subtracting \$237 million in advertising agency commission, according to the figures, which do not break out the separate networks.

For the first three quarters, net revenue was just behind 1986's \$4.71 billion, totalling \$4.69 billion, the results propelled by increases in the prime time and sports dayparts. Second quarter net time sales revenue was \$1.75 billion versus \$1.6 billion in the first quarter.

Prime time sales, which represent one-half of all three-network sales revenue, gave the companies their only quarterly boost. Prime time net revenue for the period was up nearly 7% to more than \$676 million. The daypart was up 4% to \$2.43 billion for the year-to-date. Second-quarter prime time net revenue was \$933 million, first quarter was \$823 million.

Any increases for the quarter and the year so far, however, have been undercut by substantial three-network declines in

daytime and news dayparts. Daytime was off nearly 24% from last year's third quarter, losing more than \$65 million to total \$212 million in net revenue. For the first three quarters, net revenue from daytime time sales was off almost 14% to \$764 million. Second-quarter daytime net revenue was \$300 million, first quarter was \$253 million.

News was off more than \$30 million for the quarter, with an 18% decline in net revenue to \$147 million. The decrease was the daypart's worst for 1987, leaving year-to-date news net revenue off 10.5% at \$490 million. Second-quarter news sales net revenue was \$195 million, with first quarter revenue at \$148 million.

Also declining were time sales for children's programming, down 6% for the quarter to net revenue of \$33 million. The daypart was off slightly for the year-to-date. Late night was off almost 3% for the quarter, with total net revenue of \$69 million and flat for the year at around \$212 million.

Sports, flat for the quarter at \$212 million, was up nearly 11% for the three quarters to \$703 million, with most of the improvement coming with the second quarter's \$199 million in net revenue. First-quarter net revenue from sports time sales was \$292 million.

### 1987 versus 1986

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programming							
Third quarter '86	\$5,387	\$0	\$0	\$0	\$735	\$0	\$6,122
Third quarter '87	3,940	0	0	0	3,177	0	7,117
% increase (decrease)	(26.86)	0	0	0	332.24	0	16.25
All other gross revenue from time sales*							
Third quarter '86	739,973	83,113	326,188	41,819	248,844	209,802	1,649,739*
Third quarter '87	791,223	81,093	249,209	39,243	245,114	172,274	1,578,156*
% increase (decrease)	6.93	(2.43)	(23.60)	(6.16)	(1.50)	(17.89)	(4.34)
Total gross revenue from time sales							
Third quarter '86	745,360	83,113	326,188	41,819	249,579	209,802	1,655,861
Third quarter '87	795,163	81,093	249,209	39,243	248,291	172,274	1,585,273
% increase (decrease)	6.68	(2.43)	(23.60)	(6.16)	(0.52)	(17.89)	(4.26)
Less advertising agency commissions							
Third quarter '86	111,641	12,269	48,647	6,239	37,261	31,339	247,396
Third quarter '87	118,998	12,148	37,191	5,852	36,550	25,761	236,500
% increase (decrease)	6.59	(0.99)	(23.55)	(6.20)	(1.91)	(17.80)	(4.40)
Total net revenue from time sales							
Third quarter '86	633,719	70,844	277,541	35,580	212,318	178,463	1,408,465
Third quarter '87	676,165	68,945	212,018	33,391	211,741	146,513	1,348,773
% increase (decrease)	6.70	(2.68)	(23.61)	(6.15)	(0.27)	(17.90)	(4.24)

\*Includes \$17,064,000 in color insertion revenue reported by three networks for 1987 third quarter and \$10,377,000 for 1986 third quarter.



# Antipornography push by White House

## Child Protection and Obscenity Enforcement Act has provision including cable and pay TV

The Reagan administration last week made its move on the antipornography front. In a 49-page, wide-ranging bill that it sent to Congress, the administration seeks to implement the recommendations of the attorney general's commission on pornography (BROADCASTING, July 14, 1986). For the most part, the bill—the Child Protection and Obscenity Enforcement Act of 1987—is aimed at combatting sexual exploitation of children and the distribution of obscene material. But one of the sections President Reagan, in his letter transmitting the legislation to Congress, labels “Child Protection Amendments” deals specifically with obscenity on cable television and subscription television.

It would make the utterance of obscene language or distribution of obscene matter by cable television or subscription services on television a criminal offense punishable by up to two years in prison and a fine of up to \$250,000. “Distribute” is defined broadly; it includes telecasting, broadcasting or cablecasting, by wire, microwave or satellite. The definition would also reach producers, program suppliers and local operators of cable franchises. What's more, the bill would make clear that states and cities are free to regulate obscene or indecent matter on cable or subscription television stations, in a manner “not inconsistent with the Constitution.”

Obscenity, as defined by the Supreme Court in *Miller v. California*, has three prongs: (1) Whether the average person, applying contemporary community standards, could find that the material, taken as a whole, appeals to the prurient interest. (2) Whether the work depicts or describes in a patently offensive way sexual conduct specifically defined in the law at issue. (3) Whether the work, taken as a whole, lacks serious literary, artistic, political or scientific value. Definitions of indecency generally omit one or more of the prongs or phrases in them.

The administration bill last week had not yet been introduced. Indeed, it had not even been referred to committee. It is expected to be referred to the judiciary committees of the two houses this week, though with the section on cable and subscription television referred as well to the commerce committees. But hearings are not likely before January. A spokesman for the Senate Judiciary Committee noted that its resources would be committed for the next several weeks to preparing for and holding hearings on the nomination of Judge Anthony Kennedy to the Supreme Court (see page 47). A spokesman for the Senate Commerce Committee said it was “booked” through the end of the year. There was no sign of hearings in the House either.

One of the congressional findings in the bill would reflect a congressional view that “the proliferation of cable and subscription television outlets requires effective safe-

guards against obscene cable and subscription programming.” Another has it that “the harm caused by obscene television programming combined with the interstate nature of such programming requires that the federal government must assist the states in their efforts to combat it.” The President, in his letter of transmittal, says the section on “Cable Porn” is aimed at protecting “those most vulnerable and impressionable members of our society, our children.”

According to an analysis accompanying the bill, the section on cable television “is designed to provide a clear basis for federal prosecution of marketing obscene material on cable television.” It notes that there are questions as to whether various antiobscenity statutes now in force apply to cable television. The analysis cites a section in the Cable Communications Policy Act of 1984 that makes it a criminal offense to transmit obscene matter over a cable television system. But it says “ambiguities arising from . . . conflicting provisions” in the act make it “unclear under what circumstances, if any,” the federal government could act against “cable system operators who permit obscene material to be cablecast.”

The analysis notes that the bill's findings show that even local production and distribution of obscene material can affect the national market for television programming. Accordingly, the analysis adds, the suggested findings “are intended to allay any questions” as to the federal government's “jurisdiction to prosecute those who produce and disseminate television programming on an entirely intrastate basis.”

What is not clear is the reason for the need to bring subscription television within the reach of the bill. An antiobscenity statute in the criminal code is regarded as applying to radio and television; the U.S. Court of Appeals for the Third Circuit said as much in a case involving the DuMont Laboratories in 1950. However, the analysis indicates the bill's authors are not satisfied with that decision. It notes that the obscenity statute—written in the days before television—refers to “obscene . . . language.” And, it adds, “the transmission of obscene pictures, unaccompanied by any words or dialogue, might not be within the scope of the section.”

One of the possibly more significant aspects of the administration bill is the provision that would free states and their political subdivisions to act on their own to regulate obscene or indecent matter on cable or subscription television. The Supreme Court has held—in a case involving an effort by Oklahoma to ban liquor advertising on cable television systems—that the FCC has preempted states' regulation of program content of cable television. The commission is also regarded as having sole authority over the regulation of television program content. The analysis accompanying the bill says nothing about that preemption. But it says one of the subsections is intended to override court cases reserving the regulation of cable's program content to the federal government “and make it absolutely clear that both the states

and the federal government have a role in this area.”

The industries involved were not ringing any alarm bells, at least not yet. The National Association of Broadcasters' senior vice president and general counsel, Henry L. (Jeff) Baumann, said on Friday he had not had time to focus on the matter. And Seth Davidson, the National Cable Television Association's associate general counsel, did not see the bill as “adding anything new to the law.” The analysis of the administration bill notwithstanding, he said NCTA believes the cable act bars obscenity on cable systems. And, he said, “we don't have any problem with that.” As for the act permitting states to regulate obscene or indecent material on cable or subscription television, he noted that the bill adds the phrase “in a manner which is not inconsistent with the Constitution.” All city and state efforts thus far to regulate indecency on cable television have been ruled unconstitutional by various courts, including the Supreme Court. The high court, however, has upheld the regulation of indecent speech on broadcasting. □

## USA Network buys 'Miami Vice'

Episodes to air on basic cable network starting in fall 1988

MCATV ended its search for a home for the back-end strip of *Miami Vice* last week by selling it to the USA Network. The deal with USA, which is owned by MCA Inc. and Paramount, ends a difficult chapter for MCA TV to sell the one-hour series in syndication in a persistently tough marketplace.

The deal gives the basic cable network 92 episodes, including five two-hour movies, that will start in fall 1988. Dave Kenin, sen-



'Miami Vice'



'Hitchhiker'

ior vice president of programming, said that scheduling has not been decided, but he added that possibilities include early evening and late night.

In addition, USA last week said it made the first purchase of episodes of a series from another cable network. Beginning fall 1989, USA will carry 39 episodes of *The Hitchhiker*, a half-hour suspense anthology that now runs on HBO. Kenin said that series likely will fit into the network's Saturday night

schedule.

The sale of *Miami Vice* to USA may not relieve MCA Inc. of the huge deficits for the program. The show, produced for NBC, has a reported production budget of about \$1.3 million per episode. NBC reportedly pays a license fee of approximately \$850,000 for two runs of each episode, which leaves MCA with a \$450,000 deficit per show. This would amount to \$41 million for the 92 hours produced for the 1987-88 season.

Some industry observers speculated that added revenues from the USA deal will not be enough to put the show into the black.

Sid Scheinberg, MCA president and chief operating officer, has said previously that

MCA will not continue to produce shows, particularly higher cost one-hour action-adventures, at deficits. Last week, Scheinberg declined comment on the impact of the sale to USA.

MCA TV began marketing *Miami Vice* in syndication nearly a year ago, but encountered concern by stations who worried that the show might appear dated by the time it aired. MCA TV reduced its marketing efforts about a month after NATPE and initiated talks with several cable services and CBS, for use in its late night schedule (BROADCASTING, Feb. 16).

The market has remained a difficult one for syndicators. "All the hours out there are

still having a hard time, but *Miami Vice* stands alone with the severity of its problems," said Dick Kurlander, vice president of programming for Petry Television. Those problems include the show's trendiness and a lack of good plots.

However, poor sales of hour shows in syndication has been good news for cable. USA's Kenin said the result has been "knocks on our door all the time" from syndicators. Kenin does not view these shows as damaged goods. USA now carries two off-network hours—*Airwolf* and *Riptide*—that did not sell in syndication. Those shows perform to USA's satisfaction in the ratings, he said. □

## TVB tackles problems of newspapers, new business

### Annual convention hears new president Moll exhort industry to become more marketing oriented

Wrapping up what most agree has been a pretty lackluster year for television sales (estimated revenue gains: networks, 4%; both national spot and local, 6%), the 33d annual gathering of the Television Bureau of Advertising met in Atlanta last week. Registered attendance totaled 925, down from 990 a year ago.

The conferees appeared preoccupied with two issues, including wresting a greater share of local retail advertising from the newspaper medium, which has cornered about 80% of that business. The sales executives were also concerned with boosting new business development efforts, on both the local and national level (see below).

As he prepares to take over the helm of the TVB, president-elect William Moll said that under his leadership, the bureau's continuing goal will be to increase television advertising revenues, to be more "customer focused, high performance and growth oriented." The industry, he said, must become more marketing oriented—that is, creating new sources of business—and not just "mere schleppers of spots."

Looking to the future, Moll said it was "probable" the industry would at least double its revenue base by the year 2000.

The television industry will undergo pro-

found change in the years leading up to the next century, said Moll. High definition television and direct broadcasting services will be a reality by then, and a benefit to the marketers of television. "The seeds of our future prosperity lie in the gardens of DBS and HDTV. Can you imagine the impact of commercial television advertising on three-by-five ratio, and 1,125 lines? Double the fidelity. What impact!"

If television expects to gain a greater piece of local retail advertising, said Moll, "we must know more about their businesses. They must know more about our business. It's up to us to make it happen."

But TVB is also charged with fostering national sales efforts and Moll dutifully stressed that those efforts have to be redoubled. "We'd better not ignore the opportunities to develop national spot," said Moll. "We must make it easier to buy. We must become more astute in target marketing to meet our advertisers' needs." Marketing the "value" of television, said Moll, "must become a way of life at our television stations."

Outgoing TVB Chairman Blake Byrne also stressed the industry's concern with revenues, and where they will come from in the future. At a recent TVB-sponsored meeting of group station executives in New York, Byrne said of all the concerns discussed, "the major one was revenues."

In addition, said Byrne, the executives at the meeting were concerned that "someday the large increases we've seen recently in our top categories will slow down or stop altogether. And if their well runs dry, what will bail us out then? Developmental dollars are the key."

### Rice exits with praise for TVB, calls for new business development

In his final address to TVB members, outgoing President Roger Rice said developing new business "is the key to our future, especially in the years beyond 1988."

Next year, said Rice, television advertising will grow about 12% to \$26.5 billion, boosted by election campaign advertising and the Olympics. Now is the time, he said, to "lay the groundwork for 1989, when growth will slip back to single-digit increases. "Business development efforts,

both locally and nationally, will be the difference between stations that over-perform industry averages and those that fall short."

Rice cited the efforts of TVB this year to contact almost 150 advertiser and industry groups. He said that TVB's National Sales Advisory Committee credits the bureau's efforts with "generating some \$40 million to \$50 million dollars in new spot dollars for television this year."

Rice referred to new sales tools the bureau is developing, such as the recently produced "Case for Market-by-Market Television" videotape, in which several major advertisers endorse television. He also pitched a new TVB production, "Television: The Return on Investment Advantage." Narrated by Phil Donahue, the videotape presentation features a number of national and local advertisers, including Nestle and J.C. Penny, explaining the return, in product sales, on their investment in TV advertising.

Rice reported that TVB's budget for fiscal year 1988 is up 2% to \$7.8 million, while membership is now at 630 stations. For 1987, The TVB Budget was \$7.62 million, with expenses totaling \$7.58 million.

On the eve of his departure, Rice said that through his 13 years as TVB president, "if there is one thing of which I'm most proud, it is the increased involvement of you, our members, with TVB during these 13 years ... Increased input into TVB from the television industry is what has made us better,



Phil Donahue appeared on videotape at TVB meeting



Rice



stronger, and more able to fulfill your needs."

On a final note, Rice said, "I took this job 13 years ago for the challenge and the opportunity to do something of value for television—a business that's done so much for me. I hope I've succeeded in making just a little bit of difference. I know I've had fun!"

### Concern voiced over lack of attention to national spot

Complaints emerged at last week's TVB conference that not one session was devoted to the topic of national spot sales, seen by some as perhaps the biggest issue in station sales.

At one TVB session last week, WLWT(TV) Cincinnati's Anthony Kiernan said it was "surprising" TVB had not scheduled a session addressing national spot and the role of television representatives, in light of declining revenue increases in that category. Kiernan said the subject was "the most obvious topic" among current television sales issues that need addressing.

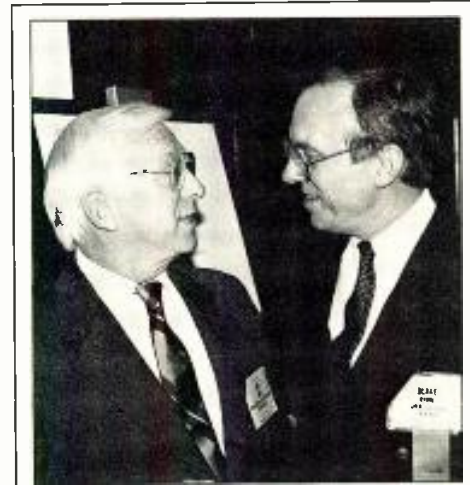
The key questions, said Kiernan, are how the industry can develop new national business and what role the different players involved—including reps, stations and the TVB—should play in developing that business.

Since 1980, national spot dollars have accounted for about 29.5% of all television

advertising dollars. In the same period, the local share of the pie has increased from 26% to just over 29% of all television advertising revenue. In 1988, for the first time, total local TV advertising is expected to surpass total national TV spot advertising.

William Moll, TVB president-elect, said Kiernan's point was "duly noted." Added Moll: "We've been preaching at TVB that the future of our business is local." But he added, "we damn sure can't ignore the development of national business."

James Babb, executive vice president, Jefferson-Pilot Broadcasting, and newly elected TVB chairman, noted the issue is being addressed in one on-going task force, a joint effort of the TVB and the Station Representatives Association. □



Babb (l) and Byrne

**TVB changing of the board.** James G. Babb, executive vice president, Jefferson-Pilot Communications, was elected chairman of the board of the Television Bureau of Advertising. Babb (whose boss at Jefferson-Pilot is NAB Chairman Wallace Jorgenson) succeeds Blake Byrne, group vice president, television, LIN Broadcasting, as TVB board chairman. In addition, the board elected Peter B. Desnos, managing general partner, Burnham Broadcasting, as board secretary. David Allen, president of Petry, was re-elected board treasurer. HRP's Peter Ryan was re-elected board vice president. Three new directors were elected to the board: Patrick Gmitter, vice president, Cox Communications; Kenneth MacQueen, vice president, Palmer Communications, and Lucie Salhany, president of Paramount's syndication division. Thomas Oakley, president, Quincy Newspapers, were re-elected to a fourth board term. Retiring from the board are Thomas Cookerly, president, broadcast division, Allbritton Communications; James C. Dowdle, president, Tribune Company Broadcasting, and Gary Lieberthal, chairman, Columbia/Embassy Television.

## Reagan hopes third time's the charm for high court pick

### President nominates San Francisco appeals court judge for Supreme Court after Ginsburg is undone following revelation by NPR's Totenberg of past marijuana use

Judge Anthony Kennedy of the U.S. Court of Appeals for the Ninth Circuit, in San Francisco, represents President Reagan's third effort to fill the Supreme Court seat left vacant in June when Associate Justice Lewis F. Powell Jr. retired. And those concerned primarily with Kennedy's views regarding the media apparently have little reason to be concerned. He is viewed as a judicial conservative who holds generally the same strong First Amendment views as those espoused by Powell. Indeed, a preliminary check into Kennedy's background by the Reporters Committee for Freedom of the Press indicates, according to the committee's executive director, Jane Kirtley, that Kennedy "looks very good."

Kennedy, who has been on the appeals court bench for 12 years, appeared with the President in the White House press room last Wednesday (Nov. 11) as Reagan announced his intention to nominate the 51-year-old jurist. It was the type of scene that had been played out twice before since the summer. First, it was the President and Judge Robert Bork of the U.S. Court of Appeals in Washington, whose nomination the Senate last month rejected by a vote of 58 to 42. Then, it was the President and Judge Douglas Ginsburg, Bork's colleague on the D.C. circuit,

who withdrew his name from consideration on Nov. 7 in the midst of the controversy that blew up over his acknowledgment that he had smoked marijuana, both as a college student in the 1960's and in the 1970's when he was on the Harvard law school faculty.

Ginsburg's acknowledgment followed the disclosure of his use of the drug, not by the FBI, which had conducted four background checks on him in connection with his appointment to high-level government posts, but by National Public Radio. NPR's legal affairs correspondent, Nina Totenberg, had learned of Ginsburg's involvement with marijuana during her own background check. Ginsburg's statement confirming his use of the drug was issued late in the afternoon of Nov. 5, after Totenberg had called the Justice Department for comment on the information she had developed and shortly before she was to go on the air with the first



Kennedy (l) and Reagan

of two reports on her findings.

As for Kennedy, he has been described as a moderate-to-conservative jurist. And Bruce Fein, the former FCC general counsel who is now a legal consultant, said Kennedy does not have "a judicial philosophy; he decides each case on its facts." But he would be more likely than Powell to uphold federal preemption of state regulation, said Fein. "He would read the Cable Communications Policy Act more broadly than would Powell." As for freedom of speech and press cases, Fein said, "he will echo the views of Lewis Powell, who was a staunch defender of the First Amendment, very wary of putting restrictions on speech regarding obscenity and pornography."

The Reporters Committee's Kirtley had not had much time to research Kennedy's record on media issues; although she began the project several weeks ago, when Kennedy, along with Ginsburg, was on the short list of possible nominees the White House compiled after the Senate rejected Bork's nomination, she stopped when Ginsburg was chosen. But Kirtley found some prior restraint, libel and freedom-of-information cases in which Kennedy had written the appeals court's opinions, and in all of which the court had come down on the side of the media.

Two prior-restraint cases involved broadcasters. In *Goldblum v. NBC*, in 1978, a former executive, Stanley Goldblum, who had been convicted of securities and insurance fraud had sought a court order barring

NBC from airing a docudrama on the case, *Billion Dollar Bubble*. Goldblum alleged the program was shot through with errors and would jeopardize his effort to obtain a parole. A few hours before the program was scheduled for broadcast, on June 7, 1978, the district court judge in the case ordered NBC to turn over a tape of the program for his review, and when the NBC lawyer refused, on First Amendment grounds, had him jailed. A few hours later, in response to an appeal by NBC, a three-judge panel of the ninth circuit ordered the lawyer released, and permitted the program to be aired. Later, the panel's opinion, written by Kennedy, was issued. It said the trial court's order would have been an impermissible interference with the editorial process. And in 1985, Kennedy wrote the opinion in which a panel upheld a CBS request for an order directing a district court to unseal pretrial documents relating to the criminal prosecution of auto maker John DeLorean's co-defendant. "We begin with the presumption that the public

and the press have a right of access to criminal proceedings and documents filed therein," Kennedy wrote.

(Kennedy also joined in an opinion, in 1982, affirming the right of the public and press to attend both a pretrial hearing on suppression of evidence and the selection of a jury. The *Los Angeles Times* had appealed a trial judge's ruling denying access to both. The panel said the evidence-suppression hearing and the selection of the jury were presumptively open and that the trial court was wrong in closing them.)

In a case decided by a panel of the Ninth Circuit earlier this year, Kennedy indicated an unwillingness to side with libel plaintiffs when opinion—no matter how extreme—is involved. The suit had been filed against the former mayor of Santa Monica, Calif., Ruth Yanatta Goldway, by a political opponent named Ilse Koch. Goldway had likened the German-born woman to "a well-known Nazi war criminal named Ilse Koch during World War II." Kennedy said the statement was

"nothing more than a vicious slur" but not libelous because it was an expression of opinion rather than fact. Kennedy wrote, "The law of defamation teaches... that in some instances speech must seek its own refutation without interventions by the courts."

And in *Long v. IRS*, a freedom-of-information case, Kennedy wrote for a unanimous panel that in 1979 adopted a broad interpretation of an amendment to the FOI Act to require the IRS to divulge information sought by a taxpayer. The panel ruled that the material should be released as long as information identifying the taxpayer was deleted. However, other circuits have adopted conflicting interpretations of the amendment, and last week the Supreme Court affirmed a narrower view—denying release of the data the IRS was required to provide in *Long*—that had been taken by the D.C. circuit. That circuit's opinion was written by Judge Antonin Scalia in May 1986, shortly before his elevation to the high court.

## First Amendment spotlighted

### Conference examines protections for new information technologies

A key member of a House telecommunications panel last week warned broadcasters, newspaper publishers and cable operators to stop turning economic turf fights into First Amendment battles.

In an appearance taped for more than 150 communications industry officials at a First Amendment conference in San Diego. Rep. Al Swift (D-Wash.) said the industry risks alienating lawmakers by placing its economic interests first.

Swift, who serves on the House subcommittee on telecommunications and finance, was forced to cancel his trip after a sudden snow storm hit the nation's capital. He sent his message by satellite to the conference which focused on "First Amendment: Third Century."

Sponsored by the San Diego Communications Council and California State University, San Diego, the conference reviewed the current state of the First Amendment and related issues including whether constitutional protections will be applied to information delivered by new technologies.

"As we progress in the next few years, technology is going to lengthen the arm of all kinds of people who have legitimate First Amendment protection," Swift said. "But there is going to be an enormous temptation... to try and wrap any economic desire these entities have in a First Amendment cloak in order to give a false superiority to an argument."

The result, he said, will be to "cheapen it to the point that public policy makers are not taking it seriously."

Swift called for restraint by those "who would seek a First Amendment argument as a basic defense as we move into the turf battles of the future." He questioned whether legislative efforts by the nation's newspaper publishers to keep telephone companies out

of electronic information delivery services is an appropriate First Amendment argument.

The lawmaker also recalled that ABC, CBS and NBC argued the First Amendment to fend off congressional interference after the 1980 presidential elections. Swift said that the early election outcome predictions from network exit polls forced President Carter to concede, harming some close state and local races in the West.

The networks dropped the constitutional defense and acknowledged "serious questions about the journalistic propriety" of the

practice when they agreed to stop it, he said.

David Laventhol, president of the Times Mirror Co., said that while the First Amendment will have a "durable future" as far as protecting the rights of newspapers and other print mediums, "the shape of other media in the future is much less certain."

Laventhol said the "free flow of information in those media which this [First Amendment] conference is focusing on is certainly less secure" than print.

The issue is a major concern to corporations such as Times Mirror, a diversified me-



L-r: BROADCASTING magazine's Edwin James; Bill Boggs and Marily Huff of Gray, Cary, Ames & Frye, San Diego; California State's Lionel Van Deerlin and Henry Geller of Washington Center for Public Policy Research.



Munro



L-r: FCC Commissioner James Quello; conference co-chairmen Herman Land and Sig Mickelson, and Merrill Lessley, dean of the College of Professional Studies and Fine Art.



dia company which publishes *The Los Angeles Times* and includes a magazine division, four television stations and more than 900,000 basic cable subscribers.

As Laventhol sees it, "traditional protections should apply, even if the medium is untraditional."

That view recently was reinforced in a court case in New York where the judge ruled that an on-line computer service was entitled to the same constitutional protection as a newspaper.

Time Inc. Chairman J. Richard Munro lashed out at the Reagan administration and accused it of clamping down on First Amendment freedoms and presenting a threat to the open marketplace of ideas.

Delivering the opening night's keynote address, he accused the administration of being hypocritical by favoring press restrictions while encouraging less government regulation.

"Increasingly, the emphasis is on what the people shouldn't know and the media shouldn't report," he said. "I find it ironic that some of the advocates of these restrictions are the same people who, at least when it comes to the economy, speak about getting government off our backs."

"But when it comes to the free market of ideas and information, they seem to take an opposite tack: putting government on people's backs with their hands over their eyes," he said.

While issues such as national security must be considered, Munro said that "the real challenge in a democracy like ours is to limit these occasions as strictly as we can, to insure that the normal flow of facts and opinions is as open and as candid as we can humanly make it."

Munro said this administration has shown a "special zeal" in its attempts to decide what the American people should know.

"From the exclusion of the press from the Grenada invasion to the secret wars of the CIA, to the disinformation campaign sur-

rounding the raid on Libya, to the whole sad, sordid mess of Irangate—where even the President was supposedly kept in the dark—we've seen a growing passion for secrecy and manipulation," he said. □

## House passes uniform poll closing bill

**Swift bill would shut voting booths at 9 p.m. (NYT); Senate action on companion measure uncertain**

One congressional answer to declining voter turnout in presidential elections—a uniform poll closing law—made its way through the House last week. Now it moves to the Senate, where it has fared poorly in the past.

The bill (H.R. 435)—a response to the age of television and exit polling in which projections of winners based on results in the East are known before the polls close in the rest of the country—would have the polls close at 9 p.m. eastern standard time in the eastern, central, mountain and Pacific time zones. Alaska and Hawaii would be exempt.

Passage of the measure would discharge Congress's responsibility under an agreement with ABC, CBS and NBC. They have long pressed for a uniform poll closing bill as an answer to complaints that their projections of the winner in presidential elections, based on early returns, held down voter turnout. They, along with Westinghouse Broadcasting Co. and Turner Broadcasting, agreed in 1985 not to use exit polling—interviews with voters leaving the voting booth—to project winners in the 1986 midterm elections until the polls in a state closed.

That, said Al Swift (D-Wash.), chief sponsor of the bill in floor debate preceding final House passage last week, "solved half

the problem." The other half, he said, is that in a large country, divided into several time zones, it is possible for actual vote totals in states where polls have closed to reveal the outcome of an election while polls elsewhere in the country are still open. "Only a uniform poll closing time can prevent that," Swift said. Under the legislation, the polls would close at 9 p.m. in the East, 8 p.m. local time in the central time zone and 7 p.m. local time in the mountain states. To enable polls in the Pacific time zone to close at 7 p.m. instead of 6 p.m. local time, daylight saving time in those states would be extended for an additional two weeks during presidential election years.

Representative Bill Frenzel (R-Minn.), an opponent of the measure, was not impressed. He said the bill "is attacking a windmill, a problem that is not a problem." He said there is no credible study that indicates voters on the West Coast refrain from voting because of reports of voting results on the East Coast. He called the bill "a Rube Goldberg device" that would cause confusion and, consequently, "disenfranchisement" of voters.

Swift's position prevailed, but not by an overwhelming margin—208 to 189, with 36 members not voting.

Now the question is whether the measure will do better in the Senate than it did in the last Congress, when the House passed a uniform poll closing bill only to see it die in committee in the Senate. Senator Don Riegle (D-Mich.) has introduced a bill (S. 182) identical to Swift's in the Senate, and it has been referred to the Rules and Administration Committee. Aides to the committee chairman, Wendell Ford (D-Ky.), say hearings will be held, but not until early next year. The bill has nine co-sponsors, including three who are members of the Rules and Administration Committee—Senators Patrick Moynihan (D-N.Y.), Daniel Inouye (D-Hawaii) and Brock Adams (D-Wash.). Ford has yet to indicate his position on the bill. □

## Public broadcasters looking for a sure thing

**Christensen, Ledwig, Baker, others tell Senate hearing that service's number-one priority is a sufficient and dependable source of money**

Public broadcasters brought their wish lists to the Senate Communications Subcommittee last week, and at the top of most of them was a plea for what Public Broadcasting Service President Bruce Christensen called "a reliable and adequate source of funding."

"Securing such funding is the great unfinished business of our enterprise," Christensen said at the hearing. "It is the key to sustaining programing excellence, preserving the institution's noncommercial nature and extending its usefulness into homes, schools and workplaces across the nation."

Most of the witnesses endorsed the Senate Commerce Committee's beleaguered proposal to provide public broadcasting with "a reliable and adequate source of funding"

through a 2%-to-5% fee on the sale of FCC licenses by broadcasters and other users of the electromagnetic spectrum. Efforts to enact the fee, Christensen said, are the "most important and courageous steps in 20 years to solve this problem." The Commerce Committee, chaired by Ernest Hollings (D-S.C.), is the parent of Daniel Inouye's (D-Hawaii) Communications Subcommittee.

Donald Ledwig, president of the Corporation for Public Broadcasting, in his testimony, called the transfer fee an "innovative step" toward the establishment of a "secure and stable source of federal funding."

Bill Baker, president of WNET-TV New York and former president of Group W Television, called the fee proposal "nothing short of a stroke of genius. You may have found one of the keys to our survival."

Douglas Bennet, president of National Public Radio, said NPR is encouraging its listeners by mail to support the measure. "When the [transfer fee] is enacted into law,

the fund will enable us to fulfill our mission of expanding service to all Americans and it insures that public broadcasters can continue to build an informational and cultural service for our country."

Despite Bennet's apparent optimism, the transfer fee is more a question of "if" than "when." Commercial broadcasters, led by the National Association of Broadcasters, have apparently succeeded in derailing the fee, and, as of last Friday, it was unclear whether Congress would come up with an alternative that would insure the permanent, long-term funding that public broadcasting wants. As an alternative to the fee, the NAB has proposed an excise tax on television sets, radio receivers and VCR's (see story, page 130).

At the hearing, Hollings asked for alternatives to his fee and the NAB's excise tax, but received little response. John Wicklein, director of the Kiplinger Midcareer Program in Public Affairs Reporting at Ohio State Uni-

versity School of Journalism, who could not make the hearing, submitted written testimony suggesting three other alternatives—an import tax on TV sets manufactured overseas, a levy on the gross revenues of commercial broadcasters and a spectrum fee.

Bennet was as negative on NAB's excise tax as he was positive on the transfer fee. "The excise tax is regressive," he said. "It has all the disadvantages of a national sales tax."

Hollings urged public broadcasters to counter the efforts of their commercial counterparts and lobby for the transfer fee. We need to fire up these senators," he said. "We need for you to put on the pressure like the commercial broadcasters. They are all over up here now and they are ready to kill it."

The witnesses agreed that a source of adequate funding beyond the reach of the annual congressional budget process would have manifold benefits for public broadcasting. Indeed, Christensen and Ledwig see it as a kind of panacea.

Adequate funding is the key to producing "quality programing," Christensen said in his testimony. "Without it, public television will continue to have shining moments, but it will be difficult to sustain its programing excellence, increase its editorial diversity, expand the audience it serves or remain responsive to unique local needs by providing custom-tailored local program services, as mandated by Congress."

It is also the key to preserving public broadcasting's noncommercial nature, he said. Because of financial uncertainties, some stations have turned to "enhanced underwriting" and put themselves in the awkward position of being "a bit too commercial."

Such funding will also insulate public broadcasters from attempts to influence their programing, Christensen said. "Without it, there is always the danger that... stations and producers, desperate for funding, may be tempted to fashion their programs to appeal to a corporate or governmental entity that controls the purse-strings."

In addition, Christensen said, such funding is needed for program promotion and advertising and to insure that public broadcasting achieves its goal of serving every home in the country. "Indeed, a major issue currently confronting public television is the replacement or refurbishment of its existing satellite interconnection system."

Ledwig and Christensen also said public broadcasting has to keep up technologically. "Public television and radio must continue to serve the nation by providing the highest technical quality in our programs, whether high definition and stereo television, or digital audio, interactive video for education or direct broadcast satellite distribution of classroom instruction to remote schoolhouses," Ledwig said in his testimony.

Bennet had just one specific request: in-

crease the portion of a public station's revenue that comes from CPB from today's 15% to about 25%. Such an increase will "reinforce the station's ability to produce locally," he said. "Stronger local production will mean better material for inclusion in our national program vehicles. It will mean larger local audiences through the day, more support from listeners and underwriters and a stronger base of financial support for national programing."

Attempts to influence public broadcasters' programing decisions was the secondary topic of the hearing. In response to a question from Inouye, Ledwig said reports of undue influence were "exaggerated. The rhetoric on that subject far exceeds the record," he said. "I have not seen the intrusion that is sometimes seen in the media."

"The insulation from politicization is exceedingly great," said Baker. "CPB does a good job of that."

Christensen was not so sure. He said CPB itself has intruded into programing decision-making and expressed concern that its proposal to analyze the content of programing may have a "chilling effect" on future programing efforts.

Before leaving the hearing, Hollings presented a fanciful solution to public broadcasting's money problems. "I think if I could be king for a day I'd appoint Jesse Jackson as the head of public broadcasting," he said. "Then you would get some money." □

## Examining ethics at SDX/SPJ

"The Chicago Experience" was what the 79th national convention of the Society of Professional Journalists/Sigma Delta Chi promised its participants last week, and given the political climate at the meeting, that was what they got.

More than 900 journalists and students who attended the conference were offered an array of professional workshops—41 in all, ranging from reporter-editor relationships to covering the local angle on international terrorism—along with trips to local newsrooms and bureaus.

They also encountered a heated controversy over an ethics clause in the SPJ/SDX charter which calls for the society "to actively censure" fellow members for violating its code of ethics. The debate, which threatens to split the organization, comes at a time when SPJ/SDX is reorganizing its structure and dues to try to stem declining membership and revenue.

The national board has recommended deleting the controversial censure provision. Robert H. Wills, president of the society and editor of the *Milwaukee Sentinel*, said in his message to the meeting that the provision has "serious legal implications to the philosophical aspects of censoring journalists." Delegates were scheduled to vote Saturday (Nov. 14) on the measure.

On the other side of the issue, Casey Buckro, environmental reporter for the *Chicago Tribune*, and former head of SDX's ethics committee, argued for the provision, saying that "good journalists should point out bad cases."

Despite their differences of opinion on this issue, both sides agreed that more emphasis must be placed on ethics at the college and entry-level, as well as in the society's professional chapters.

That feeling was reflected in the discussions of nearly a dozen of the panels. James K. Polk, investigative reporter for NBC News, was a panelist at "Private Lives, Public Figures and Others," a discussion that centered on reporters' privilege and ethical considerations.

Two separate sessions were offered on "dealing with ethical issues under deadline pressure," one for students and one for working journalists.

"Lunch, Dinner, Disney World and Other Freebies: Journalism, Public Relations, and Ethics," dealt with the controversial free trips for journalists to Disney World last year, ethics codes, sports tickets, free movie passes and the plight of the small newspaper that cannot afford to cover everything its editors might like to.

A session featuring Tom Ollipant, political reporter for the *Boston Globe*, and Jim McGee, the investigative reporter for the *Miami Herald* who observed Donna Rice in the company of Gary Hart at Hart's Washington townhouse, was standing room only. More than 400 people attended the discussion which examined the ethics of stakeout journalism and the rules and ethical guidelines for covering political candidates.

One of the more controversial issues, drug screening in the newsroom, featured a spirited debate on the constitutionality of drug testing that was moderated by James Duncan, director of employe relations for the *Los Angeles Times*, which requires drug testing as part of its hiring process.

"The goal is to provide pay and benefits better than any other similar company and we made a business decision in 1985 that allows provisions for drug testing," he said. "It provides a safer place to work and it cuts losses."

Another panelist, Greg Bean, who was fired from a Freeport, Ill., paper for refusing to take a drug test, said "drug testing with no probable cause is an outrage."

Other panel discussions ranged from ways to tackle the job market, to how to write better broadcast news, to how technology affects delivery systems.

And in an effort to leave no controversial stone unturned, the conference even offered a session on "how journalists love, work, love work and try to make love work."



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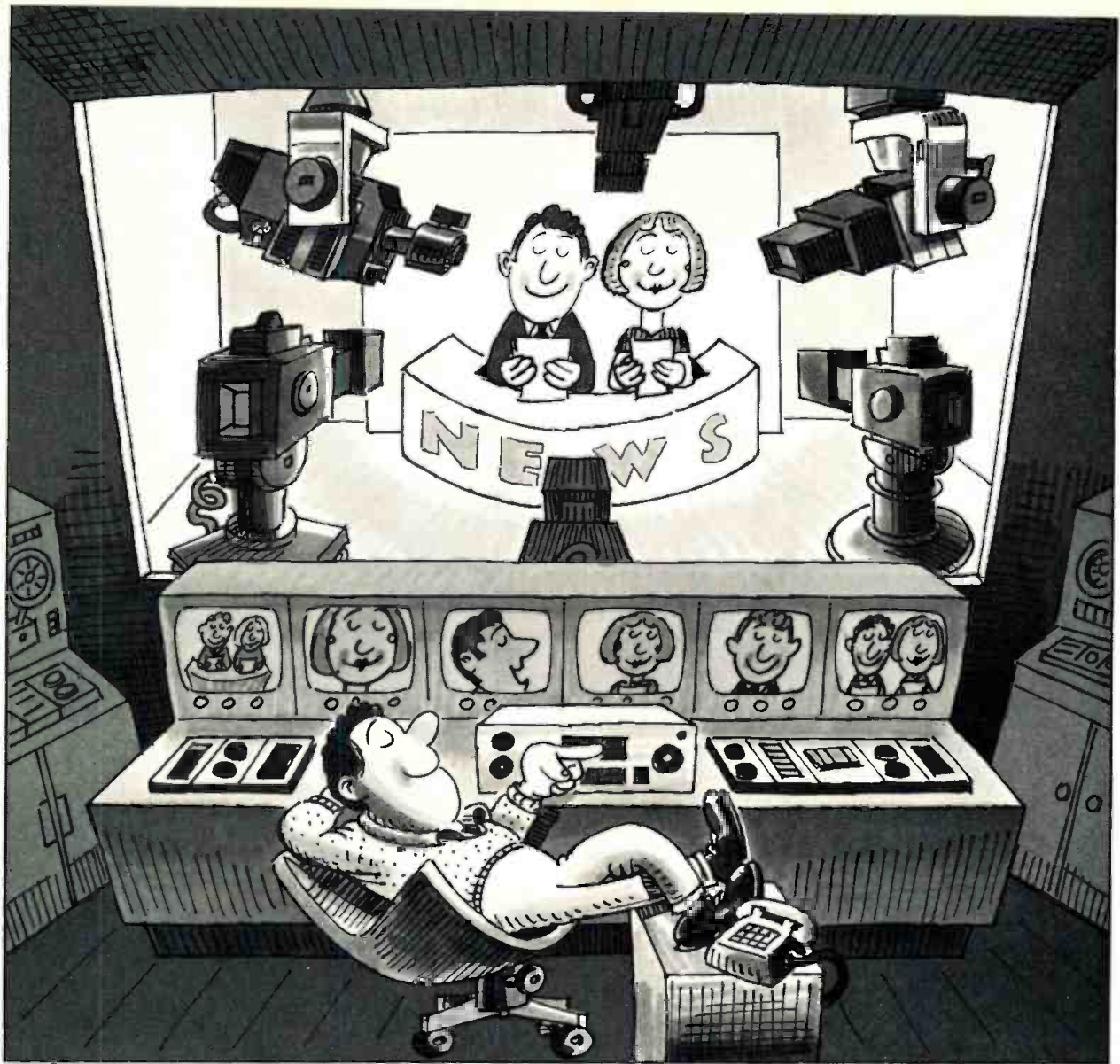
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**It is the dawn, or perhaps already mid-morning, of the "We" generation in local journalism. The microwave dish and the satellite newsgathering vehicle have put the world at the fingertips of the most remote broadcast or cable outlet, and the logistics, as well as the price tag, of taking best advantage of the new newsgathering technologies have united those stations in regional satellite cooperatives and ad hoc networks. As evidenced by this year's special report, entire newscasts can, and do, originate from virtually anywhere. From covering the visit of the Pope to the single survivor of a plane crash, electronic journalists enlarged their territory as never before, and increasingly that territory was anywhere there was news to report, stories to investigate or a public to serve. Among the social problems Fifth Estaters have tackled in their documentaries and public affairs programming this year are AIDS, substance abuse, hunger and poverty. Capsule reports on what stations and systems have been reporting on over the last year-plus begin on page 58.**



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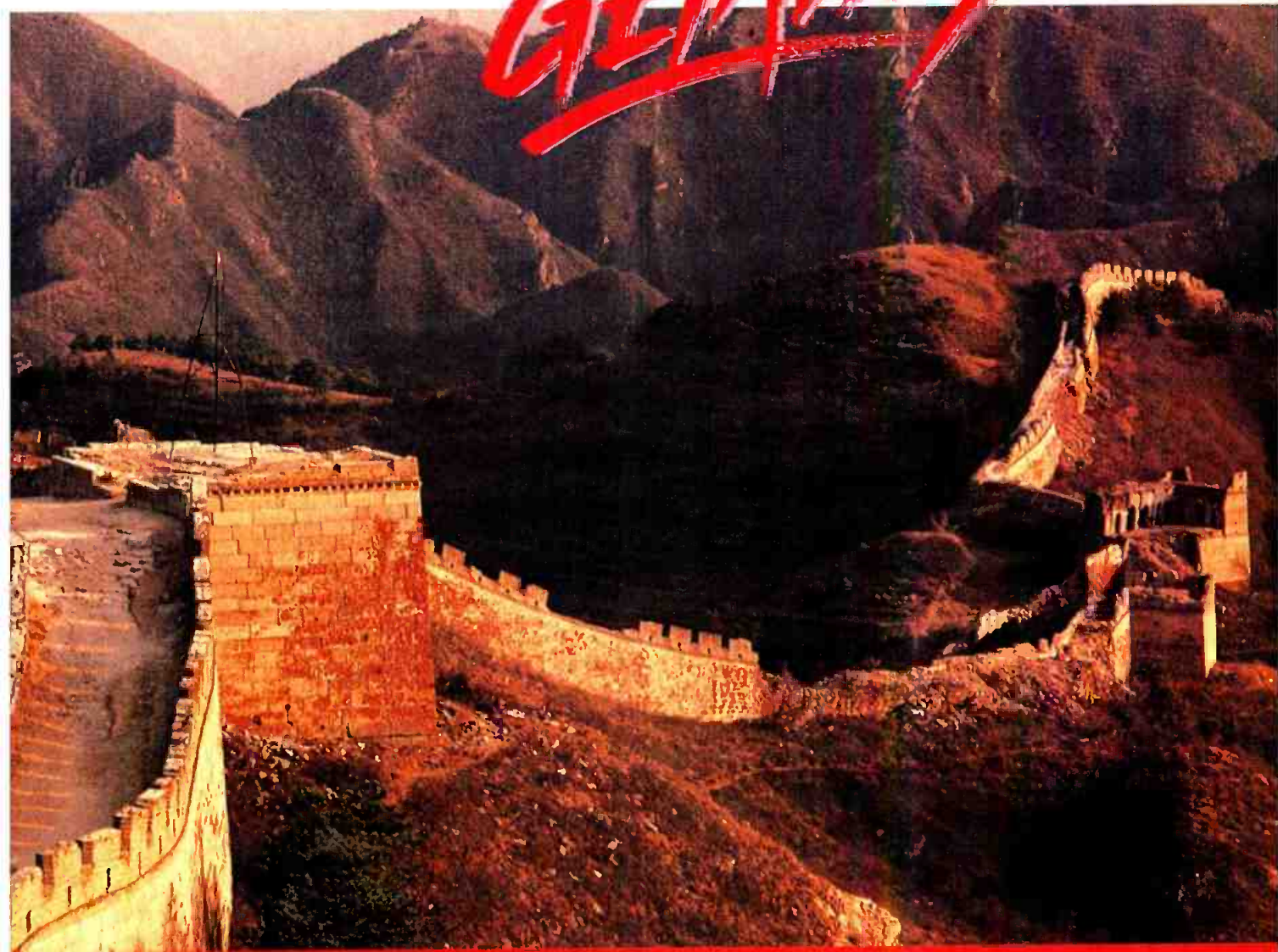
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Pope's arrival on WSPA-TV



Forest fires on KXTV (TV)



DC9 crash on WXYZ-TV

## The hot spots in spot news

On Aug. 16, a Northwest Airlines DC 9 crashed on takeoff from **Detroit's** Metropolitan Airport. It was a Sunday night and **wxyz-tv** had a skeleton news crew. Immediately the crew implemented a pre-planned disaster procedure. News management was notified and additional staff called in. The station was on the air with a report within minutes, and a crew was at the crash site, with others sent to the airport, area hospitals, to a nearby neighborhood strewn with wreckage, the car rental building struck by the plane, the FAA, and other locations. Coverage included live satellite reports from Minneapolis, home of Northwest, and Phoenix, the planes destination.

The key to the coverage, said the station, was planning. The disaster plan is a "layering process" that determines who is to be called and in what order. It allowed the station people to be in the right place at the right time and to air many exclusive reports, including, according to the station, that there was only one survivor (4-year-old Cecelia Cichan).

Also part of the latering plan is assigning one reporter to handle all the calls from outside media. Without a person to handle such calls, said the station, producers and the assignment desk would be tied up with outside calls.

On March 4, a turboprop commuter plane crashed and burned while trying to land at Metropolitan airport. Again, with preplanned assignments, the station was first on the air with reports of the crash and first with live pictures from the scene. Coverage included exclusive home video of the accident.

□

When lightning sparked the worst fire season in California history, **kxtv(tv) Sacramento**, Calif., carried extensive live coverage over a 10-day period.

Newscasts included up to five live reports in a single broadcast, covering fires from the Sierra to the Northern Coast and the state's fire command headquarters. Kxtv brought viewers rare looks behind the fire lines.

CBS News aired kxtv reports as part of its daily fire coverage.

□

With the addition of a satellite truck just over four months ago, **wspa-tv Spartanburg, S.C.**, has been able to present events 'live', and

increase its geographical coverage. WSPA-TV has used the "Satellite 7" to cover events in Kentucky, North and South Carolina, and Florida.

During the Pope's visit to Columbia, S.C., WSPA-TV sent 30 employees to Columbia and established a skybooth at Williams-Brice Stadium, where the Pope held services. The station used the "Satellite 7" to provide viewers with virtual "wall to wall" coverage, suspended only for 40 minutes during which the Pope was in private meetings.

In January, a major snow storm paralyzed much of upstate South Carolina. The storm, which dumped 11 inches of snow on the area, left many roads impassable, created power outages and closed schools and businesses. WSPA-TV expanded its coverage throughout the day to keep viewers updated on which roads were in operation, which schools and businesses were open and the efforts of the power company to restore electricity.

WSPA-TV's sports coverage has been greatly enhanced by "Satellite 7". When the University of South Carolina plays football, the station can drive the truck to the site and provide highlights immediately following the game. High school football coverage has been expanded as well. Because WSPA-TV's market is so large, it would be impossible to have the "Satellite 7" provide highlights from the various high school games. The station, therefore, has the truck driven to a central location, and photographers bring their video to the truck to be fed back to the station.

□

Months of planning went into **wmaq-tv Chicago's** coverage of the primary and mayoral races. On primary election night, the station preempted the network (NBC) to provide live coverage at 8-11:45 p.m. On the evening of the mayoral race, the coverage lasted from 8 p.m. to 1 a.m. Coverage was anchored by Carol Marin and Ron Magers, with reporters stationed at various wards and a panel of experts available for commentary, including *Chicago Tribune* columnist Mike Royko. The station also broadcast two half-hour news specials on the mayoral election. *Drafting the Debate* analyzed the candidates' performance on a televised debate, and *Where They Stand*, which aired two days before the elections, gave viewers a last look at the candidates and

the issues.

Another **wmaq-tv** story turned quickly from spot coverage to expose. For years, law enforcement agents had been trying to shut down what they believed to be a major narcotics ring operating out of the headquarters of a Chicago gang. Marin was tipped to a raid by federal and local agents, and was the first reporter on the scene as agents uncovered a cache of weapons along with some drug paraphernalia. While the story seemed to end there, Marin discovered that the gang was stockpiling weapons in an effort to sell their services as terrorists to Libyan leader Muammar Khaddafi.

Marin reported the Khaddafi connection on the 6 p.m. newscast. By 8 p.m., six sources had confirmed the story and added information that was incorporated into the 10 p.m. newscast and the 6 p.m. and 10 p.m. casts the following day. NBC Network News picked up the story, as well as Chicago papers. Three months later, the U.S. Attorney's office indicted the gang's leader, Jeff Fort, and three other members of the organization. The story won a 1986 Peter Lisagor award for excellence in television reporting.

□

Two trains collided in a populous section of Pittsburgh. The resulting fire and chemical leak began a two-day vigil. Because the accident was on a Saturday, **wtae-tv Pittsburgh** was working with a skeleton staff. Reporter Stu Emry and a photographer were dispatched. They determined the seriousness and called for a backup crew. Within a half hour, the station began live coverage. An expert in hazardous chemicals was brought in to assess the danger. Live cut-ins were scheduled throughout the first afternoon and evening.

WTAE-TV stayed with the story as emergency officials tried to decide on evacuation procedures. Shortly after the 11 p.m. news, evacuation of a wide area began. According to WTAE-TV it was the only station still staffing the story. It opened up its phone lines to viewers with questions about the evacuation and accident. The police provided an officer to assist on the phones. There were more than 5,000 calls. Live cut-ins continued throughout the night and all the next day. In addition, the station produced a half-hour special on the crisis, and the Sunday evening news was expanded to an



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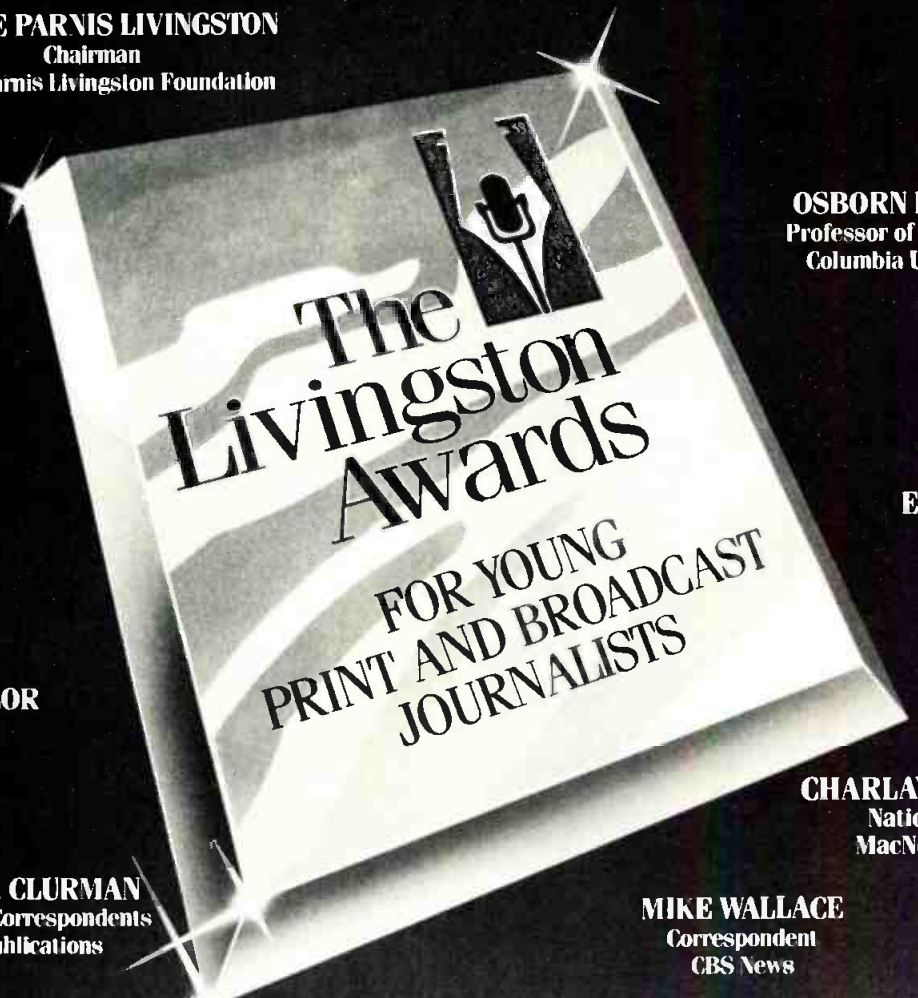
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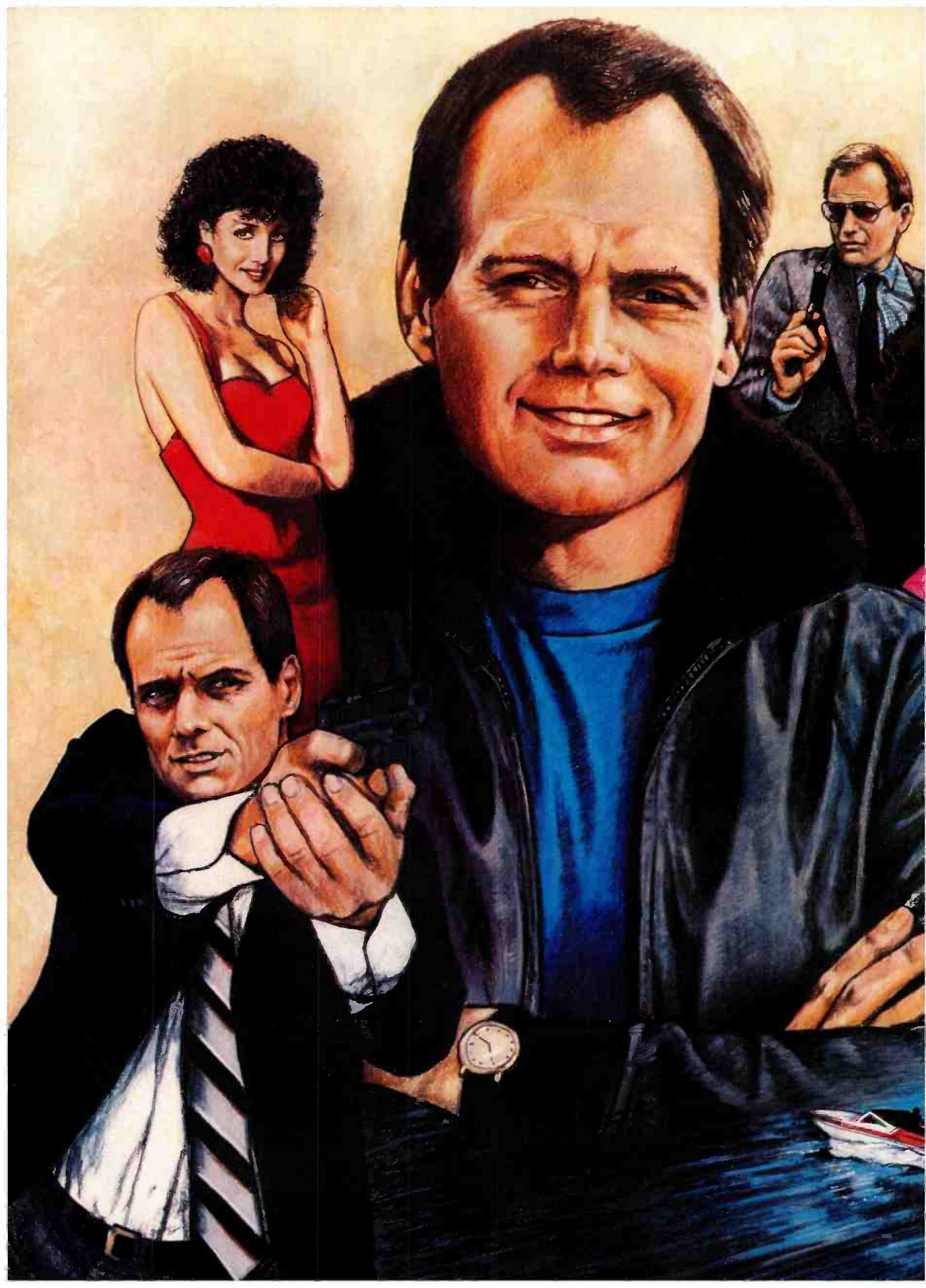
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hour. The station was cited by the Pittsburgh City Council for its coverage.

With its population 60-plus percent Catholic, the Pope's visit was an important story. The station sent reporter Don Cannon to all 10 stops on the tour. Cannon reported live from each stop via satellite.

□

On July 2, 1987, viewers got a glimpse of a tornado touching down in Adams county, Colo., as **KMGH-TV Denver** reporter and helicopter pilot Peter Peelgrane and photographer Bill Hitchcock flew close enough to record the funnel. The station interrupted programming to warn nearby residents of the tornado's path. The video was requested by government weathercasters for use in their training exercises.

Again, Peelgrane was first on the scene when a fire broke out at Denver's Mile High stadium, home of the Denver Broncos. The station provided live video cut-ins during the afternoon.

KMGH-TV covered live the events surrounding the ambush of two Denver policemen. One of the officers was killed in the incident, which initially appeared to be a domestic disturbance, and later was found to have been a man lying in wait for the officers after placing a call for assistance. Reporters Dave Minshall and Lynn Setzer covered the story live for the late news and remained on the air as the police surrounded the house and eventually shot their way in.

□



Tornado on KMGH-TV

Take the publisher of an award-winning weekly and his staff of reporters, and add an editor-director, a part-time videographer, a set and crew, then split the commercial time. The result is a barter newscast, *Newsline*, from **WFHL-TV Decatur, Ill.**, a nonprofit commercial religious station with a total budget of about \$500,000.

The approach of publisher-producer-anchor Paul Osborne to the program is to concentrate on Decatur news (the market is Springfield-Decatur-Champaign) in a *Nightline* style format. The result is spot news coverage plus live studio guests. The program airs live at 5 p.m., and is repeated at 11 p.m., although the station airs live cut-ins or goes live at 11 p.m. if the occasion warrants.

When the Decatur Education Association went on strike against the school board, *Newsline* devoted 15-20 minutes nightly to live interviews with the principal negotiators on both sides. The station was the first to have an interview with the school board president, and did

several location stories. When the strike ended, the station aired an hour-long special featuring the leaders of both sides. The station was commended by both the School Board and the DEA for its coverage.

□

Change is the byword at **WTVT(TV) Tampa, Fla.** Perhaps most prominent was the expansion of its 5 p.m. news from one-half hour to a full hour. The station added eight people to the staff, including photographers, reporters and associate producers. A studio host set was added to the existing field anchor and news anchor.

Another change for the station is its partnership with a local radio outlet. **WPLW(AM)** simulcasts WTVT-TV's 6 p.m. newscast. Since many people are still commuting when the program airs, the station feels that the simulcast will attract new viewers from the commuting listeners. The station has added a toll-free WATS line that viewers can use as a tip line. They have also established a "Neighborhood Network" video stringer system. If a viewer gets exclusive video of a newsworthy event, the station airs it with full credit.

The station has switched to Beta recorders, is currently switching to CCD cameras and has added microwave capabilities to its SNV truck.

Former pitching great Denny McClain was released from prison when his conviction for mail fraud was called into question following a Supreme Court ruling. The only way to guarantee same-day broadcast of the story was to fly a crew to Alabama. The SNV had a prior commitment. So a crew was sent to the Alabama prison. There, they picked up McClain and flew him to Tampa for an exclusive interview. There were no direct flights, so a plane was chartered. The few thousand dollars it cost, according to the station, was well worth the exclusive footage it yielded.

The SNV truck has paid off in a number of instances. On election night, the station hooked up with a number of other Florida stations for an ad hoc satellite network, and thereby carried the acceptance speeches of the governor and a new senator. When Hurricane Floyd threatened the coast and then crossed the keys heading for south Florida, crews followed its course, reporting live on its progress.

Coverage of the Pope's visit to Miami required months of planning. More than a dozen staffers went to Miami, plus three trucks, three edit stations and a rented RV that served as a portable studio.

□

When **Los Angeles** was hit by an earthquake Oct. 1, **kcbs-tv** there says it responded with "the longest same day coverage of any Los Angeles television station." The quake, 6.1 on the Richter Scale, hit at 7:42 a.m. At 7:48, **kcbs-tv** reporter Hosea Sanders was on the air with a live report. Between 7:49 and 8:14, the station cut in twice more. At 8:14, **kcbs-tv** decided to go with live coverage, preempting regular programming, until 1 p.m. Its coverage included a news conference held by Cal Tech earthquake center and reports gathered by 12 reporters from around southern California. At 3 p.m., two hours before the start of its regular news, it returned to continuous coverage, lasting until 6:30. According to **kcbs-tv** between 3

p.m. and 4 p.m., it was the only station in town offering news and it doubled its rating for that time period. Sixteen days after the initial earthquake, **kcbs-tv** preempted a full prime time schedule for a special report on earthquake information.

Because Los Angeles is the largest archdiocese in the U.S., **kcbs-tv** there felt extensive coverage of the visit of Pope John Paul II last September was warranted. It aired 18 hours on the story, beginning four months before the Pope's arrival. The kickoff was an 11-part series for which reporter Ross Becker and crew travelled to Rome. They decided to avoid a "soft feature on the Vatican" and pursued instead how the church forms its position on "controversial issues." Back in Los Angeles, Catholic opinion makers talked about the "relevance of Vatican doctrine on L.A. daily life." Before the Pope arrived, **kcbs-tv** aired a six-part series in which it featured the results of a poll the station conducted on local Catholic attitudes. When the Pope arrived, the station claims it aired "the most coverage of any network station in the market," over 14 hours following the Pope's activities, plus three hour-long preview/review programs. The day he came into L.A., **kcbs-tv** went live from 9:30 a.m. until 12:30 p.m. and from 4 p.m. to 8 p.m. At 11 p.m. that day, it aired a special hour-long broadcast reviewing the day. When it covered the parade (six of the seven VHF stations in Los Angeles agreed to pool coverage; **kcbs-tv** was assigned to the parade), 10 cameras and 14 reporters were used. When it was all over, **kcbs-tv** had pre-empted three days of scheduled access programming and two of the regu-



KCBS-TV captures pit bull attack

lar fringe and local news block.

Footage shot by **kcbs-tv** was picked up by broadcast and print media internationally, when it filmed a pit bull attack on an animal control officer. The station went to do an interview with someone who had been attacked by a pit bull the night before. The animal control department had been notified that the station was planning to do the interview and that it also hoped to get shots of the dog. Animal control arrived on the scene while the reporter was talking to the owner of the pit bull. The owner went back in the house and warned the animal control officer to leave or she would let the pit bull out, and she did. The dog ran out of the house and "made a beeline for the officer." **kcbs-tv** filmed the incident.

□

The "flood of '86" devastated thousands of homes in the Tulsa area and much of Eastern Oklahoma. **KJRH(TV) Tulsa** was on the scene



# Thanks for a Great First Year

*Harvey Sandler*  
*Barry Lewis*



Harvey Sandler  
General Partner

Barry Lewis  
General Partner

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Great  
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Year

September, 1986

This announcement  
appears as a matter of record only

Approximately 70% of the  
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have been acquired by

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CORPORATION**

The undersigned initiated this transaction



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April 1987

This announcement  
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**TAK  
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has acquired

**KITV Television  
Honolulu, Hawaii**

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December, 1986

This announcement  
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**COMMONWEALTH  
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has acquired

**WSPD-AM and  
WLQR-FM, Toledo**

The undersigned initiated this transaction



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February, 1987

This announcement  
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**ML MEDIA PARTNERS  
has acquired  
KATC, Television  
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April 1987

This announcement  
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**PRICE  
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**KSNE, Television  
Columbia, Missouri**

The undersigned initiated this transaction



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November, 1987

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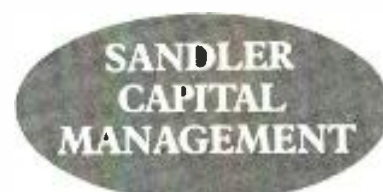
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with nonstop live coverage throughout the flood. Tower Cam 2, which extends 200 feet above the roof of the station's studios, allowed it to keep continuous watch on the Arkansas River. Because the station is less than a mile from the river, it had to be sandbagged to protect it from the threat of the rising waters. After the waters subsided (they did not reach the station), a documentary was produced examining the role of the Corps of Engineers and how the flood management was handled. The entire station staff was involved in the effort, from live news and weather reports to manning phones and even helping viewers vacate their homes.

On Sept 13-Aug. 8, TV 2 accompanied the Oklahoma contingent to the International Special Olympics in South Bend, Ind. Reporter Linda Goelzer, news producer Scott James and photographer Dan Shepherd joined the athletes at the Notre Dame campus. Viewers were given live coverage throughout the games, and a half-hour special highlighted the week's activities.

□

**WJSU-TV Anniston, Ala.**, experimented with SNV to bring its viewers live reports from the state capital during last year's gubernatorial election. The station joined a group of five CBS

affiliates for the project. News Director Phil Cox and chief photographer Ron Simmons originated reports via satellite for the early and late local news. It was the station's first live news broadcast outside its studio.

Reporter Greg Stroud spent two weeks in Providence, R.I., where an Alabama judge was tried and acquitted of charges that he had raped a 13-year-old boy while attending a family court judge's conference in Providence. Stroud's reports were fed daily by satellite via the affiliate cooperative system.

The station currently carries an hour and a half of local coverage daily, and plans to increase its weekend coverage beginning in early November.

□

After one of its worst droughts, North Carolina was hit on Aug. 20 by a series of slow moving storms that dumped heavy rains. The storms produced flooding and tornadoes that tore through several counties south of **Raleigh, N.C.** The flooding forced evacuations, knocked out phones, blocked streets and delayed flights at Raleigh-Durham airport. **WRAL-TV** had reporters stationed in various areas, reporting on the flooding and tornadoes, the problems they caused and their impact on the community. Charlie Gaddy, the station's 6 p.m.

anchor, did the afternoon cut-ins knee deep in flood water.

The legal drinking age was about to be raised and thousand of college students in Chapel Hill, N.C., were out for a "last fling." What began as a party became a "riot," with some students throwing bottles and others picking fights on the town's historic Franklin street. A hundred police officers were called in to quell the disturbance. Reporter Tim Kent and photographers Jay Jennings and Steve Elizondo covered the riot, arrests and the morning after.

**WRAL-TV** photographer Janet Hundley captured the crash of a C-130 at Fort Bragg, N.C., during a public demonstration. Three crewmen and one person on the ground died when the plane crashed during an exercise. The station had live reports at noon, 6 p.m. and 11 p.m. that day, using its satellite truck and microwave capabilities.

□

Coverage of the crash of Northwest Flight 255 in Detroit took on great significance for **KTSP-TV Phoenix** when it became apparent the accident would have tragic repercussions in that Arizona city, the first stop on the plane's flight plan. Although the accident occurred at a time when the newsroom was lightly staffed, the

## Covering the news in 'The Dead Zone'

By Doug Fox, news manager, **WFAA-TV Dallas**

"The major cities of Texas—Dallas, Fort Worth, Austin, San Antonio, Houston, Corpus Christi, all the way down to the southern tip of the state at Brownsville, and points in-between—are all connected by a Western Union microwave system. It's easily accessible, cost efficient and used on a daily basis by the major city stations and their network regional feeds to swap stories and share coverage. But anything west of Fort Worth is a virtual television dead zone. There's oil, gas cattle, sagebrush, jackrabbits, snakes, but no microwave systems feeding the eastern third of the state and no satellite uplinks until you reach New Mexico, a hard day's drive from Dallas-Fort Worth. That's where three of the state's top spot news stories occurred this year: the dead zone.

"When a late evening tornado literally blew away the west Texas town of Saragosa, **WFAA-TV** only had a story read by an anchor on its 10 p.m. newscast. The next morning, it worked with Cable News Network in arranging to get video of the devastation—shot by **KMID-TV** Midland—to be transported to a station in Las Cruces, N.M., where it was relayed by satellite simultaneously to CNN and **WFAA-TV** which put the unedited video on the air live as it was fed in. By noon, **WFAA-TV** had its satellite truck on the scene in Saragosa with two reporters, two photographers, a field producer, an editor and an engineer, and interrupted Saturday cartoons to broadcast an 'instant' 15-minute special report. **WFAA-TV** beat the competition and the major networks by hours.

"When the bodies of 18 illegal aliens were found inside a sweltering railroad boxcar at Sierra Blanca, Tex., the same New Mexico uplink involving four local TV stations was used for the initial footage to be sent back to Dallas for broadcast. The satellite truck was sent in for the second wave of coverage and followups on the tragedy. Again, satellite newsgathering proved to be the vital link for getting the story out.

"By mid-summer, **WFAA-TV** assistant news director, John Miller, had established a 'go team' of reporters, photographers, editors, producers and engineers to be on call on a rotating basis to respond in the event of a major spot news development. The rescue of 18-month-old Jessica McClure from an abandoned

water well in Midland was the first test of the go team.

"Although Jessica slipped into the well at 10 a.m. and was making big news on the television stations in Midland, the story never hit the wires until late that afternoon. **WFAA-TV** reporter Matt Quinn called Midland authorities who told him they expected to have the girl out by 8 p.m. Unable to get to Midland on a commercial flight in time for the anticipated rescue, the station chartered a plane and flew Quinn and a photographer to the scene.

"Eight o'clock came and went. Jessica was still trapped. Rescue workers digging an escape tunnel alongside the abandoned well had hit bedrock. The going was slow. 'Maybe midnight,' they said when asked when Jessica might be coming out.

"Midway through the 10 p.m. news, executive news director Marty Haag rolled the dice and gambled. He gambled on sending the SNV truck and the go team to a story seven hours away that might be over in less than two hours. The early dispatch of equipment and manpower would be either a stroke of good intuition or a big waste of time, effort and money. It proved to be the most pivotal decision in covering what became a story of international proportions.

"When dawn broke across the west Texas plains, rescue workers were still digging their escape tunnel, Jessica was crying, then singing and still stuck, and **WFAA-TV** was telling its viewers the story—live—from the scene 300-miles and no uplinks away. Matt Quinn and photographer Paul Parisot also provided ABC News, *Good Morning America* and CNN with the initial live coverage of the unfolding drama. **WFAA-TV** had the only uplink out of Midland for the first 24 hours. The station's Starcam 8 truck became Jessica's video link to the rest of the world. NBC, two British networks, an Australian network and a long list of stations in every major city in America wanted a piece of the 'live pie.' Not everyone could be serviced. The station made a decision to do live reports for its co-owned stations—**KHOU-TV** Houston, **KOTV** Tulsa, **WVEC-TV** Hampton, Va., and **KXTV** Sacramento, Calif.—and for ABC NewsOne. But its signal out of Midland was satellited to stations all over the country. **WFAA-TV**'s newscasts at 5, 6 and 10 were broadcast live on ABC NewsOne to other ABC affiliates."



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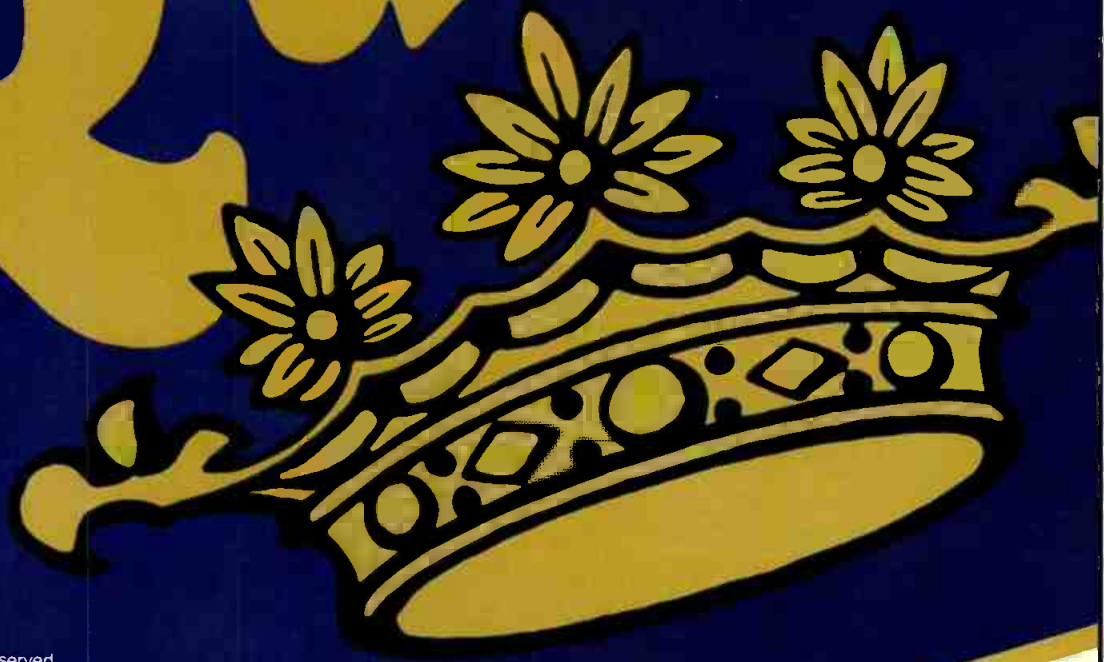
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station responded quickly with information on the tragedy, and with its satellite newsgathering experience, quickly arranged live coverage from Detroit.

On September 14, Pope John Paul II visited Phoenix. Channel 10 provided live coverage of the tour, also serving as an integral part of the international press pool. Dave Patterson led a team of producers and reporters to the East Coast to provide live reports of the Pope's nine city tour. Jim LeMay, executive producer of special projects, was responsible for producing the local coverage, which began with a live cut-in from the airport as the Pope arrived. Live coverage continued throughout the day, with highlights from St. Mary's Basilica and St. Joseph's hospital, concluding with the papal mass at Arizona State University stadium in Tempe.

□

Two explosions in two days tested the "Iowa's news channel" theme of **KWWL(TV) Waterloo, Iowa**. Both explosions occurred more than 100 miles from the station. The first was a grain elevator explosion in Burlington, Iowa. Week-day co-anchor Ron Steele flew to Burlington to cover the explosion, then flew back to anchor the 6 p.m. newscast. The next day it was week-day co-anchor Liz Mathis's turn, as she traveled to the site of a gas pipeline explosion, going live with her report during the 6 p.m. news.

□

In October 1987, during the NFL players strike, CBS affiliate **WUSA-TV Washington** sports reporter Ken Mease was stationed in Washington, while reporter Chris Gordon was in New York at **WCBS-TV New York**. Mease's live interview with NFLPA executive director Gene Upshaw was sent via satellite to **WCBS-TV** and viewed by members of the management council. They responded immediately to Upshaw's comments.

Reporter Dave Statter and Photographer Greg Guise were on the scene of the Jan. 4 Amtrak crash in Chase, Md. The station also dispatched the station's satellite truck and helicopter with a second crew. The station provided updates throughout the day, for a total of three days.

**WUSA-TV** was the first station to report the June 11, 1987, rupture of a gas line in Centerville, Va. The first report was at 11:50 a.m., with updates throughout the day. Reporter Mike Buchanan delivered live interviews from the area. Two weeks later, the station was again first on the scene, with footage of the site of a natural gas explosion in Germantown, Md.

□



Amtrak crash on WUSA-TV

Two major events, one planned, the other unplanned, captured the attention of **Detroit** viewers of **WJBL-TV**.

The first was the crash of Flight 255. Photographer Dan Higgins and sound technician Tobie Bez were on the scene within minutes with the first pictures of the crash. The station was first on the air with the video and with eyewitness accounts gathered by reporter Mike Redford. Within an hour after the crash, the station had 15 crews covering the story, with seven live shots from the crash scene, command post and area hospitals. According to the station, it was the first to report of Cecilia Cichan, the 4-year-old lone survivor of the crash. Coverage continued into the evening, including a one-and-one-half-hour edition of the evening news. The story was updated into the early morning hours, with the first report live from Phoenix and Los Angeles, the flight's destinations.

In the ensuing days, reporter George Sells broke the story of the cockpit circuit breakers for the voice activated warning device. He revealed that the breakers had been thrown, disengaging the device, and hypothesized that the crew might have done so to avoid the intrusive noise of the warnings, which are sometimes triggered by routine preflight maneuvers. Had the warning been engaged, the crew would have been alerted that the flaps were not in the proper position at takeoff. The National Transportation and Safety Board later confirmed the story.

The other major story for **WJBL-TV** was the visit of Pope John Paul II to Detroit. More than 100 people, 20 live remotes and every piece of in-house equipment were employed in the 17 hours of wall-to-wall live coverage. A special set was built, four Winnebagos were used to house crews at one location, while a whole building was rented to get the best remote, and provide sleeping quarters at another. To supplement a pool feed, the station produced several on-site remotes, plus 25 filler pieces and a one-hour "instant" special.

□

With almost 5,000 Special Olympians from 75 countries coming to South Bend, Ind., and 20,000 volunteers ready to help out, the International Special Olympics competition was the biggest event in the market.

**WSJV(TV) Elkhart, Ind.**, began its coverage eight weeks before the games began, with weekly magazine-format half-hour specials called *A Time for Heros*. The programs, reported by Mary Parks and Joe Palmieri, chronicled the growth of the Special Olympics movement while also focusing on the lives of the mentally retarded and the various worldwide organizations that help them. The station profiled businesses that hire the mentally handicapped, the athletes preparing for the games and the people who work with them as coaches and helpers. In all, eight half-hours were produced.

During the week of the Olympics, the 6 p.m. news was broadcast live from the games each night, plus half-hour wrapups following the late news that focused on the many inspiring stories of the games. All totaled, the station committed 11 hours of programming to the event.

Since the games were a half-hour away, the station had to set up a newsroom on the Notre

Dame campus. The early news remote was at a different location each night. The station had no budget for the additional hours and equipment for the coverage—\$14,000 in overtime, the cost of telephones installed at the remote locations. The total cost was \$25,000, most of which was underwritten by four local sponsors.

□

The Nov. 4, 1986, election day broadcast of **WFRV-TV Green Bay's Eyewitness News** was extended from its usual half hour to 90 minutes to include 24 live reports and interviews from candidates' headquarters. Through the Wisconsin News Network, the news departments of **WISC-TV**, **WTMJ-TV Milwaukee** and **WFRV-TV** merged to form "the state's largest broadcast newsgathering organization." With these facilities, **WFRV-TV** was able to originate live from Madison and Milwaukee as well as Green Bay. During the week prior to the election, **WFRV-TV** aired a series of special reports profiling each candidate. The election day newscast won an honorable mention in the 1986 Wisconsin UPI competition for best newscast.

On the morning of Sept. 3, 1987, a man and a young boy were rescued from an island in the bay of Green Bay, Wis., where they had spent the night following a boating accident. Although another man who had been boating with the pair was missing and presumed drowned, the Coast Guard began a search with hopes he had made it to a neighboring island. **WFRV-TV** assignment editor, Del Vaughn, was monitoring the scanner when he heard the call from the Coast Guard. He knew the only way to get the story would be to first get a boat. He rushed home, hitched his boat to his car and quickly picked up a crew at the station on his way to the bay. During the time they were on the water, they were the only station there, according to **WFRV-TV**.

□

Spot news in **Buffalo, N.Y.**, has kept **WIVB-TV** busy. One of the more dramatic stories occurred this past July when a man was spotted wandering the streets of Cheektawaga, N.Y., carrying a 12 gauge shotgun. He was surrounded by police for two hours, during which time reporter Janice Lieberman and photographer Jay Lauder followed the gunman's activities. Their coverage ran throughout the six o'clock newscast. At one point the gunman began walking toward Lieberman and Lauder. Lauder removed his camera from the tripod, but continued shooting. The ordeal ended at approximately 6:20 when police rushed the gunman and tackled him from behind. Every-



WIVB-TV stalks a gunman





CHARLES E. SCRIPPS



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Foundation National Journalism Awards program. Named for the chairman of Scripps Howard Broadcasting Co., the **Jack R. Howard Journalistic Excellence Awards** honor the achievements of radio and television stations in competition categories for large and small markets. Established in 1972, the awards are considered among the nation's most distinguished prizes in broadcast journalism. Last year, journalistic excellence awards and \$8,000 were presented to television stations WXFL in Tampa and WBRZ in Baton Rouge, and radio stations KMOX in St. Louis and WJYY in Concord, N.H.

The **Charles E. Scripps Literacy Award** is named for Scripps Howard's chairman of the board. Introduced last year, the one-of-a-kind award has been praised by Barbara Bush and literacy advocates nationwide. Detroit television station WXYZ distinguished itself in the literacy competition—and won \$2,500 plus a \$5,000 literacy grant. This year, top winners will receive plaques, cash prizes and recognition at a black-tie banquet, and finalists will receive medallions. Don't let your work go unnoticed. Distinguish yourself.

## How to enter:

• Obtain entry forms from the Scripps Howard Foundation, Box 5380, Cincinnati, OH 45201; phone 513-977-3036.

• Remember: The awards are for 1987 broadcasts. The Jack R. Howard Journalistic Excellence Awards deadline is Jan. 15, 1988, the Charles E. Scripps Literacy Award deadline is Jan. 21, 1988. There are no entry fees.



SCRIPPS HOWARD FOUNDATION  
NATIONAL JOURNALISM AWARDS

thing was shown live.

Other wvB-TV spot stories included:

- Coverage of the Pope's visit to the U.S. Buffalo has the third-largest Polish community in the country and 80% of the population there is Catholic. The station's coverage began with a series of reports on the status of the Catholic church in America and continued with crews sent to the first and last stops on the Pope's tour. Anchor-reporter Bob Koop filed live reports via satellite from Miami and a week later was joined in Detroit by reporter Wadi Sawabini. In all, more than a dozen reports were sent via satellite back to the station.

- Follow-up coverage of the crash of a Northwest Airlines plane in Detroit, whose victims included six western New Yorkers.

- The destruction by fire of a downtown Buffalo church.

- The arrest of a suspect in the murder of two Buffalo priests. The suspect was caught three months later in San Diego and, according to wvB-TV, it got the first interview with him. This story won the station an award from the Associated Press.

- A summer flood and, a few weeks later, a tornado.

- The slaying of an Erie county sheriff's deputy.

□

In September, wJLA-TV **Washington** began closed-captioning its 11 p.m. newscast for the more than 400,000 deaf and hearing-impaired viewers in the market, one of the largest such populations in the nation. The \$100,000 cost for a year of captioning was underwritten by People's Drug Stores, JKJ Chevrolet, Martin-Marietta and Riggs National Bank.

The station focused on team coverage of spot news over the past year. A good example was coverage of the Iran-contra hearings. Throughout the hearings, the station had a reporter live at the Capitol, another covering behind-the-scenes events, and each evening presented a live talk-back segment with a principal committee member about the day's events.

When an Amtrak train derailed near Baltimore in January, wJLA-TV had a reporter live on the scene; another who conducted interviews with Amtrak officials, witnesses and victims, and a third who reported on the factors that might have caused the accident.

□

Minutes after learning of the California earthquake, KIRO-TV **Seattle** was on the air with the latest information. The station got information ahead of the wire services by calling people in the Los Angeles area. The station combined its information with video from CNN to do its own live reports throughout the morning. Coverage continued at noon with live telephone reports from California, and live reports from the University of Washington Seismology lab. On the afternoon newscasts, live reports continued, including ones from a reporter sent to Los Angeles.

A few minutes before the end of its 6:30 newscast, smoke was spotted from a nearby restaurant. KIRO-TV's news helicopter was dispatched to check it out and the smoke was reported on the newscast. Within minutes, the smoke turned into a three-alarm fire, patrons were evacuated and the building burned to the ground. KIRO-TV broke in repeatedly with

live reports from the air and ground, with a wrap-up on the 11 p.m. news. The next day, the station began coverage at 6 a.m. with coverage of the fire marshall's investigation.

When the Pope visited Los Angeles, KIRO-TV was the only local station to cover both papal masses. The station also aired a week-long series on local Catholics. It explored such issues as education, celibacy and women in the priesthood.

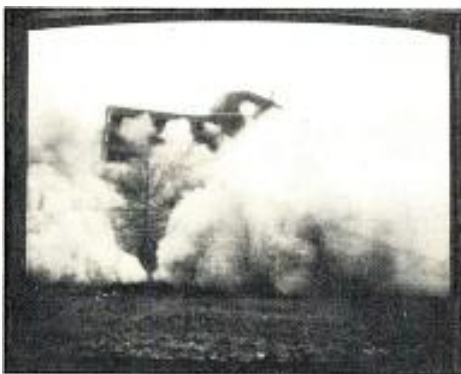
□

When the Wayne Milner housing complex in **Kansas City, Mo.**, was torn down, KMBC-TV was on hand to carry the demolition live, the only station to do so. A half dozen cameras were placed in and around the building, including one in the courtyard that provided dramatic pictures of flying debris.

A hidden camera was employed in a Kansas City character test devised by the station. Several wallets, each containing a \$20 dollar



Demolition on KMBC before...



...and after

bill and identification, were planted around town to see how many would be returned. About two-thirds were returned. The result was a fun piece that "really had people talking," according to the station.

In *Trading Places*, KMBC-TV reporter Bev Chapman traded jobs with Kansas City *Star* reporter Rick Montgomery for a week. Chapman faced a city editor, the VDT, the rewrite people and strange deadlines. Montgomery faced the assignment editors, the producers, the camera, and strange deadlines. Afterward, they both reported on their experiences, and while each had good things to say about their temporary assignments, both concluded there was no place like their respective journalistic homes.

□

At some point, every producer faces the dilemma of sparking interest in key state events that largely feature pomp, circumstance and

"housekeeping." Historically, **New Hampshire Public Television** has broadcast the governor's inauguration and/or the opening day of the legislature live from the state capital. This past year, instead of covering the remote purely as a multi-camera, gavel-to-gavel shoot, NHPTV interspersed videotaped profiles of key people and behind-the-scenes information such as how a bill becomes law. The talent also provided historical and political trivia when what was happening on the floor was more important to those in the room than to viewers. The end product provided viewers with the formality of the day's key events, yet allowed them informal relief from the "housekeeping" aspects. NHPTV estimated the production cost at about \$1,000.

□

When an Amtrak passenger train collided with a Conrail freight train outside **Baltimore** last January, WMAR-TV broke into its Sunday network football broadcast with its first of many reports on the accident, which killed 16 people. A WMAR-TV news crew was sent to the crash site and provided live coverage of the rescue operation on an expanded 11 p.m. newscast. Virtually the entire news staff was assigned to the story, with the station adding a 30-minute morning newscast to keep abreast of developments. Live capability on the scene was maintained until the wreckage was cleared several days later.

The station followed up on the story a month later with a special three-part series, "Who's Running the Railroad," featuring exclusive interviews with engineers and conductors who discussed safety problems.

When the Baltimore Symphony Orchestra visited Europe and the Soviet Union, WMAR-TV provided the first live satellite coverage of the historic tour, including the joyful reunion in Russia of a musician and his mother. Reporter Susan White-Bowden, and cameraman George Stover, who travelled with the orchestra, produced a one-hour prime time special on the tour.

□

When Pope John Paul II visited Columbia, S.C., in September 1987, WCBD-TV provided the **Charleston** market with extensive coverage. WCBD-TV joined other stations in a local pool that provided a live feed of raw video and sound for every step of the trip. That feed was put on C-band for all the participating stations. Anchors Terry Casey and Leslie Lyles narrated the feed from the Charleston studio. The live coverage was augmented by additional stories from WCBD-TV news crews and field anchor Jean Hill in Columbia.

□

When fire broke out at the DuPont Plaza hotel in San Juan, P.R., **WFSB Hartford, Conn.**, was able to bring live, firsthand reports to its viewers within hours of the tragedy. The station heard of the fire about 6 p.m. on New Year's Eve. Since San Juan is a popular holiday destination for Connecticut vacationers, it checked with a travel agent and confirmed that several persons from the state were booked at the hotel. Reporter Jeffrey Cole and photographer Rick Huntington caught a 7:30 flight to San Juan. Many problems faced them in San Juan, including no access to the one satellite uplink



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# Michigan Journalism Fellows



## General Fellowships

Awarded for either specific professional training or eclectic, personal intellectual development.

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Offered in cooperation with the School of Business Administration.

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**Purpose:** To enable professionals who have demonstrated superior ability and commitment to attain peak performance, so as to improve American journalism in service to the public interest.

**Stipend Payments** are \$2250 monthly,

September-April, plus all tuition and fees. Application deadline: Feb. 1, 1988.

**Eligibility** extends to any full-time word or image journalist with five years' experience whose work either as an employee or free-lance appears regularly in US-controlled print or broad-

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**Special Seminars** bring both generalists and specialists into contact with leading academics and journalists. Spouses are invited to participate actively.

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Applications should be sent to Charles R. Eisendrath, director, Michigan Journalism Fellows, 2072 Frieze Building, University of Michigan, Ann Arbor, MI 48109. Telephone (313) 763-2400.

## Network news, local style

It's hard to imagine that five uplinks would prove insufficient to cover a state primary election. But that was the case in October when the Florida News Network had to cover six gubernatorial candidates, each in a different city, each with a good chance of making it into a runoff. With a rented Ku truck, the network had live remotes that night from all six of the candidates' parties. Each location had one reporter who worked for the entire seven-station network (the network now has nine affiliates). That reporter fed live shots for election cut-ins, as well as taped packages and interviews. Stations were able to take victory and concession speeches live. The six locations provided more than 50 live shots during the evening.

The big effort came at 11 p.m. FNN stations led their shows with back-to-back live shots with interviews of the two Democratic candidates who made it into a runoff election. They then went to back-to-back live shots from reporters with the two Republican candidates who were in a runoff. All four shots were taken at the same time by all the FNN stations. That meant every station could lead with the four hottest races, one right after another, rather than having to wait their turn and end up with the most important live shot in the middle of their sports or weather segment. It also meant each of the stations had only the expense of staffing one location, while receiving live coverage from six.

When the field of candidates was narrowed, FNN co-sponsored debates between the final senatorial and gubernatorial candidates with the Florida League of Women Voters. All member stations carried the debates live in prime time. More than 40 radio stations across the state also carried the debates live and scores of local, national and foreign reporters were on hand. The debate between incumbent Senator Paula Hawkins and her challenger, former governor Bob Graham, turned out to be the only face-to-face meeting between the two candidates in the campaign.

All through the political season the Florida News Network stations used their regular daily conference calls and daily half-hour satellite feed to coordinate their efforts to make sure they had access to any significant political stories. On election night the member stations again pooled their resources, sending only one crew for the network to each of the four candidates' parties as well as to the headquarters of a pro-casino group that was trying to legalize gambling in Florida. During the evening, the network supplied more than 60 live shots. Every victory or concession speech was carried live. Eleven o'clock had all seven stations hitting live shots from each of the four candidates all at the same time.

Other spot stories covered by FNN included a Palm Bay gunman's shooting spree that killed three and injured a dozen; reaction to the Iraqi attack on the USS Starke from the Mayport Naval Station and the subsequent memorial service at the ship's base; the killing of a judge and prosecutor in Port St. Joe by a man upset over his divorce proceeding, and hurricane Floyd.

on the island. The station arranged for its co-owned station in Miami, WPLG, to edit and transmit the reports back via satellite. From Wednesday (New Year's Eve) to the following Saturday, Cole and Huntington took commercial flights between San Juan and Miami. They came home on Saturday, but returned the same day when it was learned that the dead would be flown home. During their next six days on the island they were able to use the Puerto Rican uplink. The news staff back in Hartford was busy also, airing live updates throughout New Year's Day, interviewing victims' relatives in Connecticut, gathering information from CBS feeds in Puerto Rico and conducting phone interviews with Puerto Rican officials and Connecticut residents in San Juan hospitals. Phone lines to Puerto Rico were jammed and it often took hours for calls to go through. The station did manage to conduct live phone interviews with the governor of Puerto Rico and eyewitnesses to the disaster.

When a housing complex under construction in Bridgeport, Conn., collapsed killing 28 workers and injuring at least nine others, WFSB was prepared. It had bought a satellite van just a few weeks before and, according to the station, the vehicle made all the difference in covering the story. Bridgeport is too far from Hartford to transmit live reports via microwave

and cloudy skies made it impossible for the station's helicopter to relay a live feed back. For the 10 days it took to find the 28 men who died, the station kept a 24-hour watch at the scene. In addition to the SNV, the station sent all three of its ENG trucks to use as editing stations. At least one field producer and one or two photographers were on hand around the clock, as well as reporters. Frequently there were more persons involved, including additional reporters and editors when needed, and security guards hired to protect the news vehicles. In all, the station reported spending \$10,000 on satellite time and thousands of dollars on phone communications and overtime. WFSB provided live feeds to the New England News Exchange, CBS affiliates and about a dozen other TV stations.

The visit of Pope John Paul II to Miami on Sept. 10 and 11 proved a challenging news event for WPLG-TV. Planning began almost a year before the visit. Anchor Ann Bishop and a news crew traveled to Rome, producing a one-hour documentary on the Pope and the Vatican. The station broadcast 15½ hours of live coverage, with reporters live from every stop on the itinerary, and coverage anchored from a live remote every day. More than 40 packages

were produced on the church in South Florida.

WALA-TV Mobile, Ala., has managed to double its weekday on-air news time without increasing its staff. In the process it won the most news awards in its history.

In January 1986, a fire killed four sibling children. The station arrived on the scene before the firefighters and before the father of the children. The station captured footage of the father trying to rush into the house to save the children, and his reaction to the realization that they were gone. Reporting the story was Nancy Pierce. The videographer was Russ Kilgore.

To go head-to-head with its competition, which had an hour morning newscast, WALA-TV in January 1987, debuted an hour-long morning news of its own. The program was produced without hiring additional people.

WAPT-TV Jackson, Miss., received the "best spot news" award from the Mississippi Broadcasters Association for its live coverage of a "wheels up" emergency landing. The pilot was not seriously injured.

WTHR-TV Indianapolis sent one-fourth of its staff to New Orleans to cover the NCAA finals and the Indiana Hoosiers national championship in basketball. Newscasts and specials covered a 6-day period. It was the most distant origination yet for the station, which began remote newscasts two years ago. Sports staffers covered the games, while others focused on the fans and related features.

The torch run for the Pan American games wound its way through Indiana. Special crews were sent out to pace the runners, reporting live via satellite and originating several newscasts from torch locations. Its arrival in Indianapolis culminated in two remote newscasts, in addition to an hour prime time special on the eve of the games.

On the night of July 26, a tornado leveled several homes in a northern suburb of Minneapolis, while the rest of the city was deluged with 10 inches of rain. KMSP-TV's news crew brought live updates and weather reports throughout the evening. With an hour-long 10 p.m. news, the station devoted extended coverage to the storm, devoting half of the broadcast to a documentary employing natural



A storm to remember on KMSP-TV



**"CAROL BURNETT and FRIENDS:  
Her reruns are funnier than any first-run show"**

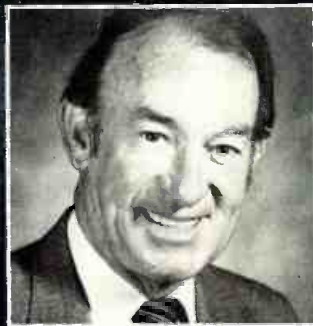
LARRY KING  
USA Today



"In comparing October '87 to October '86, CAROL BURNETT has increased the 11:00 to 11:30PM time period in household shares by 75 percent. It's a funny show, but that kind of increase is nothing to laugh at!"

3rtg./7sh.\*

**Chuck Velona**  
VP/General Manager  
KHJ-TV, Los Angeles



"A great show, is a great show, is a great show. It's obvious that we're winning with it."

5rtg./12sh.\*

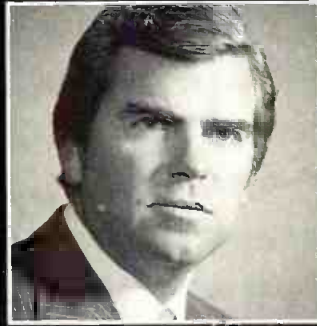
**Charlie Edwards**  
VP/General Manager  
KTVT-TV, Dallas



"CAROL BURNETT and FRIENDS continues to be a powerhouse in late fringe. It not only owns its time period, but chased M\*A\*S\*H, the competition, right out of the time period!"

12rtg./28sh.\*

**Allan Cohen**  
VP/General Manager  
KMOV-TV, St. Louis



"CAROL BURNETT and FRIENDS brought a whole new meaning to late night with one of the best performances ever. No one sleeps until Carol says 'goodnight'!"

8rtg./32sh.\*

**Mike McKinnon**  
President, McKinnon Broadcasting  
KBMT, Beaumont

With accolades like these, 25 all-new episodes, the best cast in comedy and the biggest names in show business as guest stars . . .

**...No wonder  
they're  
cleaning  
up!**



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# “WHEN OUR TRANSMITTER STOPPED...EXCEPT THE



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

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



# BLEW UP, EVERYTHING EXPENSES"

F. Lewis Robertson  
Vice President/General Manager,  
WTVC



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

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

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

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

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

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sound, interviews with victims and pictures, but no reporter narrative. Public response was so great that the report was repeated as a half-hour special. In general, the practice of using longer documentary-style pieces within the 10 p.m. news has met with favorable response, said the station. One such piece, *Flying High*, dealt with the potential substance abuse problems of airline pilots.

□

When a tornado destroyed part of Saragosa, Tex., few people in distant Monroe, La., were alarmed. But when it was learned that Saragosa had supplied emergency relief to Monroe during a flood, people responded immediately. **KTYE(TV) El Dorado-Monroe, Ark.**, followed the story as volunteers gathered clothing and household items and filled 10 tractor-trailers for the 19-hour drive. News crews went along, with reporter Ginny Oliver providing live daily reports. The station's coverage was recognized by the Rotary Clubs of Northeast Louisiana.

When the Pope came to the U.S., **KTYE** organized a group of NBC affiliates in Louisiana and Mississippi and sent one crew to cover events prior to the visit to New Orleans. Using NBC Skycom uplink and with the cooperation of **WDSU-TV** New Orleans, **KTYE** anchor Kriss Fairbairn provided coverage to the four NBC stations, anchoring all the reports live from New Orleans.

□

A gunman dressed as a Ninja warrior took over a building at the University of Kentucky campus in **Lexington** and held police off for 10 hours. **WTVQ(TV)** did some 20 interrupts during the course of the day. The evening news featured three sidebars, including background, campus reaction and a psychiatrist's evaluation.

Frankfort, Ky., bureau chief Barry Peel was in the right place at the right time. When former governor John Y. Brown Jr. filed his papers as candidate for governor, Lt. Governor Steve Beshear was also filing, and challenged Brown to a debate. **WTVQ** was there to record the impromptu confrontation.

In October of this year, at about 8 o'clock on a Sunday night, a truck driver drove an 18-wheeler through the front entrance of a theater, crashing through the box office and coming to rest against the concession stand. Amazingly, no one was hurt. Reporter Bob Hensley filed a package for the 11 p.m. news. Overnight news manager/videographer B.W. Blanton was on the scene first and got exclusive pictures of the driver.

In the past year, **wtvq** has significantly upgraded its news operation, purchasing a new



WHIO-TV's aerial view of derailed

set, weather computer and radar, adding anchors and reporters and replacing camera equipment. The station also went to a one-hour format for its early newscast.

□

When a freight train derailed, causing a tanker filled with 12,000 gallons of phosphorus to burst into flames, **WHIO-TV Dayton, Ohio**, mobilized its staff to cover the disaster. The station's helicopter provided an aerial view of the smoke cloud for local and state EPA officials, helping them to time the evacuation of surrounding area. Using a Westar 4 communications satellite system, **WHIO-TV** provided live feeds to the CBS regional and national networks. As a result of over 48 hours of continuously updated coverage, the station received the RTNDA award for best spot news coverage.

On Sept. 17, 18 and 19, **WHIO-TV** initiated a total of 22 satellite feeds from five locations across the country. Sixty engineers, reporters, producers and videographers orchestrated the coverage of: Constitution Day in Philadelphia; the Papal visit in Detroit; Festival of Flight in Dayton, Ohio, and coverage of the setting of 18 world records by the B-1 Bomber in Palm-dale, Calif.

When Daytonian Sam Hall was captured in Nicaragua on charges of espionage in December 1986, **WHIO-TV** sent anchor Jim Baldridge and videographer Denny Cheatham on the first flight there. After an initial live phone report, further reports on videotape were sent back via satellite. With no sign of imminent developments, the crew returned after a week of around the clock reports.

□

The Pope's three-day visit to **New Orleans** required nine months of planning by **wdsu-tv**. The New Orleans leg of the visit took 36 hours, but included 10 planned events, plus one unscheduled one.

The 10 events were covered by a pool comprising three network-affiliated and two public stations. **Wdsu-TV's** responsibility was an early morning ceremony at St. Louis Cathedral and the parade immediately following. The Cathedral was a six-camera event, the parade five, with one camera and portable microwave aboard a flatbed truck just preceding the Pope's car. A helicopter two miles away (Secret Service mandated distance) relayed the signal out of the "canyon-like" Canal Street. Because of the pool, there was no anchoring from the scene.

In preparation for the visit, anchor Beverly Carr had traveled to the cities the Pope would visit to provide a series of reports previewing

the stops.

The Pope was to arrive Friday, Sept. 11. On Wednesday, a tank car filled with dangerous chemicals caught fire. Officials warned it could explode. Thousands of people were evacuated, and the Pope's visit jeopardized. **Wdsu-TV** stayed with the story around the clock, with a helicopter in the air and ground teams getting as close as possible. The fire burned itself out Friday morning, and exhausted news crews were up at five AM to begin the coverage of the Pope.

□

Covering Pope John Paul II's visit to **Columbia, S.C.**, on Sept. 11 required more resources than were available at **wis-tv**. So the station formed a consortium with stations in other markets: **wbtv** Charlotte, N.C.; **wyff-TV** Greenville, S.C., and **wcsc-TV** Charleston, S.C. Six months of planning went into **wis-TV's** six hours of wall-to-wall coverage. The broadcast began when the Pope's plane, Shepherd I, touched down at Columbia's Metropolitan Airport. The Pope made stops at St. Peter's Catholic Church in downtown Columbia, the home of the president of the University of South Carolina, and at the university stadium for an ecumenical prayer service. Using pool cameras, the station provided live coverage of the events at each location. In between events, the station augmented its coverage with background packages and live interviews with religious experts at the stadium and the station's studio.

Another religious event given extensive coverage by **wis-TV** was evangelist Billy Graham's first crusade in Columbia since the 1950's. Graham opened his 10-day crusade on Saturday, April 25, from the University of South Carolina stadium. The station moved its regular 7 p.m. newscast up to 6 p.m. to coincide with the opening. The station's weeknight anchors, Ed Carter and Susan Aude Fisher, did weekend duty and anchored the broadcast from the stadium. In addition to the live segments, reporters prepared two stories on that day's crusade activities and a profile of Graham. **Wis-TV's** coverage continued throughout the crusade with no less than three daily stories on each evening's newscast, including profiles of Columbians who attended the 1950's crusade.

□

On the morning of Aug. 20, 1987, a picturesque early morning fog proved to be deadly chlorine gas leaking into a large residential area of Morristown, Tenn. Within minutes, **WBIR-TV Knoxville, Tenn.**, was in contact by phone with Morristown radio announcers who were familiar with the accident. The station aired



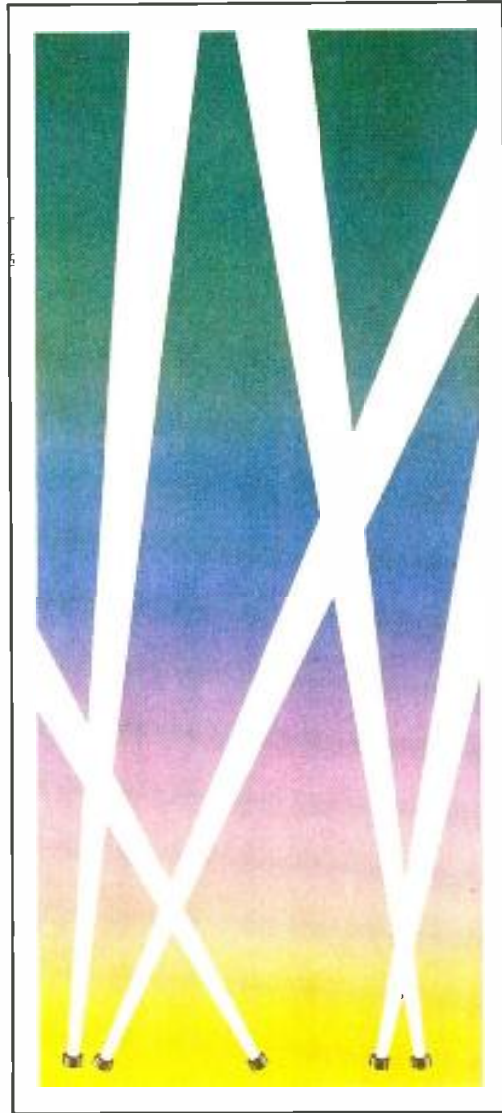
Truck and theater remains on WTVQ



WBIR-TV's chlorine cloud coverage



# FIRST IMAGES



DANCING TO  
THE BEAT  
OF SUCCESSES

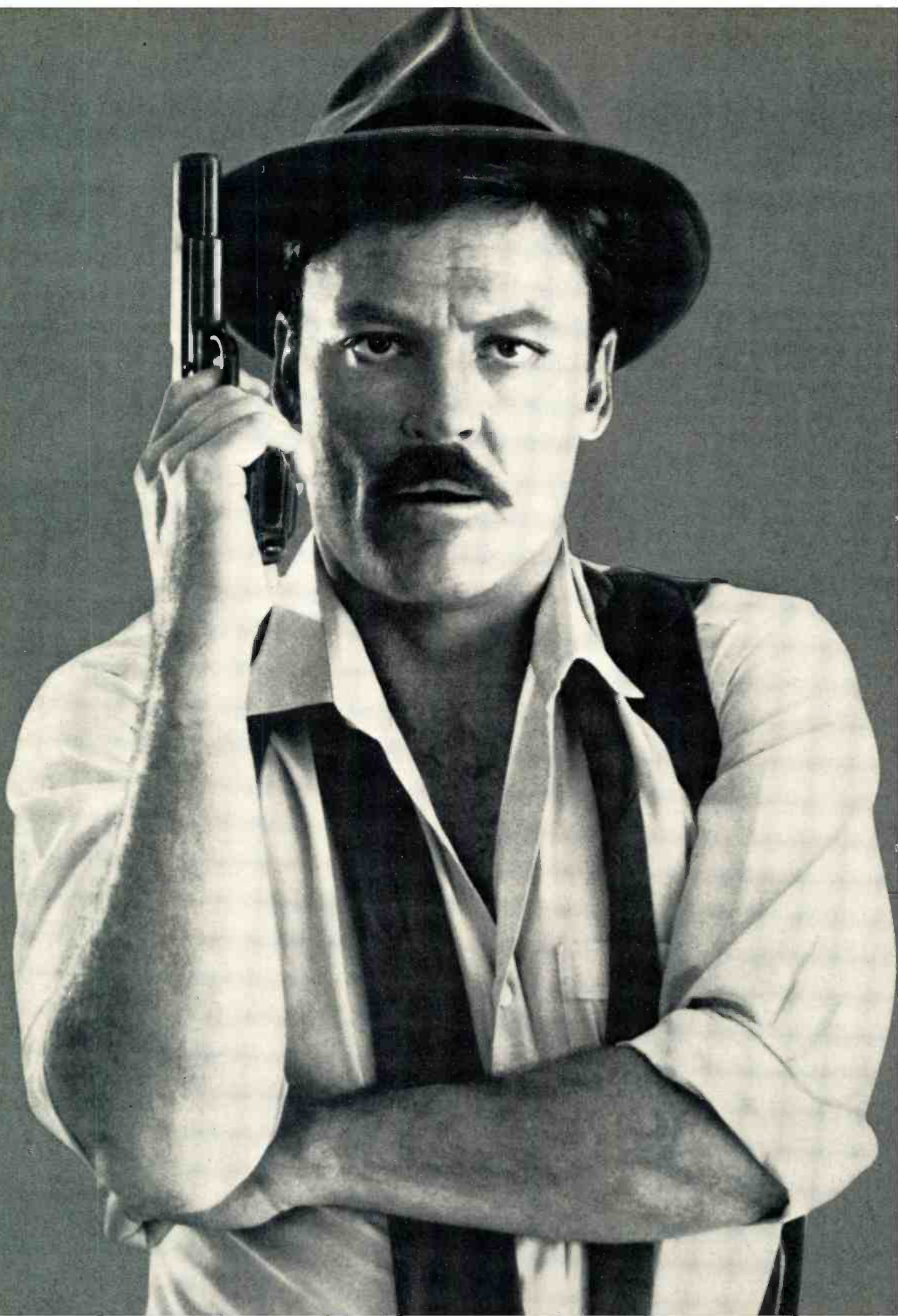
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And we're using heavy artillery. *The New Mike Hammer* joins USA's lineup directly off network for the cable debut of this popular action series. The Ace Award-winning *Ray Bradbury Theater* comes aboard with off-pay episodes plus brand-new episodes produced exclusively for USA.

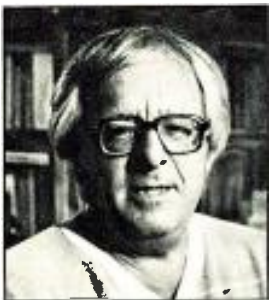
That's two direct hits so far, and we've got plenty of ammo left.

*Alfred Hitchcock Presents* returns for a second season of all-new episodes. *Robert Klein Time* begins its second season with a fresh new look and all-new laughs. The laughter continues with Don Adams in *Check It Out!*, now entering its third season of new and exclusive episodes. *Airwolf* takes off on new adventures. And everyone's a winner with our original new game shows.

It's this commitment to original and exclusive programming that has made USA Cable's Flagship Network. The one network built on the kind of quality entertainment that adds value to your entire cable package. All of it supported by free billstuffers, ad mats, program guides, the most comprehensive local ad sales program in the business and major consumer promotions.

So while you're aiming for satisfied subscribers, remember, no one helps keep you on target like USA Network.

So while you're aiming for satisfied subscribers, remember, no one helps keep you on target like USA Network.



## USA<sup>®</sup> NETWORK

AMERICA'S ALL ENTERTAINMENT NETWORK

Sources: NTI NCAR Special Report May 1987 Avg. Weekly HH Cume. Feb. 1987 NHI. Excluding superstations.

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reports by the announcers, providing up-to-the-minute information and warnings to residents. After the 30-minute special report, the station cut in with updates throughout the morning until the danger had passed.

□

The women's professional golf tournament in **Toledo** benefits two local charities. **WTVG-TV** decided to make a major commitment to its coverage. In addition to live coverage in regular newscasts, the station produced live, half-hour highlight specials each evening—a heavy load for a sports staff of three. To ease the load, freelance photographers were hired. Three of the key holes were covered continuously from portable hydraulic platforms, while a fourth camera was free to roam. Interns were brought on as grips and helpers. Editing was done from two bays set up in a mobile health van that **wtv** sponsors through a local hospital, with half the van used for first aid, the other for editing. The site of the tournament is some distance from the station. In the past, a scaffolding tower was constructed for the ENG unit, but the addition of a 60-foot mast solved the problem. Some features are produced in advance, but a little over half are edited on site and fed back to the station for the program.

□

In covering the confirmation hearings of Robert Bork, noncommercial **KTCB-TV Minneapolis-St. Paul, Minn.** the task of balancing the needs of viewers dependent on an established program schedule and the need to provide access to timely, important information.

The solution was to offer viewers 90 minutes of edited highlights on each of the nine days of testimony. The source of the footage was the *MacNeill/Lehrer* live feed downlinked from the PBS satellite. A reporter, Liz Hannon, watched the feed while it was being taped and marked the segments of interest. She also scripted voiceover copy for transitional bumpers. The final 90-minute show was uplinked on **KTCB-TV's** C-band dish for common carriage.

Budget for the Bork hearings was \$13,485. Executive producer, Bill Hanley.

□

"The week that was" for CBS affiliate **WYOU-TV Scranton, Pa.**—and one that demonstrates the versatility of satellite capability—began at noon, Sept. 10, when anchor Russ Spencer went live from Miami for the Pope's arrival in the U.S., then did live wraparounds for the 6 p.m. and 11 p.m. newscasts. Those reports were made possible by the station's participation in the CBS Newsnet cooperative. **WYOU-TV** has its own satellite truck, Spacelink, but the truck was in Columbia, S.C., serving as the



WYOU's satellite truck

Newsnet facility for coverage of the Pope's stop there. Spencer's report were run back to back with live shots of weekend co-anchor Beth Powers in Columbia. Both Powers and Spencer found Northeastern Pennsylvanians who were meeting the Pope, and talked to them for a personal side and local angle.

The coverage took two days, and appeared in the noon, 5:30 p.m., 6 p.m. and 11 p.m. newscasts.

Miss Pennsylvania is from Scranton, so next it was on to the Miss America pageant. Reporter Mike Gargiulo did a live wraparound report from Spacelink at the Miss America Boardwalk Parade, including an interview with the contestant as her convertible rolled along the boardwalk.

In all, the station did 23 live satellite reports in a 10-day period.

□

Mississippi has hit the satellite circuit with a vengeance. **WDAM-TV Laurel, Miss.**, organized and supervised the Mississippi News Network, an election network and the first sports satellite network. For the Magnolia Election Network, participating stations jointly commissioned three surveys to call the first and second primary elections, as well as the November elections. The stations were also joined by satellite to cover political headquarters in the State Capitol of Jackson.

The lives of thousands of Jones County, Miss., residents were affected by one of the worst tornados in U.S. history, which touched down in Southern Mississippi in February 1987. **WDAM-TV** was on the scene within 30 minutes with reports on damage and casualties. Live cut-ins were aired every 15 minutes throughout the day and a 30-minute special aired at 5 p.m. The station supplied tape to CBS, NBC, ABC, INN and CNN.

□

In Spring 1987, severe flooding threatened the **Lynchburg, Va.**, area. **WSET-TV** geared up for coverage on its 11 p.m. news. At 9:30, a car struck a utility pole, blacking out power to the station, whose back-up generator was down at the time. The station was told power might not be restored for several hours. Meanwhile, the station had flooding to report and evacuation centers to list.

The engineering department ran cable from the station's ABC satellite dish to a live truck, which fed the signal to the transmitter 25 miles away. The station got the network feed back on, although the local commercial breaks were black. The station set up an ENG camera in the parking lot and circled it with cars with their headlights on high-beam. At 11 p.m., the station went on the air from its parking lot, with anchor Kim Frazier updating the flooding situation and evacuation locations and weather anchor Charles Middleton providing a forecast. After promising to be back on the air as soon as possible, the camera panned from the anchors to the station logo on the truck. Power was restored at 11:40, and after some furious editing the station aired an abbreviated newscast at midnight.

On a more traditional note, with Lynchburg the home of Jerry Falwell, the PTL story was the biggest of the past 15 months for **WSET-TV**. The station assigned its Danville, Va., bureau to the story, since it is only two hours from



Aftermath on WKBW-TV

Charlotte, N.C. The station struck a work agreement with **wsoc-TV Charlotte, N.C.**, and ABC for feeds, the proximity of Danville allowed the bureau to edit and microwave when they could not get a feed from Charlotte. From Lynchburg, the station covered the effect of PTL on the Old Time Gospel Hour, whose offices are only a block from the station. Because of the cooperation of **wsoc-TV** and ABC, the station said, it had a competitive advantage, feeding packages from Charlotte and breaking stories daily.

□

When Erie county, Pa., sheriff's department divers went looking for a missing plane, **wkwb-TV Buffalo, N.Y.**, went along. It was the only station to provide live coverage. Reporter David Collin and photographers Kevin Minderler and Al Macleod boarded the search boat and travelled to the site. The picture was relayed to a truck on shore. Macleod donned a wet suit and took an 8mm video camera with him to record the divers in action. Through a special hook-up, Collin talked with diver Captain Kevin Caffery as he searched the lake bottom.

A despondent man with a shotgun walked into a busy intersection and stopped traffic. Police sealed off the area while negotiators tried to talk the man into surrendering. **Wkwb-TV** went live from the scene during the stand-off. Those cameras caught the police live as they tackled him from behind, disarmed him and placed him under arrest. Reporter Mary Travers narrated the action from behind a police car.

In July 1987, a tornado ripped through Cheektowaga, N.Y., causing millions of dollars in damage. **Wkwb-TV** was the first station to break in with a special report and the first to broadcast live from the damaged area—an hour and forty five minutes of coverage including aerial footage from the station's helicopter. Live eyewitness accounts coupled with home video shot by residents helped viewers piece together the events.

□

When two police officers were shot during a routine robbery call, **wxex-TV Richmond, Va.** reporter Jeff Michael and photographer Joe Kuttenkuler were sent immediately to the scene. When they arrived, bullets were still flying. The two dove under the news car to avoid being hit, while Kuttenkuler began filming the exchange and the arrival of the first back-up officers. A perimeter was immediately established, and it was two hours before the two could leave the scene. Crews were sent to the hospital, where the injured policemen



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Wounded officer on WXEX-TV

were taken. A live truck was dispatched to the shooting site and live cut-ins began within one half hour. The gunman used a police radio to tell his story. Crews in the newsroom monitored and recorded the conversations and police later gave the station permission to use those tapes on the air. The two wounded officers, who survived, gave an exclusive interview from their hospital beds.

On the night of March 19, the lead of almost every newscast was the resignation of PTL's Jim and Tammy Bakker. Reporter Chuck Murphy tracked down the Rev. Jerry Falwell at Liberty University in Lynchburg, Va., and got an interview for the 11 p.m. newscast, the only local station to do so. Anchor Mark Alexander spent several days at PTL's Heritage USA complex, again, according to WXEX-TV the only station in the market to provide live coverage from Charlotte.

On May 27th, the station got a tip that Falwell would fly into Richmond after a press conference in Charlotte. A crew was dispatched to the airport. The station then found that Falwell was not flying but driving. Reporter Lisa Schaffner called every Falwell in the phone book, and reached his daughter. The station sent a truck to her house to wait on the outside chance Falwell would be there. He arrived at 5:50 p.m., and Schaffner was on the air with an exclusive interview at 6:05.

□

Arcadia, Fla., is 35 miles east of Sarasota, so long before the story of a family with several children suffering from AIDS became national news, WWSB-TV was covering it as a small town schoolboard issue.

As the controversy grew over the Ray family's children, the station continued to cover the local story, and shot the first exclusive video of the Ray home as it was gutted by a "mysterious" fire. The next day, the station produced a multi-part news series: "Arcadia: A Town in Crisis," which aired on two days during the 6 p.m. and 11 p.m. news.

When the Rays decided to move to Sarasota, Fla., WWSB-TV looked at its effects on Sarasota schools, children and families.

When the Suncoast Offshore Grand Prix came to Sarasota for the 4th of July, WWSB-TV dedicated every news employe and piece of remote equipment in the station to coverage.

Live remotes began July 1 and continued in every newscast through Sunday night. The station showcased organizers and racers and shot exclusive footage of the powerboat race. The news team delivered most of their newscasts from remote race locations. There were specials on the race following the news on both Friday and Saturday. Sunday afternoon, the day of the race final, the station cut in

throughout the afternoon with updates. The coverage took six cameras, including helicopter shots.

□

On Sept. 15 and 16 of this year, KTLA-TV Los Angeles carried 48 hours of continuous live coverage of Pope John Paul II's visit to that city. In addition to covering the Pope at all of his Los Angeles events, the station sent veteran reporter Stan Chambers to the Vatican and to the Pope's birthplace in Poland. The material was made into a two-hour documentary that aired the week of his visit. Additionally, KTLA built L.A.'s first Ku-band mobile uplink truck to provide coverage live via satellite to other Tribune stations in New York, Chicago and Denver. Coverage was anchored by Hal Fishman, Larry McCormick, Sam Chu Lin, Stan Chambers, Father Michael Manning and Father Virgil Elizondo. KTLA was the only station to preempt coverage for two full days. The coverage peaked with a 14 rating, second only to the NBC affiliate on Sept. 15. Its daytime ratings were doubled for the daytime periods.

The station used six live mobile units and had remote cameras on top of mountains and tall buildings for aerial views. The 48-hour coverage was simulcast in Spanish by a team of Spanish interpreters, using the station's SAP (special audio program) channel.

The station received some 4,000 calls and 2,500 letters congratulating it on its coverage, and received proclamations from the Los Angeles County Board of Supervisors and the Los Angeles City Council.

□

Without live trucks or satellite trucks, but with ingenuity and effort, WCAX-TV Burlington, Vt., brought its viewers immediate and up-to-date election coverage. The station runs its own election totals, independent of wire services. In 1986, according to the station, it had statewide totals sometimes an hour before the services. With no live capacity trucks, the station used a fixed link—ordinarily used to feed tape from one of its bureaus—from Democratic headquarters, and two live cameras there to record the action. Since the Republicans were 40 miles away, the station used a fixed link there too, but it came only to within several hundred yards of GOP headquarters. To solve that shortfall, the station got the local cable company to feed its live cameras back through their system into the microwave link. That enabled the station to carry concession statements live and get instant reaction on-air. Since the fixed link from Burlington to the studios was blocked by a hill, the station rented an 85-foot crane to get the receiver up in the air and get a clear picture. News director Marselis Parsons suggested the cable TV route as a possible solution for others. Many systems are interactive and can be used to feed tape or live shots.

□

When Northwest Airlines flight 255 crashed, KPNX-TV Mesa (Phoenix), Ariz., immediately sent reporters, production crews and editing equipment to the crash site. The Detroit bound plane was carrying many Phoenix families. Using a Detroit reporter, and arranging for a satellite hookup, KPNX-TV was able to air live reports from the site until their crews arrived on the

scene. For the next several days, the KPNX-TV news team carried live and taped reports about why the plane crashed and the status of the sole survivor, a four-year old girl. KPNX-TV rented a satellite truck from a Detroit station for transmission of their reports and also used live satellite feeds from their sister station in Minneapolis, KARE. According to KPNX-TV by acting on a tip, the station broke the name of the survivor girl.

When Pope John Paul II visited Phoenix, KPNX-TV doubled all its newscasts that day. Live coverage of the Pope's visit included his arrival to Phoenix, his visit to a Catholic hospital and his address to Arizona. KPNX-TV was the only station to tape delay the papal mass so that attendees could also view it on TV.

□

With the addition of a satellite news truck, WTKR-TV Norfolk, Va., was able to cover breaking stories around the region and distant stories that affect its market. It went to western Virginia to report on the fight over a proposed 85-mile water pipeline. Another report chronicled the competition between the mountain and ocean resorts. The station produced a series of live reports along the Chesapeake Bay and North Carolina's Outer Banks, examining the ecological health of those regions. Newstar 3 went to Philadelphia for the Constitution's bicentennial celebration.

WTKR-TV has allied itself with CBS's Newsnet, Conus and CNN's Newsbeam, and using those resources, originated live coverage of the USS Stark in its home port of Mayport, Fla. The station also originated Conus coverage of the Pope's visit to South Carolina.

In 1987, the station expanded its fleet of microwave vans to three and installed microwave equipment in its Hampton, Va., bureau. The addition of a microwave link on its tower allowed the station to do a live shot from 50 miles away.

The station has also introduced a 5 p.m. newscast, 30 minutes ahead of the next earliest newscast. The station's research revealed some 100,000 workers, including shipyard workers, military personnel and government employes, who left work early enough to watch a 5 p.m. newscast.

For its upgraded news efforts, the station garnered Outstanding News honors from the Virginia Association of Broadcasters.

□

WTVH-TV Syracuse, N.Y., won two national UPI awards for its coverage of a stand-off in Smyrna, N.Y. The story involved members of a "naturalist" family and law enforcement officers trying to evict them for nonpayment of



Smyrna Standoff on WTVH



taxes. Photographer Dan Roach and Reporter Larry Sparano were literally in the middle of the two factions, shooting the story, while at the same time trying to calm the family members. UPI said of the story: "Excellent coverage of a very difficult event which required courage for both the photographer and the reporter. A potentially deadly situation."

□

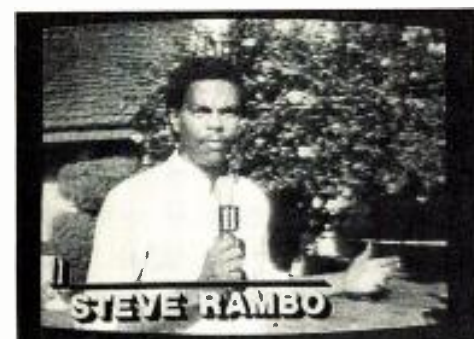
When an Amtrak passenger train slammed into three Conrail engines northeast of **Baltimore** on a Sunday afternoon, CBS affiliate **WBAL-TV**, with a trimmed-down weekend staff, had a crew dispatched to the scene within an hour, while its weekend assignment editor broke into programing with the first TV bulletin on the crash. A half-hour later, according to the station, it was the first to interrupt programing with a live report from the fire station command post near the crash site. The station assembled five full crews to cover other stories, at a nearby hospital, blood donation center and the neighborhood near the crash. Despite the distance, traffic jams and reduced staff, the station expanded its early news coverage for the story. Using both microwave trucks and satellite trucks, the station provided feeds both for CBS and the Newstar Network. A prime time special on the crash was produced for airing on Monday night.

□

The bitter cold afternoon of Sunday, Jan. 14, was the setting of the worst rail disaster in Amtrak history. A passenger train and a Conrail freight engine collided head-on, leaving 16 people dead and more than 170 injured. According to **WJZ-TV Baltimore**, it was the first station on the air with a special report just minutes after emergency crews arrived at the scene. The station had three live shots and three packages in its early evening newscast, then focused on the rescue efforts for live reports throughout the night and into the 11 o'clock news. The station stayed on the scene, feeding live updates during the early morning and afternoon and into the 6 p.m. and 11 p.m. newscasts on Monday. The reports included interviews with rescuers who pulled people from the smoldering wreckage and pleas for help from the community for shelter, food and blood. The station is still following the story as criminal charges are pending against a Conrail crewman.

□

On August 31, 1986, a commercial airliner and private plane collided over the community of Cerritos, Calif. At the time, independent **KTTV(TV) Los Angeles** was airing a telethon, so



KTTV's Steve Rambo from crash sight

the regularly scheduled newscast had been preempted. Within moments of learning of the crash, the news team was mobilized, with live reports on the disaster. Coverage included a prime time special report that evening. The station's coverage earned it a local Emmy for best spot news reporting.

The story of Jessica McClure, trapped in an abandoned well in Texas, captured the nation's heart. On the final day of Jessica's plight, the Fox station aired live cut-ins on the half hour, plus live coverage of the moment of rescue.

□

On Aug. 30th, 1987, a fire claimed the lives of 12 people, 10 of them children. **WISN-TV Milwaukee** began its coverage with reports from the burned home the morning of the fire, then followed with interviews with survivors, fire officials and neighbors. The fire, one of the worst in the city's history, raised questions about safety that the station addressed in an investigative series.

The station followed the 39-game hitting streak of Milwaukee Brewers baseball star Paul Molitor with reports throughout the streak, including ones on his health, ticket sales and other effects of the feat.

□

When dancer Fred Astaire died, **KDRV(TV)** immediately dispatched a reporter to the home of Ginger Rogers, who lives just outside **Medford, Ore.** Calls from ABC, CBS, Australian Broadcasting Network, Group W and dozens more came in to the station. The reporter got the interview, and got back in time to edit it, make several dubs and get them on planes to the nearest uplink. At the same time, the station was accommodating the networks who were sending crews to do live interviews with Rogers from the station: First Dan Rather, then Ted Koppel, then the Australians all used the station for segments with Rogers.

The worst fires in the region in 25 years prompted **KDRV** to air a special half-hour program on the fire. The station aired live updates on the half hour on the situation, then opened its special with a report of where the fires were, their size and current containment information. The report also included segments on evacuations, two packages on specific fires; a package on the latest fire fighting techniques, live interviews with a variety of experts and a segment on where food and water donations were being collected.

□

In the summer of 1987, **Battle Creek, Mich.**, hosted an international ballooning championship. Over 150 balloons and more than one million spectators converged on the city for the week-long event. **WUHQ-TV** wanted to cover it, but had no live equipment, and was told that no sets or camera platforms could be constructed. Locating an inexpensive rental microwave solved the first problem; the city airport provided the other solution. Using the roof of an airline hangar for a temporary studio, **WUHQ-TV** embarked on 21 live broadcasts, including six half-hour shows from the championships.

□



WRC-TV in snowbound D.C.

**WRC-TV Washington, D.C.** was on the move when the rest of the nation's capitol was paralyzed by one of its heaviest snowfalls. The city's inability to remove the snow, and the "holes" in its arguments for not being able to do so, were outlined in the station's coverage.

Although it does not have a noon newscast, **wrc-tv** decided to go live, the only station to do so, for D.C. Mayor Marion Barry's news conference on the snow removal problem. Recording the mayor's first comments on his return from a California vacation. The station broadcast a full hour of local news at 6-7 a.m. to report on closings and transportation problems and again expanded its newscast from a half-hour to an hour at 4-5 p.m. to assist travelers on their commute home.

Change was the order of the day on Sept. 14, as the station premiered a new logo, sets anchor teams at 5 p.m. and 6 p.m., new titles, opens and music.

□

On Aug. 20, a gunman went berserk inside the mailroom of the U.S. post office in Edmond, Okla. Fifteen people died, including the killer, Patrick Sherrill, who took his own life. From the first word of the shooting to the burial of the last victim, **KOCO-TV Oklahoma City** covered the tragedy. The station provided information to both print and electronic news organizations around the world. In addition to its own Gannett TV Group, the station worked with **ABC-TV, USA Today, CNN** (including live reports) **MacNeill/Lehrer, CNB, Canadian Broadcasting, INN** and the *London Times*, plus many other individual stations.

The 5 p.m. news began with a special opening. To make room for the post office stories, the sports and weather reports were trimmed. For the 10 p.m. news, new material was worked in for a new opening showing scenes of the horror and grief at the shooting site, video of the hospital and of Edmond City Hall, plus a memorial tribute to the victims. Every story on the 10 p.m. cast was either new or updated. By the time he gave his live report at 10, reporter Bill Mitchell had been at the post office for 13 hours, leaving only to write and edit his packages for the 5 p.m., 6 p.m. and 10 p.m. news. But the story did not end with that newscast. The station aired scores of reports over the next six days.

Aug. 20, 1987, **KOCO-TV** remembered the nightmare, covering the anniversary of the slaughter with stories about the survivors and the planned memorial service. Larry Blunt reported on the present stepped-up security at the post office. Chris Bond told of the counsel-

ors on duty at the Post Office to help the survivors deal with the event. The station interviewed a widow of one of the victims and in a final tribute, showed the names of the victims and what the permanent memorial to be placed at the site will look like.

□

Probably the largest undertaking ever was how **WYFF-TV Greenville, S.C.**, described its coverage of the Ecumenical Year in South Carolina, culminating with the Pope's visit to Columbia. The station took the opportunity to examine the impact of religion on the lives of residents and to gauge the impact of the historic visit of other international religious leaders including evangelist Billy Graham and the Archbishop of Canterbury.

The Pope's five-hour visit took six months of preparation, according to the station. A group of stations cooperated in a pool to provide live coverage for the visit. Equipped with a satellite news vehicle, several production trucks and all the cable they could muster, the station put together complete coverage, while still producing its regular newscast.

Thirteen inches of snow is big news in South Carolina. Newscenter 4 began live cut-ins early to keep viewers advised of road conditions, updated weather and closings. The 6 p.m. news became a special "Snowbound 87," with live satellite shots from around the Southeast, special graphics and local storm stories.

□

**WWHO-TV Des Moines** recently mounted a moveable camera 450 feet above its studios on its downtown tower. The camera, dubbed "sky eye," which pans 360 degrees with a reach of about 35 miles, has a view of downtown, the airport, the state house, the highway and the Des Moines river. It has been used to track severe weather, fires and other spot news. WHO-TV used the camera to track the Vice Presidential motorcade from the airport to the station on a recent visit.

□

**Grand Rapids, Mich.**, police officer Joseph Taylor was shot in the face as he tried to arrest a suspect. **WOTV(TV)** chief photographer Mark McIntosh and reporter Mike Murphy arrived on the scene within moments and recorded the suspect's capture and the efforts to save the dying policeman. The station assigned five photographers and three reporters with two live trucks and the station helicopter to cover the funeral as hundreds of police officers from across the Midwest came to their last respects. Coverage included a live report during the noon newscast as well as extensive coverage on the 5:30 p.m. and 6 p.m. news.

Wotv began preparing for the Pope's visit to Detroit many months in advance. The station began airing special segments on items of local significance 10 days before the event, including a report on the status of the Catholic church in Western Michigan, and one on the winery that would supply the wine for the Pontiff at his mass at the Pontiac Silverdome. Wotv assigned three photographers, two reporters and a field producer for the period leading up to and including the visit. The station tapped the resources of a fellow member of the Michigan News Exchange cooperative, **WOIV(TV)** De-

troit, to present live reports from that city. A motor home was used as the editing base at the Pontiac Silverdome parking lot. Group W's satellite uplink truck provided the live feed during the Pope's visit.

□

Satellites played a big role in **Wsvn-TV Miami's** news coverage—it has purchased more than 100 hours of satellite time in the past year—originating live reports from a Jerusalem street corner, a rooftop in Rome and a movie studio in London.

When Pope John Paul II visited Miami, **wsvn-TV** covered the 23½ hour trip touchdown to takeoff. Using 6 microwave links and 10 live cameras, 125 people worked to provide the most extensive coverage in the station's history. Peter Ford and Sally Fitz anchored the first day's coverage from the roof of a downtown hotel. The papal mass proved a challenge. Crews worked all night to set up the coverage. Then a severe thunder storm forced the Pope to stop in mid-mass, and the station to pull its anchors from the mass set. A cameraman and several technicians were slightly injured in a lightning strike, but the station managed to stay on the air throughout.

□

When **wjrt-TV Flint, Mich.**, decided to cover the United Auto Workers' 50th Anniversary "Sit-down Celebration Parade," it was a major undertaking. The station provided exclusive live coverage at 5 p.m.-7 p.m. on Saturday, Sept. 5, hosted by anchors Bill Harris and Sue Zelenko and automotive reporter Larry Elliott. The station's remote truck was used for the first time that day, with 16 technicians and production personnel required, plus another five news videographers. Later that evening, the station broadcast a live program at 10 p.m.-11 p.m., "50 Years After the Sitdown," which took a historic look at the 1937 strike, in addition to highlights of the parade and other commemorative events.

□

The highlight of the year for **wptv(TV) Palm Beach, Fla.**, was the visit of Pope John Paul II to Miami. The station's coverage began the week before the Pope's arrival, with a live report from Rome, where the station had sent a crew to do background and feature stories. On the Pope's arrival, the station's newscast was anchored live via satellite from Miami. There was also extensive special programming, including a live half-hour report on a parade down Biscayne Boulevard and live coverage of a mass at Tamiami park.

After the Pope left, the station felt there was enough local interest in the trip to justify sending a crew to cover the remainder of the tour. That crew found clergy and others from the area in almost all the cities visited, giving a local flavor to the coverage.

In Mid-October, Hurricane Floyd gave the station an opportunity to test its preparedness plans. Thanks to its participation in the Florida News Network, it was able to go live along the projected path of the storm, including back-to-back remotes from Marathon, Miami and Fort Myers, all Florida.

□

When President Reagan made a campaign swing through **Springfield, Mo.**, to give his support to ex-governor Christopher "Kit" Bond, **KOLR(TV)** was there to provide complete live coverage of the the visit. That coverage required 25 people and two live remotes: A one-camera remote from the airport and a two-camera remote from the arena where the President attended a rally. Included in the three hours of live coverage were prepackaged taped reports from staff members and studio guests. The coverage won Missouri and Arkansas Associated Press awards.

In February, Missouri highway patrolman Russell Harper was shot down as he made a routine traffic stop. **KOLR** was the first crew on the scene and first with live reports on the shooting. A manhunt began, and **KOLR** covered the two-day search, with reporters and photographers pulling around the clock duty. When the gunman was finally captured, the station stayed on after sign-off to be there live.

In another manhunt involving the shooting of a police officer, **KOLR** was on the scenes throughout the three-week search. Special satellite reports were arranged, using the University of Missouri, Rolla, as an uplink point. Reporters were able to feed video then do wrap-around reports from the live feed point.

□

**WTRF-TV Wheeling, W. Va.**, has dedicated its time and energies to covering high school football.

It began preparing for the new season in August, and in four weeks had produced 44 football preview packages that featured every team in the Ohio Valley Athletic conference. Their estimated travel over winding West Virginia and Ohio roads was 1,000 miles to high schools in 12 counties. The OVAC, according to the station, is the largest organized all-sports conference in the country. The station featured every team separately, beginning with the first workouts without pads up to the last practice before the opening games. The station aired two reports per day in its 6 p.m. and 11 p.m. news.

Coverage doesn't stop with the previews, however. The station tries to cover four games each Friday night, and has expanded the sports segment of that newscast from four minutes to eight and a half. A second photographer has also been added to collect game footage. Another new feature is "Student Athlete of the Week," a profile of an outstanding player (chosen by the conference), which airs each Wednesday night.

□

Workers at Savage Industries in East Allen township were attempting a process for which they had no permit. The resulting explosion killed a man and released a vapor cloud at first thought to be hydrochloric acid. **WFMZ-TV Allentown, Pa.**, looked at the events, rescue efforts, eyewitness accounts, the evacuation, the company's safety record and how the cloud was created.

The story of Mack Trucks' continuing struggle with the United Auto Workers over the opening of a new assembly plant has taken reporters to York and Harrisburg, both Pennsylvania; Washington; St. Louis and South Carolina. Thanks to satellite technology and trade



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agreements with several stations in Columbia and Spartanburg, both South Carolina, the station provided national coverage of the local story. The station marked the achievement of an agreement between the union and the company with a special one-hour newscast. That coverage included multiple satellite reports from Washington and exclusive local interviews.

□

When a devastating tornado hit Jones County, Miss., last February, killing seven people, **WJTV(TV) Jackson, Miss.**, was there with its mobile satellite unit providing continuous live coverage of the touchdown site and a local hospital where the injured were being treated. When the homeless residents camped out in their yards, with bonfires lighting the night sky, WJTV was there to record the sight.

When a train derailed in Flora, Miss., forcing the evacuation of hundreds of residents, WJTV was there too, combining microwave and satellite technology to allow anchors Walter Sandler and Melanie Christopher to report live.

When the first black Congressman since reconstruction was elected in Mississippi, WJTV was there live. The station then followed the new Congressman to Washington for the official changing of the guard, providing regular inserts live by satellite.

With its satellite uplinking capabilities, WJTV was instrumental in organizing a statewide hookup of commercial stations that enabled them all to witness the crowning of the new Miss Mississippi. A mobile uplink truck was used, with a backup, and a five-camera setup in the auditorium.

□

In November 1986, **WKEF(TV) Dayton, Ohio**, broadcast its 6 and 11 p.m. newscasts from Walt Disney World's Epcot Center in Orlando, Fla., which was celebrating its 15th anniversary. Pointing out that Orlando is the top vacation spot for Miami Valley (Ohio) residents, the station tied in local reports with reports and interviews of Miami Valley visitors to Epcot, former Miami Valley residents now employed at Disney World and Orlando organizations tied to Dayton.

In April, the station's newscast hit the road once again, with the 6 p.m. news originating from various locations in the station's ADI.

□

**WTGG(TV) Washington's** "Hijacking at Dulles" was the story of the hijacking of a commercial jet destined for Dulles International Airport outside of Washington. The report included the only broadcast interview with the Continental Airlines pilot who landed the plane and got all the passengers and crew out safely. There was also video of the plane and eyewitness accounts from passengers.

Reporter David Burnett covered the wreck of an Amtrak passenger train and freight train that turned out to be the single worst accident in the railroad's history.

WTGG covered closely the cocaine overdose death of Maryland basketball player Len Bias. The station had the last exclusive interview with Bias before his death. In the days following Bias's death, reporter-producer Tom Hendrick interviewed a prison inmate who claimed that Bias was a frequent drug user and possi-



Traditional set

"Quick read" set

**WRGB(TV) Schenectady, N.Y.**, for 60 years a GE station, was bought by Freedom Newspapers. The new owners wanted to change the demographics of its news audience to attract younger viewers, but without losing its older audience in the process. Research provided the solution. The station has an hour newscast at 6 p.m., while its competitors have half hours. Research said that younger audiences preferred the "quick read" of a shorter newscast. Rather than cut back, the station split its newscast into two half hours with two sets of anchor teams, two different formats and little repetition. The first half hour was designated the hard newscast of record, with news/sports weather, health and consumer packages and people-oriented features. At 6:30 was a quicker paced, more upbeat broadcast with "inventive reports, live talk-back interviews and a glib anchor team," all targeted at a younger audience. The station has been successful with this split half hour solution, according to its research, having attracted a stronger core of younger viewers and the much-wanted female audience.

bly a supplier.

The dedication ceremony of an arch as the gateway to the city's Chinatown proved controversial. The station's story told how the arch, donated by the People's Republic of China, was resented by many Chinese-Americans in the community who identify with the Nationalist regime in Taiwan.

On Tip O'Neill's last night as speaker of the House of Representatives, the station interviewed him about his accomplishments as speaker. The piece included photos of the speaker with Presidents dating back to Kennedy.

□

The nation was stunned by the death of 37 sailors in the attack on the USS Stark in the Persian Gulf. But nowhere was the grief more pronounced than in the ship's home port of **Jacksonville, Fla.** Almost all the men had immediate family there and the 130,000 enlisted and civilian personnel there felt the loss of friends and colleagues.

Covering the tragedy was an ambitious and emotional task for **WJXT(TV)**. The station searched for answers and explanations, but made a conscious effort to respect the privacy of the families involved. WJXT interviewed local Navy experts, as well as those in Washington. Its most ambitious coverage came five days after the attack. Friday, May 22, was a day of mourning and tribute to the fallen. President Reagan came to the Mayport Naval Base to comfort the families. According to WJXT, it was the only station to provide local coverage of the emotional event. The program was anchored by Tom Wills and Deborah Gianoulis, with additional coverage from Washington bureau chief, Tina Gulland. Reporter Tad Cliplef was stationed inside the hangar where a service was being held. The station brought in a signer for the service so that the deaf would be included.

At 7 p.m., WJXT presented an hour special, "The Attack of the USS Stark: Jacksonville

Mourns, The Questions Remain."

The Navy requested copies of the program, and copies of it and the service coverage were also provided to all the families who had lost a loved one.

□

In May, **kvbctv Las Vegas** acquired a satellite uplink truck (Spacelink-3) and immediately took to the road with a series of live newscasts revealing great weekend getaway spots near Las Vegas. Spacelink-3 also allowed the station the first first-ever live report from inside the Nevada Nuclear Test Site. When the Pope visited the U.S., Spacelink-3 sent reports back from Los Angeles and Phoenix. When there were devastating fires in Northern California, and an earthquake in Whittier, the station again was on the scene.

When a Las Vegas woman gave birth to quintuplets, health reporter Marti van Dorn was there, filing the first reports on the event.

Reporter Rick Kirkham initiated "aqua-cam-3" when he filed a report beneath the surface of Lake Mead with an underwater camera, then followed with "sky-cam-3" by skydiving with videocamera in tow.

□

INDX (the Independent Exchange) is operated by **wpix(tv) New York's** Independent Network News. It provides raw footage to a number of independent stations, who produce their own newscasts. Tribnet, a unit of INDX, is composed of four Tribune Broadcasting stations: **wpix(tv) New York**, **kfla(tv) Los Angeles**, **wgn-tv Chicago**, and **kwgn-tv Denver**. The big test of Tribnet came with the Oct. 1 earthquake in Los Angeles. It demonstrated, according to the station, the kind of coverage independent stations are now capable of. KFLA had key reporters and anchor people available quickly. Live units fed footage to the station via microwave. The footage was then transmitted via Ku-band to other Tribnet stations.

□



An annual July 4 celebration proved a challenge to **KMOV-TV St. Louis**. The station set up a remote studio on the fair grounds, broadcasting throughout the July 4 weekend with hourly updates on crowds, traffic, schedules of events and weather. Planning for the event began in April, with overtime budgets, construction and promotional charges established. In addition to the talent and camera platforms erected at the fair sight, additional setups were placed on a riverboat docked nearby. During the day, the fair was the anchor position, and at night, with crowd control a problem, the boat was used, affording relative quiet and a panoramic view of the fireworks display. In all, eight cameras were stationed around the arch grounds and about 60 employees worked on the event.

□

It was the most intensive manhunt in Missouri history: the search of the Rolla, Mo., area for a suspect in the shooting of a policeman and of a church deacon, slain as he prepared his country church for evening services. **KTVY(TV) Springfield, Mo.**, dispatched news crews to Rolla, some 110 miles away, to cover the manhunt 24-hours a day. Initially, tapes were shuttled to and from the station via its Sky-3 helicopter (terrain precludes microwave transmission), but the local university had a fixed Ku-band uplink. The station contracted with the school for the exclusive use of its uplink for the duration of the manhunt.

Principal reporter on the story, Lisa Richardson, provided live and taped segments, keeping viewers informed of the latest sightings and developments. The search was called off when it was reported the suspect had rented a car in Georgia, then resumed when he was again spotted in the Rolla area. When he was finally captured—in Ada, Okla.—**KTVY-TV** leased a plane and sent two full crews, one to Ada and the other to follow Brown through the court process in Oklahoma City.

The coverage increased operational costs by about \$60,000, chiefly in uplink and satellite time costs.

□

On October 7, 1986, Lake and McHenry counties in Illinois and nine townships in Cook county were declared federal disaster areas. Flood waters had displaced 15,000 residents and caused an estimated \$5 million in damages. **WLS-TV Chicago** devoted all its resources to what became the worst flood in Illinois history. Over the 10 days of rain, the station carried four full hours of news coverage with dozens of reporters. Chuck Goudie and Tim Ryan reported on efforts to keep back



WLS-TV on the fall floods

**“Network television really missed the boat on this one...”** **New York Newsday**



The all-American kid has grown up! But now the tables are turned on the Beav and he has his own sons, Kip and Ollie Cleaver, to contend with. Where's Ward when you really need him?

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the flood waters, while medical reporter Dr. Bruce Dan gave advice and safety tips for dealing with the raw sewage floating into homes. Political reporter Hugh Hill covered the governmental aspects of the flooding—during the flooding, hearings were in progress in Washington regarding Chicago's controversial flood control project, "Deep Tunnel."

WLS-TV's Eyewitness news team visited the same families each day to convey a personal sense of the destructive course of the flood.

□

One of the most ambitious projects for **WTVD-TV Durham, N.C.**, was coverage of the 1987 U.S. Olympic Sports Festival, which features thousands of amateur athletes competing at sites



Sports festival on WTVD-TV

across the state. The station provided live coverage of the opening ceremonies, using five remote sites, plus the station helicopter. In addition to the opening ceremonies, the station produced 15 "Festival Faces" 30-second spots on athletes preparing for the festival. The spots ran in all dayparts for three weeks preceding the festival. In addition there was a half-hour prime time special.

The station recently added a Ku-band truck to its technical arsenal—it is part of the ABC Absat System—which it used for the first time to provide live coverage of the Pope's visit to Columbia, S.C.

On the other end of the technology spectrum, the station continues to make more use of home video material. When an Army cargo plane crashed before the soldier's families at Fort Bragg, N.C., the station relied on three different home video cameras at the scene to compile a complete sequence of the crash.

□

In September 1986, **WTAJ-TV Altoona, Pa.**, began using a microwave link from its State College, Pa., offices. The link enables the station to receive sound bites and video from State College, giving it live capability from the home of Penn State University.

On the morning of June 9, 1987, three prisoners escaped from the Mifflin County Prison, in the outlying eastern section of the **WTAJ-TV** coverage area. A crew was dispatched from the station's State College bureau, still an hour's drive from the area where the search was centered. Videographer Bill Wallace recorded the capture of two of the escapees, one an alleged murderer. The third remained at large as the deadline approached for the noon newscast. Reporter Barbara Petito remained on the scene, while Wallace went to the station's State College offices, edited the video and microwaved it to the station.

Petito continued to gather information about the search for the remaining escapee. The mountainous terrain precluded going live from the scene, but Petito found a novel alternative: a restaurant nearby that allowed her to use a phone located near a television set, which she tuned to the station. Back at the studio, a map graphic was created detailing the search area, the captured prisoners and a freeze frame of Petito. She then reported live via phone, updating the search and describing the area as she watched the map on the screen.

□

Retired **Cleveland** auto worker John Demanjuk was sent to Israel to stand trial, accused of being "Ivan the Terrible," a brutal gas chamber guard who participated in the slaughter of 850,000 people at the Polish death camp of Treblinka. Demanjuk contends it is a case of mistaken identity.

**WJW-TV** committed to comprehensive coverage of the story. Reporter Mike Conway and videographer Barry Zuckerman were the only Cleveland television crew to travel to Poland prior to the trial in Jerusalem. They interviewed witnesses who contradicted the prosecution's claims. Conway also filed reports from Treblinka. The crew then flew to Jerusalem to provide daily satellite reports. Coverage included the opening rounds in the prosecution's case, plus the emotional testimony of several death camp survivors. The station's commitment to the story cost \$25,000 for the five weeks of location plus satellite costs. Those costs were reduced by sharing the satellite time with another Cleveland station.

□

When a police shooting was heard on the scanner, **WLWT-TV Cincinnati** was the first on the scene and found a shootout in progress. By the time the shooting was over, a policeman, police dog and the suspect were dead. The station aired six reports, with various angles, including the dead policeman's family and the effect of the shooting on other officers.

A woman was shot and killed in the Cincinnati suburb of Cheviot. Reporter Jeff Hirsh went to Denver when he was told the suspect had been captured there. The result was an exclusive on-air confession from the man and a story on why the crime had occurred.

Norma Rashid put a local spin on coverage of the Pope's visit to the U.S. She interviewed residents in eight different parishes on their concerns about the church, taking that input to Cincinnati Archbishop Daniel Pilarczyk, vice president of the national conference of Catholic Bishops. The result was a one-half hour documentary. Rashid traveled with Pilarczyk to Los Angeles, where the Pope was stopping. She filed 10 reports, with the Bishop providing "play-by-play" of the visit.

□

In November, a dozen people were arrested on the University of Massachusetts campus at Amherst, where they were protesting CIA recruitment of UMass students on the school grounds. **WGBB-TV Springfield, Mass.**, was there for the arrests, with photographer Dick Garrett harassed by hostile state troopers, according to the station. One of those arrested

was Amy Carter. **WGBB-TV** stayed with the story through arraignment, pretrial hearings and the trial.

When the Iran/Contra story broke, Massachusetts Senator John Kerry was one of the first to call for a congressional investigation. **WGBB-TV** tried to line up a live satellite interview, but discovered he was on his way home to Boston. With help from fellow ABC affiliate, **wcvb-TV Boston**, the station jury-rigged a complicated microwave link for an interview at Logan airport: When the Senator arrived, **wcvb-TV** cameras relayed the audio and video to that station's truck and then studio, from there it went to the Prudential Tower in downtown Boston, to the studios of noncommercial **WGBH-TV Boston**, to **WGBY-TV Springfield** to **WGBB-TV's** mountaintop transmitter-studio link and finally to **NewsWatch 40's** control room. The interview was Kerry's first with any Massachusetts station.

□

Noncommercial **WTVS-TV Detroit** served as facilitator to bring together Detroit-area stations for a cooperative pool to cover the visit of the Pope to Detroit. **WTVS** executive producer Bob Rossbach was coordinator of the pool, which included the network affiliates, the Fox Broadcasting station and the Archdiocese of Detroit.

Each station contributed to the pool feed by covering a stop on the Papal visit, supplying equipment and production staff. Pool participants could use any portion of the feed, as well as supplement with their own remotes or in-studio reports.

During the 23-hour Papal visit, Rossbach coordinated 18 hours of live pool coverage, comprising seven major events at six locations, and employing 36 cameras and approximately 150 people.

□

A chemical fire at a seed company in Woodburn, Ind., burned for four days and caused the evacuation of 30,000 people. **WPTA-TV Fort Wayne, Ind.**, covered the initial fire call with live footage on its 6 p.m. news and a package of stories at 10 p.m. As the fire continued to burn, residents of nearby towns were evacuated for fear of possible toxic smoke. News director Wayne Ludkey assembled a team to cover the evacuations. There were cut-ins every half hour. The decision was made to stay on the air throughout the night—the only station to do so, according to Ludkey—to keep residents informed of where to go, what to expect and how long they would have to stay away from their homes. One suggestion the station had: "Call in only enough staff to adequately cover the event. You will need fresh people the next day to pick up the story."

When the Pope visited Detroit, **WPTA-TV** sent a reporter, producer and photographer to cover the event. The crew took an editing van and news jeep. In preparation for the story, they searched out people from the Fort Wayne area who would be meeting with the Pope. During the visit, the team sent back reports and did live cut-ins via satellite.

□

Independent **KFTY-TV Santa Rosa, Calif.**, added a third newscast to its lineup. Joining the 7:30 and 10 p.m. news was a half-hour at 6 p.m. The 6 p.m. news contains stories in pro-



gress that are detailed at 7:30 and takes advantage of the station's remote van. "Three live newscasts within four hours is a tremendous challenge" says executive VP and general manager, Jim Johnson.

□



O'Hare on WBBM

Aug. 13-14 saw the most rain fall on **Chicago** (9.35 inches) in a 24-hour period. **WBBM-TV** carried live reports throughout the day, a half-hour special preceded the regular news. Reports came from Lester Holt, reporter-anchor, who was the only reporter at O'Hare airport, which was surrounded by water that prevented vehicular traffic in or out. Holt had chartered a private plane at nearby Midway Airport and within minutes was talking to stranded passengers from the O'Hare lobby.

□

On March 16, 1987, **KSPR(TV) Springfield, Mo.**, a former UHF independent, debuted its newscasts as an ABC affiliate owned by Lorimar-Telepictures. According to the station, it is the first complete Sony Betacam newsroom in Missouri. Hardly had the equipment been warmed up when one of Missouri's biggest stories broke. Fugitive John David Brown, suspected of shooting a policeman and murdering a church caretaker, led authorities on a two-month chase. NewsTeam 33 dedicated crews around the clock, airing more than 70 stories. Many of the stories were used by ABC affiliates throughout the Midwest. The story ended with coverage of Brown's return to Missouri after his capture in Oklahoma. The reports won spot news honors from the Missouri Broadcasters Association.

□

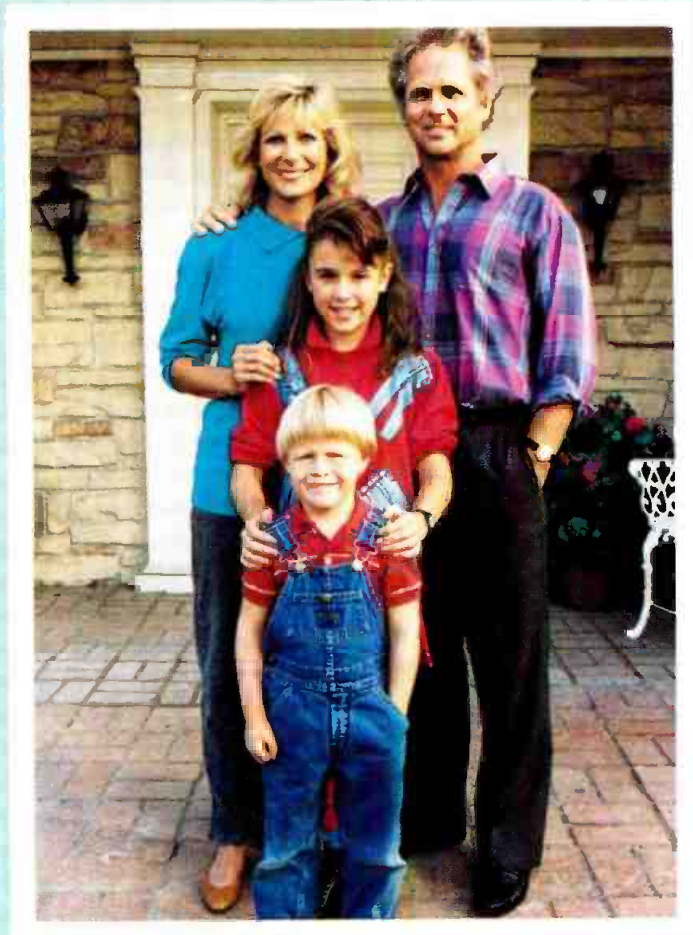
A year's worth of preparation by **KSAT-TV San Antonio, Tex.**, culminated Sept. 13 with Pope John Paul II's visit to that city. Over its 11 hours of continuous live coverage, the station provided the pool feed for two of the six locations of the Pope's visit, employing six fixed camera positions, one roving live truck and helicopter shots throughout the day.

KSAT-TV got plenty of mileage out of its satellite newsgathering truck last year. Among its stops were Saragosa, Tex., devastated by a tornado; Comfort, Tex., where flooding claimed the lives of 10 children, and the Dallas Cowboys training camp in Thousand Oaks, Calif. Also, for a special, "Celebrate Texas," five towns in KSAT-TV's ADI were visited, with a crew taking the satellite truck to various schools and explaining the principles of satellite newsgathering.

□

When the Healthtex clothing companies

**"The fact that people know the characters gives the sitcom an advantage..."** **USA TODAY**



Wally, always Beaver's confessor and protector, is still on the job as his lawyer. Wally also married his high school sweetheart, Mary Ellen Rogers, and has two kids of his own, Kelly and Kevin Cleaver.

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closed their three plants in Maine, thousands were put out of work and **WGME-TV Portland, Me.**, jumped on the story. Coverage included live shots from the plant the day it was closed. The station stayed with the human story after the initial shock wore off. It tracked workers through their lobbying efforts to keep the plants open, and traveled with them to solidarity rallies around the country. The station followed the workers through retraining and new jobs, and revisited them several months later at a covered dish supper at which some workers got the severance pay the courts had forced the company to give them.

Summer gave the news crew a chance to get out of doors. Each Friday, the 6 p.m. news was anchored live from a different area festival. Using terrestrial microwave, the news travelled to August, Naples, Yarmouth and Rockland, all Maine. When the aircraft carrier John F. Kennedy called on the port of Portland, the Friday news was anchored from the deck of the "world's largest conventionally powered" carrier. A reporter-photographer crew that had spent three days on the ship provided features for the broadcast.

□

When tornado sirens sounded, **Wcco-TV Minneapolis** began airing weather alerts, and within 20 minutes had live footage of the destruction. After the tornadoes, 14 inches of rain fell on the city over the next eight hours. In addition to prime time live five-minute updates throughout the night, the station's 10 p.m. news was extended. An hour special followed at midnight, and another the next morning at 6 a.m., alerting drivers to closed streets.

□

The Outlet department store in **Providence, R.I.** burned down on Oct. 16, 1987. The burning building was 50 feet from the studios of **WJAR-TV**, and had once been home to the station. WJAR-TV was faced with the dual task of covering the biggest fire ever to hit downtown Providence and protecting its facilities and offices. The story broke on the station's 6:30 a.m. news after a security guard at the station first spotted smoke from the top floor of the building. The station aired continuous live cut-ins throughout the morning. To further document the fire, the station hard-lined a camera on the roof, from which vantage it captured what from other angles appeared to be an explosion, but was actually the collapse of the store's roof, which forced smoke violently out the upper floor windows. There were camera crews on all four sides of the building, plus aerials from the station helicopter. The 6 p.m. news was expanded from a half hour to an hour. There were multiple packages, including a report on the fire, a live interview with the fire chief, a profile of some of the firemen and a history of the building.

This year was an election year, with all the major statewide offices on the block. WJAR-TV covered the election from poll to poll, having worked out a "unique" relationship with the *Providence Journal Bulletin* whereby the station "plugged into" its computer for election returns. In exchange the station gave the paper the results of its exit polls. The station also rented two production vans for election night,

Noncommercial **wpsb(tv) Muncie, Ind.**, licensed to Ball State University, debuted its daily newscast on May 4, operating from two old homes donated by the Ball Foundation. Using two studios (one in the living room for production and the other in the parlor for the news set), the program features a six-minute spot news segment covering state and local stories, an in-depth examination of a top story of the day, a daily special feature focusing on east central Indiana; sports and weather, and a daily information segment. (Wpsb's production switching is done from the dining room and master control is in the kitchen. Editing is done in a bedroom.)

In place of commercial breaks inside the news, the noncommercial station airs stock market, commodities and "state headlines" features with chyron graphics and audio cart "to allow ourselves time to breathe and to check our time situation," according to wpsb's program manager, Robert R. Smith.

Due to limited finances, the station has had to depend on donations and creative use of materials to run the broadcast. For example, the station's window graphics are created by projecting a carousel dissolve unit onto a wall and then shooting that with a studio camera since the station does not have the special effects equipment to generate it. Friends of Smith provided original music for the opening at "nearly no cost," Smith said, adding that staff members have become multi-talented, learning how to shoot, edit and produce for a news format.

stationing one each at Republican and Democratic headquarters.

□

During the flooding that affected most of the state, **KTUL-TV Tulsa, Okla.**, stayed on the air 24 hours a day for almost a week to keep viewers up to date. During one two-day period, there were cut-ins featuring extensive helicopter footage and four remote reports every 20 minutes.

During the controversy over the Oral Roberts fund-raising appeal, the station devoted its entire 6 p.m. newscast to the subject and the possible repercussions on televangelism.

□

When a grain elevator fire caused the evacuation of homes and businesses, **KPOM-TV Fort Smith, Ark.**, was the first on the scene, and for 16 consecutive hours provided live coverage from the air and a satellite truck.

When anchor-producer Elizabeth Alex learned of a planned drug bust, she was on the scene for exclusive video of the sting operation, which turned out to involve one of the largest businesses in the area.

Reporter Luanne Stuart received an Associated Press first place in spot news for her coverage of the cause and effects of a devastating local flood.

□

**Wbz-TV Boston** said it was the first station with a live cut-in of the crash of a small plane carrying cargo into a home in a Boston neighborhood. The accident, just four miles from Logan airport, claimed the life of the pilot and injured three residents. The station fed live reports from the scene all day long and coverage included reports on the accident, the cause and neighborhood reaction.

The worst flooding in 50 years hit New England in April with parts of Maine, New Hampshire and Massachusetts being declared federal disaster areas. Wbz-TV sent a team of reporters and camera crews to Maine and Vermont and also reported live from New Hampshire, western Massachusetts and several locations in eastern Massachusetts.

Wbz-TV had been working for a day and a half on a story on the Seabrook Nuclear Power plant when the Nuclear Regulatory Commis-

sion denied the plant permission to begin low-power testing. The station acted quickly, with live reports from Washington on the decision and live coverage from New Hampshire with background on the plant and local reaction.

□

On Aug. 31, thunder storms started more than 600 brush fires in the forests of southwest Oregon. The Oregon economy, heavily dependent on timber, and area homes, were in danger. **Kgw-TV Portland, Ore.**, sent three crews to the area. A fourth crew was sent to Seattle for a piece on how the fires were used for nuclear winter research, and a fifth prepared a story on past fires and reforestation techniques. The station presented a 40-minute special on the fire, with anchor Tracy Barry in Portland and anchor Pete Schulberg reporting live from the fire scene—250 miles away—via a satellite newsgathering truck. The program also included a live interview with a spokesman at the Unified Fire Command Headquarters in the state capital at Salem.

Portland Mayor Bud Clark dismissed the city's police chief early one morning. By 10 a.m., a new chief had been named, making the third chief in eight months. The station covered the event on its 5 p.m. newscast, plus a half-hour prime time special, *Conflict in City Hall*, which included an exclusive interview with the mayor, the facts of the firings and reaction from police officers, their union, city officials and backers of a Clark recall effort.

□

When a bridge on the New York State Thruway collapsed in April killing 10 people, **WTEN(tv) Albany, N.Y.** was the first to interrupt regular programming with aerial video of the disaster.

WTEN provided dramatic and exclusive coverage of a rooftop sniper who went on a night-long spree. Photographer Marty Miller and reporter Doug Myers risked injury as they provided the only on-the-scene report of the incident, which claimed three lives.

In early October, a freak snowstorm dumped as much as 20 inches of snow in the Albany area. Hundreds of thousands of homes were without power or heat. Operating on emergency power, WTEN was on the air with emergency bulletins and weather updates that continued throughout the day and night,



expanding its early newscast to an hour and its late newscast to 50 minutes to accommodate the increased news load. The station continued its coverage the next day with regular updates, and added an extra newscast at 5:30 p.m. A week later, the station presented a documentary, *The Snows of October*.

□

On the evening of July 15, a grass fire burned out of control in suburban **Spokane**, eventually consuming 22 homes. A crew from **KXLY-TV** there was first on the scene of the fire (their video was later used by investigators to help pinpoint the cause of the fire), and had live reports on the 5 p.m. newscast, cut-ins throughout the evening and live and taped reports during an expanded 11 p.m. news. The station used five reporters, six photographers and two live units. The station aired traffic warnings, calls for volunteer air and referred callers to appropriate agencies for help. Following the fire, the station aired stories about the controversy over the start of the fire, the plight of the victims and questions of safety. The station received requests for dubs of its stories for use by fire prevention agencies.

□

A plane crash at Yeager airport in Charleston, **W. Va.**, was a test of **Wowk-tv Huntington, W. Va.**'s spot news capabilities. The fiery crash late in the afternoon of March 5 killed four people and closed the airport. Photographer Emil Varney had to descend a steep embankment to reach the crash site, while reporter John Dickinson was sent to the airport. Photographer John Dickinson was also dispatched with the station's live-capability van. Minutes after the van arrived, the station had a live cut-in on the air (it had run a crawl immediately upon learning of the crash). Some 15 minutes later the station went live again with footage of the crash site. Wowk-tv had a complete report, with video and interviews, on the 6 p.m. news.

□

Because of the impact of the PTL Club scandal on the city—the complex is 12 miles south of **Charlotte, N.C.**—**Wsoc-tv** has covered the story closely, with, at times, as many as eight reporters and three to four live shots per newscast from various parts of the country.

**Wsoc-tv** sports anchor, Harold Johnson, was first to announce that Charlotte had moved from last to first on the list of teams being considered for a National Basketball Association expansion franchise. Johnson broke the story two days before the NBA announced it. The news team devoted many hours to the story as owner George Shinn travelled the country negotiating for a franchise, which was eventually acquired.

□

To cover the Pope's visit to the U.S., **WPVI-TV Philadelphia** assigned reporter Cathy Gandolfo to follow the Pontiff from his landing in Miami to his departure from Detroit. She fed both live and taped pieces, and according to the station, was the only local station to cover the whole visit with its own reporter.

Another breaking story that **WPVI-TV** went a long way to cover was the earthquake in

**“It’s gee, really kinda neat— even though that creep Eddie Haskell is still around and junk like that...” Chicago Tribune**



**The world's most obnoxious teenager is now the world's most obnoxious husband and parent...with a son to match! Meet Eddie's son, Freddie Haskell!!**

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Southern California. The story broke at 10:44 a.m. in Philadelphia; correspondent Nora Muechanic took the next available flight and was there in time to file live updates on the 11 p.m. news.

□

The North Carolina Associated Press first-place award for spot news coverage went to **WNCN-TV Greenville** for its coverage of a major

school bus accident. The station also aired special live coverage of the three-day Mid Atlantic Farm Show, which included live morning programs, news inserts and farm news at noon and in the 6 o'clock report.



WCPO-TV's Minarcin (l) with Harvey



WUSA-TV looks at ambulance delays



WTVQ's fire story

## The year in documentaries, investigations, series

In April, a hospital orderly named Donald Harvey confessed to killing a patient with cyanide at Drake Memorial Hospital in **Cincinnati**. Authorities treated it as an isolated case. **WCPO-TV** anchor Pat Minarcin, however, received a phone call from a hospital staffer who indicated it was much more than that. The caller said there had been many suspicious deaths in the ward where Harvey worked.

Minarcin and executive producer Ed Wilson spent the next 2½ months talking with hospital employees, poring over hundreds of pages of documents and talking with hospital officials. A forensics expert was flown in from New York to check medical information. Medical authorities across the country were interviewed via satellite. Commercials were dropped from the 6-6:30 p.m. news block so the program would air uninterrupted.

On June 23, the station aired its findings in a one-half hour report about deaths at Drake hospital. Following the report, county commissioners demanded an investigation of the county-run hospital.

After the story broke, **WCPO-TV** stayed on it with daily coverage. The investigation spread to the local veteran's administration hospital, where Harvey claimed to have killed 17 patients, and to a hospital in Southern Kentucky where he claimed to have killed 13. When Harvey confessed to the additional murders, reporter Cyndee Benson broke the story.

A grand jury interviewed hospital staff, exhumed bodies and indicted Harvey for 25 murders in Cincinnati, and most recently for nine murders in Kentucky. He is currently serving three consecutive life sentences. Shortly after Harvey was sentenced, Minarcin got an exclusive interview with him.

Executive producer Ed Wilson said that though the station has been credited with the story, "it couldn't have happened without some very courageous staffers at Drake hospital" who came forward with information. Their faces and voices were camouflaged by digital and audio effects, but, says Wilson, "They took the chance. They brought Donald Harvey to justice."

□

**WUSA-TV Washington** has conducted a number of investigations in the past 15 months, garnering national attention. One story in particular was "D.C. Probe," in which investigative reporter Mark Feldstein revealed that Karen Johnson, a former D.C. government employe, told prosecutors she had supplied the city's mayor with cocaine and then accepted hush money. Feldstein also obtained private papers detailing the mayor's alleged sexual relationship with the convicted cocaine dealer. The mayor responded to the charges live during the station's newscast. Among the other stories the station broke surrounding the investigation: a prominent local attorney was tied to the hush money; some of the mayor's aides were under investigation, and a woman who claimed to have first-hand knowledge of an intimate relationship between the mayor and Johnson was cooperating in a federal corruption probe.

Reporter Bruce Johnson's investigation into the "unacceptable" delay of a D.C. ambulance in responding to a call (the subject of the call later died of a heart attack) may have prompted the D.C. fire department's own investigation. By using Freedom of Information Act Requests, Johnson obtained copies of conversations between ambulance dispatcher and caller and emergency crew. A day after Johnson aired excerpts of the conversations, the Fire Department began its own inquiry. *The Washington Post* and *Washington Times* newspapers credited **WUSA-TV** with the exclusive information.

On the documentary side, **WUSA-TV** produced a variety of programs. The one with the most impact was a three-part series on the Constitution, "Searching for Justice: Three American Stories." In the series, Supreme Court Justice Thurgood Marshall spoke candidly with journalist Carl Rowan on current social issues, unusual for a sitting justice. The series looked at three major areas: capital punishment, abortion and segregation. The segment on abortion yielded a newsmaking disclosure: Jane Roe, of the *Roe vs. Wade* landmark abortion case, revealed for the first time publicly that the pregnancy that she sought to

terminate was not the result of a rape, as she had claimed at the time.

□

**WRC-TV Washington** launched an investigation into the city's ambulance service and problems with its 911 dispatch system. Accident victims began calling the station when they didn't get an adequate response from 911. And on more than one occasion, the Channel 4 news crew arrived on the scene before the ambulance.

The station also managed to secure two exclusive interviews during the year that were picked up by the wire services and widely quoted by publications such as *The Washington Post* and *Time Magazine*. The first of these was with Mayor Marion Barry's wife, Effi Barry, after allegations that her husband had given her a fur coat paid for out of the Mayor's ceremonial fund. One month later, Susan Martin Cooke, 31, wife of Redskins owner, Jack Kent Cooke, 74, talked about her husband, their recent marriage and the expected arrival of their first child. Both interviews were conducted by anchor-reporter Barbara Harrison.

□

Bob Hensley, reporter with **WTVQ-TV Lexington, Ky.**, broke the story of the Ford Econoline ambulances that were catching fire because of a faulty gas line. Hensley produced several stories on the subject. Some two hours after the first story aired, an ambulance caught fire at a nursing home in Lexington. Fortunately, no one was hurt.

□

**KMGH-TV Denver** investigative reporter Dave Minshall reported on the dangers of fire in Ford panel vans frequently used to transport skiers to and from local resorts, as well as for ambulances. Minshall explained the design flaw in the gas tanks, which were located so close to the exhaust system that the gas was boiling over and igniting. His reports contributed to a nationwide recall of the vehicles by the manufacturer.

□



**KMOV(TV) St. Louis** reporter Ellen Jaffe received tips from Chrysler employees at the Fenton, Mo., plant that odometers were being disconnected on test cars, then driven on long trips by Chrysler department heads. Chrysler acknowledged having such a program, saying that it helped insure quality.

Eight months after Jaffe broke the story in St. Louis, the U.S. Attorney's office indicted Chrysler and two top executives on charges of mail fraud, odometer fraud and wire fraud. Eventually, 60,000 consumers were given warranty extensions, 40 customers offered new cars and national ads were published explaining the corrective actions.

Investigative reporter Matt Meagher and photographer Scott Thomas spent several nights staking out Sauget, Ill., nightclubs that had received repeated complaints about drunk drivers. Using low light photography techniques, the station photographed patrons "staggering" from the bars and "careening" from the parking lot, all in view of Sauget police officers on security duty at the clubs. The I-team traced the ownership of the nightclubs to relatives of the mayor and chief of police. The result was a crackdown on drunk drivers.

New to the KMOV newscast this year is a nightly three-minute business report that features, among other things, an exclusive computerized stock index and a segment in cooperation with the *St. Louis Business Journal* that provides viewers on Fridays a glimpse of the *Journal's* Monday stories.

□

**KYTV(TV) Springfield, Mo.**, set out to explore the amount and types of drug trafficking in the Ozark hills. Reporters Tony Beason and Dennis Graves and photographer-producer Don Cadorette each spent two months talking with drug dealers, undercover agents, users and other victims of the illicit drug trade. Cadorette accompanied undercover narcotics agent on busts. The news team also talked with the families of convicted drug pushers. The station developed its own graphic and commissioned a local musician to write a musical "bed" for the resulting two series and documentary resulting from the investigation. All the pieces were "umbrellaed" under the title, *Wasted*. The two series ran, one at 6 p.m., the other at 10 p.m., for a week. On the Saturday following the series, a half-hour documentary was aired.

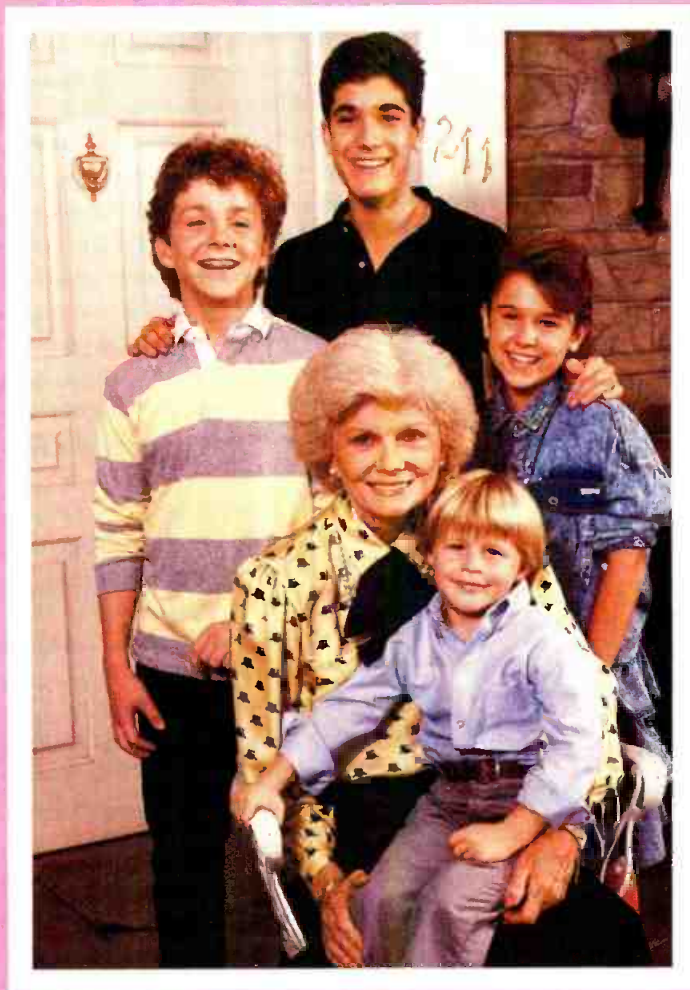
The documentary was distributed to area schools and copies were requested by local law enforcement agencies.

□

Oregon enjoys a sister state relationship with China's Fujian province. Last February, **KGW-TV Portland** sent reporter John Tuttle, photographer Kevin Felts and producer Matt Shelley to the country. The result of their month-long trip was a fourteen-part series and a one-hour documentary that focused on the bond between the two states. Topics covered included the Westernization of the East; economic business ties; profiles of Chinese workers, peasants and the new capitalists; the role of television, and the experience of Oregonians in China. The station began arranging with the Chinese government for the trip two years in advance.

A new immigration law was to have pro-

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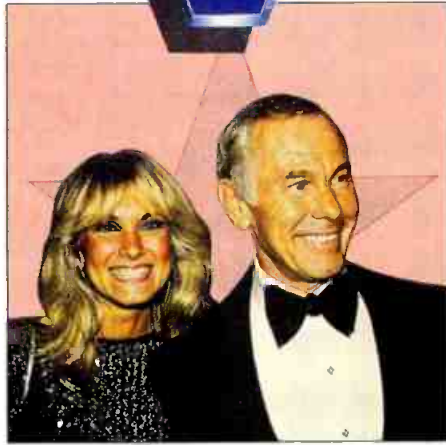
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found impact on agriculture in the Northwest. KGW-TV sent reporter Scott Miller and photographer Terry Renteria to Mexico for a five-part series that looked at how the bill would affect lives on both sides of the border. Oregon farmers claimed that being able to hire only legal workers would drastically reduce the number of potential employees and that a reduction of workers would cause their crops to rot in the field. The series also examined the impact of migration on the Mexican family, the role of the church in protecting illegals and the exploitation of illegals by farmers.

In two hours of prime time programing, KGW-TV aired an hour documentary, *Asylum in the Streets*, followed by an hour-long discussion, both focusing on the world of the chronically mentally ill.

□

Last fall, PBS aired a controversial nine-part series, *The Africans*, which was denounced by some conservative groups as "Pro-marxist and anti-Western." In December of 1986, non-commercial KBYU-TV **Provo, Utah**, presented *The Africans: Other Voices*, a documentary in a news magazine format. It included a report on how the PBS project was formulated and a discussion with critics and advocates of the series. The program, which began as a local one-hour special produced almost entirely by students, was picked up by PBS and cleared in approximately 60 markets.

□

"We the Jury," according to WCVB-TV **Boston**, was the first ever behind-the-scenes look at a sequestered jury. The prime time documentary was reported by David Ropeik, believed by the station to be the first journalist permitted to "cover" a sequestered jury. The special profiled—from selection to verdict—the 16 jurors chosen to hear the case of Paul Dunn, a Massachusetts man accused of killing his pregnant wife. Ropeik began work on the program more than three years ago, when he approached judge Thomas Morse, chief justice of the Massachusetts Supreme Court, with a request to cover a sequestered jury. Morse agreed, and Ropeik gained permission from all parties, including the defendant, to cover the jury.

*Bitter Endings* was a WCVB-TV documentary on the condition of nursing home care in Massachusetts. The special, hosted by Mike Barnicle, addressed the issues of nursing care and cost, access to nursing homes, nursing home management and alternatives to nursing home care. Among the alternatives to private

nursing home care highlighted were life care communities, home care and community-based care and nonprofit homes.

In an exclusive five-part series, reporter Ron Allen took television cameras inside Bridgewater for the first extensive look in two decades at the state hospital for the criminally insane. The news team was permitted virtually free access to the facility, and spent many hours interviewing patients, corrections officers and doctors.

□

Convicted killer Charles Manson is permitted to do one interview every three months. For one of those interviews, he chose to talk to KCBS-TV **Los Angeles** last March. The station wanted to focus on the question of his sanity, since Manson was trying to be transferred to a psychiatric hospital. Another news hook for the story was that 1987 is the 20th anniversary of the formation of the Manson family. The interview lasted several hours, during which Manson "talked aggressively, often incoherently, about his trial and life in prison." He also told the reporter, Bill Stout, that there were more killings to take place and that the "family" was recruiting more members. According to KCBS-TV, the interview indicated "he should not be paroled nor transferred to a lesser facility."

□

In March 1987, WFSB-TV **Hartford, Conn.**, investigative reporter Jeffrey Cole broke the story behind the resignation of a local high school teacher, Wayne Johnson. Cole uncovered that allegations of sexual involvement with students were behind Johnson's leaving. In talking to other teachers, he learned that there had been earlier rumors of sexual impropriety and that Johnson had openly dated a high school student, married the 17-year-old when she graduated and then divorced her four months later. Cole talked to the student whose claim of involvement with Johnson since she was 13 led to his being asked to resign by the superintendent of schools. Cole's story also pointed out that what the superintendent was not required to do by law was report the incident to the state Department of Education or to law enforcement officials. This left Johnson's teaching certification intact. After reporting the incident, Cole began examining those DOE policies. Cole then brought the case to the DOE and the state's attorney. The education department investigated Johnson and recommended that his teaching license be revoked. The state's attorney also began an investigation. Two weeks later, Johnson was arrested on 61 sex offense charges. In addition,

the state's attorney also called for an immediate streamlining of the system for reporting improprieties and criminal offenses by teachers both to the DOE and to law enforcement officials. There is currently legislation pending that would mandate that school officials take action on such incidents immediately and report them to the proper authorities. (Johnson is currently in pre-trial negotiations with the state and Cole is continuing follow-up reports.)

□

In an area housing three major military bases, civil defense is an important issue. "Prime Target" was a three-part investigation by KTIK-TV **Oxnard, Calif.**, into the past, present and future of local civil defense plans. The first part of the series traced the history of civil defense from "duck and cover" mania to current scaled down plans. The second installment, *Blueprint for Disaster*, outlined emergency plans step by step, as they are proposed to unfold after a limited nuclear exchange. The last part, *Shelter from the Storm*, showed ways individuals have prepared for nuclear catastrophe.

The purpose of the specials, said the station, was to confront viewers with their responsibilities in the face of a nuclear age.

□

WMAQ-TV **Chicago** reporter Peter Karl and producers Doug Longhini, Katy Smyser and Marsha Bartel broke the story that the city deliberately withheld information critical to the health of area children. The team revealed that many area parks tested by the state had high, and in some cases, dangerously high levels of lead. Further, they found, the state had never informed parents of the problem, or potential hazards. The station immediately broadcast a list of contaminated parks. Six months later, the station decided to see if anything had been done to correct the problem. While no clean-up action has been taken, the station found that the Illinois EPA had applied for money from the EPA Superfund, declaring six Chicago parks hazardous waste sites because of high levels of lead contamination. The ongoing reports also revealed that the city was using outdated testing procedures when screening children for lead poisoning.

Public outcry following the series forced the city to change its testing procedures, and the city created a Lead Task Force to examine the problem.

In the documentary *Wings of Eagles: Has Our Luck Run Out*, science and aviation specialist Jim Tilmon and producer Mike Wright



WCVB-TV's view from Bridgewater



KCBS-TV's Stout with Manson



A day in the park for WMAQ-TV



looked at airline safety, talking to pilots, air traffic controllers, FAA management and aviation experts. They also highlighted some "startling" statistics of pilot errors, controller mistakes and equipment failures.

Phone solicitation is big business in Arizona and the state has few laws to protect the public. **KTSP-TV Phoenix** reporter William LaJeunesse took jobs at five different phone "boiler rooms" to research the topic for a five-part series on "Phoney Money." Hidden camera footage showed organizations soliciting money for charities that actually only lines the pockets of the company. The series revealed names and companies to be wary of, and LaJeunesse outlined how to deal with telephone solicitors and how to tell whether they are legitimate.

The station produced a one-hour special that divided its time between Supreme Court Justice Sandra Day O'Connor and humorist Erma Bombeck, interviewing the two on their activities and ambitions.

**WEEK-TV Emporia, Ill.**, combined live, tape and graphics to produce a trio of prime time specials.

The first, *American Dreamers*, was a half hour telling the stories of three local entrepreneurs who had battled to stay in business during the city's near depression. The central Illinois economy had bottomed out, and a station survey showed viewers were ready for some upbeat stories on the anticipated recovery.

Next, Memorial Day brought nearly 10,000 veterans to the area for a "welcome home" parade targeted in particular to Vietnam veterans. Some 60,000 people were on hand for the tribute. **WEEK-TV** assigned three-quarters of its 20 member staff to cover the parade and its planning, and to develop sidebars on relevant issues such as women vets, MIAs and the disabled. The result—10 hours of video, six sidebars and graphics—yielded a one-hour documentary, *Lest We forget*, by producers Lonnie Hartley and Tom McIntyre.

on July 29, 50 runners started from Memphis en route to Peoria for the fifth annual Run for St. Jude, to benefit the hospitals that treat childhood cancer. Sports anchor Lee Hall took a hand-held camera along for a short series that turned into a half-hour documentary on the runners and the children they were running for. During a six-hour telethon for the hospitals, viewers pledged over one half million dollars, a 40% increase over the previous year.

Combine over 7,800 miles, 10,200 person-hours, 70-plus hours of satellite time, \$34,000 in transponder time, 360 hours of videotape and over 40 miles of cable; That is the recipe for *Heart of Ohio* on **wbns-tv Columbus**, a series of half-hour live newscasts—more than 125 of them—from different locations throughout Ohio.

A staff of 10 works on each day's newscast from venues as varied as a canal boats, museums, ball parks, festivals, monuments and race tracks. With the exception of a 90-second news wrap-up, all the programs air without a

script. For far-flung locations, the station uses its Skybeam mobile satellite truck. Closer to home, a microwave signal is employed, while using the truck as a production center and another truck for editing work. *Heart of Ohio* uses no sets, with the co-anchors, Dave Kaylor and Dana Tyler, interviewing people, exploring interesting locations and introducing feature pieces. The co-anchors each put together a package for the broadcast, as does a reporter, trying to work a day in advance. The field producer plans stories, scouts locations and makes travel arrangements. Originally, **wbns-tv** planned to air the special broadcasts from April 27 to May 22, but viewer response was "enormous," and the broadcasts were extended for another five months.

Teachers have requested copies of the program that dealt with state history and local chambers of commerce have received copies for use in promoting their cities.

The program has also featured live news segments from beyond Ohio. Those include segments from Seattle about a child undergoing a life-saving operation; from Atlanta to cover the Ohio State Buckeyes in the NCAA basketball championships and Salt Lake city for preparations for a Children's hospital telethon.

Dave Stanton provides special reports, Phil Paulin is director and photographer, Duff Lindsay is field producer-photographer, Joyce Belmonte is producer and Dan Black is engineer.

In 1973, a jury in Tampa, Fla., convicted Joe Green Brown of murder, based largely on the testimony of a co-defendant. Brown spent 14

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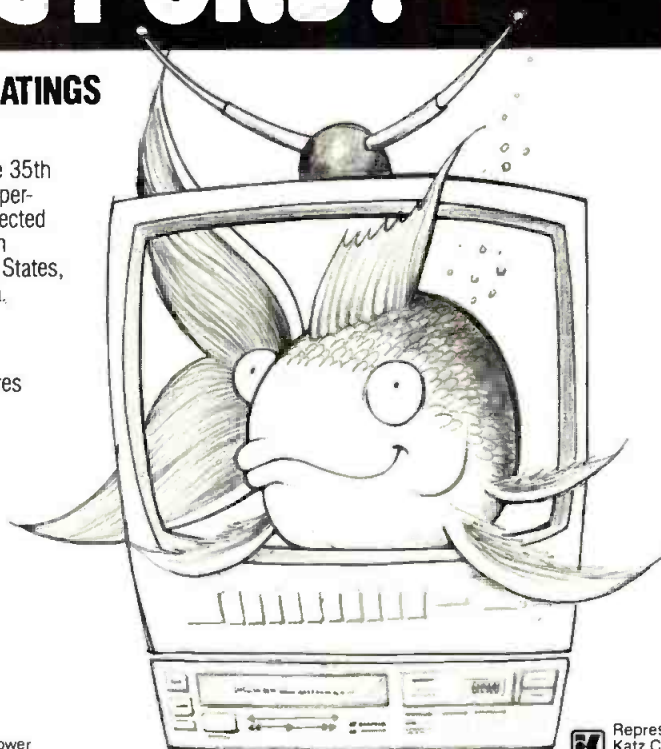
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**KYEL-TV, NBC, Yuma, AZ/El Centro, CA**  
**WPBN-TV/WTOM-TV, NBC, Traverse City/Cadillac, Cheboygan, MI**  
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years on death row, including coming within 24 hours of execution.

**WTSP-TV St. Petersburg, Fla.**, investigated the evidence and testimony against Brown and, while engaged in that study, learned from the prosecutor that Brown was about to be released because the co-defendant had changed his story and there was no other evi-



WTSP-TV's John Wilson with Brown

decided it would be a good idea to show viewers facing a long New England winter how the other half lived, so a 10-person crew was sent to Hawaii, including engineers, producers, talent and news teams, to produce the news live via satellite from Honolulu. The station delivered its one-hour news block from 5:30 p.m. to 6:30 p.m. and its 11 p.m. news from the balcony of the Ilikai Hotel. Reporters back in Springfield covered local and regional news, then sent their stories to Hawaii via FAX machines. On Nov. 11 (Veteran's Day), the news team visited the U.S.S. Arizona and Pearl Harbor.

Then, in March, a crew was sent to Ireland to capture the flavor of that country as St. Patrick's Day approached. They contacted several area families with relatives in Ireland and tried to touch base with them. The pieces served as an appropriate preamble to the station's four-hour coverage of the Holyoke St. Patrick's Day Parade.

The station was on the road again in May "Celebrating New England" by traveling to Vermont, New York, New Hampshire and Connecticut to originate newscasts from various venues.

An FBI shooting that left two FBI agents and two suspects dead and several people wounded was the subject of a news special on **wsvn-TV Miami**. The special included tape recordings of the FBI agents as they prepared to stop the suspects, as well as an exclusive tape recording of one of the suspects as he gave a layman's sermon at a local church. Debra Juarez West produced the report, which was edited by photographer Phil Zarowny.

Reporter Brian Cabell and photographer Henry Cardenas traveled by jeep, plane, dug-out canoe and foot to a contra camp at the Nicaragua-Honduras border for a report on the war there.

On the investigative side, the station aired a series that examined how illegal drugs are smuggled into the country. Reporter Robert Gilmartin and photographer Ken Tolliver chased drug running planes with the Coast Guard and Drug Enforcement Administration trackers.

"Family Ties" documented illegal activities by organized crime figures. Reporter Ralph Page and photographer Kevin Roark spent more than six months watching an undercover police officer make deals for stolen property with suspects. Twelve underworld figures were eventually arrested and indicted.

"Juvenile Guards" detailed illegal activities of detention guards. Photographers Dale West and Roark documented guards trying to encourage youths to steal cars and car parts. As a result, three guards were arrested and another disciplined.

In September 1987, **wrov-TV Steubenville, Ohio**, sent a two-man news team to Osaka, Japan, to report on a cooperative steelmaking venture between Wheeling-Pittsburgh Steel and the Japanese. The result was a five-part series, a documentary and a six-week series about a steelworker who was being retrained in Japan to operate a steel mill in the Ohio Valley.

In November 1986, **WBAY-TV Green Bay, Wis.**, investigated the death of two migrant farm workers who died of carbon monoxide poisoning—they had tried to heat their trailer with a charcoal grill. The station's reporter discovered that the gas company had turned off their gas two days earlier despite a state moratorium on utility turnoffs because of the cold weather. The Wisconsin Public Service Commission was alerted and launched its own investigation, which discovered there were serious breakdowns in its management, training and education of employees regarding cold weather service disconnections. As a result of the report and subsequent investigation, the gas company instituted training programs. The deaths are currently under investigation by the state Attorney General's office.

**WVL-TV New Orleans** has expanded its news coverage by more than 30% over the past year-plus. The one-hour morning news has been expanded to two hours, a noon Saturday newscast added and a once-a-month news magazine created for Sunday nights.

The new morning show required revamping the format from a news and weather lead-in to the *CBS Morning News* to a two-hour self-contained news and entertainment program (the *Morning News* was dropped). In the new program, an average of five guests discuss news, health, business, community events and leisure activities. The program also showcases two New Orleans staples, food and music, providing a stage for local musicians and cooking segments with new recipes and guest chefs.

For the month of May, the program went on the road every Friday to explore the state's culture and history first hand. A different neighboring town and its people became the focus of each show. Although the locations were all within 40 miles of the City, the earliness of the newscast meant the production crew had to set up Thursday nights. The work paid off, with the second hour of the program garnering a 39 share to a 23 for *Today* and a 12 for *Good Morning, America*.

The noon Saturday newscast was an adventure, said the station, exploring the "unexplored space between 'kid vid' and the afternoon sports." A cover story explores the week's top local story, followed by an interview with a guest to lend a new perspective to the event. There are also movie reviews, a local financial consultant with tips on money management and an outdoor feature.

The Sunday evening program, *Bill Elder's Journal*, features the investigative reporter in search of the unusual story. Examples range from the "wanton slaughter" of geese to the exploration of the country's oldest operating carousel.

Team coverage was the technique employed by **wlwt-TV Cincinnati** in its coverage of the closing of the General Motors plant in Norwood, Ohio, which was throwing 5,000 people out of work. During the weeks leading up to the closing, the station produced a variety of reports covering the event from many different angles, among them the effects on white collar as well as blue collar workers and the economic effects on local business. One story fea-

*California North* is produced by the programming department at independent **KFTY-TV Santa Rosa, Calif.**, but many of its segments air on the station's newscasts as well, and news stories are expanded to become features on *California North*.

A segment called "Welcome Home" earned a Gabriel award, among many others. The story began as a "routine" feature on the Moving Wall, a scale model of the Vietnam Veterans memorial in Washington that has been on display in various cities around the country. "Welcome Home"'s producer took it beyond the routine. He tracked down and reunited three veterans who had thought each other killed in the Vietnam war. "Welcome Home" documented their reunion at the memorial in Washington.

Other segments have included ones on a company that trains dogs as companions for people with disabilities, area people with muscular dystrophy and on the California wine country of Sonoma and Napa.

It was a year of travel for **wwlp-TV Springfield, Mass.** In November, station management de-



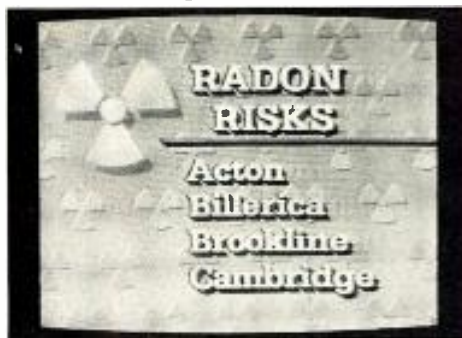
tured reporter Dave Robinson, who arranged with the union to work on the assembly line for a day to talk to some of the line workers and get a feel for their jobs. That rapport came in handy. On the day of the closing, management barred news cameras. Robinson called the union, and one of its members brought a VHS camera into the plant and provided WWT with footage of the last day.

When two Veterans Administration Hospital police guards decided to "blow the whistle" on the VA police chief, they contacted the FBI. When they got no response, according to the station, they contacted WWT's Robinson. Robinson's investigation found patients and visitors who were willing to go on camera with their charges against the chief. Following the two-part story, the FBI's interest was kindled, Congress began an investigation and the *NBC Nightly News* picked up the story. The chief is still under investigation.

□

Radon is an odorless, tasteless and colorless gas that results from the decay of uranium in the ground. The potentially deadly gas increases the risk of cancer to those exposed. **WNEV-TV Boston** consumer reporter Phyllis Eliasberg first reported on possible radon dangers in November 1986. The station received some 13,000 letters of concern. Prompted by that response, Eliasberg conducted a test—for a six-part news series—that showed that one of every three homes tested had "unacceptable" levels of radon gas. The series also showed what one person has done to alleviate the radon problem, and looked at possible

reasons for the high levels.



WNEV-TV aired a documentary that looked at the struggle of more than 400,000 Soviet Jews to emigrate to the U.S. and Israel. Featured in the program, *Free to Hope*, was exclusive footage and interviews with Soviet Jews, plus profiles of three families. Also profiled was Soviet emigre Anatoly Scharansky. Shortly after the program aired, Misha Fuchs-Rabinovich and his family, who had been featured in the documentary, were granted permission to emigrate after eight years of waiting. Following the documentary's airing, the station showed the names of Massachusetts-based organizations working for the release of Soviet Jews.

Anchor Dave Wright was among a group of journalists allowed into Iran. In "Dave Wright's Journal: Inside Iran," he took the viewer through the streets of Tehran and to the battleground where an estimated 30,000 Iranian and Iraqi soldiers have died. The special aired in February in both the 6 p.m. and 11 p.m. news.

□

In a documentary that aired the day before Thanksgiving, **WRAL-TV Raleigh, N.C.**, investigated hunger and poverty in America and the vicious cycle that seems to consume generation after generation of children. For *Every Fourth Child*, Reporter Nina Szlosberg and photographer Art Howard spent two years with poor families in rural North Carolina, learning of their hopes, and the absence of hope. It also took a look at welfare and food stamp programs and talked to recipients about the barriers to such aid. The investigation looked at what community leaders are doing or not doing to help, searching churches, schools and community centers for programs designed to meet the needs of the poor. In addition to the documentary, the station aired a half-hour round table discussion immediately following the program. The documentary received an award from the RTNDA and a national AP award.

WRAL-TV sent anchor Bill Leslie and photographer Rick Armstrong to the North Carolina mountains to track down some former moonshiners and relive the "good old days." They found three who were willing to relate their stories of making white lightning and avoiding the revenuers. The series, "Still on the Hill," won UPI state and regional awards and a copy was requested by the FBI for its archives.

The state has been celebrating the 400th anniversary of the Roanoke voyages that resulted in the colonization of the area. As part of a reporter exchange, the station sent week-night anchor Charlie Gaddy to Plymouth, England, to celebrate the trip from the other end. His co-host was English (Television South

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Each Fellow works with a faculty adviser to develop an individualized academic program of course work in such fields as law, economics, religion, and public policy. The Fellows participate in a weekly seminar dealing with such fundamentals as First Amendment issues. They also meet and exchange ideas with national and international leaders in media, government, business, education, and other fields of public policy.

Stipends are normally equivalent to full-time salary for the six-month period of the Fellowship. The Foundation covers tuition and travel costs. University personnel assist with local arrangements for Fellows and their families.

The application deadline is March 7. Fellows will be notified by June 1. The 1988-89 Program begins September 19, 1988.

To receive a brochure and application form, mail this coupon to: Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637.

PLEASE PRINT

NAME

TOTAL YEARS OF PROFESSIONAL EXPERIENCE

TITLE

STATION/NETWORK

ADDRESS

TELEPHONE

West) anchor Jilly Carter. During his week in England, Gaddy supplied three remotes for the 6 p.m. news. Back in North Carolina, Television South West anchor John Doyle spent two weeks filing stories from WRAL-TV. When the celebration wrapped up in Manteo, N.C., Carter joined Gaddy there as co-host.

□

Among the investigative reports prepared by **WBZ-TV Boston** were stories on: Boston's Cardinal Bernard Law (the station followed him to Poland); South Africa; the victims of violent crime; the plight of Massachusetts homeless; black student activism; improper hazardous waste removal; substance abuse; "hidden addictions" of nicotine, cocaine, alcohol and food, and advertising's role in creating demand for addictive products; AIDS (reported from London on a British program to educate the public about the disease); contamination in drinking water, and problems in the time sharing industry.

WBZ-TV also produced documentaries on: Tip O'Neill; great black women; Rose Kennedy; the fight to clean up Boston harbor, AIDS (an ongoing efforts that began in 1985; in 1987 the station aired more than 10 stories on the disease, numerous PSAs, editorials and produced and distributed more than 200,000 copies of a brochure.)

□

**WJZ-TV Baltimore** decided to mount an in-depth look at education in the state. It came up with "Class," a month-long series of daily reports in February. Each report examined principals, school systems, teachers and parents. The station ranged up and down the East Coast looking for creative teaching approaches, with satellite reports from Tallahassee, Fla.; Hartford, Conn., and the Bronx, in addition to stories from the Baltimore area. Each week had a theme. Early on, lengthy off-camera interviews were conducted with area school superintendents to find out their concerns. Stories examined the pay structure and incentive programs to attract teachers. A sidebar report was also done from Virginia, where that state's school system has decided to try merit pay as one answer. "Class" received one of 10 awards presented by the National Education Association for the advancement of learning through broadcasting.

Wjz-tv reporter Don Williams decided to find out what it was like to be a street person and spend four days and nights with the homeless. He told his producer Isisara Bey and photographer Bob Bergschneider that he would go it alone for the first two nights. He wanted to survive the way the homeless survived—no creature comforts; only what he carried in his Army laundry bag. He also had to win the confidence of those he would later talk to and he couldn't do that with a camera shadowing his every move.

On the third day his crew joined him. What they found was a reporter who appeared fatigued and dazed and highly emotional about what had happened the past two days and nights. The crew decided to make Williams as much a part of the story as the homeless they would interview. For the next two days Williams would continue his role as a homeless person while getting a close look at the men and wom-



WJZ-TV's Williams as street person

en of the streets. He would find out how they had gotten there, where they slept when they weren't in the missions, where they got their food and the danger for them on the streets. The team produced two five-minute pieces. "A Close-Up Look at the Homeless" was awarded a National Unity Award for reporting on social issues and Maryland's Associated Press award for best investigative/documentary.

□

**WGN-TV Chicago's** "Contract Charades" documented conflicts of interest at Chicago's Department of Public Works. The investigation involved more than 1,000 hours of public records research, hundreds of FOI requests, interviews with current and past city officials and the development of a computer database to analyze contracting practices. Reported by Joel Weisman, "Contract Charades," uncovered 11 city officials, including the Aviation Commissioner, formerly head of public works; two deputy commissioners, and the city's chief construction engineer, all with sons or wives working for private contractors on city jobs.

The series helped bring about the resignation of the Aviation Commissioner, the establishment of a City Ethics Board, the banning of "family ties" like the ones uncovered and new city contracting practices.

WGN-TV's most recent investigation began as a series in July 1987. "Toxic Ash," also reported by Weisman, revealed—and EPA tests confirmed—that the ash from the municipal incinerator contained "hazardous" levels of heavy metals, including lead and cadmium. The station documented city trucks leaking the toxic ash on city streets, showed the threat to workers at the incinerator and discovered the city dumping the contaminated ash in the middle of a residential neighborhood in violation of EPA rules.

As a result of the report, according to the station, the city has promised to stop dumping ash in residential neighborhoods, to allocate \$7 million for safe ash disposal and to begin tests for workers who handle ash.

□

When a man was arrested and tried for the brutal murders of six people during a 39-day, 7-state odyssey, **WSMV-TV Nashville** traced his steps from Ipsilanti, Mich., to Tennessee, California, Arizona, Louisiana, Florida and Texas, where he was finally captured. They talked to victims' families, police and secretly recorded telephone interviews with the accused. The result, a five-part series and hour documentary, was a "haunting" look at the aftermath of a serial killer.

WSMV-TV produced a five part series and a 30-minute documentary, "A Matter of Faith," on the little Yugoslavian village of Medjugorje, where some teen-agers claim to have seen an apparition of the Virgin Mary. Thousands of pilgrims have since flocked there hoping for a miracle. Reporter Demetria Kalodimos and photographer Pat Slattery followed one such pilgrimage, that of a Nashville couple for their child stricken with cystic fibrosis.

□

At 7 a.m., a truck carrying three city workers left the **Oklahoma City** maintenance yard. Following close behind, a **KTVY(TV)** news crew followed, and for the next several hours documented how the workers spent their day. Over the next several weeks, work crews were picked at random and the same scene was repeated. The result was an investigative series on the 10 p.m. newscast, "Money for Nothing," that showed workers in a number of uncomplimentary work poses: urinating on residential streets, running personal errands, sleeping, reading the newspaper. After the series aired, Oklahoma City officials adopted extensive new guidelines for workers. City Manager Terry Childers fired four employees and suspended or reprimanded several more.

In February 1987, KTVY broke the news that the Post Office had concluded its investigation into the 1986 Edmund, Okla., shooting in which 14 people died, and that the murders were believed to be premeditated.

In December 1986, KTVY reported that many pilots were being allowed to fly despite alcohol or other drug problems. The two-month investigation, based on FAA documents and other medical reports, focussed on an Alva, Okla., family that had lost a loved one in a plane crash in which the pilot had a blood alcohol level twice the allowable limit.

Railroad accident drug tests were being falsified and, according to KTVY, it was the first station to report the allegations and the first to reveal that criminal violations were being investigated by the U.S. Attorney in Oklahoma City.

□

During the past year, **WJLA-TV Washington's** consumer unit, led by reporter Roberta Baskin, has reported on a number of consumer and health issues. They have included alcoholism among commercial airline pilots and lack of government regulation in the cosmetics industry.

In "Flying High," Baskin conducted a two-month investigation into the the incidence of alcoholism among commercial pilots, the loopholes that keep them flying and what is being done to correct the problem and help the pilots. Baskin talked to 30 recovering alcoholic pilots at Washington's National Airport, Chicago's O'Hare and Los Angeles International. They revealed how the combination of stress, boredom and long hours often leads to heavy drinking. Baskin found that National Transportation and Safety Board records show that one in 10 general aviation accidents list alcohol as the cause. As a result of the reports, a congressional committee asked her to testify on a proposed bill to cross-match driving records with pilot licenses. A number of airlines are now using the series to help in



the rehabilitation of alcoholic pilots. In September, Baskin received the Scott Newman Drug Prevention Award, a national award honoring programming that works to prevent drug abuse.

In May, Baskin conducted a month-long investigation of the cosmetics industry, examining the markup on makeup, the lack of government regulation and the types of tests conducted before a product is sold.

WJLA-TV's I-Team investigations included a local parachuting school, a look at D.C. General hospital and the overcrowding and underfunding that can lead to tragedies and an investigation of a neo-Nazi compound in West Virginia, the last earned an Emmy for outstanding investigative series for 1987.

"Skydiving" detailed the miserable safety record of a local parachute school. According to reports filed by the FAA and the U.S. Parachuting Association, the school had more fatalities in the last four years than any school in the country. Many of the accidents, reporter Scott Klug discovered, were apparently caused by the negligence of instructors. As a result of the reports, the Maryland State Aviation Administration and the Maryland State Senate Committee launched investigations.

The station's "Seven On Your Side" unit, headed by Paul Berry, helps resolve consumer complaints. Earlier this year, Berry looked at the problem of sudden acceleration in Nissan sports cars. There was a recall of some Nissan cars five months after Berry's reports.

□

Gerald Hanson was convicted in 1987 of shooting a convenience store clerk, all the while maintaining his innocence. A **KIRO-TV Seattle** investigation uncovered discrepancies in the investigation. As a result, Hanson was released from prison and granted a new trial. The station won a national UPI award for top investigative reporting.

In "Cancer on Death Row," the station looked at the ethical issues involved in keeping a death row inmate alive so that the state can put him to death.

In "Illegal Dumper," Reporter Karen O'Leary and photographer Bill Heinlein stayed up all night to catch an employe of a cleaning company pumping highly hazardous waste into a storm drain. O'Leary received an award from the Society of Professional Journalists, Sigma Delta Chi for the story.

After hearing from numerous unhappy car owners about the state's new "lemon" law, **KIRO-TV's** consumer unit did some checking. They found that the law "had no teeth." While it defined what a lemon was it did not give car owners "lemon-aid." Following the series, a tougher law was drafted, and when auto makers tried to kill the new bill, the station aired follow-up reports and commentaries. The new bill was passed.

Reporter Hilda Bryant and photographer Rus Thompson went along as Planned Parenthood workers travelled to Bangla Desh, reporting on the task of informing the people there about birth control. The program is one that may be scrapped due to federal cost cutting.

□

A **WBIR-TV Knoxville, Tenn.**, news series "Deal Street," dealt with a neighborhood where drugs were readily available on the streets, a potentially dangerous place to do a story. The



WBIR-TV on "Deal Street"

station scouted a resident's window from which to videotape and a station employe was wired for sound and drove into the neighborhood. A drug dealer approached the car immediately with a price list and inventory—alarming proof of how readily available the drugs were. Weeknight anchor Bill Williams arranged an interview with a man who openly claimed to be a dealer. Following the report, police "beefed up" efforts to crack down on the dealers and the series won a first place Tennessee Associated Press award.

□

**WCSH-TV Portland, Me.**, anchor-reporter Jan Fox and chief photographer Scott Wernig produced an AIDS documentary in April of last year. It discussed safe sex and looked at the impact of AIDS on the people of Maine. More than 100 schools in Maine asked for copies to use in their curricula.

The station's investigative team exposed mistreatment of migrant workers bused to Maine to pick the broccoli crop. The same team examined the high unemployment and economic conditions on the Indian Island Reservation near Bangor. The reports showed that despite the infusion of millions of dollars from a land claims settlement with the federal government, life had improved little. Both investigations were joint efforts with co-owned **WLBZ-TV Bangor, Me.**

□

In reaction to the growing level of violence in Michigan prisons, **wdiv(tv) Detroit** produced a half-hour documentary on the state's prison system. Never-before-released footage of confrontation between prison inmates and staff, obtained by the station through the Freedom of Information Act, was used to show a level of chaos, the station said had never been seen by Michigan residents or the media. Reporter Mike Lewis discussed the prison problem and examined solutions with Michigan Governor James Blanchard. The program won first place awards in the state UPI and AP competitions and won the American Bar Association's 1987 Silver Gavel Award.

Another **wdiv** investigative story had reporter Ned McGrath investigating the effects of radon—the colorless, odorless radioactive gas that seeps into homes through water or soil—in the Detroit area after radon levels higher than EPA standards were detected in some Michigan communities. In the three-part series, McGrath traveled to a radon testing laboratory at the University of Pittsburgh to look at its procedures and told homeowners how to

Live From Washington



lest their homes for radon by using a simple kit. Wbiv offered viewers a free brochure about radon detection and how to obtain a free radon testing kit.

In the wake of deaths and violent outbursts in mental institutions, wov's Mike Wendland and the station's investigative team uncovered serious safety and staffing problems that adversely affect more than 10,000 patients in Michigan's mental health system. The three-part investigation took cameras inside two state psychiatric hospitals for a dramatic look at problems such as overcrowding, patient abuse and a lack of supervision that resulted in several patients being raped. In an effort to find solutions to the problems with Michigan's mental institutions, Wendland also talked with attendants who have been assaulted by patients, looked at the lack of staff member training and scrutinized the operations of the Michigan Department of Mental Health.

Another Wendland investigative piece exposed the multi-million-dollar-a-year theft of dollar bills from Detroit bus fare boxes by some drivers. Following these reports, the Detroit City Council enacted a coins-only policy for city buses. Wendland's follow-up inquiries on the story led to a three-month investigation which uncovered widespread allegations of corruption and mismanagement in Detroit's Department of Transportation. The station then aired a 10-part report revealing general department corruption including employee theft and kickbacks and payoffs to DOT officials.

□

**KARE(TV) Minneapolis** introduced what it believes to be the first husband and wife weathercasting team appearing on the same newscast—the station's hour morning news at 7 a.m. Andre Bernier highlights current weather conditions from the station's "backyard," which is exposed to the elements, while his wife, Sally Patrick, details the forecast maps indoors. They banter back and forth from their respective locations, something that the viewers can easily relate to, says Patrick.

□

The increasing use of steroids sparked an investigation by **KXTV(TV) Sacramento, Calif.**, reporter Tony McEwing. "What Price Glory?" explained what steroids are, how they work and their possible harmful side effects. McEwing traced steroid use from the pro football fields to local gyms and even junior high school locker rooms. Sacramento steroid users told of their experiences with the drug.

□

In a series of reports on hazardous waste and the Duriron company, **WKEF-TV Dayton, Ohio**, reporter Dan Tambellini learned exclusively that the first phase of a study of the investigation of the environmental effects of Duriron's waste handling and disposal practices had been rejected by the State Attorney General's office and the Ohio EPA because they had judged it biased.

WKEF-TV won a number of awards last year for its coverage. Among the winners were "Shuttle Explosion," a local report featuring an area teacher who had been in the space program; "Borrowing Honduras: Reagan, Refugees, and the Rebels," about the U.S. involvement in Nicaragua, and coverage of an

accident and fire on Interstate 75 that closed the highway.

□

In 1984, a Houston court sentenced a Minneapolis man, Steve Fossum, to 12 years for a rape he swore he did not commit. **Wcco-tv Minneapolis** investigated after learning that officials involved with the case also had doubts about his guilt. Reporters Andy Greenspan and Al Austin became convinced Fossum was innocent. The investigation lasted eight months, cost \$100,000 and resulted in an hour-long prime time special that aired in April of 1987.

The investigation uncovered evidence overlooked by both defense and prosecution, including witnesses who were never contacted, lab tests that were not done, physical evidence ignored and inconsistencies in the testimony of the alleged victim.

After the series was shown in Houston (over KHOU-TV there), the Texas district attorney agreed to new tests of physical evidence, which proved conclusively that Fossum could not have committed the crime. Fossum was granted a pardon from the Governor, with reporter Greenspan allowed to deliver the news personally.

For three months, **wCBS-TV New York** investigative correspondent Arnold Diaz worked on a story on home care attendants and discovered some were "neglectful, abusive and downright criminal." To do the story, a producer posed as an applicant for a home care attendant job and used phony references and personal information. She was hired on the spot; the agency had not checked her out. The sequence was filmed by an undercover camera. According to wCBS-TV, "public officials responded to Diaz's reports with a call for better regulation."

Another wCBS-TV investigative report focused on bus safety. A four-month undercover investigation revealed unsafe buses and bus drivers with bad driving records. To research the story, Diaz and producer Ann Sorkowitz went through thousands of inspection reports, obtained through the Freedom of Inspection Act, and discovered many large companies had "terrible" safety records. "Through long stakeouts at bus depots and by cross checking buses under contract with the Board of Education against state inspection reports," Diaz uncovered lines with unsafe buses in operation. WCBS-TV discovered that little is done to penalize companies for this negligence. And although New York has laws to weed out bad drivers, Diaz found that there were ways to get around the laws. By randomly checking the driving records of bus drivers ticketed by police, the reporter found there were drivers illegally carrying multiple licenses to hide bad records. WCBS-TV says that as a result of the series, the New York Department of Transportation took "immediate action."

□

Investigative reports have played a large part in **KSDK-TV St. Louis's** news coverage.

In "Lost and Not Found," Reporter Rich Isome examined dozens of cases in which state property had disappeared, including typewriters, office furniture, refrigerators, TV sets and even a ride-on lawn mower. In a five-part series, Isome uncovered some serious flaws at drug testing labs. Another undercover investigation followed municipal workers on the job. Isome found some drinking, reading the newspaper, comparing paychecks and sleeping. Five city employees were suspended as a result of the investigation. Another five-part report looked at auto repair shops. Isome took a car with some common repair problems to several dealers, demonstrating how those repairs could be blown into big bills through unnecessary repairs and parts replacement. After finding that high counts of bacteria in soft-serve ice cream caused illness, the station urged city health inspectors to begin testing. As a result of the story and numerous follow-up reports, the health department implemented a new testing policy.

□

"Florida: State of Neglect" was a series of investigative reports on **wPLG(TV) Miami**. They focused on Florida's Department of Health and Rehabilitation Services. The investigation uncovered alleged instances of neglect and abuse of children, the elderly and the retarded. After the series aired, the station and the governor's office together received 5,000 requests for an investigation.

□

**WATE-TV** took its newscast on the road, a project they have dubbed "Hometown Spotlight." Because the **Knoxville, Tenn.**, market sits in the Tennessee River Valley, between the Smoky Mountains and the Cumberland Mountains, most of the live broadcasts of the 6 p.m. remotes were difficult technically. The station, which does not have a satellite news vehicle, used live trucks and portable gear to bounce the signal from mountain to mountain and back to Knoxville. Remotes have been sent from as far away as 70 miles. The key to success for the station was technical planning and testing of signals.

As might be expected, most of the added expenses were in overtime for technical crews setting up and testing shots, production personnel readying the sets and the news talent getting everything done they needed to for that day's news before leaving for the remote.

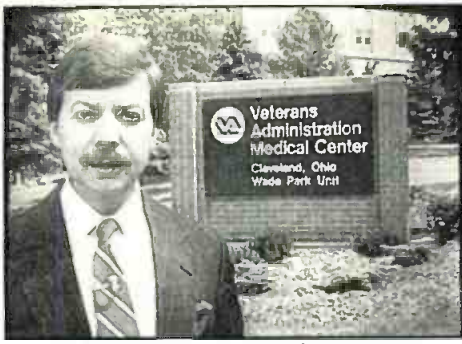
The station feels the expense was well worth it. The viewers look forward to the appearance of the newscast in their community, and the anchors find the on-location newscast "inspirational and informative."

□

In a 10-part series, **wjw-tv Cleveland** exposed police officers who were abusing working rules, drinking on the job, fixing tickets and using excessive force. The series also revealed that one officer had plotted a contract killing.

The reports triggered several interdepartmental investigations. Eighty officers were disciplined, three policemen were fired and a fourth convicted of conspiracy to commit murder—the series footage was shown to the jury during trial. The series won a UPI regional





WJW-TV investigates a VA hospital



Duty-free diversion on KRON-TV



award for investigative-documentary reporting.

A two-month investigation detailed how government workers at the Cleveland Veterans Hospital, the largest such hospital in the country, have been exposed to dangerous levels of poisonous gases for several years. The I-Team, led by reporter Carl Monday, discovered that VA hospital officials had ignored warnings regarding the leaking of gas for several years, despite an "alarming" rate of respiratory disease, cancer and other illnesses among workers.

A congressional subcommittee on veterans affairs is currently conducting its own investigation as a result of the series.

WJW-TV smelled a rat when it got a tip that empty boxes of "government" cheese were being disposed of in the trash bin of an area restaurant. Reporter Tom Meyer traced the cheese and found that it had come from a suburban distribution program, which was missing some 4,000 cases of government issue cheese. The report included interviews with restaurant employees who told of the cheese's theft and resale to local restaurants. To date, eight people have been indicted by government investigators acting on the report. Three city employees have been fired and an additional 20 are expected to face criminal charges.

□

Colleen Hunt of **WPXI(TV) New York** reported an exclusive story of a woman whose son was taken away by the city and placed in its foster care program. The woman's fight to get the boy back uncovered mismanagement in the social service system and the report helped reunite mother and child. Reporter Alec Roberts investigated New York city officials who were living in subsidized housing intended for the city's needy. In "Mad as Hell," Roberts also reported on the irritants of life in the city.

□

**KTTV(TV) Los Angeles** produced a report on the drug problem in the United States and Mexico: "Trail of Greed-Trail of Death." The problem: In Southern California alone there are 60,000 heroin addicts and 40% of individuals under 35 use cocaine regularly.

Reporter Chris Harris went to Mexico to discover how the drugs are made and how they make their way to the U.S. Harris began his search in an area known as the "Golden Triangle," where reportedly 33% of all marijuana and heroin entering the United States originates. Harris went along with a special police squad on a mission to destroy a marijuana plantation. The special also included inter-

views with local Mexican authorities, who described some of the most notorious traffickers. One "trafficante" has allegedly made \$32 million in six months from his drug dealing. They also told of a police chief who is said to have pocketed \$300 million in protection money.

□

A man who appeared before Congress as a pro-contra Catholic priest was discovered to have been paid \$75,000 for his public relations efforts in the contra cause, and was found not to be a Roman Catholic. Those were the findings of **KRON-TV San Francisco's** Mark Jones that resulted in Congressman Sam Gejdenson (D-Conn.) calling for a congressional investigation. Head of the Latin American Strategic Studies Institute, Father Thomas Dowling received thousands of dollars from contra leader Adolfo Calero to travel across the U.S. to build up support from the contras. In April 1985, Dowling appeared in clerical garb and identified himself as a Catholic priest before a House subcommittee to defend the contras against atrocity charges brought by the Roman Catholic clergy. It turned out his appearance was arranged by Lt. Col. Oliver North. Dowling told Jones that he had been ordained "by the Old Roman Catholic Archdiocese," also known as the North American Old Roman Catholic Church of the Utrecht Succession, a splinter group that rejects the authority of the Pope and such rules as celibacy for priests.

Another series of **KRON-TV** reports charged that Duty Free Shoppers Inc. was violating its contract with the San Francisco Airport Commission by diverting business from its leased airport site to another shop and that the city could be losing millions of dollars in rent from the diversion, since much of what was sold at the downtown store was not reported to the city. Reporter Vic Lee and investigative producer Craig Franklin also uncovered kickbacks to Japanese tour operators for their help in the diversion. The station showed on-camera examples of racial discrimination against black shoppers—a possible violation of civil rights statutes. Following the reports, the district attorney launched civil and criminal investigations into the company.

□

In Louisiana, many parishes (the equivalent of counties) are named after saints, but according to **wosu-tv New Orleans**, that is sometimes where the similarity ends.

Investigative reporter Richard Angelico uncovered a pattern of fraud and corruption in St. Bernard parish. In one series of reports, he detailed how a local police juror and his wife, who served as a purchasing agent, collected



thousands of dollars in kickbacks on air conditioning repairs. Both were indicted by a federal grand jury and are currently in prison.

Another story told of how parish officials had spent thousands of dollars on a two-foot high fence around a police complex—it was found that the contract had been given to the relative of a parish official without public bid. They had also spent nearly \$100,000 on interior decoration that no one would acknowledge authorizing. At the same time the parish was laying off employees because of budget problems. The story focused on the money spent, the lack of budgetary controls and included interviews with officials. Another story pointed out that the police jury secretary-treasurer had falsified a bill for carpeting to cover a golf trip to Florida. He was indicted and pled guilty.

In another Angelico investigation, a local sheriff was found to have hired and paid part-time deputies who never showed up for work. He later admitted on camera that most were hired as political paybacks or to win votes. Because the sheriff's department gets federal funds, both the FBI and U.S. Attorney's office are investigating the case.

In the spring of 1987, a drug dealer slashed the throats of two women on the South side of **Madison, Wis.** A few weeks later, gang members strangled and mutilated a young man during an "initiation" ceremony. Residents complained that news coverage of those events was giving viewers an unfair impression of the area as crime-ridden and dangerous. **WMTV(TV)** reporter Cathy Hanson and photographer Don Cady spent the past summer there trying to profile the real South side. The result was a half-hour documentary showing that other parts of the city had more crime and that South side residents were working hard to improve their neighborhoods, attract more businesses and create more jobs.

According to **WAVE-TV** Louisville, Ky., it was the first station in its market to take its entire newscast on the road. Thanks to its satellite capability, the station broadcast its news live from Elizabethtown and Frankfurt, both Kentucky, and Madison, Ind.

**WNEP-TV Scranton, Pa.,** faced a problem. With widespread access to satellites, local news operations have available dozens if not hundreds of national stories, while at the same time commitment to local news is at an "all-

time high." The real "meat and potatoes" is local reporting, said news director Paul Stueber. But the opportunity to use some of the many national and international stories now available shouldn't be squandered, he said. The solution: *The World in a Minute*, an update of the "newsreel" concept. With tight writing and clever production, the station runs seven to nine items in the allotted 60 seconds.

Viewer response has been "terrific," says Stueber.

Covering the International Summer Special Olympics in **South Bend, Ind.,** Aug. 1-8 required the most "ambitious and comprehensive" marshalling of news forces in the history of **WNDU-TV**, according to the station.

Four thousand athletes from 70 countries and 50 states converged on the city and quickly captured the hearts and attention of the community. In response, **WNDU-TV** expanded its 30-minute 10 p.m. newscast to 60 minutes. The 6 p.m. news included in-depth coverage of the games, while the 5 p.m. news originated from the games site and included on-set guests, reports, and taped reports. The 6 p.m. report included live reports, a live interview and several taped reports. The 10 p.m. news included four live reports, two live interviews and taped reports on athletes, events, personalities and other aspects of the games, plus a nightly piece set to music that set the mood of the games.

Coverage required out-of-the-ordinary technical reserves. The remote set for the 5 p.m. news—and cut-ins in other newscasts—required a fiber optic link to the station, a microwave backup and a full remote production truck and staff. Because the games took place over a wide area, the station leased six golf carts to ferry crew and equipment. The station also leased two Betacams, outdoor lights and eight two-way radios. The staff was augmented with part-time hires and interns.

The station's **KU**-satellite truck was used to provide live and tape feeds to other stations following their athletes and to the networks.

In late August 1986, a little girl made a dramatic appeal on **WHEC-TV Rochester, N.Y.,** for a liver for herself and others like her. Over the labor day weekend, a liver was found and she was rushed to a Chicago hospital for the operation. The station rushed to get photographer Bob Hitchcock and reporter Bob Longo to Chicago. They aired a number of reports on liver transplants in general and Christina's in par-

ticular over a two-day period. The station was the first to talk to Christina by phone when she was still in the hospital and the only station to return to Chicago to follow Christina back to Rochester. The station aired an update on the successful operation one year later.

**KGMB(TV) Honolulu,** has done five in a continuing series of investigative programs under the title of "KGMB Reports." Reporter/producer Matt Levi has reported on questionable use of vending machine revenues by the local police department, covered an ongoing dispute between the prosecutor and the police over an unsolved series of murders, examined the rise of Filipino youth gangs in the community, questioned the use of public funds for entertainment purposes by the judicial branch of the government and followed major cocaine and marijuana crackdowns through a sting operation using police surveillance videotapes.

The **Des Moines, Iowa,** police department prohibits reporters from accompanying officers on ongoing operations. Since the department has been using video equipment to document raids, **WHO-TV** requested videotape shot by undercover police on a series of heroin, cocaine and bootlegging raids. The police agreed, and the video revealed many things few viewers had seen before, including piles of money seized, a pot of acid used by drug dealers to destroy evidence and even a man jumping through a window to try to escape capture. One of the undercover policeman was used as narrator. The result of this cooperative video venture was a three-part series on the growing drug problem in Des Moines, plus a one-half-hour followup special.

With many saying the farm crisis was over, **WHO-TV** went to the experts. In a week-long series, the station talked to the farmers, bankers and equipment dealers it had talked to three years earlier during the height of the economic crunch. The station found an upbeat mood and confidence that things were looking up.

The Oscar telecast is always a big draw, but it also always seems to end 45 minutes before the late newscasts, according to **KOMO-TV Seattle.** To carry that audience into the news, the station produced its own *A Night at the Oscars* live, hour-long news special, anchored in Seattle and from the site of the Oscar ceremony in Hollywood. Reports covered such topics as



WNEP-TV's newsreel, 1987 style



WHEC-TV's Gabe Dalmoth with Christina



KOMO-TV's telephone poll



the health of the movie industry in Washington state, Seattle as a test movie market, recent movies filmed in the state, money spent in production, a comparison of real athletes and movie representations and a visit with a family named Oscar to see how they celebrate Oscar night. The number of nominations for the movie "Platoon," proved a springboard to a series on Vietnam and its portrayal in the movies.

In all, five producers, eight reporter-camera teams, two remotes and eight weeks of planning went into the coverage.

KOMO-TV has designed its own telephone polling system, Televote. The system employs a personal computer with a telephone interconnect module. Twenty telephone lines feed into the computer. Responses are tallied and displayed as numbers and percentages on monitor. Response has been overwhelming, said the station, with one poll on Ollie North receiving 50,000 calls. Televote questions are repeated once or twice each newscast, with totals reported each time. The station averages about one Televote poll a week.

KOMO-TV received Best Newscast honors in UPI's annual regional competition.

□

**Wis-tv Columbia, S.C.**, sent its special projects team of Charley Keyes and Lonnie Wehunt to South America for six days in July to report on South Carolina National Guard engineers building a road in the jungle of eastern Ecuador. The three-part series looked at the value of the project, its military and foreign policy implications and the reaction of the local population. Ecuadorean humidity proved even tougher on equipment than South Carolina's climate. Each morning, producer Wehunt had to borrow a hair dryer from the female guard members to dry up the moisture that had collected inside his three-quarter-inch video recorder overnight.

Japan was also a destination for a wis-tv crew. Reporter Sean Callebs and producer Wehunt followed a class of Columbia eighth graders on a 10-day mission of peace and introduction to a new culture. The two filed their first story on the 42d anniversary of the dropping of the first atomic bomb from Hiroshima, where the students took part in an international peace ceremony. Another story was filed from Japan and three more aired shortly after the crew returned to the U.S. The coverage culminated in a 30-minute documentary that not only highlighted the students' travels in the country, but explored the business ties between South Carolina and Japan as well. The special profiled a Japanese native who repre-

sents the interests of South Carolina in Japan.

□

A house fire that claimed 10 lives raised questions about safety that **WISN-TV Milwaukee** wanted to answer. The station aired a series of reports on neglect and the condition of inner city housing. Interviews with city inspectors showed that much of the city's housing was not up to code. The stories also talked about prevention of house fires, emphasizing the use and proper placement of smoke detectors.

WISN-TV examined crime in a series of four prime time specials during a month-long campaign entitled "Crime: Injustice for All." The specials looked at the prison system, the cycle of violence which is passed from parent to child, a segment in which viewers could call in with tips on the whereabouts of suspected criminals and one on the steps necessary to better safeguard a home from burglary. In addition to the specials, the 10 p.m. news featured a series of reports on crime.

□

More PCB's (hazardous chemicals used in electrical transformers) are burned in **El Dorado, Ark.**, than anywhere in America. When the company that owns the incinerator asked the EPA for permission to burn more, there was public protest over possible health hazards. **KTVE-TV** produced a three-part series and a one-hour live call-in special the night before the hearing. A KTVE-TV crew was allowed inside the plant to document the handling and incineration of PCB's, the first time the company had allowed such filming. Several months later, the firm withdrew its application for permission, citing a change in market conditions.

KTVE-TV hires new reporters with less than a year of experience. That often means on-the-job training. In April, the station sponsored an informal, off-the-record seminar on issues in the Louisiana legislature. State representatives and senators from the area were invited to a two-hour gathering at the station's studios to meet the news personnel and explain the major issues in the upcoming session.

□

**WMAR-TV Baltimore** aired two primary election debates between the two mayoral candidates and the three candidates for city council president. The station's political coverage also included a three-part pre-election series on the mayor's race, three polls conducted at various stages of the campaign, an election night exit poll that accurately projected the winner and

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WIS-TV at Hiroshima



Mayoral vote on WMAR-TV



**Starting young.** Noncommercial wbgv-TV Bowling Green, Ohio, has a rather nontraditional newscast. It consists of 24 weekly, 10-minute news features written and delivered by sixth graders in various area towns. The programs are created in cooperation with the Northwest Ohio Educational Technology Foundation, and are produced by a Bowling Green State University graduate student in mass communications or radio/television/film. There are seven main objectives to the newscasts: to provide a writing exercise; to help students become aware of career opportunities in television; to provide an exercise in which students are producers of television as well as consumers; to help students appreciate their communities; to show the value of teamwork; to provide practical experience in mass communication, and to develop oral reading skills.

Each show comprises three videotaped stories, a brief recognition of the originating town, a "kid in the street" interview and transitional bumpers.

wall-to-wall coverage of returns.

The station produced a one-hour, prime time documentary, *Waterline*, about the people who live on the islands of the Chesapeake Bay. Reporter Rick Douglas and cameraman George Stover spent several months touring the Bay, meeting and talking with those who take their life from it. The program won a regional UPI award for best documentary.

**WJAR-TV Providence, R.I.**, sent its investigative team to check out the state's Department of Children and Families. The result was a four-part series on children who run away while under the department's care. The series looked at both their life on the streets and problems with the DFC. The report prompted an internal investigation.

"Seeking Sobriety," was a four-part series on the Edgemoor Newport Alcohol Treatment Facility, the first time TV cameras were allowed inside. Reporter Pat Mastors and photographer Robert Izzo spent time with the residents of Edgemoor to gain their trust and learn of their lives. The station reported on the treatment process, therapy sessions, support groups and the recovery process. The material was also incorporated into a half-hour special on alcoholism.

In "No Experience Necessary," the I-Team uncovered the lack of regulations governing private security agencies in Rhode Island. A station intern was sent to one firm to get a job. The intern was hired in a day with no qualifications, no training, no experience and no background check. The series prompted proposals to the State Legislature to tighten those regulations.

On the documentary front, the station sent a crew to the Thai-Cambodian border for a one-hour special. The Rhode Island area hosts many refugees from Southeast Asia with relatives in border camps. The station brought greetings from loved ones, and returned them.

Stories included the lives of camp dwellers their efforts to gain freedom.

In 1886, Geronimo surrendered to the U.S. Army in Arizona. In 1987, PBS affiliate **KUAT-TV Tucson, Ariz.**, produced a half-hour documentary on the Indian warrior, *Geronimo—The Final Campaign*, that was carried on more than 100 PBS stations. The program garnered the highest ratings of any program, local or otherwise, in the station's history.

Hosted by Will Rogers Jr., the documentary was taped on location at significant campaign sites in Arizona and Northern New Mexico, employing native Americans, campaign historians and soldiers in historic costume. The rugged terrain covered by Geronimo proved a challenge to talent and crew trying to reach historic locations. Executive producer of the program was Don Burgess. Fran Sherlock and Hector Gonzalez were co-producers. Writer was Tim McIntire.

**WTVQ-TV Chattanooga** weekend news anchor John Favole and photographer Richard Simms traveled to Denmark with a group of area youth on a student exchange program. The result was a seven-part series, "Destination Denmark," about the exchange of students and their efforts to learn about world peace.

Health reporter MaryEllen Locher spent seven days in Cancun, Mexico, as part of a follow-up report on the progress of a Mayan girl who returned to Mexico after plastic surgery in Chattanooga. She travelled with two Chattanooga doctors who donated their medical services for two weeks as part of a team of doctors sponsored by the Plastic Surgeons Foundation. For her five-part series, Locher talked to patients and doctors. She followed children through life-changing surgery and

visited Indian villages.

When two Chattanoogaans who work with area homeless traveled to San Antonio to hear a special message from the Pope, **WTVQ** went along, sending home daily reports for the 6 p.m. and 11 p.m. news.

For the 10th anniversary of Elvis's death, anchors Bob Johnson and Locher spent three days in Memphis, visiting Elvis's school, getting a private Graceland tour and talking to some of Elvis's close friends. The result was two special editions of the news live via satellite from the grounds of Graceland. A crew of 12 directors, producers, photographers and engineers were employed, using the station's ENG/Production truck and a rented C-band uplink.

**Idaho Educational Public Broadcasting** shows viewers a different scenic spot in the state each month. "Outdoor Idaho" and its crew accept the physical and technological demands of taking viewers on the "scenic route." The production team have soaked themselves taping a thunderstorm, driven 2,000 miles to get to a river and back; climbed 9,000 feet, gear in tow (including a close scrape in which a horse tumbled from a rocky ledge with a producer on its back). Responsible for the show are producer-host Bruce Reichert, photographer-editor Jeff Tucker, editor Al Hagenlock and producer-writer Royce Williams.

An 11-year high of nearly 10,000 Oklahoma children under the age of 18 were arrested last year for such crimes as murder, rape and robbery. In her three-part series, "Bad Apples," **KOCO-TV Oklahoma City** reporter Cathy Davison talked to three teen-agers serving time for murder. In addition to visiting death row, Davison went to Oklahoma school assemblies where youth are shown how not to go to prison, to counseling sessions and to the parents of convicted killers.

It was the best of times. Oil prices were soaring, and the money kept rolling in. It was the boom. And then...bust. When oil prices plummeted and unemployment soared, **KOCO-TV** reporters Carol Wilkinson and Bill Mitchell wanted to learn what happened. Then told their story in a one-hour documentary, *Black Gold Blues*. From ghost towns to the Presidential suite at Phillips Petroleum, they talked with a range of businessmen, historians, political leaders and small businessmen to get a feel for the industry's cyclic history of boom and bust.

Black unemployment is more than double that of whites in Oklahoma City. The station took those facts and figures and put names and faces on them in a one-hour documentary, *Why the Eagle Doesn't Fly*. It examined the reasons for this inequity, where it is rooted and how it can be changed.

**WDAM-TV Laurel, Miss.**, produced a documentary from remote villages in Honduras. Reporter Joann Rush joined a group of South Mississippi missionaries traveling to that country. He spent a week in remote villages with the doctors, dentists and other medical profes-



sionals. The resulting one-hour special is scheduled to be shown to the Honduran President and minister of health.

□

According to **WTVG(TV) Toledo, Ohio**, "Medical Marvels" is a semi-monthly series of one-hour, prime time specials produced as a cooperative effort by the seven television stations of Storer Communications. Topics included blood tests designed to detect AIDS, Cancer and Alzheimer's disease, obesity, heart transplants, surrogate mothering and more. Each station acts as a bureau on the project, with a "Medical Marvels" producer at each station working independently and each responsible for a single story. The local station anchor does the opens, closes and introductions for his station's show. In the case of WTVG, the anchor talent is taped on location in a hospital.

□

After gas leaking from a faulty water heater killed one and injured several at a local hotel, **WTVF(TV) Nashville** began looking into the possible causes. The result was a series that revealed that code standards were frequently ignored in the city and that over 6,000 buildings had never received a final inspection. The mayor put all inspectors on six-day weeks and called for more money and more inspectors.

The station also uncovered apparent wrongdoing by a city police officer. The officer, the department's chief pilot and head of its aviation division, was videotaped filling his personal plane with city fuel. The station also found that the city had paid for tires for the plane. As a result of the story, the officer has been relieved of his authority over the aviation division and an internal affairs investigation is under way.

During the week leading up to a run-off election for mayor, the station extended its late newscast by 10 minutes and gave each candidate five minutes per night to discuss an issue chosen by the station. The candidates also participated in a live election eve debate.

□

"They call it the one red light you can't run." That was the beginning of a documentary on cancer co-produced by **KICU-TV San Jose, Calif.**, and noncommercial **KTEH(TV)**.

*Naked in Yankee Stadium* was a one-hour special that detailed the emotional struggles of three people diagnosed with cancer: a psychology teacher; a single mother, and a young family man. Each shared candidly their anger, fear and hope as they tried to come to terms with the disease. Copies of the documentary were made available to cancer patients and for use in sensitivity training for doctors and nurses.

According to KICU-TV, the co-production approach, with each station contributing manpower, videotape equipment and promotional resources, produced a program that neither could have created alone.

□

**Wsoc-tv Charlotte, N.C.**, crossed the Atlantic to follow the Charlotte Symphony on a three-week tour of Europe. For the station, there were the logistics of moving and clearing equipment through customs and arranging

satellite time for feeds. The trip produced a five-part series and an hour special, *Bravo Charlotte*, the work of anchor Meg MacDonald, producer Robin McCourt and photographers Bill Williamson and Joe Ehlich.

□

**KHJ-TV Los Angeles** investigative reporter Dan Medina produced a three-part special report on "medi-gap" insurance, the medical insurance policies aimed at the elderly that receive heavy celebrity advertising and suggest that federal and state health insurance policies are not enough in times of crisis. His story reported a number of insurance companies that do not pay the elderly as their advertising suggests they do. Because of Dan's report, entertainer Bob Barker withdrew his endorsement from one such company and prohibited the company from airing any commercials that featured him. Also, California Senator Pete Wilson began hearings to look into possible federal legislation to regulate such advertising and the California State Legislature passed a law mandating that a disclaimer be added to all such advertising in the state.

Other **KHJ-TV** investigative pieces included uncovering the fact that the Los Angeles District Attorney's Office did not prosecute cases of child molestation involving children under the age of five, despite the fact that there is no basis in law for not prosecuting; an examination of the TV ratings system with interviews with the heads of Arbitron and Nielsen and with members of an "Arbitron family" (the station was careful *not* to air this piece during a ratings period to avoid any hint of stunting), and a story on the children of Los Angeles' skid row and a ballet program for them run by a former deputy district attorney.

□

Noncommercial **WHA-TV Madison, Wis.** and Wisconsin Public Television Network jointly produce *Wisconsin Magazine*. Highlights of the program included a documentary on Nicaragua shot on location by Producer Rick Rockwell, videographer Jim Erskine and sound recorder Kerman Eckes. They travelled to Nicaragua with a contingent of Wisconsin politicians and political activists to document the signing of the Nicaraguan constitution. The show also traveled to Korea to produce a documentary on two Milwaukee women who arrange free medical care for seriously ill impoverished Korean children. Other documentaries included two on native sons who had made their marks: magician and escape artist Harry Houdini and Senator Gaylord Nelson, "father of the modern day environmental movement." Several of the show's segments were picked up for airing by the *MacNeill/Lehrer NewsHour*.

Dave Iverson is executive producer and Mark Weller managing producer of *Wisconsin Magazine*.

□

**WBAL-TV Baltimore** reporter Jayne Miller launched an investigation into how prepared the Baltimore-Washington International airport would be to handle a major emergency. She discovered that the facility, which handles thousands of flights each week, had no ambulance at the airport and had frequent breakdowns of its fire trucks and equipment. She



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documented reports of delays in medical care because off-site ambulances were being held up at locked gates, and paramedics once inside were often confused about where to go.

After the series aired, state officials secured an ambulance for the airport and applications for more paramedics.

Another investigation by Miller involved a child beaten to death by her mother's boyfriend. Miller found that instances of prior abuse had been on the social service records for years and nothing had been done to protect the child. Following the report, the agency launched its own probe that showed problems in its ability to flag multiple abuse cases. Miller received AP and UPI awards for her story.

Maryland Lemon Laws require a manufacturer to buy back cars with serious or uncorrectable problems. WBAL-TV wondered what happens to those cars. What it found was that many were being resold without being repaired. The station tracked the paper trail of one resold lemon to its new owner. The dealer agreed to take the car back and refund the money. Eight months later the station decided to find out the fate of the car. It had again been resold without repair. As a result of the story, the Maryland Attorney General's office has launched an investigation and the original lemon law was toughened by its sponsors. The station also produced a pamphlet outlining car buyers rights, and distributed several thousand.

□

**WBRZ-TV Baton Rouge, La.**, aired a one-hour documentary featuring investigative reporter John Camp detailing the inequities in Louisiana's property tax system. The station followed that with another Camp report, this time a five-part series on a Florida-based baby brokering business that exploited loopholes in Louisiana's adoption laws. The program was credited with helping reform those laws.

When the Jim Bakker/PTL Club scandal broke, Baton Rouge-based evangelist Jimmy Swaggart was one of Bakker's most outspoken critics. The station aired a prime time special on the Swaggart ministry. The report asserted that many of the problems of the Bakker ministry also existed in Swaggart's.

□

When it appeared that young adults in a certain area showed higher cancer rates than normal, **WPTA-TV Fort Wayne, Ind.**, decided that the questions of the areas safety needed to be addressed. It conducted six months of research and interviews with cancer victims that resulted in a news series. As a result, the state conducted soil tests and took health surveys in the area. The tests were negative, and the survey results are still being compiled.

The station sent anchor Keith Edwards and chief photographer Bill Schneider to Honduras for a week to profile members of the local Army reserve there to help safeguard the building of a road. The result was a 9-part series on the military mission, the road and the people affected by it.

□

In "Surgery Center: Surgery Scams." **WBBM-TV Chicago** reported on two health care clinics that were discovered to be charging for surgical assistants who weren't there, tests not



WBBM-TV investigates plight of children

done and surgery not performed. Since the series' broadcast in June, the U.S. Attorney's Office has been investigating possible criminal fraud at the centers and the state of Illinois is investigating the doctors who own the clinics for possible suspension or revocation of their medical licenses.

The Illinois Department of Children and Family Services was "caught and punished" as a result of a September 1986 series of reports detailing the plight of children whose cases had been mishandled. As a result of the investigation, the director of the department ordered a review of 500 pending cases; the Cook County director of the department resigned; two top administrators were transferred, and disciplinary action was taken against 13 caseworkers and supervisors.

The series garnered the station a 1987 Best Investigative Reporting award from RTNDA.

□

**WTHR-TV Indianapolis** spent seven months investigating public education. The result was a prime time documentary, "Class of 2000" (this year's kindergarden class). WTHR showed what it characterized as "classrooms in chaos" and "schools out of control," while also showing successful approaches to eliminate truancy and dropout rates and raise educational standards. The station's investigations resulted in changes in two state laws.

Troubleshooter Jody Davis revealed a legal loophole that could have allowed a prisoner to gain custody of a child he fathered with an underaged girl. Reports on the loophole prompted state legislators to close it. In another case, the troubleshooter squad found that rabid dogs were allowed to run loose because of legal technicalities about quarantines. State legislators closed that loophole as well, according to the station.

Reporter Bill Gephart found that government-required car defect notices were backlogged at the Department of Transportation due to the "disarray of records." The series helped prompt two Congressmen to call for computerization of the defect records.

□

**WPTF-TV Raleigh-Durham, N.C.**, began a news operation from scratch on Sept. 15, 1986—it had been airing only newsbreaks in recent years. Thirty news personnel were hired for the 6 and 11 p.m. half-hours. Live capability was added, a news bureau in Fayetteville, N.C., new studio cameras, field cameras, edit stations, a set and weather graphics. In its first year, the station won honorable mention best TV newscast from the Carolina chap-

ter of RTNDA, a special achievement award from Associated Press and an award from the State Education Association for a five-part series, "Teach the Children Well."

□

**Asians-Blacks: Collision Course** was a two-part series on **WTTG-TV Washington** on the clash between Asian businessmen and black residents of Washington. "The day of an Asian store on every corner of the black community is over," said one businessman. The series explored the reasons for the success of Asian entrepreneurs.

The station won a local Emmy for its report on the closing of an auto tire factory that took the viewer on a tour of the plant in its waning days, meeting workers who had spent all their working lives to the dying plant.

In a three-part series, the station took a look back at the Chesapeake Bay beach resorts and their popularity before the Chesapeake Bay Bridge opened up the ocean resorts. The series is currently being used in educational programs at the Chesapeake Railway Museum.

There are about 100,000 illegal Salvadoran refugees, *In Search of Freedom: Salvadorans in Washington* looked at the fears, culture shock and homesickness of the displaced group, told through the voices of Salvadoran educators, doctors and others. The D.C. office of Latin Affairs called the series the most powerful report ever done on the topic.

□

**WDAF-TV Kansas City, Mo.**, produced a series of reports that examined the drug problem from a variety of perspectives. "The Pipeline" looked at how illegal drugs enter Kansas City, the amount of money involved and how police departments are sometimes inadequately equipped to handle the flood of drugs. "High Society" posed and tried to answer the questions "1) Why do we use drugs? 2) How did we get in this mess? 3) How do we get out?"

"Drugs: The Body's Crisis" looked at the physical toll drugs can take. "Our Kids" looked at the impact on children. "Off the Ball" looked at drugs and sports. "Inside the System" looked at what happens to a drug offender who enters the penal system. "What's Our Business" looked at the business community as it relates to the drug problem, and "Success Stories" profiled the policemen, teachers, doctors, counselors and others who are fighting the battle against drug abuse.

□

What began as a weekend tribute to professional football stars at **Canton, Ohio's**, Pro Football Hall of Fame, has turned into a week-long celebration, beginning with the grand parade, and including enshrinement ceremonies and the exhibition game.

From the first marching band to the last play of the exhibition game, **woac-TV** covers the week with a series of specials, plus nightly coverage of events during regularly scheduled newscasts. The station provided first-ever live coverage of the Kickoff Parade and the Grand Parade and interviews with the Hall of Fame Queen and her court, visiting celebrities and event organizers. News director Scott Davis toured the Hall of Fame, profiled induc-



tees and hosted a live 90-minute special previewing the upcoming football season.

□

"Home of the Forgotten" was described by **wivb-tv Buffalo, N.Y.**, as its "most compelling news series." Reporter Lee Coppola detailed a long list of abuses at a facility for homeless people. Undercover reportage detailed substandard living conditions and neglect. The eight-part series also included interviews with former residents of the home who told stories of drug prescriptions improperly prescribed and of sexual abuse. The state is now moving to have the facility closed.

□

In 1987, **wlv-tv Cambridge, Mass. (Boston)**, initiated a major news expansion. Its 10 p.m. weekday news, which had been a half-hour, was expanded to an hour, and a half-hour 10 p.m. news was added on the weekend. On the sports side was added the half-hour *Sunday Scoreboard* at 10:30 p.m. and a *Celtics Tonight* pregame show before each Boston Celtic away game. In June, the station aired a locally produced one-hour documentary, *Dreams Deferred-Athletics and Academics*.

□

When the story about suspected mass murderer Donald Harvey broke in Cincinnati in June, it caught the attention of **ktvu(tv) Oakland, Calif.**

Reporter Bob MacKenzie traveled to Ohio and Tennessee and, with the help of Cincinnati's **wcpo-tv**, interviewed the 35-year-old nurses aide—accused of murdering patients—and his mother. MacKenzie discovered that Harvey had been killing since he was a teen-ager, after having been sexually molested. The result of the interviews was a one-hour special also shown as a five-part series on the 10 p.m. news.

Reporter George Watson, accompanied by 45 World War II veterans, took a nostalgic trip to Guadalcanal for the 45th anniversary of that battle. The trip evoked powerful emotions in the veterans, who had lost friends in the battle. Adding Japanese and U.S. newsreel footage to the mix, Watson presented a 30-minute special and a series for the 10 p.m. newscast.

□

Miracles in Medjugorje was a story that seemed to touch deeply the largely Catholic population of **New Orleans**. **Wvue(tv)** sent reporters Jim Bailey and Mary Lou McCall to the Yugoslavian town to cover the reported visions of the Blessed Mother by children of the village. The trip resulted in a 10-part series and half-hour documentary. Following the story, Bailey and McCall received requests to speak at area churches and an invitation to appear on the nationally syndicated *Sally Jessy Raphael Show*. The station received hundreds of requests for videotapes of the report. Response to the series was so great that the station sent the reporters back to Medjugorje in March 1987 for a follow-up report.

Miracles in Medjugorje received a number of awards, including ones from the New Orleans chapters of the Press Club and Women in Communications, and a Gold Medallion award from the Broadcast Promotion and Mar-

keting Executives in the "special projects" category.

□

Statistics show that Texas leads the nation in the number of births by teen-agers 14 and under. For two months, producer Steve Wright and reporter Karen Boudrie of **KRIS-TV Corpus Christi, Tex.**, interviewed teen-age mothers, teachers, health officials and lawmakers. The product was a prime time documentary, *A Generation at Risk*, that aired early in June.

Highlights included a tour of the Corpus Christi school district's teen-age mother's school, a young mother explaining the difficulty of completing high school and caring for a baby and a school principal comparing a curriculum without sex education to "teaching someone about rattlesnakes but not teaching them about poison."

Schools in the station's ADI requested copies of the tape to show to their sex education classes.

□

Noncommercial **WHYY-TV Philadelphia** decided that the best way to celebrate the bicentennial of the Constitution on a limited budget would be to provide an updated sequel to *Bill Moyers Report From Philadelphia*, a daily three-minute PBS series done as though he were alive in Philadelphia 200 years ago. **WHYY-TV's** 60-second version, which immediately followed the Moyers Monday-Friday spots, talked about the town today. Producing the spots on a weekly basis—five pieces were shot each Monday—allowed for inclusion of contemporary events such as the Iran-Contra hearings and local elections.

The spots were shot at locations that tied in with the Moyers pieces. A single betacam was used with a two-man crew and portable teleprompter.

□

Noncommercial **WTTW-TV's** "Crisis on Federal Street" documentary aired on Tuesday, Jan. 6, 1987, and garnered the station its highest rating ever for a news-public affairs documentary. The broadcast was hosted by Hodding Carter III and focused on a family that has lived on public aid for three generations. The documentary explored the complex problem of institutionalized poverty at **Chicago's** Robert Taylor Homes, the "largest, most ambitious public housing project in the world and the poorest urban community in the U.S." according to the station. Many of the problems dealt with in the special are now in the news elsewhere as the Chicago Housing Authority fights



Media massed for WTTW debates



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to maintain control of the subsidized housing projects in Chicago. The station received an Emmy for best documentary of local significance.

On January 20, WTTW broadcast a one-hour special entitled *Justice Greylord Style*, which looked at the FBI-initiated Greylord undercover investigation of the Cook County judicial system. To date, 58 judges, lawyers, bailiffs and police officers have been indicted and 30 convicted. WTTW's John Callaway led a group of individuals with expertise on the court system in a discussion of the various issues involved. The discussion was prompted by videotaped vignettes on the case. PBS broadcast the special nationwide on Aug. 9, 1987.

One of the biggest stories of the year was the Mayoral race. WTTW was the only station to get the four candidates to appear on a live televised debate. On the day of the debate, there were some 150 journalists at the studio to cover it.

**KING-TV Seattle** produced a number of documentaries this year, among them: *Senate for Sale*, a half-hour look at political action committees and their influence on the political process; *Shelter from the Storm*, an hour special on low income seniors living in poverty, and *Salmon: Not Just a Fish Story*, an hour-long look at the changes and upheaval in the salmon fishing industry, one of the Northwest's economic mainstays.

On the news series front, KING-TV News's "Top Story" produced a five-part series on the Seattle school district, focusing on the superintendent of schools, the gap in academic test scores between black and white students, mandatory busing and comparing school systems.

In a follow-up to an earlier Soviet-American joint production, KING-TV sent anchor Jean Enersen to the Soviet Union. The result was a five-part series on Soviet women, a 90-minute special and two news reports.

When the Presbyterian Church was searching for a site for its international headquarters, **Louisville, Ky.**, was among the candidates. The headquarters would bring almost 1,000 jobs, a payroll of \$32 million and a \$100 million annual budget, having an estimated \$52 million-a-year impact on the local economy. **WAVE-TV** covered all aspects of the story. When church representatives met in Biloxi, Miss., to decide, the station carried daily satellite reports of the heated debate and dramatic vote. The general assembly voted 332 to 309 for Louisville, reversing a recommendation of its relocation committee. Coverage included a live, half-hour documentary about the decision process that aired the evening of the decision.

Salesmen were peddling an alleged miracle drug, even though they had been ordered to stop by the Food and Drug Administration. **WBBH-TV Fort Myers, Fla.**, exposed the companies involved and informed those buying the capsules that the wonder drug touted as a cure for cancer was nothing more than a con-

centrated dose of vitamins.

In an exclusive interview with **WBBH-TV**, a doctor admitted to a mercy killing of his wife, who had terminal cancer. State investigators heard the admission and launched an investigation. The doctor was arrested and charged with first degree murder and conspiracy to commit murder.

When an earthquake struck El Salvador in October 1986, **KOLD-TV Tucson** reporter Saul Saenz and photographer Jeff Bundonis, hitched aboard an aircraft from Tucson carrying food, medical supplies and building materials. Saenz, who speaks Spanish, talked with local citizens, authorities and officials, while Bundonis photographed the damage and the relief efforts, including a warehouse full of supplies and the homeless waiting in line to receive their supplies. According to Saenz, while some people felt exploited by the arrival of the media, most talked willingly of the quake, seeing it as an opportunity to ask for much needed help. Saenz provided a live telephone report from the quake sight.

After a day in the city, they flew back to Tucson, arriving in time to run to the station, edit tapes and give their reports. The story helped bring more donations and a second planeload of supplies was dispatched within a few days.

**WPTF-TV Raleigh-Durham, N.C.**, covered a range of AIDS-related stories, culminating with a prime access, half-hour special, *Living with AIDS*. The program focused on local AIDS patients, their families, medical problems, the problem of AIDS and prostitutes at a local military base and the progress in research. Viewer response was overwhelmingly positive. Several Raleigh doctors and hospitals requested copies of the tape, and the host, Ben Garrett, spoke at a state conference on AIDS about the role of the media.

The station also produced a 30-minute documentary, "The Boomers Face 40," looking at how much the world has changed the Baby Boom generation. **WPTF-TV** reporter Phil Pratt took viewers through a historical overview of the events of that era and then took an in-depth look at several "boomers" whose lives were profoundly affected by the values of the '60's.

**KCTV(TV) Kansas City, Mo.**, aired a five-part investigative series, "Money vs. Justice," alleging unfair and illegal practices by a local lawyer. Kctv petitioned the state supreme courts of Kansas and Missouri, asking each to open up any secret investigative proceedings that might have been instituted against the attorney. The station also filed a lawsuit against the 16th Judicial Circuit Bar Committee asking the court to declare the supreme court rules unconstitutional as they relate to secrecy surrounding the discipline of attorneys. Those decisions are pending.

"Hurricane Watch," was a half-hour documentary on **WALA-TV Mobile, Ala.** At the beginning of 1986's hurricane season, the station ran a

special recapping the 1985 season, which included close calls from hurricanes Elena and Juan, and a look at a particularly strong hurricane in 1979. It also reminded people what to do and where to go in case of a hurricane. For the 75th anniversary of the Pensacola Air Station, **WALA-TV** aired a three-part series on the anniversary, looking at both the past and future of Navy flying.

One of **WPVI-TV Philadelphia's** many documentaries focused on the hardships that Vietnam War veterans face in their adjustment to life back home and the role the Veterans Administration plays. "Vietnam Vets: Broken Hearts, Broken Minds" looked at the ways in which the conflict differed from earlier wars: its men did not return as heroes; its soldiers were much younger and less mature; it was guerilla warfare with no front lines and no safe havens, only an invisible enemy that sometimes came in the form of armed children; it was unpopular, and difficult for both the soldiers and those back home to understand.

A **WPVI-TV** investigation examined unsafe seafood in a three-part series and provided viewers with information to make intelligent decisions about a food group that many assumed always to be healthy.

**KPOM-TV Fort Smith, Ark.**, produced a local version of the national special, *Scared Straight: 10 Years Later*, in which youth are introduced first-hand to prison life. Co-anchors Bill Oltman and Elizabeth Alex toured an Arkansas prison with four teen-agers from local schools. They arranged for one-on-one talks with prisoners, followed by a live, 30-minute panel discussion comprising lawmakers and citizens.

In March, **WJBK-TV Detroit** added a business news segment to its newscasts. Reporter Murray Feldman heads up the unit and anchors five-minute reports at 5:30 and updated reports at 11 p.m. Feldman draws on a team of writers and producers, plus a computer that links the station with national business databases that give a national perspective on local activities. The Channel 2 business Report focuses on local business trends, changes in lifestyle, in-depth reporting of major business issues and ongoing investor advice from local experts who offer tips on subjects ranging from stock market strategy to IRAs to savings bonds.

**KDRV(TV) Medford, Ore.**, conducted a three-part investigation into the future of the timber industry in southern Oregon, which provides nearly half the jobs in the region. A Follow-up on the series sent a station reporter to Dallas, where he interviewed the president and chairman of one of the largest timber corporations in southern Oregon. The series looked at the environmental and economic impacts of increased cutting, statistics on how much timber is available and the amount of timber being cut.



**WAPT(TV) Jackson, Miss.**, was the first to break an investigative report on a male prostitute who tested positive for AIDS. The police were faced with the problem of trying to keep him from infecting others. The story was a team effort headed by co-anchor Stephanie Bell. The report received national attention and was picked up by major newspapers and the networks. The station followed up the story with reports on social and medical aspects of AIDS.

□

While touring an area hospital, **KBAK-TV Bakersfield, Calif.**, reporter Julienne Smith noticed a container of blood being poured down an ordinary drain. She was prompted to ask what standard blood-handling procedures were. What she found, in a series of stories, was that there were conflicting rules and regulations, with some of the blood going into sewers that led to a reclamation plant that provided water for agricultural use. The station's investigation is continuing.

□



WNEV-TV confronts AIDS



Drug abuse facts from WYFF-TV



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## Public affairs: a chance to serve

In response to the growing concern about the deadly AIDS virus, **WNEV-TV Boston** launched an awareness and education campaign in February. The campaign included news reports, specials, editorials and PSAs, community-related activities, the production of an educational video and the selective acceptance of condom ads for the prevention of disease. One special "Sex and Singles," was shot on location in area bars, health clubs, discos and dating clubs, and looked at how the disease has affected the heterosexual community. The show also featured a discussion group among singles of various ages talking about the effects the disease has on their dating. Another special, "Teaching our Children," dealt with how to tell children about AIDS, and featured the suggestions of parents and educators.

For the second year in a row, WNEV-TV sponsored a public service campaign on behalf of Project Bread's Walk for Hunger. The campaign included PSAs and promotional spots for the May 3 walk. In addition, the station produced a half-hour special to encourage people to participate in the walk. As a result, more than 2,500 additional people signed up. The walk raised \$2.5 million.

In commemoration of the 200th anniversary of the signing of the Constitution, WNEV-TV began a 14-month public service campaign that included specials, documentaries and an awards competition designed to honor excellence in teaching about the Constitution. Among the specials were *The Chief Justice and the Kids*, featuring former Chief Justice Warren Burger talking to 13 student reporters, and a special on the Fifth Amendment, *Power of Silence*.

□

**WYFF-TV Greenville, S.C.** devoted a month to the subject of drug abuse. The story began with an editorial outlining the planned coverage and asking viewers to watch the program as a family and discuss the topics raised. Each reporter was assigned one or two reports on a different facet of the issue. Included in the segments were actual drug raids and buys, abuse prevention and treatment and ways everyone can help in the fight. The station's efforts were recognized by the South Carolina Broadcasters Association as outstanding documentary-series.

□

**WTHR-TV Indianapolis's** Coats for Kids campaign netted more than 10,000 winter coats for needy children. The coats, donated by viewers, were cleaned by a local dry cleaning chain and distributed free to poor families.

The 10-day Greater Indianapolis Cholesterol Screening Project was conducted at area malls. More than 30,000 people took the two-minute test, and showed "significantly" higher levels than the national average. One-third of those tested, in fact, found they were at high risk. Also participating in the project were the Heart Association, a local hospital and makers of a new testing device.

□

**KING-TV Seattle's Face to Face: U.S./U.S.S.R.** was a follow-up to a December 1985 program, *A Citizen's Summit*, in which a Seattle and Leningrad audience were linked via satellite. In *Face to Face*, the idea was taken one step further: A young couple who had been in the audience in Seattle in 1985 travelled to Lenin-

grad to meet the family of one of the Soviet audience members. Then the Soviet citizen visited Seattle. The program was hosted by anchor Jean Enersen, and was a look at both cultures. The effort was a joint one between KING-TV and Gostelradio, the Soviet State broadcasting entity, which shared manpower, equipment and facilities. The Soviets produced their own version of *Face to Face* as well.

In June, KING-TV produced a series of "safe sex" PSAs aimed at teen-agers, gays and the general audience. Those aimed at teen-agers were aired in conjunction with a special, *Teen Sex: What About the Kids?*, that examined the question of sex education in public schools. The station has also produced and aired a number of PSAs promoting responsible attitudes toward sex as the best means of combatting sexually transmitted diseases and unwanted pregnancies. *Teen Sex: What about the Kids?* was the third in a series of specials. The two-hour program looked at sex education in the schools. The first hour followed a week in the lives of students of a progressive sex education class. The second hour was a live, in-studio discussion of the merits of sex education. A telephone poll during the second hour received 10,000 calls.

The station received a 1987 Presidential Award for Private Sector Initiatives for "Getting to No," KING-TV's ongoing campaign against substance abuse. Included in the effort are PSAs, specials and the sponsorship of community projects.

□

The syndicated *Oprah Winfrey Show*, owned and produced by WLS-TV Chicago, traveled to all-white Forsyth county, Ga., to broadcast a live remote from the Dinner Deck restaurant.



Oprah in Forsyth County

Forsyth county had been in the news because of a series of civil rights demonstrations and counter-demonstrations by the Ku Klux Klan. There had been no blacks living in Forsyth county for the past 75 years. Winfrey wanted to find out why.

The program opened with clips of recent demonstrations, followed by an open forum discussion. As residents discussed their feelings, some rebutted the image of their county they felt had been unfairly promoted by the media. The Rev. Hosea Williams, a civil rights activist, led picketing outside the restaurant to protest his exclusion from the show (Winfrey's ground rules had been that the show would feature only Forsyth county residents). When the picketers were arrested, Winfrey reported it as part of the show, then continued

with the discussion.

In November 1986, WLS-TV launched a one-year campaign, "Say No! to Drugs," in cooperation with the *Chicago Sun-Times*. Each month, a drug awareness special was broadcast on WLS-TV as a series of 12 features. In addition, bumper stickers, buttons, tee shirts and sweat shirts were produced with the "Say No!" theme. Station talent was made available for motivational speaking engagements and the station organized, produced and broadcast a parade to salute those groups active in the anti-drug area.

WLS-TV in cooperation with the League of Women Voters of Illinois, produced and broadcast a series of five exclusive debates among candidates for major statewide office, including lieutenant governor, attorney general, comptroller, treasurer, secretary of state and U.S. senator. The debates were moderated by Mike Jackson, Andy Shaw and Mary Ann Childers of WLS-TV with a panel of print and electronic media political experts questioning the candidates.

□

Noncommercial KTCB-TV St. Paul employed a novel device in a special on AIDS. Three pre-produced "mock" news stories during the hour-long program told the story of a hypothetical AIDS incident in a mythical Minnesota town. Two panels then debated the implications of the diseases. The discussions were taped before a live audience as part of a statewide AIDS conference.

The three-minute mock newscasts were presented by former CBS News reporter Karen Boros and dealt with such topics as confidentiality vs. public's right to know, school and workplace policies, public health education, mandatory testing, quarantine and legislative policies.

A companion outreach project included billboards, posters, magazine and newspaper ads and educational brochures at a cost to the station of \$5,100 (above community contributions of \$45,500). Executive producer was Bill Hanley; producer-outreach director, Wendy Wiberg; associate producer, Anne Ostberg, and production assistant, Gail Feichtinger.

□

"Foodline 24" is an areawide food drive conducted by KROM-TV Fort Smith, Ark. The week before Thanksgiving, food is collected and corporate and business donations are taken. PSAs featuring station personalities air throughout the drive, which culminates in an hour-long mini-telethon asking for donations and educating viewers about hunger. In 1986, "Foodline 24" raised over 12,000 pounds of food that was distributed through the Foodbank and the Salvation Army to needy families.

"Fanline 24" asked viewers to help a neighbor during the summer months by donating a fan to the needy. Through PSAs and stories, the station collected 600 fans that were then distributed to needy families in the area.

□

In January 1987, WHIO-TV Dayton, Ohio, launched a public awareness campaign on the dangers of radon gas. The station distributed 10,000 radon test kits at no charge to area

residents to test the level of radon in their homes, as well as airing documentary-style information on the threat. Approximately 6,000 tests were returned, producing one of the country's largest data bases on the gas. The station's efforts were highlighted in a hearing of the House Subcommittee on Transportation, Tourism and Hazardous Materials. One congressman said of the effort: "It was up to a television station to alert us and to come up with the only factual data that we have."

□

WISN-TV Milwaukee devoted a month-long series to "Schoolvote," a program designed to help parents and others set educational priorities. The series began with a Town Hall meeting at City Hall, attended by 130 teachers, parents, administrators, community leaders and students. The 10 p.m. news featured a series of eight segments by reporters Anne Kavanagh, Mark Siegrist, Mike Anderson, Dave Wagner and Kathy Mykleby on such topics as desegregation, at-risk youth, discipline, school financing and teen-age pregnancy. There were also three specials about the project. The final special, *Schoolvote: The Report Card*, presented the results of the project to Milwaukee area decisionmakers.

When *World News Tonight with Peter Jennings* originated from WISN-TV, the station produced a 90-minute special, *Ask the Media*, in which Jennings moderated a discussion among leading Milwaukee area journalists. The program gave the studio audience, composed of viewers and community group representatives, a chance to address their questions and concerns directly to the media.

□



Educational priorities on WISN-TV

Noncommercial WMVS(TV) and WMVT(TV), both Milwaukee, wanted to become a major public affairs force to compliment rather than compete with established news media. Their answer was *Smith & Company*, a local television platform that allows area viewers to meet and talk with the movers and shakers of Milwaukee. The show has five producers who rotate responsibility for subjects for the Monday-Thursday 10:30 p.m. half-hour program. The show is designed to be flexible enough to respond to the morning's headlines.

On Oct. 7, for example, Milwaukee county's Director of Parks was fired by the County Executive, apparently because he endorsed State Senator John Norquist in his bid for mayor. That evening, both endorser and endorsee were on *Smith & Company*. Other guests have



included Miriam Ben Shalom, winner of a 12-year battle with the U.S. Army after her discharge for being lesbian; Olympic Gold Medalist Bob Beamon, and AIDS researcher Dr. Karen Lamb.

□

**W5VN(TV) Miami** sent a crew to the Soviet Union to accompany a group of South Florida teen-agers traveling there as part of the People to People student ambassador program. Assignment manager Kira Grishkoff's fluent Russian proved invaluable. The trip produced a series showing the USSR through the eyes of the teen-agers.

The station, which had sent a news crew to cover the 1986 earthquake in Mexico City, returned the crew a year later to see how the city was recovering from the disaster. There, they met an 11-year-old boy, born without legs, who did not qualify for special help. With the help of reporter Brian Cabell and photographer Henry Cardenas and others who learned of his plight, the boy was brought to the U.S. and fitted with a prosthesis. The station put together a special on the story.

When Florida voters faced a referendum to legalize casino gambling and lotteries, the station produced a series of live and taped reports from Atlantic City, detailing what impact gambling and lotteries have on the communities that currently have them.

□

The majority of the public affairs efforts of **KTTV(TV) Los Angeles** were under the "For Kid's Sake" banner. Throughout the year, the station aired documentaries and specials dealing with divorce, drugs, runaways and other problems facing youth. One special was a play written by a 12-year-old about the effects of divorce on a child. In conjunction with some of the specials, the station printed an informational pamphlet that could be obtained from the station or through one of the campaign's corporate sponsors.

The station was also co-sponsor of a 10k run for charity that raised \$90,000 for the Blind Children's Center in Los Angeles. Station staff were on hand at the run, handing out For Kid's Sake brochures.

□

Drunk drivers were the subject of a sobering special on **KLJB-TV Davenport, Iowa**. "The Quad Cities' Hidden Assassins: Drunk Drivers" examined the frightening and humiliating experience of an arrest for drunken driving, from the arrest, with its booking and fingerprinting, to the costs in attorney's fees, court costs, medical treatment and high insurance premiums. Providing the facts were attorneys, law enforcement officials and judges. Since the Quad cities area is on the border of Iowa and Illinois, the procedures in both states were reviewed, with reporters riding along with the officers as well as researching the laws. There were also videotapes of actual arrests. Since its air date, more than a dozen organizations have requested copies of the show for educational purposes. Two Iowa educational agencies are making a version of the program available for schools. "Hidden Assassins" also received a number of awards.

□

As a part of its Family Matters public service campaign, **KIRO-TV Seattle** looked at "Who'll Take Care of Grandma," alternatives for the care of the elderly. Five Puget Sound families were profiled, each facing the care of an older family member, but approaching it from different emotional and economic grounds. The stories included a look at what community resources are available to older people and suggestions on how to communicate with the elderly.

Also a part of the Family Matters campaign was a special on parenting. "Coming of Age: Parents and Teen-agers," looked at some of the ways parents successfully cope with the task. Four families were profiled: a single mother and daughter; a divorced couple who share custody; a working couple with six children, including 17-year-old triplet boys, and a Chinese-American family with three teen-agers. At the end of the special, all the parents got together for a discussion of their relative success. Viewers of the show were able to call the station and speak with registered nurses and therapists staffing a phone bank.

*Blow the Whistle on Drugs* was a prime time special in which youth from all walks of life shared their thoughts about substance abuse and suggestions on how parents can help them steer clear of drugs.

□

In June 1987, three driver education students and their teacher were killed by a drunk driver. **WKBW-TV Buffalo, N.Y.**, was on hand to report the tragedy. Two days later, the station aired a special one-hour edition of its 5 p.m. news entitled "Cry for Life." The special focused on the tragedy and the problem of drunk driving. It originated live from the town in which the



Crash site on WKBW-TV

crash occurred, with parents of one of the children as guests. The National Commission Against Drunk Driving, Washington, selected **wkbw-tv** for its Distinguished Service Award for its efforts.

□

For the first time in its history, **WJRT-TV Flint, Mich.**, became involved in a campaign to combat substance abuse. "Team Up Against Drugs" was a communitywide campaign for the month of April. Included in the station's efforts were: four prime time specials, three locally produced movies, three 6 p.m. and 11 p.m. news series, three noon news interviews, two weeks' worth of syndicated programs that dealt with the problem, eight public affairs programs and over 30 PSAs. One of the most



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successful of those efforts, according to the station, was the sponsoring of a PSA contest open to students in grades 7-12. Over 400 entries for a 30-second spot discouraging drug abuse were received. The two first place awards (in two age categories) were trophies and a cash award for the schools. In addition, the winners assisted in the production of their spots.

The special programing included a one-hour documentary focusing on the addictions of alcohol, nicotine, cocaine and eating disorders. And the campaign included a Project Graduation rally for high school students, at which students were asked to sign a pledge agreeing not to drink and drive and parents were asked to pledge that they would give their children rides home, no questions asked.

□

*Coming of Age* was **woiv Detroit's** 10-part examination of the issues and concerns facing the growing number of older people. Anchor Mort Crim and nine other reporters focused on problems, solutions and the ways people are coping with growing older—from keeping healthy to coordinating finances and retiring with flair. Reporters Debra Silberstein and Dr. D'Anne Kleinsmith looked at Alzheimers disease and other health concerns; Carmen Harlan, Margie Reedy, Roger Weber and D.X. Riley reported on care for aging parents, senior day care, retiring in northern Michigan and what to expect when looking for a nursing home; business editor Jennifer Moore focused on the growing trend of marketing products to older people; consumer reporter Anne Thompson reported on what older consumers need to look out for in the way numerous offers are directed toward them, and Ned McGrath helped make sense of and offer advice to seniors on the paperwork maze of Social Security.

□

*Beyond the Shelter Door*, a 30-minute documentary on noncommercial **kBOI-TV Broomfield, Colo.**, traced the beginnings of the movement to help battered women. It featured those who first offered shelter to the women, activists who raised the "consciousness" of many on the issue and those who fought for legislation to protect battered women. It won a local Emmy for Best Target Audience Program.

For its election coverage, **kBDI-TV** held a town meeting in its studio, featuring journalists and community experts in agriculture, economics and education to question the candidates. Then-candidate Tim Wirth appeared for 45 minutes of questioning, while the other candidate failed to appear.

**kBDI** aired two documentaries that the Public Broadcasting Service turned down as advocacy pieces. The documentaries were *Dark Circle*, a look at the Rocky Flats nuclear weapons plant and *Vietnam: The Impact of Media*, Accuracy in Media's analysis of how the war was reported. The films were followed by a studio discussion featuring experts with diverse views and, in the case of *Dark Circle*, the filmmaker. The discussion centered on the programs' accuracy, the legitimacy of advocacy journalism and the PBS decision to reject the programs. The Vietnam film was uplinked and broadcast by more than 50 PBS affiliates.

□

Working with area law enforcement officials, **wKEF(TV) Dayton, Ohio** broadcasts a picture of a wanted felon every Monday at 6 p.m. and 11 p.m., accompanied by a further description of the suspect and phone number of the police department. Often calls with information come to the station and are forwarded to the police, in other cases, fugitives themselves have surrendered following the broadcast.

In October 1987, the "BOLO" (Be on the Lookout) segment was expanded to include a special feature airing Thursdays and Sundays, on "Miami Valley's 10 Most Wanted List."

The program was the idea of Police Detective Bill Mullins and Lieutenant Ed Crowder. In all, 58% of the fugitives shown have been apprehended.

□

**WTWF(TV) Nashville** applied its time and talents to a number of local problems. To increase awareness of cholesterol, the station aired a series on the subject, in conjunction with the series, tests were conducted and the station distributed general information and low cholesterol recipes.

The station dealt with the problem of radon gas in both a series and documentary and bought several hundred testing kits to sample homes throughout the area.

□

Eleven **KTVY(TV) Oklahoma City** photographers packed their cameras and hit the road. Their assignment: to capture a day in the life of Oklahoma. The result was a one-hour portrait. The documentary was so well received, it was repeated. The program was produced by Tony Stizza and Linda Cavanaugh. Coordinating producers were Dana Fowler and Mary Ann Eckstein.

□

General assignment reporter Paula Tutman of **wLKY-TV Louisville, Ky.**, highlighted problems faced by those with physical handicaps when she visited Louisville's new theme park in a wheelchair and found most of the rides inaccessible. A follow-up one month later, however, found that park officials had implemented suggested changes and trained personnel to be more sensitive to the needs of the Kentucky Kingdom park's handicapped visitors.

The Kentucky Chapter of the American Heart Association awarded medical reporter Caroline Seay their Media Award for her series of reports on how many people deny experiencing heart attack symptoms.

Community awareness was further enhanced when consumer reporter Ralph Merkel discovered that many of the problems being experienced by newer model cars were caused by mixing alcohol with gas. A random survey of twenty gas stations garnered considerable attention and caused at least one independent dealer to remove all gas with alcohol from his 15 area stations.

**WWKY-TV** was also the first to report the closing of the *Louisville Times* newspaper.

□

**New Hampshire Public Television** sponsored three debates for candidates for the state's highest offices. The goal was to provide

viewers with the least rhetoric as well as to question candidates from a variety of sources. Eschewing the standard League of Women Voters format, **NHPTV** introduced what it called a livelier format that allowed candidates to challenge one another, the media to interrogate them, and more importantly, provided viewers with a chance to ask questions. **NHPTV** said the phone response on its "Reaction Line" from viewers was very favorable and the candidates' responses provided good copy for regional media.

*High Tech in the Classroom* was **NHPTV's** response to its audience's interest in educational topics. The live, two-hour program on advanced use of computers and videodisks in New Hampshire classrooms primarily targeted parents and students. The first hour was broadcast throughout a four-state region. Based in the studio, this program featured four field pieces, an audience and phone calls. The second hour was a teleconference for teachers and administrators via satellite downlinks to three New Hampshire sites. These target-audience viewers could call in to experts and other teachers to answer technology questions. The two programs cost about \$5,500, primarily for satellite time and promotion.

□

**WOAM-TV Laurel, Miss.**, was instrumental in negotiating the first gubernatorial debate of the political season. The one-hour debate was held in association with the Young Lawyers section of the State Bar Association and the Mississippi Associated Press Broadcasters Association. It was carried on a delayed basis by seven stations across the state.

When General Motors decided to stop sponsoring its Best of Class salute to high school seniors, **WDAM-TV** sought—and found—private sponsorship. More than 100 students were treated to a day of activities as well as being featured on a 30-minute special and numerous promotional spots.

**WDAM-TV** dedicates each Wednesday to local mayors. On its 5 p.m. news, citizens can call the station and have their questions answered by the mayor on the air.

Through the Sherry Shell Golf Tournament, **WDAM-TV** helped raise more than \$5,000 for the domestic abuse family shelter in Laurel and the Girl Scouts.

□

The full impact of the AIDS crisis was brought home by **KGMB(TV) Honolulu**, which assigned reporter Leslie Wilcox and photographer Cliff Watson to follow an AIDS victim through the last months of his life. The station recorded visits to the doctor, funeral arrangements and hospital stays, culminating in an interview with the patient just 90 minutes before he died. Portions of the program have been incorporated into the Hawaii State Department of Education's AIDS education project.

The station also completed its two-year coverage of a native Hawaiian crew's voyage throughout the South Pacific using no navigation instruments. Watson and reporter Elisa Yadao sailed with the crew for the final two months, overcoming various technical problems in the process. A Kangaroo weather cover over a Betacam donated by Sony and a



disposable Expedition Battery which runs a Betacam for two to three hours and has a shelf life of five years, solved the most basic problems of salt water and power for the camera

Travel has played an important part in news coverage for KGBB, whose nearest neighbor is 2,000 miles away. Specials include reports from the Philippines immediately following the overthrow of Marcos, and a trip to the All Star baseball game in Oakland, Calif. to check-up on local Sid Fernandez.

□



"Project" cast on WBBM-TV

Cabrini Green, one of Chicago's most troubled housing projects was the stage for WBBM-TV's "Project," a drama-musical performed and inspired by residents, combined with profiles of the lives of the cast members. The cast of the show was invited to perform in London last summer and the station's documentary received a number of awards, including best public affairs program from the Illinois Broadcasters Association.

□



Free books from WVEC-TV

Some 4,000 library books left over from a weekend book sale were about to be burned. That's when a viewer contacted WHEC-TV Rochester, N.Y. The station's Action Team went into action. It collected and repackaged the books and offered them free to viewers on a first come, first served basis. The next day, representatives of church groups, social agencies and other organizations turned out three hours before distribution time. The books were gone in 15 minutes.

Since then, the action team has developed BookAlert, a way to link agencies that could put the books to use with the libraries that would otherwise dispose of them. Under the program, 1,000 books were sent to a prison to provide a library for inmates.

Former Beirut hostages and family members of current hostages used WHEC-TV facilities to tape a plea for the safe release of all the hostages. The tape was subsequently broad-

cast in Beirut.

□

To keep the community aware of possible health problems, WPTA(TV) Fort Wayne, Ind., has a full-time health coordinator who arranges health screenings at various sites in the community, including businesses and schools, checking height, weight, blood pressure, as well as for cancer. Results showed that some high school students had obesity problems, another a high rate of circulatory problems.

With its Poll 21, WPTA conducts a number of computerized phone polls to gauge public opinion on a range of topics, from mandatory seat belt laws and the 65 mile-an-hour speed limit to choices for mayor and exit polling. The station features many of the polls on Sundays, providing a solid story on a traditionally slow news day.

□

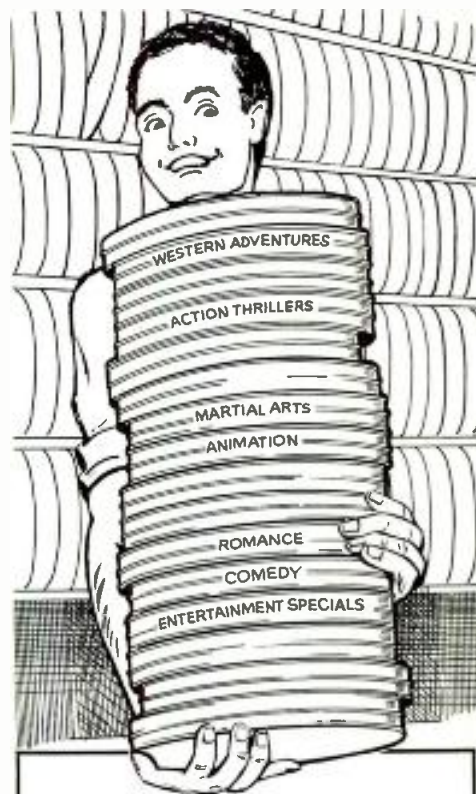
There are 120 municipalities and hundreds of small towns in the WTAE-TV Pittsburgh viewing area. In 1987, the station began a program designed to serve those communities. "Our Town" is a weekly visit to a neighborhood of the Pittsburgh area. Reporter Yvonne Zanos and anchor Paul Long assemble stories featuring historic aspects and points of interest in each town. Community leaders and residents are interviewed for the stories. The station uses its mobile satellite truck, Newstar 4, to beam back stories from the far reaches of the ADI.

□

In April, KOLD-TV Tucson, Ariz., mounted a month-long anti-drug campaign, *The Spirit of Independence* Freedom from Substance Abuse, aimed at informing the public of the many problems associated with drug abuse and highlighting programs available. KOLD-TV president and general manager, Matthew Kreiner, sent letters to prominent area business leaders and educators throughout southern Arizona asking for their help. The campaign began on April 7, with a prime time hour-long documentary exploring a host of addictions. The ensuing campaign included four editorials and dozens of PSA's, the latter featuring elected officials, movie and television personalities and business leaders.

Two "town hall" meetings were held at a Tucson high school and broadcast live. The first featured high school students—both in the auditorium and by phone line from other schools—quizzing a panel of experts, moderated by KOLD-TV anchor Vic Caputo. The second featured adults in a similar format.

The station sponsored an essay contest on the subject, "What should parents know about drug and alcohol abuse?," which was open to all school children in the viewing area. Follow-up interviews with the contest winners—first, second and third place finishers in four grade categories—produced features for newscasts and a series of PSA's. Each Sunday during April, the station's two weekly public affairs programs dedicated discussion to substance abuse. News series on the subject included "Substance Abuse in the Schools," reporter Brian Ziegler; "The Problem Drinker," reporter Geoff Oldfather; "Born Hooked," reporter Bar-



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bara Grijalva, and "The War on Drugs," reporter Saul Saenz. All special reports were closed by offering a pamphlet with names and telephone numbers to contact for specific problems. Weekly "Recognition Certificates" were presented to persons making an "outstanding contribution to the community fight against drugs and alcohol."

□

**Wwsb(TV) Sarasota, Fla.**, co-sponsored and helped design "Step Up: A Career Opportunity Program" to provide highly motivated young blacks in the community with a network of contacts among top executives in local business. Ten participants were selected and matched with 10 local companies (including wwsb). A top manager at each company pledged extensive personal time to his or her student. Wwsb's news department followed the 10-week program on a weekly basis, profiling each participant and business partner.

All the participants were pleased with the program. Five of the 10 youths were hired full time by their sponsor companies. The remaining five had job offers pending.

□

From October 1986 to February 1987, **WDAF-TV Kansas City, Mo.**, worked to raise viewer's awareness of drug abuses through the "4 No Drugs" campaign, combining public service announcements, news series and printed material. The station provided information on the different types of drugs, their health risks, techniques on how to say no and resources such as the National Council on Alcoholism and Drug Abuse.

As a result of the campaign, the station was awarded the National Council on Alcoholism's Public Service Award, which is not given every year. According to the council, the station "took the necessary time to develop a plan of action, perform the required research and offer a sensible, nonthreatening program

WDAF-TV also conducted a cancer screening project: "Fry Now, Pay Later." A total of \$31,158 in airtime was committed to the project. Of the 1,374 people who attended the screening at an area shopping center, 475 were found to have some abnormality that could be cancerous or pre-cancerous. In connection with the screenings, Meryl Kin McKean produced a four-part news series about skin cancer for the 6 p.m. news.

□

In conjunction with literacy and education groups, **wqow-TV Eau Claire, Wis.**, has produced two half-hour specials and numerous PSAs for "Project Literacy U.S."

The program focused on those who had benefited from literacy programs and the problems illiteracy can cause for business. It was difficult, said the station, to find people who would come forward and talk candidly about their problems in communicating, but those who did prompted others to call the Literacy Volunteers of America hotline for help.

□

In September 1986, **wjw-TV Cleveland**, in conjunction with the American Cancer Society and area radiologists, offered free mammo-



WJW-TV promotes mammograms

grams and provided extensive education on breast cancer and its current treatment. Of the 1,733 women tested, 32 biopsies were performed. Eleven women had lumps removed and three had partial mastectomies. The station received several letters from women saying they would have been unable to afford the mammograms themselves.

The station supported the campaign with a week-long special report in its newscasts, live *PM Magazine* cut-ins and a half-hour special.

With the beginning of the school year, **wjw-TV** shifted its public affairs focus to literacy. "Drop Everything and Read" stressed the importance of that vital skill. The campaign began with an hour-long, prime time special, supported by a series of 20 PSAs featuring CBS Network and station personalities talking about what reading has meant to them. On-air talent also participated in reading programs at area libraries, and some 20,000 brochures, along with reading tip sheets, were distributed.

□

On October 14, 1986, **WTAJ-TV Altoona, Pa.**, along with the Pennsylvania League of Women Voters, produced the only statewide live debate between gubernatorial candidates Robert Casey and William Scranton III. The panel included journalists from Philadelphia, Pittsburgh and Washington. The debate was uplinked from Altoona to all the markets across the state.

On Oct 20, 1986, the station produced another debate between an incumbent congressman and his challenger. That debate, too, was made available to stations statewide.

□

**Binghamton, N.Y.**, has suffered from racial tensions engendered by various incidents. Noncommercial **WSKG** there brought together principal figures in the community to analyze the stresses and search for solutions in *Forum: People & Prejudice*.

Producer Julie Kramer first arranged a meeting at the station of some 20 concerned persons for a nonbroadcast discussion at which they could speak frankly and off the record about their resentments, fears and hopes, as well as the differing perceptions of events—perceptions that may be determined by a group's experience.

From this discussion and through research of recent racial incidents, Kramer developed questions and recruited a six-person panel that included Binghamton's mayor, a sociologist and several community leaders. The discussion was moderated by station president, Michael Ziegler.

The program was broadcast live from 8 p.m.

to 10 p.m. on Thursday, Oct. 8. It was felt that a large studio audience might tend to turn the discussion into a play for audience support or add a distracting element of emotionalism. A phone-in program would open the discussion to the entire community, but might not allow for systematic discussion of issues. It also would leave most callers hearing a busy signal. The solution was to arrange with several other community institutions to host "participatory groups" that would watch the broadcast together with an open phone line, and whose questions would be brought in regularly during the two hours. A number of these groups were open to the general public.

□

Venezuela, the home country of **Cincinnati** Reds baseball player Dave Concepcion, was ravaged by massive floods in September 1987. **WLWT(TV)** helped him organize a clothing drive. The station provided news coverage for two weeks to promote the drive, and enlisted the help of a local moving company for collection and transportation of the clothing to Miami, where it was met by the Venezuelan air force. Reporter Jeff Hirsch traveled to Florida with the clothes and interviewed the Venezuelan general in charge. The station volunteered its time to man the collection site for the week-long drive. When it was done, there was enough to fill an 18-wheel rig to capacity.

And when the Archdiocese of Cincinnati called upon **wlv** anchor Jerry Springer, to help organize a drive for medical supplies to Bolivia, the station went into action, collecting over two tons of supplies. Springer traveled to Bolivia with the supplies and reported on what he found there.

"Sound-off" is a feature in which the community speaks its mind on national and local issues. Reporter Jerry Springer conducts interviews in different parts of town for three nights, then compiles them into a news segment.

□

**WFSB(TV) Hartford, Conn.**, chose cholesterol as the topic of a news series during the October rating book. The station's vice president of creative services and projects, Lois Koteen, decided it would also be a natural community service effort since the station has long sponsored health fairs and community events. Consumer reporter Mary Ollie Newman and the news department developed a series of reports on what cholesterol is, what it does to the body and how best to avoid it. Included were interviews with health experts, individuals who have had high cholesterol levels (ranging from Arthur Ashe to an active physical education teacher to a child). Newman also went through the supermarket to give viewers practical advice on what to watch for in avoiding cholesterol.

Koteen and the station's promotion staff, meanwhile, were making "Cholesterol Check" a station-wide project. Brochures were made available to viewers; 12 sites were established in the state to offer inexpensive cholesterol checks over a six-day period. For \$5, individuals could have a quick, finger-prick blood test and learn their cholesterol level in minutes. Sites included hospitals and supermarkets. The station quickly gave out the first printing of 10,000 brochures and then exhausted a second run of 10,000. A year afterward, it is



still receiving requests for them. More than 15,000 people came to have their cholesterol checked. Some stood in line for more than two hours and, often, the sites had to stay open hours longer than planned. Newman aired her evening reports live from the test sites.

□

The 1987 Breast Screening Project, held in February, was a statewide campaign hosted by the American Cancer Society, co-sponsored locally by **KHOU-TV Houston**. The comprehensive community education campaign culminated in a week-long series of special reports. The reports, hosted by anchor Felicia Jeter and produced by Carleton Cole, informed viewers about breast cancer and the importance of early detection. Viewers were encouraged to call the Mammography Hotline. The station also produced and printed 50,000 breast cancer-mammography testing information packets, plus 2,500 brochures on self-examination.

As a result of the week-long series, over 22,000 viewers called the hotline. Among the awards the station received for its efforts was the American Cancer Society's Special Recognition Award.

**KHOU-TV's** "Stop the Madness," anti-drug campaign is a year-round effort. The campaign involves extensive on-air and off-air projects. Among those: a poster and public service commercial contest involving students from area schools; PSAs; a two-hour prime time special: a drug hotline; Project Graduation, a drug free graduation party, and a pamphlet with information about treatment.

The two-hour special, "Hard Habit to Break," featured a documentary that took viewers to the "front lines" in the battle against drugs. Reporters traveled to Mexico as well as holding stakeouts at known local drug hangouts, to show actual drug deals in progress. The second hour was a live audience discussion, with a panel of experts.

□

For the second year, **wbzt-TV Boston** devoted its resources to a "total" public service campaign, "For Kid's Sake." In addition to regularly scheduled programming, it included various programs and projects including: "Home Fire Drill Project," "Great Expectations: Prodigies, Gifted Children and Your Kid," "Children's Hospital Telethon," "Suffer the Little Children," "A Rock and a Hard Place," "Rap-Around," "The State of the Child," "Kidsfair," "Drugbusters," "Ski Race for Wednesday's Child" and "Walk 4 Wednesday's Child."

□

A regular feature on **wpvi-TV Philadelphia's** Action News has become a commonly used tool by the Philadelphia Police in closing cases left open by missing pieces of information. "Crimefighters" is the specialty of weekend anchor Rob Jennings. Police are able to collect data through the "Crimefighters" tip line, which viewers with knowledge of a particular crime reported on can call. Several murders and other cases have been solved as a direct result of the feature; the most recent was the murder of Israel Nuremberg, solved this past June after a tip on "Crimefighters." Jennings has been honored by the Philadelphia Police, the Fraternal Order of Police and the Citizens

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**Eligibility** The fellowships are designed primarily for journalists currently or about to be assigned to Washington by any regional or national newspaper, wire service, or radio or television station maintaining a bureau in Washington. Applicants' employers must endorse applications and affirm recipients will be permitted to attend all sessions.

**Selection** Fellowships will be awarded based on applicants' potential to provide superior coverage of locally oriented news in Washington for readers and audiences across the country.

**Schedule** Applications are due January 15, 1988 and recipients will be announced in February 1988. Classes start in April 1988.

**Location** Many of the sessions will be held at the National Press Club in the National Press Building at 14th and F Streets, N.W. Others will take place on Capitol Hill.

**Faculty** The associates who will teach the sessions include experienced Washington reporters, analysts and other Washington-based experts.

**Fees** The fellowships are tuition-free. Meals, and when applicable, transportation and lodging will be provided.

**Affiliation** The fellowships are an operating program of the Gannett Foundation of Rochester, N.Y., in cooperation with the National Press Foundation, and using the facilities of the National Press Club.

Additional information and application forms are available from:

**Paul Miller Washington Reporting Fellowships**

P.O. Box 12310, Arlington, VA 22209, Phone: (703) 284-6727

Crime Commission.

The 200th anniversary of the U.S. Constitution was celebrated by wpvi-TV with almost year-long coverage. On Sept. 17, Constitution Day, virtually every member of the news team took part in the nine-hour live telecast of the day's parade. In addition, a one-hour special plus expanded regular news coverage gave viewers a wrap-up of the day's events and live coverage of the lighting of a Philadelphia landmark, the Benjamin Franklin Bridge.

**Wcvb-TV Boston** wanted to take a new approach to the problem of drug abuse. It decided a movie format might be a way to tell people something they don't always want to hear. The result was an hour-long docudrama, *Secrets*, starring Barbara Feldon, Jon De Vries



and Christian Slater, that aired in prime time. *Secrets* was based on the true story of a Lexington, Mass., family whose son became addicted to drugs. Its airing was followed by a taped discussion between the actual family and Dr. Timothy Johnson, wcvb-TV's (and ABC's) medical editor. The program ended with an overview by Johnson of the drug problem in Massachusetts and across the country. The series initiated a public service campaign against illegal drugs called, "Don't Be Pushed." The campaign included prime time specials, news series and segments in news broadcasts.

Leona S. Morris is **wjz-TV Baltimore's** senior citizen correspondent. She got the job in February 1987 at age 72. A former faculty member and dean of student personnel at the Community College of Baltimore who had been retired for 13 years, Morris was hired by the station after a viewer wrote and convinced News Director Natalea Brown that Baltimore needed a reporter for that beat. The viewer recommended Morris who had been active for years in civic and community affairs as one of several candidates. In her segment, "The Years Ahead," Morris reports on issues of concern and interest to senior citizens ranging from stories about adult day care and senior olympics, to senior volunteers working with the Maryland State Police.

**WGN-TV Chicago's** special report, "AIDS: Chicago at Risk," focused on what it found to be a lack of state and city action to stop the spread of AIDS among IV drug users. Both the series and a half-hour special, *AIDS: Someone You Know*, were reported by anchor Pat Harvey. The reports also focused on the lack of ser-

VICES for people with AIDS and detailed the long-term costs of failing to provide home health care and other services.

**Kxly-TV Spokane, Wash.**, participated in the ABC/PBS Project Literacy campaign. Part of its involvement was a 60-minute program about illiteracy entitled "Can Johnny's Parents Read." A guest panel answered questions from a live audience, interspersed with several taped reports. The station produced a three-part series focusing on the scope of the problem, the options for solutions and the need for volunteer help, as well as three PSAs. Beyond programing, Kxly-TV was a participant in the Spokane Literacy task force and produced a video tape to be used to help screen and place reading tutors.

Noncommercial **wrvs(TV) Detroit**, along with **wdiv(TV)** there and a coalition of community groups, substance abuse professionals and student organizations, conducted a campaign to encourage teen-agers to make responsible choices about alcohol consumption, especially at graduation time. In that effort, the station produced a live, hour-long interactive program, *Project Graduation: The TV Rally*, linking schools throughout the metropolitan area for a discussion about what teen-agers can do to help prevent drunk driving. Three experts led groups of students in discussions of 1) myths teen-agers accept about drinking and driving, 2) the legal ramifications of drunk driving and 3) the tools they need to make responsible choices. Another component was a telephone survey.

Wrvs brought together people from three different locations via microwave and land lines for a 90-minute dialogue entitled *The People, Yes: America Unedited*. The program was a pilot for a possible national public television series. Monitors at each site kept the parties in touch with each other, with a moderator at the wrvs studios.

When a **Grand Rapids, Mich.**, police officer was killed in the line of duty, **wotv(TV)** joined with **wlaW-AM-FM** there to sponsor a radio "Requestathon" to raise scholarship money for criminal justice students in commemoration of local police officers who had died in the line of duty. Anchors and reporters joined with the DJ's on their air shifts to help solicit pledges over the four-day effort. With a goal of \$14,000, well over \$20,000 was raised.

Two year's ago, **wxex-TV Richmond, Va.**, began a program called "Just for Kids," designed to provide news of interest to children while also giving them a hand in the production of those stories. In cooperation with five area school districts, each Monday, an elementary age student reports a news feature about children, for children. The program has also provided the opportunity for students to produce half-hour back to school and Christmas specials.

To culminate a month long celebration of Memorial Day, which had included the airing of 10, 60-second vignettes, wxex-TV set up mem-

bers of its anchor team at a local hotel to give away 5,000 flags. So many people wanted them that an extra 7,000 had to be shipped in to meet the demand.

President Reagan presented **wrc-TV Washington** with the White House Presidential Award for Private Sector Initiatives for its "Beautiful Babies...Right From The Start" campaign. The \$3 million, 18-month campaign—in conjunction with the March of Dimes Birth Defects Foundation and Blue Cross and Blue Shield of the National Capital Area—was designed to attack the area's high infant mortality rates. Anchor and reporter, Barbara Harrison, whose own pregnancy was closely documented in many of the pieces, received a special citation from the United States Department of Health and Human Services as well as the Mother of the Year award presented by The District of Columbia Human Services Department.

In 1985 and 1986, almost 100 people died in accidents involving trucks in East Tennessee, many involving faulty equipment. **Wbia-TV Knoxville** decided to investigate truck safety. Reporter Tom Lee and photographer Daryl Debusk visited a truck inspection station; the results were startling. Some trucks were running with damaged tires, other with very little braking power. As a result of the three-part series, "Trouble with Trucks," authorities have toughened enforcement, decided to build more inspection stations and passed tougher legislation. The special was used on a *60 Minutes* broadcast and won a Tennessee Associated Press award.



KPNX-TV looks at a "crisis"

**KPNX-TV Mesa, Ariz.'s** Dave Marquis and Ed Oliver spent more than two months compiling information about Arizona's public education system. *Classroom Crisis*, a 30-minute special that KPNX-TV aired in prime time, detailed how continued decreases in the supply of money and manpower for Arizona public schools could have disastrous effects for the future. Marquis and Oliver traveled throughout Arizona examining rural and urban schools. The special has been nominated for several education awards.

Fewer students, fewer dollars. The solution seemed to be to close some schools. But which ones. **Kwwl-TV Waterloo, Iowa**, held a town meeting, "Our Classrooms in Crisis," to



discuss the emotional issue. The station broadcast from four locations. Some 25 panelists representing school boards, government, special interests and students were brought together to answer questions posed by the station reporters, a studio audience and viewers. Preproduced background reports helped stimulate discussion. Iowa governor Terry Branstad appeared via satellite from Des Moines. It takes nearly the entire KWWL-TV staff to fill production positions, host the live audiences in three locations and report from others. The remaining staff must produce a 10 p.m. newscast.

**KRON-TV San Francisco** launched an extensive campaign to increase its viewer's awareness of the need for organ donors for transplant surgery. The campaign, christened "Gift of Life," included treatment of the complex issues involved, plus public service announcements, brochures, bumper stickers and donor cards. Among the newscast features, by reporter Sylvia Chase, were ones on the poignant meeting between a transplant recipient and the donor's family, and a Lear jet ride with the Stanford Medical Center transplant team as they race to retrieve a donated heart.

In February 1987, **wisc-TV Madison, Wis.**, teamed up with the American Lung Association in a three-week campaign to help residents stop smoking. Promotional efforts for the campaign began in January, with five, 10-second video teasers with such catch-phrases as "kick the nic," "snuff the puff" and "pack it in." Those were followed a week later by 30-second spots introducing the upcoming series and recommending various locations for obtaining "stop smoking" guidebooks. In addition, 600 press releases were sent to area businesses, chambers of commerce and health organizations. To kick off the "Freedom From Smoking" series, an introductory segment was featured in the 6 p.m. news and the Sunday 10 p.m. The segments previewed 20 area residents whose progress would be monitored on-air throughout the 20-day assignment. The campaign aired on 20 consecutive days, with co-anchors Tedd O'Connell and John Karcher leading viewers through the ALA's self help manual, "Freedom From Smoking in 20 Days."

Through grants from local insurance companies, the self-help manuals were made available to viewers free. The ALA ran out of its 10,000 allotment of manuals, and area organizations requested copies of the series.

**WGGB-TV Springfield, Mass.**, presented a 21-day series in July, in cooperation with the Western Massachusetts Lung Association, the YMCA and a local health insurance provider, to help viewers stop smoking. Of the five people chosen to participate in the "Stop Smoking with Newswatch" campaign, four quit. In addition, thousands of *Freedom from Smoking* in 21 kits were distributed.

The station devoted its entire 5:30 p.m. newscast on Feb. 24 to an in-depth look at

AIDS. Elements included interviews with AIDS victims, a check-list presentation on what's known and not known about the disease, and guidelines on its prevention.

**WHOI-TV Creve Coeur, Ill.**, aired its first ever Inform-a-thon for the United Way. The Five-hour live special, "No One is Alone," informed viewers of the different community services provided by the United Way. Segments included in-studio and live-remote interviews with volunteers and professionals, and included questions phoned in by viewers. Three directors and two remote units to handle the broadcast.

The station also aired a 90-minute prime time special on heart attacks and a 60 minute special on teen-age suicides.



WHOI-TV's Inform-a-thon

**KCBS-TV Los Angeles** concedes that coverage of the passage of the Simpson-Mazzoli national immigration bill was difficult. Southern California has an estimated 1.5 million undocumented aliens and, according to the station, many local businesses and others employ them. Bringing the story to its viewers presented a challenge to KCBS-TV because it had to "explain complex laws to our audience, many of whom were wary of them and more of whom did not speak English fluently enough to comprehend thoroughly." One way KCBS-TV brought the news to its audience was by simulcasting the series in Spanish on KALJ(AM) Los Angeles, a Spanish-language station. One of its programs covering the bill provided a "clear, simple explanation of the requirements for qualification and the steps in application." The report also followed a family through the filing procedure and featured simple graphics. On hand for an interview was a commissioner from the Immigration and Naturalization Service, who fielded viewer calls. KCBS-TV also provided a hotline.

Project Lifesaver was a month-long statewide public service campaign to reduce traffic fatalities by changing driving behavior. **WCCO-TV Minneapolis** was convinced that journalists and the public had become complacent about traffic fatalities, comparing their coverage with the wall-to-wall stories on airline disasters. The station recruited other media organizations as sponsors in the project. The result was a cooperative effort among the station, WCCO(AM)-WLTE(FM) Radio, the St. Paul Pioneer Press and Dispatch, Rurh/Paragon Advertising and The

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St. Paul Companies insurance company.

In addition to playing a leadership role in organizing the effort, the station broadcast numerous special programs, including "Sudden Death," a 60 minute, prime time documentary investigating the fatalities in Minnesota over one spring weekend; "Minnesota Safety Test," a 30-minute prime time safety quiz; three 30-minute educational programs targeted at children; nightly reports on traffic safety issues; a 30-minute dramatic special showing how to prevent family and friends from driving drunk, and extensive PSAs.

The success of the project was due, in large part, to the accompanying community outreach program. Some 500,000 booklets were mailed to churches, schools, businesses and clubs, enlisting their support and presenting a detailed plan of action for educating people about safe driving. Five million pieces of support material—stickers, buttons, etc.—were distributed.

Results were dramatic, said the station. Almost 250,000 drivers "took the pledge" to wear seatbelts, not drink and drive and not speed. Seatbelt use during the campaign increased by 50% and the number of traffic fatalities declined.

Project Lifesaver won a national Emmy for PSAs and a Peabody award, among others.

□

"A Curable Cancer," was a month-long campaign promoting public awareness of colorectal cancer spearheaded by **WJAC-TV Johnstown, Pa.** Some 26,000 test kits were distributed. At least 10 cancers were discovered, plus 25 potential cancers. Station participation in the campaign (in cooperation with a local hospital and pharmacy) included PSAs, a series, news stories and live reports from kit distribution sites.

To report the accomplishments of area primary school students, the station airs a weekly 1½- to 2-minute feature on Super Students in its early morning weekday and Saturday evening newscasts. A student is featured who is exceptionally active in a leadership role in his or her school and community, or who has a special talent or hobby.

□

In a public service campaign to promote "Food for Families" during the Christmas season, **KTSP-TV Phoenix** and Smitty's grocery stores encouraged people to donate food to boxes set up in the stores. Each day, the station aired a story featuring either a charity worker or a family of food recipients. News talent appeared at various stores promoting the drive and PSAs were produced and aired. The drive raised 3,600 boxes of food, each box enough to feed a family of four for a week.

In a live, prime time special, **KTSP-TV** encouraged viewers to "Team Up Against Drugs." Deborah Pyburn-Brewer hosted the program, which featured a panel of community leaders that included governor Evan Mecham and police chief Ruben Ortega. The discussion included questions from the studio audience and viewers, who called in. A segment of the program was broadcast from the county jail, where viewers met a convicted drug trafficker. Community Information and Referral personnel were on the lines putting viewers in touch with agencies that could assist in drug abuse

problems or telling them how to volunteer their time to the cause.

In a campaign to promote reading in schools, **KTSP-TV** sportscaster J.D. Hayworth read classic children's books aloud to children at the local public library then discussed the books with them afterwards

□



KTAP-TV's Storyteller

**WVEC-TV Hampton, Va.**, is located in the "Navy" town of Norfolk, Va., and accordingly has a commitment to the military segment of its market. One example is *A Navy Christmas*, a one-hour special broadcast Christmas Eve and again on Christmas day. Reporters Joe Flanagan and John Wessling visited ships deployed to the Mediterranean to see how the military community shares the holiday with family spread across the globe. In preparation for their trip, Flanagan and Wessling assembled gifts and messages to deliver to the sailors.

□

In the fall of 1986, **WJLA-TV Washington** arranged a debate between senatorial candidates Barbara Mikulski and Linda Chavez, the first of only two participated in by the candidates. The live, prime time, hour-long special was moderated by anchor Renee Poussaint.

More than 50 members of the local and national press viewed the debate from an adjoining **WJLA-TV** studio. The debate was also selected by the United States Information Agency to show in Jakarta, Indonesia, as part of a program on the U.S. electoral system, including the role of the media in U.S. elections.

In June 1987, the station broadcast its sec-



WJLA's Renee Poussaint and Wes Sarginson

ond annual "Seven Salutes Seven Who Care" awards banquet, devoting an hour of prime time to recognize outstanding community service. Those honored included an 80-year-old arthritis victim who teaches self-help classes to sufferers of the ailment, and a founding volunteer of a local soup kitchen. Each of the recipients received a check for \$1,000 from

**WJLA-TV**, made out to his or her favorite charity.

The telecast was shot with five cameras involving a total of 22 technicians, two producers, one director, three stage managers and five reporters. In addition to the special, the station aired PSAs featuring each honoree.

□

**KICU-TV San Jose, Calif.**, devoted a month of time and resources to promoting community awareness of the growing problem of PCP use in the South Bay area. All editorials, PSAs and public affairs programming targeted the government and private resources available to treat and intervene in cases of PCP and other drug abuse.

A five-part series by reporter Robert Braunstein and ENG photographer-editor Ric Shiraki aired each evening on the 10 p.m. news. The series presented an overview of the problem, its effect on law enforcement officials, its impact on family members, treatment facilities and the government's approach to the problem.

An hour-long production, *Angel: Dust of Death*, featured questions posed by audience members and hosts to five different panels of pharmacological, psychological, law enforcement, legal and government representatives. Executive producers were Jan Hutchins and Roy Avila.

□

In February and March of 1987, **WFRV-TV Green Bay, Wis.**, presented *The Hidden Cancer*, a follow-up to the station's 1984 colorectal cancer screening program. The station aired two weeks of special reports with information on the nation's number-two killer among cancers. More than 62,000 test kits were picked up at area ShopKo pharmacies and later processed by volunteers at St. Vincent Hospital in Green Bay. **WFRV-TV** continued to air updates and follow-ups, as well as health and diet tips. Of the 794 positive test results, 34 were confirmed cases of cancer, with an additional 83 cases of polyps. The station estimated that at least 50 lives were saved by early detection through the campaign.

□

**KJRH(TV) Tulsa, Okla.**, and the American Heart Association conducted free "Heartcheck" cholesterol screening with area hospitals. Over 6,000 people were tested to see if they were at risk of heart disease. Before the screenings, the station ran a series on the risks of high cholesterol levels and what could be done to control them. During the screening, reporter Linda Goelzer reported live daily from each location.

**KJRH** and the Tulsa Community Food Bank teamed up for the second annual "Food for Families" food drive to collect nonperishable food for needy families in eastern Oklahoma. The drive wrapped up with a baseball game at which the admission was cans of food. Over 30,000 pounds of food was collected.

□

**WPLG(TV) Miami's** "Transplant" focused on the search for a new heart for Mark Frye, a 27-year-old South Florida man suffering from end-stage heart disease. It was an opportunity to



personalize and explain the process. The program spotlighted the number of people and talents necessary to engineer a successful transplant, the first in Florida in 20 years.

□

**WUHQ-TV Battle Creek, Mich.**, found its first foray into food drives rewarding. The project began with contacts made at over 100 schools. The station offered to showcase local youth as they competed to raise the largest amount of canned goods. Every school that collected food was allowed to send two students for an on-air appearance. The schools raising the most food were also the subject of special profiles. Staffers Trudy Yarnell and Amy O'Rourke helped coordinate the effort, which included schools, the station and various social service agencies. When the project was over, 25 tons of food had been collected and more than 100 students had appeared on the air. The drive won an award as one of the nation's top 100 private sector initiatives.

□

"4 the Family" was a year-long public service campaign by **wsmv(tv) Nashville**, designed to examine and celebrate the American family. A series of 31 PSAs intended to teach "basic values" to children were produced, and 11 syndicated "For Kid's Sake" spots were added. Later, a series of PSAs aimed at teen-agers was added. The news department produced 15 news series, a documentary and two specials on family-related problems: A four-part series, "Who's Paying the Price," talked about the problems of foster care; the station sent a news crew to accompany a family with five severely handicapped adopted children on a 2,500 mile vacation; that same week, on the 6 p.m. news, the station aired a series on handicapped children available for adoption—the state reported double the number of inquiries and applications for the children; "Kids in the Crossfire" was a four-part series on the impact of divorce on children of all ages, and there were also series on daycare, sex education, drug problems and teen suicide.

□

**Des Moines** area farmers were complaining about a landfill, saying that the run-off had contaminated a creek, which in turn had killed some cattle, and that the city was responsible. The city ran tests that showed no contamination, but the farmers were not convinced, and called for an independent test. **WHO-TV** took water samples and had them tested at a state lab. The results also revealed no contamination, and while some farmers continued to battle, the independent test helped assuage most and quiet the dispute. **WHO-TV** followed the story with a three-part series on groundwater testing, including information on where you can go to get water tested, the cost and related information.

□

Independent **WTTG(tv) Washington's Capital City Magazine** provided nightly commentaries on a variety of topics, including some from newswoman Nancy Dickerson. The commentaries won an award from the Associated Press Chesapeake Area Broadcasters Association.

To focus on stories more fully than is possible in a nightly newscast, **WTTG(tv) Washington** established **WTTG Reports**, a monthly half-hour program. The initial offering, "AIDS in Our Town, AIDS in Our Lives," looked at the moral and ethical dilemmas Washingtonians in all risk groups are facing.

"The Commuter Crunch" explored the problem of increasing highway congestion. By 2000, experts estimated, Washingtonians will be wasting some \$200 million yearly in lost productivity and time sitting in traffic. The program looked at the costs and consequences of the solutions to that problem.

□

Addressing the problems of the nation's fastest growing population—senior citizens—independent **kcop-TV Los Angeles**, presents the twice-weekly **Senior's Report with Doris Winkler**. Winkler, 66, is a former newspaper reporter who provides segments on issues facing senior citizens and the programs that exist to help them. Winkler's program attracts more mail than any other on the station.

**Sports Star of the Week** is produced and reported by sports anchor Mike Chamberlin. In a market dominated by professional and college sports teams, Chamberlin looks for the unsung sports heroes, both the inspiring and the off-beat. They have included handicapped athletes, a surfing champion and an 18-month-old baseball player. The program won a Golden Mike award from RTNDA of Los Angeles, and the Diamond award from the National Association of Local Sportscasters.

□

On the consumer assistance investigative beat for **wusa-TV Washington** is reporter Ellen Kingsley. Her week-long series, "Senior's Beware," featured a hotline over which senior citizens could voice their complaints, complemented by a pamphlet identifying common consumer frauds and listing support agencies. During the series, which identified various types of consumer rip-offs targeted to senior citizens, among the footage captured was some of a "questionable" door-to-door salesman and a high-pressure pitch for an adjustable bed.

Law enforcement agencies were alerted to the hazards associated with fingerprint powders by a Kingsley series that documented its potential cancer causing agents. The series also showed how flaws in federal and state laws kept police in the dark about the dangers.

□

In the fall of 1986, **wbay-TV Green Bay, Wis.**, joined with the Salvation Army and a local cleaners to launch "Operation Warmup." Weatherman George Graphos asked viewers to send in coats and warm clothing for the needy. The cleaners cleaned the garments and the Salvation Army distributed them. The goal was 3,500 pieces of clothing, the total came to more than 7,000.

□

**WMTV-TV Madison, Wis.**, consumer reporter Bob Richards received a Golden Gavel award from the State Bar Association for helping hun-

dreds of Wisconsin residents get their money back when Frontier Airlines declared bankruptcy.

□

"Sex is Serious, Think About It" was the headline for a series of broadcasts and programming on **kgw-TV Portland, Ore.**, dealing with teen-age sexual responsibility. The stationwide effort included a half-hour documentary that looked at three teen-age couples who were profoundly affected by unwanted pregnancies, and a half-hour "forum" program that brought a studio audience together to discuss the issue of making contraceptives available to high school students. In an editorial, the station advocated the creation of health centers in area high schools, and it produced 50 public service announcements and distributed 10,000 copies of a study guide to support the campaign.

The Oregon Health Division estimates that perhaps 20,000 residents have AIDS. Kgw-TV launched an effort to inform viewers about the disease. To that end, the station produced a documentary, **AIDS...Close to Home**, that introduced viewers to AIDS victims and high risk groups; 35 PSAs, and 50,000 informational brochures.

Each month, kgw-TV gives viewers the opportunity to ask questions of Oregon Governor



Neil Goldschmidt. Broadcast live the first Sunday of each month, **Ask the Governor** is simulcast on co-owned **KGW(AM)-KINK(FM)** Radio and offered to televisions statewide via satellite.

□

In September of this year, **WJAR-TV Providence, R.I.**, health reporter Cathy Ray reported a series on diabetes to kick-off the station's involvement with a diabetes screening program. The project was a joint effort of the station, CVS pharmacies, the R.I. Visiting Nurses Association, the American Diabetes Association and Ames Lab. More than 6,000 people have been screened for the disease as a result of the program.

"AIDS: Fact or Fiction," was a live one-hour studio special that included a panel of experts and a studio audience made up of clergymen, healthcare workers, educators, counselors and others. The panel also included an AIDS sufferer. In conjunction with the program, an informational pamphlet was published with thousands sent to schools, individuals and families.

□

For the second year in a row, **KCCI-TV Des Moines, Iowa**, used a series of reports on

heart disease to anchor a station promotion on cholesterol screening. Low cost cholesterol tests were made available through 30 hospitals and clinics in the viewing area. As a result of the promotion, 22,000 Iowans took the tests.

KCCI-TV invited Iowa's civic-minded organizations to improve their surroundings by joining "Project Mainstreet," a program that helped sponsor community projects and offered \$500 toward the task. The five winning communities were featured on the station's "Eye on Iowa" feature, with the checks presented live on camera. Four months later, the station did some follow-up visiting. The concept was developed by weather anchor Connie McBurney.

□

In conjunction with a local hospital and pharmacy chain, **WAVE-TV Louisville, Ky.**, sponsored colorectal cancer screening. Information about the disease was presented in daily news segments from health reporter Carol Grady, tests were available through local drug stores and the hospital evaluated the tests. Tens of thousands of tests were distributed.

In a news series, "Cheap Eats," reporter Melanie Bullard sought places where a family of four could eat for less than \$20, and compiled a printed list of all the restaurants that fit the bill.

□

**WMAQ-TV Chicago** conducted a month-long station project, "Your Golden Years," which saluted the "vitality" of older Americans. Included were reports in the 6 p.m. news on such topics as health, exercise, employment, entertainment and finances.

There were also two specials produced by the programming department: *Forever Young*, and *The Golden Years*, the latter featuring a studio audience of senior citizens addressing their concerns to a panel of experts.

□

**KTUL-TV Tulsa, Okla.**, anchor Charles Ely won a duPont Award for an investigative series entitled "Tulsa's Golden Missionary," a seven-month study by Ely and producer Jim Lyons that revealed misleading fund-raising claims, misuse of funds and broken promises by an international charity. KTUL-TV also took an in-depth look at a local mineral water that claimed to "super charge the immune system."

KTUL-TV carried out an eight-month campaign to educate its viewers about the Constitution. The effort included PSAs, news series (including live satellite reports from Philadelphia) and a weekly news feature.

□

**WTVT-TV Tampa, Fla.**, sponsored a free cholesterol screening at area malls. Thousand of people were examined and many learned that some treatment was necessary. The station also hired what it believes may be the only historian on staff at a broadcast station, who contributes weekly historical features to its newscasts. The station's senior spotlight focuses on issues and people important to the senior citizen population.

□

**WCBS-TV New York** described its "Project Youth" as "one of its most ambitious undertakings ever." It was an eight-week station campaign on issues and concerns of today's youth. There were three prime time, one-hour documentaries, a half-hour children's special, several 30-second spots, a half-hour documentary,



WCBS-TV: Fighting fire with field

weekly news reports, PSAs and editorials, a youth resource guide and a community service award.

Another public service campaign on WCBS-TV called "Get Out Alive," was a month-long informational campaign on fire prevention and safety. There was a 17-part series of news reports, editorials, PSAs, community outreach efforts and corporate tie-ins. The campaign was concurrent with National Fire Prevention Week. The reporter, senior health and science editor Dr. Frank Field, accompanied firefighters through burning buildings and later described to viewers "the horrifying reality of escaping a fire...the frightening sensation of being overcome by darkness, heat and smoke." By relaying this first-hand story, Field hoped to emphasize how "split-second, knowledgeable responses are crucial in escaping a fire."

□

**KSAT-TV San Antonio, Tex.**, co-sponsored a 10-day cholesterol awareness program that tested over 30,000 people. And for the third year in a row, it teamed up with the Salvation Army for "Share Your Holidays," an annual food drive to collect canned goods. A record 58 tons was collected.

□

**WAGA-TV Atlanta** presented a five-part series, "Grading Your Schools," on the 6 p.m. and 11 p.m. newscasts. The specials gave viewers information on how to judge the quality of their children's schooling. In conjunction with the program, station staffers, along with a group of parents, educators and educational experts, wrote a parent's guide, tens of thousands of which were distributed free as supplements in three local daily papers, as well as to every high school principal in Georgia. The response was so great that the station reprinted the booklet and distributed it through a local restaurant chain.

□

According to **WTVG-TV Toledo, Ohio**, it has begun the first regular series of news polls, print or broadcast, in its market. Using a local researcher, the station conducts a number of telephone news polls based on a sample size of 300 and with a statistical variance of plus or minus 5.7%. Polls have included gauging the approval rating of the mayor and city manager and sampling voter preference on candidates and issues. When a poll—such as the mayor's race—is conducted, both candidates are brought in live to respond as the results are revealed. Turn-around time on the polls is quick, according to the station. Usually a Monday-Wednesday polling can yield results by Friday.

□

In **West Monroe, La.**, many young people were unable to play baseball due to a shortage of fields. When baseball organizers wanted to remedy that, **KTVL-TV El Dorado, Ark.-Monroe, La.**, agreed to broadcast a live two-hour celebrity baseball game featuring on-air talent and community leaders. The public was encouraged to come to the game and participate in various other fund raising events. As a result, enough money was raised to supply additional baseball diamonds.

□

Each week, **WRAL-TV Raleigh, N.C.**, sports anchor Tom Suiter selects a high school athlete for an Extra Effort Award for that student's leadership and sports ability. On the academic side, throughout the school year, teachers and principals have the opportunity to nominate an outstanding student to receive an award for their scholastic achievement and leadership. From those nominations a committee of community leaders and educators choose a weekly winner to receive their Extra Achiever Award.

□

**WTTW-TV Chicago** airs a nightly news and public affairs program, *Chicago Tonight*, with John Calloway. On April 4, the show broke the story of Donald Rumsfeld's announcement that he would not be a candidate for president which came after several national commentators had considered him one of the major candidate possibilities.

□

**KXTV-TV Sacramento** offers its viewers a daily, five-minute medical feature, "Healthcast," with Gail Westrup, informs the community on local medical research, including progress on an AIDS vaccine, reports medical news from the state legislature and offers advice with tips for good health. The series also promotes community projects. A five-part series on "Mammography: The Picture that Could Save Your Life," prompted many to contact the Sacramento chapter of the American Cancer Society.

□

In April, **WTOV-TV Steubenville, Ohio**, began a five-month diabetes screening project. Each week, a testing site was established in a different town. The program generated more than 1,500 screenings.



# Local journalism: The cable connection



Sag Harbor coverage on News 12



News 12's satellite gear



Media General's "Fairfax Evening Report"

Among the leaders in local cable television news programming is **Long Island News 12**, the 24-hour news operation produced by **Cablevision Systems**. One of the organization's larger efforts this past year was its nonstop coverage of the Sag Harbor (N.Y.) Initiative: a group of writers, artists and academics who spent a weekend discussing the problems facing America.

News 12 provided live coverage for eight hours on Saturday, Oct. 10, and Sunday, Oct. 11, and incorporated material shot on Monday for a two-hour summary recap that evening. Each day's panel discussion lasted six hours, with the remaining two filled with interviews and other material. News 12 used a five-camera setup in the high school auditorium, where the event took place, and anchored the cablecast from an upstairs classroom. Coverage was fed back to the studio using a Ku-band satellite truck (another truck was present as a backup). Editors immediately began editing tape of the material for a two-hour wrap-up special.

In all, News 12 had 24 technicians and 10 editors-producers working on the project. The two-hour special was fed Monday afternoon (Oct. 12) to cable systems nationwide.

□

**Jones Intercable's** system serving the California communities of **Lancaster, Palmdale, Quartz Hill, Edwards and California City** has an ambitious news and information presence through its local origination channel. Its *High Desert Magazine* highlights the 56 hours of original programming the system has each month. *HDM* has done a number of news and feature stories on military aircraft housed at nearby bases, including NASA's X-wing airplane-helicopter, the B-1B bomber and the SR-71 reconnaissance plane.

The system also has spot news coverage capability and has covered, in the past year, the derailment of 60 oil tanker cars, the government's Daedalus human flight project, new F-15E tests conducted by McDonnell Douglas and the flight of the *Voyager*.

Jones has a morning talk show that features medical news and an evening talk show with a call-in segment that allows residents to speak with local elected officials.

□

**Cox Cable's Hampton Roads, Va.**, system is closely linked with the naval operations in the area and its community relations programming reflects that. The system is currently inaugurat-

ing *Sea Cadets*, highlighting individual cadets. The feature will be sent by the Navy to other naval outposts across the nation.

In the past year, Cox donated more than \$1 million in programming time to public service shows, including an ACE-award winning documentary on the tall ships that sailed through Norfolk, Va. Cox has produced 10 community forums in the past year, including one linking Norfolk State University, the Hampton Institute, the PTA and teacher groups. As part of the forum, a roundtable discussion on education was held at Norfolk State, which was followed by a question and answer session and a reception. Tapes of the program were made available to community groups.

During elections in Norfolk, Portsmouth and Virginia Beach, Cox donates five minutes of free air time to every qualified candidate, in addition to producing a "Meet the Candidate" forum before election day. The system also asks government officials to nominate residents who have made special contributions to the community. They are profiled in a half-hour program entitled *Great Citizens of Hampton Roads*.

□

**Cable TV North Central**, a subsidiary of **Hauser Communications in Roseville, Minn.**, undertook exhaustive coverage of a conference on "The Implications of Soviet New Thinking" in St. Paul last month. In all, 30 people worked on planning, filming and assembling 27 hours of conference footage from seven camera crews. The conference took place at three different sites in St. Paul and featured 200 diplomats, politicians, scholars and specialists discussing Soviet policy and East-West relations. The series of programs appeared on C-SPAN.

□

**ATC's** cable system in **Ithaca, N.Y.**, has an ambitious local news presence, which revolves around its weeknight half-hour news programs at 6 and 11 p.m. Among the spot news stories it has covered in the past year was a walkout at Cornell University. The sys-

tem covered rallies and pickets on campus and conducted a live interview with the union local president and Cornell's vice president of university relations. Other spot news coverage included protests on campus against South Africa and following up on two murders in the area. Because Ithaca has no commercial television stations, the system provides news footage to TV stations in Syracuse, Binghamton and Elmira, all New York.

The system filed a Freedom of Information Act request to uncover the sites the county was testing for a proposed landfill. Although the system's request was granted in the local courts, its plea was rejected at the state appellate level.

The system carries a weekly "Healthbeat" feature on Tuesday, which won the media award from the county medical society. On Wednesdays, the system carries an "Adopt a Pet" feature in conjunction with the local SPCA. And during the 11 p.m. news, the system runs a listing of community events.

□

**American Heritage Cablevision** is carving out a niche of coverage for **Council Bluffs, Iowa**, which rests in the shadow of the larger media in nearby Omaha. The ATC system, like its Ithaca, N.Y., counterpart, has a local news operation, running a half-hour weeknight newscast at 6:30 p.m. It plans to add a late-night newscast later this year.

In July, its first month on the air, the system broke a story about a local police officer who had been placed on leave after allegedly beating a man he arrested. The officer has since resigned. The operation also covers state news from the capital, Des Moines.

□

**Media General's Fairfax county, Va.**, system, in suburban Washington, had a major breaking news item on its local news show with the rupture of a gasoline pipe. Gas was sent spewing 100 feet into the air, covering nearby homes with thousands of gallons of the fuel. On its evening newscast, the system reported the incident and firefighters' successful attempts to control the potential disaster. The system continued follow-up coverage in the ensuing days, including live interviews during the newscasts. The system used its two-way feed on election night for live reports from campaign headquarters.

Its local newscast has been nominated for an ACE award for its news coverage each of the past two years.

## NAB suggests tax on sale of TV's, radios, VCR's

**Plan is presented in effort to prevent Congress from taxing sale of broadcast stations**

The National Association of Broadcasters, in a 14-page "white paper" sent to members of Congress last week, laid out its arguments for why Congress should consider taxing the sale of televisions, radios and VCR's rather than broadcast stations to raise money for public broadcasting.

In a cover letter, NAB President Eddie Fritts also suggested some ways the Senate Commerce Committee could raise additional revenues for the general treasury to help bring down the federal budget deficit: auction off certain nonbroadcast frequencies and impose a cellular radio application fee.

To the dismay of NAB and most commercial broadcasters, the Commerce Committee proposed last month a 2%-to-5% fee on the sale of broadcast stations to help reduce the federal budget deficit in the first two years of its existence and to fund public broadcasting thereafter (BROADCASTING, Oct. 26). The committee estimated that the fee would generate about \$340 million per year.

As part of its effort to derail the transfer fee, the NAB proposed two weeks ago a "modest" excise tax on televisions, radios and VCR's, the auction of nonbroadcast spectrum and the cellular application fees as alternatives. Only the excise tax would be used to fund public broadcasting; the others would be used only for deficit reduction. According to NAB's calculations, a 1½% tax of the sale of televisions, radios and VCR's would generate \$264 million in 1988, while a 2% tax would yield \$351 million. Over the next two years, it said, the spectrum auctions could raise \$800 million and the cellular application fees could generate \$88 million.

According to congressional aides, Fritts has already met with key supporters of the transfer fee in Congress—Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.)—but failed to persuade them to substitute the excise tax on consumer electronics for the fee. According to one aide, Fritts's initiative did yield a promise from Hollings not to oppose NAB's efforts to find congressional support for the excise tax.

The transfer fee "is a radical and totally unprecedented departure from long-established communications policies," the NAB said in the white paper. Funding public broadcasting through the tax would jeopardize "the essential freedom" of public broadcasters, it said. "The imposition of . . . [the tax] also has the danger of leading to a sig-

nificant alteration of commercial broadcasters public interest responsibility," it said. "Such major public policy changes deserve more than cavalier and cursory attention."

Congress and others who "have given thorough and serious consideration of appropriate methods to support public broadcasting have rejected any type of special or narrow tax," the white paper said. "The chief concern has consistently been that public broadcasting not draw on so few sources of support that its freedom from outside influence would be placed in jeopardy. . . . The consistent conclusion has been that revenues raised through general taxes, as opposed to special taxes on a small population or industry sector, must be the principal source of federal support."

The transfer fee constitutes a "significant change" in the traditional view that broadcasters "pay" for their licenses through their public service obligations, the NAB said. If Congress imposes the fee, "the licenses become more like private property without any of the attendant public interest duties, it said. "No one has considered this price—the elimination of the public interest standard which could ultimately accompany commercial broadcast financing of its noncommercial counterparts. Congress much give these issues serious consideration. It has given none."

In a prepared statement issued last week, Fritts suggested that broadcasters "pay" for their spectrum in another way—"by providing their product free to the public."

The transfer fee may strain the relationship between public broadcasters and their commercial "brethren," the NAB said. Commercial broadcasters have supported the fund-raising efforts of public broadcasters and provided them with free technical advice and tower facilities, it said. They have even "come to accept, even support, the concept of a federal subsidy for public broadcasters," it said. "The ultimate unfairness of the transfer tax is that it actually forces the commercial broadcasters to subsi-

dize their competition, a novel approach to public policymaking. . . . Clearly, the Commerce Committee has not considered the effect such a proposal will have on the continued spirit of cooperation between these two vitally related forms of broadcasting."

Given the NAB's argument against using "special taxes" to support public broadcasting, the NAB apparently does not see its proposed tax on consumer electronics as a "special tax."

In the white paper, the NAB asked Congress to consider the tax, noting that it is nothing new. Between 1950 and 1965, television sets were subject to a 10% excise tax, it said. And, it said, the Carnegie Commission on Educational Television, which set the ground work for public broadcasting in the late 1960's, recommended a manufacturer's 2% to 5% excise tax on televisions to support public broadcasting.

"The appeal of this proposal is that . . . the support would come from the intended beneficiaries of the system—the American viewing and listening public," the NAB said.

In the letter to Congress, NAB said application fees for the lotteries that will be used to grant cellular radio licenses in 438 markets over the next two years "would discourage the current abuses of . . . the lottery. . . by speculators, many of whom enter these lotteries with no intention of serving that market themselves."

If the lotteries for each market attract just 20 applications, the NAB said, a \$5,000 per-application fee could generate \$43.8 million. A \$10,000 fee could raise \$87.6 million, it said.

The NAB's proposal to auction spectrum would be similar to that proposed earlier by the FCC, but exempt more types of spectrum users. The NAB proposed exempting spectrum used for broadcasting, public safety, amateur radio and cellular radio.

If the 6 mhz of unassigned spectrum currently available were put on the auction block, the NAB said, the FCC could raise \$800 million over two years. □

**More on fairness.** In separate filings at the FCC, the National Association of Broadcasters and Radio-Television News Directors Association registered disagreement with the FCC's policy of continuing to investigate fairness doctrine complaints stemming from ballot issues. In a Sept. 22 letter to the House Energy and Commerce Committee, FCC Chairman Dennis Patrick reiterated FCC's narrow view of its Aug. 4 action eliminating the general fairness doctrine and Cullman doctrine in a case involving Meredith Corp.'s WTVH(TV) Syracuse. The Cullman doctrine, at issue in Meredith, obliged broadcasters to provide air time to opposing groups who want to respond to controversial advertising, but cannot afford it. Patrick told Congress the FCC intends to act on complaints "that do not clearly fall within the scope of the Meredith decision, including personal attack, political editorializing, Zapple and ballot issue cases." In an earlier joint filing, the NAB and RTNDA said the FCC's elimination of the general doctrine should encompass political editorializing and personal attack corollaries. In the last filings, they said it should also encompass ballot issues.



# Music licensing revisited by Senate

**Dispute over legislation that would change the way fees are collected is not likely to be resolved soon**

The ongoing feud between television broadcasters and music licensing societies resumed on Capitol Hill last week at a Senate subcommittee hearing. At the heart of their dispute is legislation (S. 698) that would substitute the current blanket license for the music rights to syndicated television programs with a source licensing scheme, something broadcasters favor. But judging from the testimony presented and the strong negative reaction the bill drew from some senators, any immediate resolution is not in the offing.

This is the first time Congress has revisited the issue since negotiations between the All-Industry TV Music License Committee and the American Society of Composers, Authors and Publishers collapsed (BROADCASTING, Oct. 5). Broadcasters have to obtain a blanket license for the music rights to a particular program regardless of whether they use all the songs or not. They pay a percentage of their gross revenues for the license. Under a source licensing scheme, they would pay one fee for both music rights and syndication rights.

The U.S. Register of Copyrights, Ralph Oman, came out against source licensing. The current system, "on balance seems to be the best," he told the subcommittee. "I am not saying it is a perfect system," said Oman, "it is just better than all the other alternatives." According to statistics provided by the licensing societies, Oman said, broadcasters spent approximately \$95 million in 1986 on music rights for syndicated programs.

The senators also heard an impassioned plea to disregard the legislation from composer Mike Post, whose work includes the theme songs from *L.A. Law*, *Magnum, P.I.* and *Hunter*. He predicted composers would lose out under source licensing. "When we lose, the public will also lose, because the real question raised by S. 698 is whether people can make a living composing music," Post said.

The music licensing societies' lobbying initiative against the bill included a meeting between country rock musician Charlie Daniels and the Copyright Subcommittee's chairman, Dennis DeConcini (D-Ariz.), in Phoenix on Nov. 8.

Despite weighty opposition to the legislation, broadcasters were heartened by DeConcini's remarks. DeConcini, while not predisposed to the legislation, appeared sympathetic to the claim of broadcasters that the blanket license is unfair. "I understand you are paying a lot for what you don't get," said DeConcini, adding that he is trying to "find some way to move to a more equitable" approach without destroying the composer's role in the process.

He suggested an alternative procedure to the blanket license, possibly something that would enable broadcasters to deduct from the blanket license a "credit" if they have



Arries



Oman



David



DeAngelis

negotiated separately for a per-program license with a composer.

The Arizona senator, nevertheless, was not advocating any quick action on the matter and said he would canvass subcommittee members as to what course to pursue next. His idea for a credit seemed to intrigue others like Senator Patrick Leahy (D-Vt.), who is undecided on the issue.

Still, Leahy took the broadcasters to task for a videotape presentation aired during their testimony. "I came here to hear people testify live, not [see] something aimed at 10-year-olds," said Leahy. The tape was prepared by the All-Industry TV Music License Committee and featured the group's chief arguments for the legislative reform. Committee Chairman Leslie Arries of WIVB-TV Buffalo, N.Y., narrated the piece and then followed with further remarks.

Leahy was unimpressed and he compared the tape to something designed for *Sesame Street*. Later, he asked the broadcasters if they viewed the tape as an opportunity to air the TV station logos from all the subcommittee members' hometowns. After the hearing, Arries defended the tape. He said broadcasters had a "great deal of information" to present and that "trying to do it orally would have taken 15 minutes."

As for DeConcini's suggestion for a credit, both sides appeared at a standoff over the proposal. Arries indicated broadcasters were open to any "reworking of the legislation." But he said they had explored the idea of a per-program license with ASCAP but to no avail. "ASCAP insisted that each station guarantee them 75% of what ASCAP now receives under the blanket license if as little as one note of ASCAP music was used in one month under a per-program license," Arries said.

ASCAP's Hal David told DeConcini he thought the per-program offer was the same as a credit or so-called carve out, and was a

"pretty terrific" offer. Broadcast Music Inc.'s Ed Cramer said he has indicated a willingness to negotiate a carve out as far back as 1981 but that broadcasters had not asked for one.

The bill's most vehement critics were subcommittee members Ted Kennedy (D-Mass.) and Orrin Hatch (R-Utah), who see no need for revising the current system. "Congress should not inject itself into the process," Kennedy said, noting that the matter is under court review and that the legislation's proponents have "failed to demonstrate the need for legislation."

A further castigation came from Senator Pete Wilson (R-Calif.), who testified before the subcommittee: "We in the Congress should no more be dictating the way that music rights are licensed than should we be telling Domino's how much to charge for delivering pizza."

The legislation's chief Senate proponent and its author, South Carolina Republican Strom Thurmond, said the bill protects composers and songwriters and enables them to collect payments for the residual use of their music. "I believe this change [it was not included in the previous version of the bill] will insure that the composer receives payment for his work," Thurmond said. The senator also underscored the inequity of the present system. He said Hollywood studios not only "receive payments from the broadcasters for the programming, they also receive a portion of the royalties collected by ASCAP and BMI," because of their ownership of music publishing companies.

The parties attempted to reach a compromise, but the TV committee discussions broke off because ASCAP was unwilling to meet broadcasters "even part way" on the matter. During the negotiations, Arries said the committee suggested a new formula "which would guarantee enough money to pay composers at current rates under a blanket license. Broadcasters insisted, however, that studio 'publishing' fees [currently 40%] and ASCAP administrative charges [currently almost 20%] be reduced. ASCAP balked and proposed an increase in all fees charged to broadcasters."

At the hearing Phoenix broadcasters Richard DeAngelis of KPHO-TV and C.E. (Pep) Cooney of KPNX-TV Phoenix urged a legislative solution. "What we are really asking for is structural reform," said Cooney. "The so-called rate court—which is supposed to rein in ASCAP's monopoly power—has never decided a case in 37 years of existence. The current proceeding, involving all local television stations, is already nearing the end of its third year and the 'trial' has not even begun," DeAngelis said.

Philip Lombardo, chairman of Citadel Communications, a broadcast-station group that includes WVNY-TV Burlington, Vt., also appeared before the senators. All broadcasters want, he emphasized, is the right to bargain and pay for the music rights. He said broadcasters need greater control over "where we put our total programming dollars to be better able to carry out our own creative

function.”

SESAC Chairman Alice Prager stated her organization's opposition to the bill. She called it “special interest” legislation benefiting only the broadcasters. The advertising industry also testified against the bill. William Cotton of the American Association of Advertising Agencies defended the current blanket licensing system and said the measure, if adopted, could cost advertisers who use music in many commercials, as much as \$150 million each year. The Association of National Advertisers' Robert Wehling said S. 698 would create an “administrative nightmare.” □

## Cable rights debated

**Three California court cases serve as nexus of panel discussion of First Amendment and cable, sponsored by ABA**

Cable television systems have an inherent “right to be,” said Harold Farrow, counsel for cable television systems fighting to establish that right in a number of court cases around the country. But communities that franchise cable systems have rights, too, said Larrine S. Holbrooke, counsel for cities that have tangled with cable systems in court. For his part, Steve Effros, president of the Community Antenna Television Association, was less categorical in his assessment of the rights involved; he said cable systems should be allowed to compete with other systems in a community—but, he wondered about the disadvantage he said an operating system would be under in competing with a newcomer whose way was paved by court decisions and who, therefore, did not carry the same regulatory baggage. That, he said, is “a legitimate public policy question.”

The three appeared on a panel sponsored last week by the American Bar Association's Cable Television Committee on court cases involving three California communities—Sacramento, Palo Alto and Santa Cruz—that raised questions concerning the First Amendment rights of cable television systems. Farrow, who represents the cable systems involved, said the cases grew out of the determination of cable television systems to increase rates in the face of opposition from the communities that franchised them. To Farrow, of Farrow, Schildhouse & Wilson, cable is “a member of the press” whose rates a city was barred by the First Amendment from controlling.

Farrow, who has been winning in early rounds of the California litigation, contends that while cable systems—like utilities that use a city's streets—are subject to the city's police powers, they enjoy the same First Amendment rights as the printed press. “They have a right to be.” And he predicted that most of the provisions of the Cable Communications Policy Act of 1984, which authorizes cities to impose various obligations on the cable systems it franchises—and to limit the number of franchises it issues—would, “sooner or later” be “ruled bad.” The act, he said, “was born sick.”

Holbrooke, a partner in Miller, Young & Holbrooke, said Farrow had made “an ar-

ticulate presentation of a radical point of view.” She said that in arguing for cable systems' “right to be,” Farrow had ignored the rights of speakers other than the cable system. In almost all cases, she said, franchising authorities provide for public, governmental and educational access channels. And cable regulation, she said, “is not a novel idea”—it has evolved over a period of years, beginning with the FCC and continuing through the Cable Act of 1984. She expressed confidence that, “ultimately,” the Supreme Court “will understand there are good reasons” that cable franchising has developed as it has—that city councils “have not gone off on a frolic.” As for the Cable Act, she described it “as the best accommodation” of all concerned, including the cable industry.

Effros, appeared to side with Farrow in the debate with Holbrooke. He said, for instance, the federal and state governments had been “arrogant” in fashioning regulations for cable in its early days, at a time when they could not foresee how it would develop over the next 15 years.

But Effros was not prepared to support Farrow's position without reservation. For the regulations that have long been in place have created a fact Effros said should not be ignored in discussions of First Amendment rights. The fact, he said, is that systems that “agreed to play by the rules” and that paid substantial sums of money to build could be confronted with competition from systems that might not be obligated to play by the same rules and that could build systems for

much less money. For instance, if the courts were to accept Farrow's arguments, “overbuilding” systems would not be required to provide universal service; they might be free to serve only specific “pockets” of a community. (He said those who think of overbuilding in terms of political subdivisions are mistaken.) “How do you deal with that problem?” he asked.

Effros, incidentally, was less ideological than Farrow in his discussion of the First Amendment. “The First Amendment argument,” he said, “is a mechanism to get cable recognized as a medium, not just a technology.”

Farrow did not try to paper over the problems the approach he is championing would create for the cable industry. “If you want to unload regulations, you have to accept the concept of competition, not just from off-air television and SMATV's, but other cable systems,” he said. “Sometimes that's scary. It's more scary when you bought a system for \$2,500 per subscriber and someone comes in to build a system for \$600 per subscriber. But that's a business risk”—one worth taking, Farrow said. He said the economic model that will emerge for cable is that of the print press. And “the electronic press,” he added, “will be the better for it.”

Holbrooke saw things differently. She agreed that cable has First Amendment rights. But where among the various media, print and electronic, does cable fit in? she asked. “Cable,” she said, “is a technology in search of its First Amendment jurisprudence.” □

## FCC's Dennis favors structural regulation

FCC Commissioner Patricia Dennis, in a speech to a group of New York lawyers, said structural regulations, rather than content regulations, were the appropriate way to “diffuse” the power of broadcasters.

“Structural regulation of broadcasting's power is most evident in the ownership rules—attribution, one-to-a-market, duopoly, crossownership and national multiple ownership,” Dennis said in a speech to the New York chapter of the Federal Communications Bar Association. “These rules provide the mechanism for the commission to diffuse [broadcasting's] power, yet they are a mechanism that is consistent with the print model of the First Amendment. . . . The inherent power of broadcasting. . . does not give the government the right to regulate content.”

Since 1963, a majority of Americans have reported that television is their main source of news and information, she said. “We are,

unfortunately, not a nation of readers,” she said. “It is much easier to listen and watch. . . . This makes it all the more important for the commission to diffuse the power of broadcasters by restricting concentrated ownership, particularly at the local level,” she said.

Dennis said she does not advocate absolute adherence to the ownership restrictions, however. “I recognize that there are economies of scale that favor multiple ownership in television,” she said. “I also recognize that there are certain markets in which it is economically infeasible to require separate ownership of all outlets.”

Structural regulations promote programing diversity, Dennis said. “I will be interested. . . in our rulemaking on syndicated exclusivity to see if its reimposition could promote diversity.” Would reimposition “tend to make the cable operator diversify his programing?” she asked. □

**Revising FCC's cross-ownership rule.** The Freedom of Expression Foundation, a group backed by major broadcasters and newspaper publishers and dedicated to advancing the First Amendment rights of mass media, has asked the FCC to repeal or “substantially revise” its rule barring ownership of a newspaper and a broadcast station in the same market. FEF said the original justification for the crossownership rule—the lack of diversity in mass media and improbability of further proliferation of new stations—no longer holds true. “Since the rules necessarily impinge on both the broadcaster's and newspaper owner's freedom of expression, the absence today of any substantial governmental interest makes the rules constitutionally suspect.” The rule is now doing more harm than good to public interest, the FEF said. The rule has also contributed to a steady decline in a number of daily newspapers, it said, adding that repeal of the rule would result in more broadcast stations with improved programing.



## NBC eliminates its Enterprises division

### Businesses divided among NBC-TV and corporate communications

NBC last week dissolved its Enterprises division for the second time since the 1970's, dispersing the operation's diverse businesses to executives at NBC television network and corporate communications.

Among those absorbing Enterprises' responsibilities are NBC-TV's senior vice president of sales, Robert Blackmore; executive vice president of business affairs, John Agoglia; vice president for policy and planning, George J. Hiltzik, and vice president for finance and administration, David Bivins, along with the West Coast's vice president of corporate and media relations, Jay Michelis.

In a related move, NBC offered long-time sales executive Joseph Iaricci a newly created position as NBC vice president of national and international networking after a number of his responsibilities were absorbed by a new department, NBC-TV network operations and services, to be headed by Hiltzik.

Iaricci, who has been with NBC for more than 44 years and vice president of sales and administration for the last 19, had not at press time last week accepted the new post, which would include responsibilities for special network events including its coverage of the 1988 summer Olympics, the 1988 political campaigns, and for contacts with overseas clients seeking expertise in building commercial television networks.

Also last week, Hiltzik appointed a half-dozen executives to a new network operations and services department, created to coordinate on-air operations for NBC-TV and to oversee all commercial inventory, station clearances and system procedures for NBC-TV sales, affiliate relations and enterprises.

NBC Enterprises' reorganization was precipitated in early October by the announced departure of President Jerome Wexler. Wexler told BROADCASTING he expects to retire from the network at the end of the year after what he called a "very happy association" with the company, the last part of which was spent at the head of a division reformed in 1980 by ex-NBC Entertainment head, Mike Weinblatt, after it first went defunct in the 1970's.

Among Enterprises' businesses were the marketing of NBC programming to broadcasters internationally, and to cable, satellite, home video and institutional markets here and abroad, as well as the licensing of the company logo and the running of an NBC merchandise business.

As part of the reorganization, NBC promoted to executive vice president, 35-year NBC veteran Blackmore, who will add international program sales to his responsibilities



Blackmore



Agoglia



Hiltzik



Iaricci

as head of NBC-TV commercial sales. Reporting to Blackmore will be Enterprises' Mike Perez, continuing as vice president in charge of international program sales for NBC Entertainment, New and Sports.

Taking on foreign marketing responsibilities for NBC Productions' programs will be business affairs executive vice president, Agoglia, a former CBS Entertainment executive, currently in charge of Productions' domestic sales.

Bivins, NBC-TV vice president of finance and administration, will add financial and administrative support for international sales, merchandising and royalty income to his duties while Enterprises' guest relations and studio tours operations will go to Michelis on the West Coast. (Network studio tours resumed in New York last Thursday, Nov. 12, after a four-month hiatus during the re-

cently ended technicians strike.)

Blackmore, Hiltzik and Bivins will continue to report to NBC-TV President Pierson Mapes. Agoglia will continue to report to Group Executive vice president, Ray Timothy, and Michelis to corporate and media relations vice president, Betty Hudson.

Appointed last week to the new network operations and services department by Hiltzik were former Enterprises vice presidents, Richard Brescia and Susan Becket, named vice president of enterprises and vice president of business affairs, respectively. From NBC-TV's sales/affiliate services, Ric Quackenboss was named vice president of operations and Jean Dietze was named vice president of TV network services. Vic Pisani was named director of sales contract administration, and Lucy Roadarmel was named director of business systems. □

## Viacom shows \$38 million loss in third quarter

**Company's acquisition expenses contribute to loss revenue, operating cash flow up with largest gain coming from cable systems, broadcasting**

Viacom, citing expenses related to its acquisition last June by National Amusements' subsidiary, Arsenal holdings, last week reported a \$38-million third quarter loss, bringing deficits for the year to nearly \$88 million. Revenue and operating cash flow, however, were up, with the strongest gains in the company's cable systems and broadcasting operations.

The communications and entertainment company, which also has holdings in cable programming and TV syndication, reported consolidated revenue up 10% to \$257 million over the same period last year, with operating cash flow (defined as earnings from operations plus depreciation and amortization) up 25% to \$64 million. Nine-month cash flow was up 23% to \$181 million.

But Viacom's three-month net interest expense was nearly \$69 million, triple last year's \$23 million. Quarterly expenses to-

taled \$227 million, including \$34 million in depreciation and amortization, leaving the company's earnings well off last year's \$3.4-million gain.

Net interest expense for the first nine months of the year was \$126 million, up from \$54 million in 1986's first three quarters. Nine-month depreciation and amortization was up 39% to \$80 million, with year-to-date expenses totaling \$645 million on revenues of \$745 million (first quarter expenses included a \$48.5-million payment for the termination of a failed management leveraged buyout of the company).

The company's entertainment division showed the biggest jump in profitability for the quarter, still without registering syndication sales for *The Cosby Show* that are predicted to ultimately top \$700 million in cash and barter. Entertainment earnings were up 16% to \$8 million on 23% higher revenues of \$23 million. Operating cash flow for the period was up 26% to \$9 million.

Viacom's cable networks, including MTV, Showtime/The Movie Channel and Lifetime, reported 13% higher earnings of almost \$12 million for the quarter, with op-

crating income up 21% to more than \$22 million. But revenue for the group was flat at \$133 million, and for 1987 is up only 1% to \$388 million.

The company said revenue for the pay service Showtime/TMC were flat as well for the year despite an increase in subscribers since the end of 1986.

Broadcasting earnings were well down at \$7 million, 14% lower than last year's third quarter, although the company said both local and national sales were higher and operating margins improved. Revenues were up 11% to \$31 million, with operating cash flow up 19% to \$13 million.

Cable television revenues were up 23% to

\$71 million for the quarter, boosted by the acquisition of Pierce county, Wash., cable systems in September 1986, Viacom said. Earnings for the quarter were off 3% to some \$11 million, but cable operating cash flow was up 27% to \$27 million and earnings for the year-to-date were also up 27% to \$41 million. □

## Approval seen for Cablevision deal

### Adams-Russell cable systems to be acquired for \$475 million

The \$475 million acquisition of cable operator Adams-Russell Co. by Cablevision Systems is expected to clear its last major hurdle at a special Adams-Russell shareholder meeting in Boston this Friday, Nov. 20.

Stockholders at the meeting are expected to cast the necessary two-thirds vote to approve Cablevision's cash bid of \$43.075 per share. The bid, which was submitted last July (BROADCASTING, July 27), has already been approved by Adams-Russell's board of directors. The needed clearances have also been given by federal agencies and state cable authorities, although the latter is contingent on final approval from remaining municipalities served by Adams-Russell. A Cablevision representative said the deal is expected to be completed by early December.

Adams-Russell was essentially an electronics manufacturer until it entered the cable television business in 1969. The company decided to sell its cable operations last June after several interests, including cable operator Continental Cablevision, investment company Gabelli Group and Telecable Corp. had accumulated large shareholder

positions in the company, threatening a hostile takeover.

Gabelli's stake currently exceeds two million shares, or 30% of the outstanding shares, while Continental's holdings grew to more than 1.3 million shares, or 19.6%, after it purchased Telecable's 710,000 shares earlier this year.

According to David McLachlan, Adams-Russell vice president of finance, Continental plans to vote its shares for the merger and




Gabelli has indicated it will also do the same.

The offer calls for Cablevision, the nation's 15th largest multiple system operator, to pay \$294.5 million for approximately 6.8 million outstanding common shares of Adams-Russell (excluding interest if paid under certain circumstances), plus additional liabilities.

Financing for the acquisition will be handled mainly through General Electric Credit

Corp., which will arrange a 10-year, \$285 million loan and raise \$20 million through the issuance of preferred stock to a GE Credit subsidiary.

Cablevision will provide \$40 million in equity and Kidder, Peabody and Co. will raise the remaining \$125 million through the private placement of senior subordinated notes and through a revolving credit facility.

The 17 Adams-Russell cable systems serve approximately 232,000 subscribers. They include six systems in Massachusetts, six in New York, two in Maine and one each in Arkansas, Illinois and Missouri.

The company's most recent acquisitions include the Rockford, Ill., cable system purchased in September for \$89 million plus the assumption of \$752,000 in liabilities, and the Windsor, N.Y., system purchased in September for \$7.5 million cash.

Adams-Russell's pro forma net sales (net sales which also factor in recent acquisitions) for the nine months ending last June 28 were \$46 million, with operating income at \$3.8 million, and losses from continuing operations at \$3.6 million, due largely to \$10.3 million in net interest expenses for the period.

The company's pro forma long-term liabilities (which also factor in recent acquisitions) are \$164.8 million, plus current liabilities of \$15.8 million, against total assets of \$166 million.

Cablevision owns cable systems with 591,000 subscribers in New York, New Jersey, Connecticut, Michigan and Ohio. It also has controlling interest in Rainbow Program Enterprises, which provides program services including four Sportschannel regional cable sports networks in New York, Boston, Philadelphia and Chicago, and Long Island News 12. It also has interests in cable entertainment channels, American Movie Classics and Bravo.

Among the fees included in the merger deal are a \$3.2 million financial advisory service payment to Goldman Sachs, and more than \$4 million in severance payments to Adams-Russell executives who are leaving after the merger.

A-R Chief Executive Officer John Lynch will receive \$2.27 million, President Neil McHugh will get \$579,000, Vice President McLachlan will receive \$405,000 and five other vice presidents will receive payments totaling nearly \$1 million. McHugh will continue in his current post for one year following the merger, and Lynch and McLachlan have agreed to noncompeting consulting arrangements.

A-R stock, which was as high as \$41.75 on Oct. 15, prior to the current stock market slide, closed last Wednesday at \$39.50. □

### Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS
Cosmos Broadcasting	Third	\$24,100	(13)	\$1,500	0	
Infinity Broadcasting	Third	\$22,199	88	\$1,112	234	\$0.12
Jacor	Third	\$11,986	83	(\$525)	NM	(\$0.08)
Jefferson-Pilot	Third	\$28,681	28	\$1,510	(17)	
Tri-Star	Second	\$113,036	32	\$14,866	20	\$0.03

**Cosmos** is broadcasting operation of Liberty Corp. ■ **Infinity Broadcasting's** earnings from broadcasting (operating income before depreciation, amortization and corporate expenses) were up 222% to \$10.5 million for quarter. Higher revenue and earnings were due, company said, to improved results at New York, Philadelphia, San Jose and Boston FM's, as well as to addition of Dallas AM-FM combination purchased last July and FM's acquired fourth quarter, 1986, in Los Angeles, Washington and Tampa, Fla. On pro forma basis, stations owned before acquisitions had 21% higher revenue and 74% higher earnings. Net financing expense for quarter tripled to \$4.5 million due to additional borrowings for acquisitions. Station operating expenses were up 37%. ■ **Jacor** attributed net loss to \$3.7 million in depreciation, amortization and interest expenses associated with acquisitions of Republic Broadcasting in December 1986 and of KOA(AM)-KOAQ(FM) Denver last August. Broadcast cash flow (profit before depreciation, amortization, corporate and interest expenses and income tax) was up 63% to \$4 million for quarter, while station operating expenses doubled to more than \$8 million. ■ **Jefferson-Pilot** figures refer to communications subsidiary. Insurance and media company said broadcasting operations "were affected by relatively soft advertising trends [and] highly competitive conditions in several of our radio markets also had to be addressed with increased promotional efforts." ■ **Tri-Star Pictures** reported quarterly television earnings of \$1.3 million on revenue of \$8.7 million, primarily from licensing of acquired product to syndication market. Company said its six-month motion picture earnings also include \$13.4 million from "modification of CBS license agreement resulting in CBS's relinquishment of future network television rights."



## TCI adds Tempo

**Giant MSO buys small cable programmer/operator; deal combines two TVRO package operators**

The board of Tempo Enterprises last week approved an \$8-per-share, \$46-million buyout offer of the company by Tele-Communications Inc. Among other properties, it gives the largest cable multiple system operator a cable programming service, Tempo Television, and a TVRO packager, Tempo Development Corp., which had been a competitor to TCI's Netlink TVRO operation. The purchase is expected to close next year.

The deal involves an exchange of stock—TCI's Class A common valued at \$21 per share with Tempo's stock, valued at \$8 per share. Tempo shareholders have the options of taking the cash price or converting their shares to TCI stock at a ratio of 2.625 to 1. There are 5,700,000 Tempo shares outstanding, 2,937,097 of them owned by Ed Taylor and his family. Taylor is founder and chairman of Tempo Enterprises.

A TCI spokesman said the purchase was driven primarily by the cable entities Tempo owns and also that the company fits well with TCI. Details on what TCI may do with the programming service, or the two TVRO services, have not been decided.

Tempo is in the process of altering the thrust of its cable programming service, targeting to an audience that is over 45. The service had been talking to cable operators

about taking an equity interest in the service before the TCI deal materialized. The service reaches some 12.5 million homes and its principal programming is supplied by advertisers that buy blocks of time on the service. Tempo is turning the service into a more standard advertising-supported service akin to other basic cable networks, and hopes to have most of the shift completed by Jan. 1.

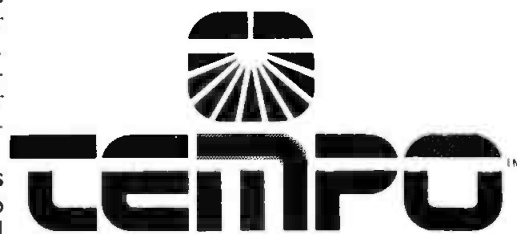
Tempo is the common carrier for superstation WTBS, and it was unclear how last week's purchase would affect that relationship. The FCC has a prohibition against superstations distributing their own programming, which was why Tempo came into existence in 1976, to distribute WTBS, under the name Southern Satellite Systems. TCI owns approximately 10.1% of TBS.

Both companies have set up operations to market cable programming services to back-

plans. It has a one-stop program ordering service whereby TVRO owners can call a toll-free number and order services directly. They are billed on a yearly basis, anywhere from \$11 to \$49, depending on the number of services ordered. Presently, WTBS, WWOR-TV New York, USA Network and CBN are available. Tempo hopes to eventually have 10 services to offer for \$99 per year.

Tempo is also offering through cable operators three SatPak packages, which are different combinations of both pay and basic cable programming services. They include the four services in the one-stop plan, plus CNN, Headline News, Showtime, HBO, ESPN, Cinemax and The Movie Channel. To date, Tempo has 40,000 subscribers. "The vast majority" are from the one-stop service, says Tempo Development President Marty Lafferty, "but the mix is going to change." He said the figures are three times ahead of the projected sales pace, with Tempo seeing about 1,000 orders per day.

"Our goal is to run the very best telemarketing service in the business," says Lafferty, and it is that expertise that he believes fits well with Netlink's service. There may be a natural division of labor, said Lafferty, with Netlink working on the front end with cable operators to sign subscribers, while Tempo handles the back-office chores. "We've offered to take the terminals off their hands," said Lafferty, in referring to the ordering process. That would work, he said, "if they accept the fact that there are two marketing roles." The two services could also remain as is, he said, with reciprocal rights being traded between the two. Laf-



yard earth stations. Tempo Development began a market test of its operation in Atlanta in September, but rolled out the service nationally after TCI announced its own TVRO plans through Netlink.

There are two parts to Tempo's TVRO

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## CASH PRIZES AND TROPHIES WILL BE AWARDED

ferty was not sure exactly how things would shake out. "We'll see who does what best," he said.

Netlink began taking orders earlier this month and plans to begin authorizations for its TVRO service on Dec. 1. Dish owners will pay less than \$16 per month for the basic package and less than \$9 per month for pay services. The final pricing is to be deter-

mined by the local cable operator.

In addition, Tempo owns 17 cable systems which serve 16,000 subscribers in three states—Texas, Oklahoma and Arkansas. Tempo owns WIHT(TV) Ann Arbor, Mich.; WTPO(AM) Conyers, Ga., and 50% of KGCT-TV Tulsa, Okla. The television stations had previously been STV outlets. TCI officials were studying whether there were any cross-

ownership problems with the purchase and indicated it would keep the cable systems if problems arose.

Tempo Enterprises is also the parent company of Tempo Sound, which distributes a package of commercial-free audio services, and Tempo Text, which distributes data services. Communications Equity Associates represented Tempo in the transaction. □

## Seminar focuses on station sales

### Stock market crash affects junk bond market as financing for transactions

The recent approval of the Storer-Gillett sale, the new tax laws and the stock market crash have focused new attention and concern on station sales.

At a seminar sponsored by the Federal Communications Bar Association and the American Bar Association's forum committee on communications law, Roy Stewart, chief of the FCC's Mass Media Bureau's video services division, said the commission has developed new priorities in examining transfer applications, focusing more on ownership structure and less on financial ascertainment. Steve Rattner, managing director of Morgan Stanley & Co. reflected that view for station financing, saying that lending institutions will be more careful with their loans, after black Monday. He declared the junk bond market dead, and equity financing seriously wounded by the crash.

The sessions on "Communications Practice: The Transaction Side," were among the most well-attended in the series of seminars held at the Washington Marriott hotel.

At the opening session, Stewart and Joel Rosenbloom of Wilmer, Cutler & Pickering discussed the Communications Act and the FCC rules that pertain to station sales.

"Sales used to be clouded with questions about the buyer's qualifications, cash flow and the station's viability," Stewart said. "Now the certification for financing reduces the amount of time we spend on sales, and I think that's a good idea because now the banks or the seller polices the ability of the buyer to pay notes."

Stewart said that with the elimination of programing ascertainment requirements, the FCC asks only for an acknowledgment that the station will deal with community issues. According to Stewart, the time saved on dealing with programing ascertainment now is spent on the more complicated ownership structures in today's media companies. "We have a new concept," he said. "It used to be a corporation, now it's a limited partnership, with tiers and layers, or it's a corporation where the controlling stockholder is a limited partnership, which in turn has limited partners and so on.

"We have a much more difficult time following the transactions in terms of the ownership patterns," he said.

Rosenbloom, who outlined basic commission rules governing transactions, asked Stewart whether the commission compares buyers' and sellers' merits in approving a sale, since the law on this matter is uncertain.

Stewart said that while the FCC does not

generally compare buyers and sellers, it does so in isolated cases, when there may be a public interest conflict. As one example, he cited a buyer who recently acquired a small suburban full-service network station with the intention of turning it into a satellite of its own urban station (the FCC found no loss of service).

In the case of programing, however, Stewart said "we got out of the format business. The commission feels that in most matters the public should be left to decide."

Clark Wadlow, of Schnader, Harrison, Segal & Lewis, described FCC policy regarding ownership principles and tax certificates, and changes being made in those rules. Wadlow said the FCC is seeking diversity of ownership to promote economic competition and stimulate competition in the "marketplace of ideas."

Some FCC rules are being reexamined, such as the duopoly rules, which prevent an owner from holding two stations whose service contours overlap. The FCC is considering modifying those rules to allow station ownership with greater overlap, permitting co-owned stations to operate closer to one another, so long as they are not serving the same market.

Wadlow also said the FCC is considering changes to the one-to-a-market rule—that prevents ownership of radio stations and television stations in the same market—to allow certain radio-TV crossownerships.

Current FCC rules also permit distress sales to encourage minority ownership. An owner in trouble could sell his station to a minority-controlled buyer (50% ownership, or in the case of partnerships, a minority

general partner with voting control and 20% stock ownership) for 75% of its fair market value. The FCC also offers a tax certificate to owners selling to minorities. A seller can defer tax liabilities until he repurchases another station. "The commission used the tax certificate as a carrot to bring in minority ownership," Wadlow said. The FCC is reexamining its minority policies and has temporarily stayed the distress sale policy, but the tax certificate policy remains in effect.

The tax certificate rule came under scrutiny recently in Tampa, Fla., when Gaylord Broadcasting sold its TV station, WTVT(TV), to a partnership of Clarence McKee and Gillett Broadcasting. McKee holds an option to sell after two years.

The commission recently decided that the sale met the requirements and approved it. When asked about the decision, Wadlow said he felt the sale was "pushing it" a little. "I fully expect the option [McKee's] will be exercised and Gillett will own the station. I was a little surprised the commission approved it," he said.

Arthur Goodkind of Koteen & Naftalin talked about the attribution rules and alien ownership. The commission defines attributable interests as those involving direct ownership and general partners, and in corporations, ownership interests of over 5% (10% in mutual funds). When there is a single owner of more than 50% of the stock, no minority interest is considered attributable. Additionally, no nonvoting stock is attributable. Nor are warrants or options to buy stock attributable until they are exercised. In limited partnerships that meet rigorous standards of noninvolvement, ownership interests are also not attributable.

In the Gillett-Storer decision, Goodkind said the FCC imposed such stringent conditions that few other owners would attempt a move. "Most stations are basically small businesses that require hands-on management and most people cannot accept total lack of control of their investments," he said.

Goodkind also said that alien ownership standards fall under stricter rules, with nonvoting stock being attributable. He noted that the commission enforced the alien ownership rules when it required Rupert Murdoch to become a U.S. citizen before he could purchase Metromedia.

Closing the first session was a debate on FCC takeover policy between former FCC Commissioner Steven Sharp, of Skadden, Arps, Slate, Maegher & Flom, and Henry Geller, former FCC general counsel and director of the Washington Center for Public Policy Research. The session was moderated by Richard Wiley of Wiley & Rein.

Geller said the FCC's takeover policy sub-



Wiley (l) and Geller



Sitrick (l) and Rattner



verted the public interest considerations of the Communications Act by clearing the way for the sale of stations to "traffickers" who had no interest in running them.

Sharp felt the takeover policy was consistent with the act and clearly balanced public interest concerns with the practical considerations of a modern business environment.

At the second session, the focus was on business issues that affect the sale of communications properties. Brian Johnson of Pierson, Ball & Dowd, who talked about drafting sales agreements, pointed out special areas of concern for both buyers and sellers. He underscored the need for proper warranties for performance, an adequate deposit for the sale (typically 5%), provisions requiring FCC approval, landlord and network agreements and an understanding of local laws and covenants. Johnson also recommended an as-built survey of station property and suggested an outside appraisal of the station.

Noting that many lawsuits have been filed over the interpretation of letters of intent, he

underscored the need to draft these letters carefully.

Brokers and investment bankers are on the front lines of station sales and work with the nuts and bolts of negotiations. Joe Sitrick of Blackburn & Co., and Steve Rattner, managing director of Morgan Stanley, offered their views on financing and appraising a sale.

Sitrick explained the process of appraising by pointing out the various components making up the value of station. They include the quality of the technical facilities, power, antenna and physical plant, and a comparison with competitors' facilities. An appraiser should also check whether the facilities can be upgraded.

The market is also a vital consideration, especially for television and independent televisions, including the number of UHF and VHF stations and whether there is enough product to support the station and the cost of programing. Sitrick said that high program costs have destroyed many independent TV stations. And he noted that poor product cannot draw the audience neces-

sary to support the station.

Another key to determining a station's value is amount of advertising revenue available in the market. Other factors that need to be considered include: the health of the market (prices are currently depressed in oil belt stations); the state of the economy, especially interest rates, and pending legislation such as the proposed transfer tax (see page 130).

Rattner, speaking for the investment side, divided his comments into two parts: before the crash and after. Previously, he said, there had been a "straight-line" improvement in the types and amounts of financing available, with banks being especially aggressive in communications.

Communications properties have drawn the attention of financiers for their increasing cash flows, high resale and a liquid market for resale. The most dramatic change was the rise of the junk bond market, which Rattner said has played a major role in the rise of prices.

That rise has been accompanied by a need for increased equity that Rattner said had generated the growth of private equity pools, like ML Media Partners, private capital pools, like TA Associates and Boston Ventures, and broader pools that operate beyond the communications industry, such as KKR.

According to Rattner, the crash changed that picture. Banks have not pulled back because they are well secured in their loans, but the junk bond market is essentially closed. Equity investors remain a question. With the market down 30%, Rattner said equity investors are having a hard time being convinced that a station or cable system should be bought for a certain multiple of cash flow, when the stock can be purchased for a much lower rate.

Rattner predicted a downward trend in prices and some retrenching as certain sales have been put on hold, cancelled or renegotiated. He said the current situation involves a return to more normal methods of financing with investors being more selective. The days of financing almost any media sale with little or no equity are "behind us," Rattner said.

The final participant in the conference was Karl Kellar, of Jones, Day, Reavis & Pogue, who spoke on the changes in tax law and their effect on sales. Kellar said the new tax laws have created changes in the nature of ownership, from traditional corporations, which are treated as separate taxable entities to flow-through corporations.

Traditional corporations first pay taxes on earnings and when disbursements are made to stockholders, shareholders must pay tax on the income, essentially being taxed twice. Many media firms are moving quickly to become flow-through corporations where earnings go directly to the shareholder, avoiding the double tax.

Kellar said stock and asset sales are important considerations to the parties in a sale, since they pertain directly to the amount of depreciation and other tax shelters available.

The participants presented papers on their topics which the FCBA has compiled into a book: *Communications Practice, the Transactional Side*. □

## Bottom Line

**Anti-takeover measure.** United Cable Television board moved at Nov. 6 meeting to thwart potential hostile takeovers, two weeks after proposed merger with United Artists was called off in wake of stock market crash and protests from major shareholders over deal's terms (BROADCASTING, Oct. 26). Board called for distribution of preferred stock purchase rights to common stock shareholders which would allow half-price purchase of United shares or shares of acquiring company under hostile takeover situations. Company said distribution, scheduled for next Dec. 1, was not in response to specific takeover attempt. Rights expire June 20, 1994.

□

**Merger monitor.** Giant Group and affiliates including Barris Industries have taken 9.8% stake in Media General, although Media General's leading shareholders say they would be able to frustrate takeover attempt. Giant Group reported it had acquired 2.711 million shares of Class A common stock as "investment," but might seek control of communications company through exchange offer, tender offer, merger or proxy contest. Media General Chairman D. Tennant Bryan and Vice Chairman J. Stewart Bryan said in a prepared statement, however, they elect 70% of the company's directors through their 70% share of Class B stock and earlier this year had consolidated their shares into trust protect against "any unwanted outside purchases." ■ U.K. TV company Carlton Communications has agreed to buy Zenith Productions for approximately \$42 million. Zenith, subsidiary of Britain's Central Independent Television, has produced TV movies aired on U.S. cable TV, including *Intimate Contact* and *Sobibor*, as well as theatrical releases such as John Huston's last film "The Dead." ■ Satellite services provider IDB Communications Group has reached approximately \$2 million agreement to acquire International Relay Inc., provider of international digital business services by satellite. IDB completed \$17.8 million public offering in mid-September.

□

**Reorganizing.** Independent UHF KPDX, Vancouver, Wash., has filed for reorganization under Chapter 11 federal bankruptcy laws and said it expects soon to reach terms of agreement with its major creditors. Company incurred \$25-million film debt, with MCA biggest creditor, along with Embassy, Paramount, 20th-Century Fox and Columbia, according to Vancouver attorney for Jack Matranga, owner and general manager of four-year-old Portland market station.

□

**Investigation ended.** Louis T. Hagopian, chairman of N Wayer, informed agency employees in memo that U.S. Attorney's office for Southern District of New York has ended its investigation of agency in connection with its handling of U.S. Army account. Investigation lasted four-and-half years and resulted in one conviction. Jack Bidus pleaded guilty in 1986 to accepting kickbacks from supplier of recruiting films. He received \$50 fine and one year's probation.

□

**Underwriting.** Dow Jones & Co. will issue \$100-million nonredeemable five-year notes through underwriting group headed by New York-based investment bank Goldman Sachs. Notes will carry 9.25% coupon and will be sold at \$99.875 to yield 9.28%.

# NBMC: Facing the challenges

## Group's annual meeting focuses on minority preference, First Amendment issue, radio syndication and obtaining first radio station

The National Black Media Coalition's 14th annual conference—Nov. 3-7 in Washington—provided a forum for networking, idea sharing and learning for more than 3,000 media professionals, government officials and students.

Among the topics: acquiring the first radio stations, syndication in radio programming, minority preference update and the media and the First Amendment.

Benjamin Hooks, former FCC commissioner (1972-77) and executive director of the National Association for the Advancement of Colored People, disagrees with people who say that conditions have not changed much for blacks in the past 40 years. "When you deny change, and when you deny progress, then it means that there is no more incentive to keep fighting," said Hooks. As an example of progress within the industry, Hooks said that from 1934 to 1972, the FCC approved only 13 applications for black radio station ownership, as compared to the current total of about 140.

Hooks was one of several keynote speakers. One of the others, Clarence V. McKee, chairman and chief executive officer, WTVT-TV Tampa, Fla., detailed his efforts in improving community relations since taking over the CBS affiliate in the 14th ranked market. McKee emphasized that the spirit of minority ownership is to make an impact, both within the station and the community. Since taking over, McKee has been essential in effecting changes in both. He hired a black female reporter; prior to the acquisition, the station had no black, on-air reporters. He also hired Cloe Cabrera, the current Miss Florida/USA (the first black to hold that title), to host a weekly fashion and cosmetics feature.

Within the community, McKee has worked with Tampa Mayor Sandra Freedman and a coalition of black and white business and community leaders to improve race relations there. At Freedman's request, he was recently the keynote speaker at a seminar in Tampa on the subject.

WTVT-TV was acquired for about \$365 million, the third largest TV deal in history. The acquisition has caused controversy because it was McKee's partner, George Gillett, who provided the money for the purchase.

### Obtaining first radio station

"How to obtain other people's money: A practical guide to buying your first radio station," moderated by Erwin Krasnow, partner in the Washington law firm of Verner, Liipfert, Bernhard, McPherson & Hand, was a discussion of the hurdles and pitfalls that prospective radio owners must overcome.

Glenn Mahone, president of Raco-Jon Broadcasting Corp., cautioned future owners that "unless they had the capital to obtain at least 51% control of a station, they will

wind up with a job, not a station." Mahone went on to say it is essential for future owners to have some base-line expertise or someone on board who does. Panelist Chesley Maddox, vice president Ameritrust Co. of Ohio, emphasized the importance of experience in ownership. "Management experience in a single owner or depth of management experience in group ownership is the most heavily weighted criteria when applying for a loan," said Maddox. Also, she said, it is better for buyers to acquire established stations.

### Radio syndication

"It is the responsibility of the syndicator to be sensitive to the needs of the programmer," said syndicator Lee Bailey, president and executive producer of Radioscope. "My job is to confront the problems of radio programmers and find solutions," said Bailey. One of those problems is knowing what program will work for a particular station. According to Carol Cruckshank, manager of affiliate relations, MJI Broadcasting of New York, a syndicator should examine a station's needs for the market and format. After a programmer chooses a program, the syndicator can then tailor or personalize that program for the station. One way of personalizing a program is to leave space within a feature for a station to give its call letters. This localizes the national program for local listeners.

According to Barry Mayo, vice president and general manager of WRKS-FM New York, many large market stations are hesitant about carrying syndicated programs because they are then obligated to relinquish 'spots' to the syndicator. Traditionally, many of these programs are aired on a barter basis, which require the station to air six to eight minutes of national commercials. Mayo says he is "unwilling to give up inventory for a less than exceptional product."

To make their show more attractive and marketable, according to Mayo, "some syndicators, to gain an edge, are offering money to radio stations to run their show." Stations are more inclined to carry a show that has been cleared in other markets.

### Minority preference

Minority preference policies and ways to strengthen those policies were discussed at

length. If minority preference is to work, said Vince Pepper, Pepper & Corazzini, it is essential that the ownership is "reflected in the operation of the station and in the community involvement." Pepper questions the value of having a minority owner who is qualified and has the money to buy a station, but never visits the station and has no involvement in the community. As a positive example, Pepper cited McKee, the owner of WTVT-TV, for the impact he has made at the station and within the community.

The distress sale policy was characterized as a penalty rather than a benefit. Many distress sale stations are someone's "headache" in an unattractive market, said Pepper. An owner of one these stations might be able to make an impact on the community with better programming, but that owner will seldom be able to make a profit. "And why shouldn't a black or any minority owner be compensated for their efforts?", questioned Pepper.

### First Amendment

The media and the First Amendment session quickly turned into a discussion of the value of the fairness doctrine and whether it is a benefit or hindrance for broadcasters and the public.

The argument of a market versus government regulated media arose when Pete O'Connell, attorney and president of the Federal Communications Bar Association, said the system works because the people make their displeasure known to the media and the media responds to it. O'Connell said the question is who should decide the outcome of disagreements between the public and the purveyors of information, and whether those questions should be settled through appointed government officials or through the normal "ebb and flow of conflict between the people who are putting up those messages and the people who are ultimately paying to hear them."

The argument against O'Connell's point was that the media is unresponsive to the public and the public does not have access to the media, especially the electronic media. The point was made that print media is more accessible to the public with its op/ed pages. Further, when TV stations do present public opinion programming, it is usually during late night or early morning time periods. □



L to r: Sidney Miurr, publisher, 'Black Radio Exclusive'; Henry Brown, Anheuser-Busch; Edward Fritts, president, National Association of Broadcasters and Benjamin Hooks, NAACP.



# Stock Index

	Closing Wed Nov 11	Closing Wed Nov 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC . . .	312 3/4	327 3/4	- 15	-04.57	21	5,056
N (CBS) CBS . . . . .	165 1/4	171 1/2	- 6 1/4	-03.64	10	3,899
A (CCU) Clear Channel . . . . .	11	11 1/2	- 1/2	-04.34	21	35
O (INFTA) Infinity Broadcasting	16 3/4	16 3/4		00.00	-128	140
O (JCOR) Jacor Commun. . . . .	5 3/8	5 3/4	- 3/8	-06.52	30	30
O (LINB) LIN . . . . .	38 3/4	40 1/8	- 1 3/8	-03.42	20	2,077
O (MALR) Malrite . . . . .	6 1/2	7 1/4	- 3/4	-10.34	-9	88
O (MALRA) Malrite 'A' . . . . .	6 1/4	7	- 3/4	-10.71	-8	85
O (OBCCC) Olympic Broadcast	4	4		00.00		10
O (OSBN) Osborn Commun. . . . .	4 3/4	5 1/4	- 1/2	-09.52	-4	19
O (OCOMA) Outlet Commun. . . . .	8 1/4	9 1/4	- 1	-10.81		54
A (PR) Price Commun. . . . .	8 3/8	11	- 2 5/8	-23.86	-4	72
O (SCRIP) Scripps Howard . . . . .	76	74	2	02.70	25	784
O (SUNN) SunGroup Inc. . . . .	1 1/2	1 1/2		00.00	-2	3
O (TLMD) Telemundo . . . . .	5 1/2	5 1/2		00.00	-1	31
O (TVXG) TVX Broadcast . . . . .	5	5		00.00	-3	29
O (UTVI) United Television . . . . .	21	19 1/2	1 1/2	07.69	35	230

	Closing Wed Nov 11	Closing Wed Nov 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo . . . . .	50	49 1/8	7/8	01.78	16	538
A (AAR) Adams Russell . . . . .	39 1/2	39	1/2	01.28	658	263
O (ASTV) Amer. Comm. & TV	3/32	3/32		00.00		7
N (AFL) American Family . . . . .	12 1/8	13	- 7/8	-06.73	11	976
O (ACCMA) Assoc. Commun. . . . .	25	25		00.00		238
O (BMAC) Bus. Men's Assur. . . . .	35 5/8	33	2 5/8	07.95	-14	373
N (CCN) Chris-Craft . . . . .	15	16 1/8	- 1 1/8	-06.97	17	302
N (DNCB) Dun & Bradstreet. . . . .	48 1/4	50 3/4	- 2 1/2	-04.92	20	7,336
O (DUCO) Durham Corp. . . . .	23	21 1/4	1 3/4	08.23	13	196
N (GCI) Gannett Co. . . . .	36	36 3/8	- 3/8	-01.03	19	5,817
N (GY) GenCorp . . . . .	69 3/4	69 1/2	1/4	00.35	12	1,558
O (GCOM) Gray Commun. . . . .	153	153		00.00	26	76
N (JP) Jefferson-Pilot . . . . .	31	30 3/4	1/4	00.81	11	1,245
N (KRI) Knight-Ridder . . . . .	38 1/8	39 3/4	- 1 5/8	-04.08	15	2,187
N (LEE) Lee Enterprises . . . . .	25 1/4	24 1/8	1 1/8	04.66	15	628
N (LC) Liberty . . . . .	33 3/4	34 1/4	- 1/2	-01.45	12	322
N (MHP) McGraw-Hill . . . . .	53 3/4	55	- 1 1/4	-02.27	17	2,716
A (MEGA) Media General . . . . .	31	30 1/8	7/8	02.90	45	874
N (MDP) Meredith Corp. . . . .	27 3/4	29 1/2	- 1 3/4	-05.93	15	532
O (MMEDC) Multimedia . . . . .	45	45		00.00	4500	495
A (NYTA) New York Times . . . . .	29	30 1/4	- 1 1/4	-04.13	16	2,375
O (NWS) News Corp. Ltd. . . . .	13 1/2	14 3/4	- 1 1/4	-08.47	8	1,711
O (PARC) Park Commun. . . . .	25 1/4	26 1/2	- 1 1/4	-04.71	22	348
O (PLTZ) Pulitzer Publishing. . . . .	32 1/2	33	- 1/2	-01.51	26	340
N (REL) Reliance Group Hold. . . . .	6	6 1/8	- 1/8	-02.04	6	450
O (RTRS) Reuters Ltd. . . . .	51 3/4	49 5/8	2 1/8	04.28	24	21,483
T (SKHQ) Seikirk . . . . .	21 1/4	21	1/4	01.19	46	172
O (STAUF) Stauffer Commun. . . . .	135	156	- 21	-13.46	22	135
A (TO) Tech/Ops Inc. . . . .	25 1/2	25 1/4	1/4	00.99	10	55
N (TMC) Times Mirror . . . . .	71 3/4	74 1/4	- 2 1/2	-03.36	14	4,628
O (TMCI) TM Communications . . . . .	1 1/4	1 3/8	- 1/8	-09.09	6	9
O (TPCC) TPC Commun. . . . .	1/4	1/4		00.00		2
N (TRB) Tribune . . . . .	35 3/8	33 5/8	1 3/4	05.20	13	2,787
A (TBSA) Turner Bcstg. 'A' . . . . .	10	9 3/4	1/4	02.56	-1	217
A (TBSB) Turner Bcstg. 'B' . . . . .	8 1/2	8 1/4	1/4	03.03	-1	185
A (WPOB) Washington Post . . . . .	188	189	- 1	-00.52	20	2,414

	Closing Wed Nov 11	Closing Wed Nov 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (SP) Aaron Spelling Prod. . . . .	5	5 1/2	- 1/2	-09.09	4	92
O (ALLT) All American TV . . . . .	1 3/8	1 1/8	- 1/4	-22.22	1	1
O (BRRS) Barris Indus. . . . .	7	7 1/8	- 1/8	-01.75	3	62
N (KO) Coca-Cola . . . . .	38 1/4	40	- 1 3/4	-04.37	14	14,458
A (CLR) Color Systems . . . . .	3 1/2	3 5/8	- 1/8	-03.44	-2	17
O (CAVN) CVN Cos. . . . .	10 1/8	10 3/8	- 1/4	-02.40	-30	184
A (DEG) De Laurentiis Ent. . . . .	2 1/4	2 3/4	- 1/2	-18.18	-1	25
O (dcp) dck clark prod. . . . .	4	4 1/4	- 1/4	-05.88	10	33
N (DIS) Disney . . . . .	51 1/4	52	- 3/4	-01.44	18	6,732
N (DJ) Dow Jones & Co. . . . .	32 7/8	34 1/2	- 1 5/8	-04.71	16	3,183
O (EM) Entertainment Mktg . . . . .	4	4		00.00	13	49
O (FNNI) Financial News . . . . .	6 1/8	6 1/2	- 3/8	-05.76	38	71
A (FE) Fries Entertain. . . . .	2 5/8	2 5/8		00.00	11	13
N (GW) Gulf + Western . . . . .	66	69 5/8	- 3 5/8	-05.20	15	4,010
O (HRSI) Hal Roach . . . . .	5	4 1/4	3/4	17.64	-11	34
A (HHH) Heritage Entertain. . . . .	3 1/4	3 1/8	1/8	04.00	3	14
A (HSN) Home Shopping Net. . . . .	6 1/4	6 1/2	- 1/4	-03.84	17	537
N (KWP) King World . . . . .	16 1/4	17 1/8	- 7/8	-05.10	16	486
O (LAUR) Laurel Entertainment	1 1/2	1 3/8	- 1/8	-09.09	3	3
A (LT) Lorimar-Telepictures . . . . .	8 5/8	9	- 3/8	-04.16	-6	394
N (MCA) MCA . . . . .	36 1/2	39	- 2 1/2	-06.41	17	2,773
N (MGM) MGM/UA Commun. . . . .	6 3/8	6 3/4	- 3/8	-05.55	-8	318
A (NHI) Nelson Holdings . . . . .	7/8	1 1/8	- 1/4	-22.22	-8	23
A (NWE) New World Enter. . . . .	4	4 3/8	- 3/8	-08.57	3	43

	Closing Wed Nov 11	Closing Wed Nov 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
N (OPC) Orion Pictures . . . . .	8 3/8	8 3/4	- 3/8	-04.28	13	144
O (MOVE) Peregrine Entertain. . . . .	3	3		00.00	-100	7
N (PLA) Playboy Ent. . . . .	11 1/8	10 3/4	3/8	03.48	-7	104
O (QVCN) QVC Network . . . . .	6 1/2	6 1/2		00.00		42
O (RVCC) Reeves Commun. . . . .	6 1/2	5 1/8	1 3/8	26.82	650	81
O (RPICA) Republic Pic. 'A' . . . . .	5	4 1/2	1/2	11.11	55	21
O (RPICB) Republic Pic. 'B' . . . . .	6 1/2	6 1/2		00.00	46	4
A (RHI) Robert Halmi . . . . .	1 7/8	1 5/8	1/4	15.38	7	41
O (SMNI) Sat. Music Net. . . . .	1 7/8	1 7/8		00.00	-46	16
O (TRSP) Tri-Star Pictures . . . . .	10 1/2	9 3/4	3/4	07.69	19	323
N (WCI) Warner . . . . .	26 1/2	26 3/4	- 1/4	-00.93	16	3,314
O (WWT) Western World TV . . . . .	1 1/2	1 1/2		00.00	3	
O (WONE) Westwood One . . . . .	15 3/4	17 1/2	- 1 3/4	-10.00	21	195

	Closing Wed Nov 11	Closing Wed Nov 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O (BSIM) Burnup & Sims . . . . .	7 1/4	6 5/8	5/8	09.43	14	115
O (CVSI) Compact Video . . . . .	2 1/2	2 1/2		00.00	-2	16
N (CQ) Comsat . . . . .	26 3/8	25	1 3/8	05.50	-10	483
N (FCB) Foote Cone & B. . . . .	43 3/4	42 1/2	1 1/4	02.94	13	182
O (GREY) Grey Advertising . . . . .	101	105	- 4	-03.80	15	122
O (IDBX) IDB Communications . . . . .	8 1/4	9 1/4	- 1	-10.81	33	33
N (IPG) Interpublic Group . . . . .	28 5/8	26	2 5/8	10.09	14	635
A (MOV) MovieLab . . . . .	6 3/4	6 3/4		00.00		11
O (OGLI) Ogilvy Group . . . . .	23 1/2	23 1/4	1/4	01.07	12	324
O (OMCM) Omnicom Group . . . . .	17 5/8	16 1/2	1 1/8	06.81	-80	432
O (SACHY) Saatchi & Saatchi . . . . .	18 1/2	18 3/4	- 1/4	-01.33	9	2,695
O (TLMT) Telemation . . . . .	1 3/4	2 1/2	- 3/4	-30.00	7	8
A (TPO) TEMPO Enterprises . . . . .	7 1/4	4 7/8	2 3/8	48.71	24	41
A (UNV) Unitel Video . . . . .	8 3/4	8 1/2	1/4	02.94	13	19

	Closing Wed Nov 11	Closing Wed Nov 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A (ATN) Acton Corp. . . . .	12 1/8	13	- 7/8	-06.73		14
A (ACN) American Cable. . . . .	40 1/4	39 1/2	- 3/4	-01.89	-78	378
O (ATCMA) Amer. TV & Comm. . . . .	21 7/8	22 1/4	- 3/8	-01.68	84	2,393
A (CBCS) Cablevision Sys. 'A' . . . . .	21 3/8	19 1/2	1 7/8	09.61	-36	449
N (CNT) Centel Corp. . . . .	37 5/8	36	1 5/8	04.51	14	1,090
O (CCCO) Century Commun. . . . .	14 1/2	12 1/2	2	16.00	1450	419
O (CMCSA) Comcast . . . . .	19 1/4	18 7/8	3/8	01.98	-87	798
O (ESSXA) Essex Commun. . . . .	16 3/4	14 3/4	2	13.55	-38	62
A (FAL) Falcon Cable Systems . . . . .	16 1/8	16 5/8	- 1/2	-03.00	-50	103
O (JOIN) Jones Intercable . . . . .	9 1/2	9 7/8	- 3/8	-03.79	29	121
T (MHRP) Maclean Hunter 'X' . . . . .	17 7/8	17 3/4	1/8	00.70	24	658
O (RCCA) Rogers Cable A. . . . .	18	19	- 1	-05.26	92	
O (TCAT) TCA Cable TV . . . . .	22 3/4	22 1/4	1/2	02.24	46	246
O (TCOMA) Tele-Commun. . . . .	21	20 3/8	5/8	03.06	34	3,047
N (TL) Time Inc. . . . .	79 3/4	81	- 1 1/4	-01.54	12	4,734
O (UACI) United Art. Commun. . . . .	19 3/4	19	3/4	03.94	164	811
N (UCT) United Cable TV . . . . .	22 1/2	22	1/2	02.27	-375	850
N (VIA) Viacom . . . . .	16 1/4	14 3/4	1 1/2	10.16		866
N (WU) Western Union . . . . .	2 5/8	2 3/8	1/4	10.52		64

	Closing Wed Nov 11	Closing Wed Nov 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N (MMM) 3M . . . . .	56 3/8	60 1/8	- 3 3/4	-06.23	15	12,909
O (AMCI) AM Communications . . . . .	7/16	1/2	- 1/16	-12.50		1
N (ARV) Arvin Industries . . . . .	17 3/8	19	- 1 5/8	-08.55	6	324
O (CCBL) C-Cor Electronics . . . . .	6	5 3/4	1/4	04.34	16	12
O (CATV) Cable TV Indus. . . . .	1 5/8	1 1/2	1/8	08.33	-10	4
A (CEC) Cetec . . . . .	5	5		00.00	166	9
N (CHY) Chyron . . . . .	4 7/8	4 3/4	1/8	02.63	18	49
A (CXC) CMX Corp. . . . .	1 1/8	1 1/8		00.00	16	7
A (COH) Cohu . . . . .	6 1/2	6 7/8	- 3/8	-05.45	15	11
N (EK) Eastman Kodak . . . . .	48 3/8	50 5/8	- 2 1/4	-04.44	12	10,929
N (GRL) Gen. Instrument . . . . .	24 1/2	26 3/4	- 2 1/4	-08.41	-10	

# RIDING GAIN

## O N R A D I O

### Oldies action

Two major FM stations in Philadelphia switched to the oldies format within 12 hours of each other last week.

CBS-owned WCAU-FM dropped its six year-old contemporary hits format, making it the second CBS outlet to switch to oldies in a month. In October, WMRQ(FM) Boston went from soft album-rock to oldies under the new calls of WODS ("Riding Gain," Oct. 19).

Last Monday evening (Nov. 9) at 7 p.m. NYT WCAU-FM became "Oldies 98," playing the rock hits of the mid-1950's through the 1970's. The station will shortly change its calls to WOGL following FCC authorization.

The format move to oldies is a way to insure the attraction of the 25-54 adult demographic (the most sought-after age group by advertisers) for the future, said Nancy Widmann, CBS Owned Radio Station vice president. "This is the music of memories for today's adults," added Vince Benedict, WCAU-FM vice president and general man-

ager. There were no staff changes due to the format switch, Benedict said.

According to the summer 1987 Arbitron report for Philadelphia, the station had slipped in 12-plus metro share, Monday through Sunday, 6 a.m.-midnight. WCAU-FM posted a 3.4 in the summer book—down from 4.7 in summer 1986 and 4.3 in spring 1987. Although the station's 12-plus share dropped considerably this summer, Benedict said CBS had been contemplating a move toward oldies in Philadelphia before the book was even released. "This is the most successful year, financially, in the history of WCAU-FM," said Benedict. "We went oldies because we wanted to attract a demographic that has more [sales] opportunities," he said. "Every radio format has a life cycle." WCAU's switch to oldies leaves WEGX(FM) programming contemporary hits in Philadelphia.

The format execution of the Boston and Philadelphia oldies stations will closely follow that of CBS's longtime oldies station in

New York, WCBS-FM, which has consistently garnered good numbers with persons 25-54. The station has been programming oldies for more than 15 years. Joe McCoy, the station's program director, is consulting both properties.

The day after WCAU-FM's switch Outlet Communications' Philadelphia album-rocker, WIOQ-FM, also changed to oldies. Starting Tuesday, Nov. 10, at 6 a.m. it began billing itself as "Solid Gold 102." WCAU's format shift apparently took WIOQ officials by surprise.

"The oldies format had been in the planning stages for six months," said Joseph Chairs, WIOQ-FM vice president and general manager, and head of Outlet Communications' radio group. "Our research showed a large void in the market for [rock 'n' roll] oldies," Chairs said.

Prior to the launch of the oldies format over WCAU-FM and WIOQ-FM, there was no continuous FM oldies outlet in the market, although there are at least two Philadelphia AM stations with the format.

With the oldies format, Chairs hopes to bolster his station's ratings, which, he said, have been "sagging." WIOQ-FM finished with a 2.3 12-plus metro share in the summer Arbitron book, Monday through Sunday, 6 a.m.-midnight—the same share as in the spring report, but down from 2.9 from the winter.

WIOQ had been programming album-rock for about 13 years. The move leaves 12-plus market leader WMMR(FM) as the only station in the market programming that format since WYSP(FM) changed from album-rock to classic rock earlier this year.

### Radio-TV split

Adams Communications, Tampa, Fla. media concern, which is buying Wausau, Wis.-based Forward Communications's five television properties (BROADCASTING, Oct. 26) is expected to split its radio and television divisions into two separate companies. Paul Brissette, Adams Communications president will head Adams Television, which will be composed of 11 properties. Matt Mills, Adams' executive vice president, will assume title of president for Adams Radio, which will contain nine stations. The move should take place by Dec. 15.

### Dawn of AM

Daytime AM stations have been cleared to begin presunrise broadcasting at 6 a.m., providing they do not interfere with the primary contours of clear channel stations. The proceeding for the rule change, approved on

September 15, 1987

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Oct. 20, followed congressional action to begin daylight savings time in the first rather than the last week in April. From 6 a.m. until local sunrise, daytimers will be allowed to air at a minimum 10 w, depending upon the potential for groundwave interference. In another FCC action, noncommercial educational FM stations within 199 miles of the U.S.-Mexican border will be subject to the same contour method of interference determination used for stations in the rest of the U.S. Allotments in the region had earlier been limited by a separate set of rules to avoid short spacing with other domestic educational FM's. A study of stations along the Canadian border that were already regulated by the contour method revealed no interference problems. Noncommercial allotments along the Mexican border will still be limited by earlier international agreements.

### Listening to the public

The National Association of Broadcasters' executive committee has authorized the association to spend up to \$80,000 on two studies: the future of AM technical standards and the public's expectation of audio quality.

The AM study is in response to the FCC's notice of inquiry last August on improving AM technical standards, said Michael Rau, NAB director, spectrum engineering and regulatory affairs. According to Rau, \$20,000 is being allocated for the study.

NAB has retained the services of Hammett & Edison, an engineering consultancy firm based in San Francisco to work on



**New face on 'Face-Off.'** The daily (Monday through Friday) two-minute radio series, *Face Off*, which is produced by the Broadcast Group, Washington, and distributed by Mutual Broadcasting, has a new Republican voice: Senate Minority Whip Alan Simpson of Wyoming. As of last Tuesday (Nov. 10), Simpson replaced Sen. Robert Dole (R-Kan.), who left the series to pursue the Republican presidential nomination. Simpson will now join Senator Ted Kennedy (D.-Mass.) in debating the political issues of the day. *Face-Off*, which is sponsored by Mobil Oil and Archer Daniels Midland, is heard on about 290 stations. Kennedy (center) looks on as Dole (far right) hands the microphone over to Simpson.

NAB's latest AM project. In particular, Harrison Klein, a consulting engineer with the company who was formerly with Group W Radio, will work with Rau in conducting the study. However, the study, said Rau, "will not address policy issues."

Comments for the FCC notice of inquiry are due Dec. 17, but Rau noted that the NAB will ask for a filing extension until early next year to submit the AM study's results as the industry's response.

A second study, which will cost the association \$60,000, will explore the question of how the advent of digital technology, especially compact disks, "changed the quality expectations of radio listeners." NAB has hired experimental psychologist Dr. Bronwen Jones to perform the "psychoacoustic" project.

"Results of the audio quality study will also help the industry formulate its position in response to the FCC's notice of inquiry on AM technology," Rau said.

In other radio action, the executive committee has endorsed Petaz Communications's "Class C III" proposal to the FCC, which will permit up to 25% of Class A FM stations located in Class C territory (Ohio and west, North Carolina and south), to increase power and height. The recommendation to endorse the proposal came from the NAB's FM transmission subcommittee, said Rau.

### Chapin commemoration

Transtar Radio Networks, Colorado Springs-based network radio company, in conjunction with the Dunhill Compact Classics label, Northridge, Calif., is planning a major simulcast on Dec. 7, commemorating both

the late singer-songwriter, Harry Chapin's, 45th birthday and the day he will posthumously receive the Congressional "Gold Medal" for his work on behalf of the world's hungry and homeless.

Transtar is scheduled to play the title song of Chapin's *Remember When the Music* album, which will be released on compact disk (CD) that day by Dunhill, at 2:30 p.m. NYT on all six of its 24-hour format networks. "We hope other networks and stations will join us for the national simulcast," said Terry Robinson, Transtar chairman.

Dunhill is also releasing a special, three-inch gold CD single of the title track, with a portion of the profits targeted for various Chapin hunger organizations. Dunhill said it will ship the CD single to radio stations during the last week of November for airplay in December.

### Signing on

L.A. Radio, a newly formed program supplier based in Northridge, Calif., is readying a broadcast for debut early next year called *Beverly Hills Live*. Each month, 25 minutes of taped interviews with television, film and music personalities, conducted by celebrity interviewer, Josette Banzet, will be delivered to subscribing stations. The series, according to executive producer Kent Burkhart of the Atlanta-based program consultancy, Burkhart/Abrams/Douglas/Elliott & Associates, can be used in various forms, ranging from one-minute strips to a weekly show.

The company will also distribute a 90-second daily (Monday through Friday) feature entitled *Black Leaders of Today*. The short-form series, which is produced in conjunction with Bullet Productions, North Hollywood, Calif., is hosted by radio personality Frankie Crocker. It is expected to premiere in December.

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**KCST-TV**  
*(San Diego)*

**WSBK-TV**  
*(Boston)*

to

***SCI Television, Inc.***

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*The undersigned acted as financial advisor to  
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October 29, 1987

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will no longer anchor the network's 7 a.m. show—the third highest rated network radio broadcast in the spring RADAR 35 report with 3,017,000 listeners 12 and older to commercials within programs—and the 9 a.m. hourly newscasts. Those broadcasts will be taken over by CBS News correspondent Bill Whitney. Osgood's four-and-a-half minute *Newsbreak* series, which is fed each weekday at 8:30 a.m., will become one of the new *Osgood File* reports.

"Our affiliates thought we weren't using the network's biggest star [Charles Osgood] as well as we could," said Bob Hosking, CBS Radio president. "So we decided to get Osgood off the news and onto a more regular [program] basis in morning drive."

Hosking expects the 7 a.m. newscast to maintain its high station clearance level, which contributes to its top ratings, once Osgood leaves. (Most of the network's 400-plus affiliates clear both the 7 and 9 a.m. Osgood newscasts.) "Stations would not affiliate with CBS News if they didn't want to clear most of the network's newscasts," Hosking said.

To make way for the four morning drive *Osgood File* programs, two other CBS shows will be dropped from the morning lineup. They are the *Sports World Roundup*, which is hosted by Howard David and is fed at 6:45 a.m., and *Your Dollars*, hosted by Marshall Loeb, managing editor of *Fortune* magazine, and fed at 9:25 a.m. Affiliates generally will not carry more than two network programs per hour in the morning, Hosking said, in explaining the move.

Another format switch involves *First Line Report*, the news and analysis series anchored by Judy Muller. The weekday program will move from a 6:30 a.m. feed to midday at 12:25 p.m., and will be retitled *Correspondent's Notebook*.

Concurrent with the new programming agenda, CBS said it will adopt a policy of "commercial flexibility" as a way for affiliates to offer local advertisers "greater opportunities to be associated with the CBS News product."

For the first time in its long history, the CBS Radio Network will let affiliated stations insert local spots within all hourly newscasts and feature broadcasts by allowing them to air the second network spot out of the specific programs, but within an hour of the show's scheduled feed time. (Similar practices are common at most other major radio networks). Currently, CBS affiliates can only run network spots within network programming.

Under the new format, affiliates would air the network's first 60-second spot in the six-minute hourly newscast, which will occur after three minutes. They can then use the last 60-second network spot at the five-minute break for local sales, delaying the network commercial for later that hour. "This change will give stations an opportunity to make more money," Hosking said. The broadcast will resume after the second spot with a sign-off.

Additionally, stations will no longer have to carry the hourly newscasts for the entire six minutes. Affiliates, said Hosking, will have the option of cutting away from the broadcast either after the first network spot



Osgood

at the four-minute mark or after five minutes. (All hourly newscasts are fed on-the-hour.)

"The programming moves go back to the question: 'What can the network do to strengthen its stations' position in the marketplace and therefore strengthen itself?' The answer is to provide flexibility not only in sales, but in programming," said Hosking. "All of our affiliates' needs are different."

In other areas, the CBS Radio Network will expand its newsfeed service to include more news and sports cuts, a daily audio archive feed of historic tape, and three 60-second "commercial-free" business updates each weekday. All of the major correspondents for the CBS Radio Network will contribute to the newsfeed service, said Hosking. CBS will increase the service's weekday operation from six hours to 18 hours per day (3 a.m.-9 p.m. NYT), the CBS Radio president said. "The operation will be a little shorter on the weekend," he said.

CBS will also institute a "hard-copy" communication service that will send affiliates, via satellite and a computer hook-up at the station, printed data such as newsfeed lead-ins, audio cut descriptions and crisis coverage information.

"These changes come at a critical [increasing network competition] time in the radio business," said Joe Abel, executive vice president and general manager of KIRO-(AM) Seattle, who also serves as CBS Radio Network Affiliate Board chairman. "We as an affiliate board are very pleased with the steps that the network is taking." The board approved the new network and newsfeed schedule three weeks ago at a meeting in New York.

Hosking told BROADCASTING that CBS began thinking about format changes for the network nearly a year ago. None of the modifications to CBS Radio Network will affect RadioRadio, CBS's youth-oriented network. RadioRadio affiliates have been able to air local spots within network programming. □



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***WTVG, Inc.***

*owner of television station*

***WTVG-TV***  
*(Toledo)*

*to*

***Toledo Television, Inc.***

---

*The undersigned acted as financial advisor to  
Storer Communications, Inc. in this transaction.*

***MORGAN STANLEY & CO.***  
*Incorporated*

*October 30, 1987*

# Plans advance for fall 1988 shows

**Lorimar names new hosts while GTG announces more station clearances**

Lorimar Syndication and GTG Marketing moved ahead last week with their plans for strips for access in fall 1988, *TV Guide* and *USA Today*.

Lorimar announced new hosts for *TV Guide*: Morton Dean, formerly of INN and CBS News, and Janet Langhart, a former host of *Good Day!*, a morning talk show on WCVB-TV Boston. Lorimar had interviewed about 50 candidates.

The company plans to go on the road this week with a new pilot. Dick Robertson, from the office of the president at Lorimar-Telepictures, said that completion of the pilot, shot last week at KTLA-TV Los Angeles, and the initiation of the show's marketing represents more than seven months of preparation for the show. To date, the five Hubbard Broadcasting affiliates are the only clearances for *TV Guide*. (WTOG(TV) St. Petersburg, Fla., an independent, has not.)

The television version of *TV Guide* will use features from the magazine, including "News Updates," "Cheers and Jeers," "Grapevine" and "Sports Update." Each program will include celebrity guests, with former Olympic champion, Bruce Jenner, appearing in the pilot.

There will be 52 weeks of first-run episodes of *TV Guide*, and a one-hour weekend edition each week. The daily episodes will be sold for cash with Lorimar retaining one minute. For the weekend hour, stations and Lorimar will each get six minutes of commercial time.

GTG, meanwhile, continued to clear *USA Today* ("In Brief," Nov. 9) on stations as it negotiated with a number of network and station news reporters and anchors to fill slots for hosts to highlight four sections of the newspaper. Among those mentioned are Bill Macatee, sportscaster for NBC, and Robin Young, a former news anchor for WNEV-TV Boston and currently a contributing correspondent for NBC's *Today* show.

GTG has cleared *USA Today* on 26 stations in the top 50 markets. The clearances include the following stations, all affiliates: KDFW-TV Dallas, KPRC-TV Houston, WJBK-TV Detroit, WUSA-TV Washington, WBNS-TV Columbus, KTVI-TV St. Louis, WESH-TV Orlando, WVTM-TV Birmingham, WTVF-TV Nashville, KSAT-TV San Antonio, and KCRA-TV Sacramento.

Don Saraceno, general manager at KCRA-TV, said his station was "genuinely interested" in *USA Today* to increase the station's news presence. KCRA-TV currently carries *The Wil Shriner Show*, a one-hour talk show, in access. Last fall it attempted a first-run sitcom checkerboard.

Saraceno also noted that the promotion campaign that will accompany the show is an attractive one. The newspaper *USA Today* will note highlights of the show on its



Langhart and Dean

front page, while the TV show will include stories from the paper's four sections.

As for concerns among some stations and reps that airing *USA Today* will put too much news in their schedules, Saraceno said that based on the GTG presentation, he did not foresee a steady diet of hard news: □

## ACE of cable programming

**Nominations for cable's top awards announced; winners will be named in televised ceremony Jan. 24 from Los Angeles**

The National Academy of Cable Programming last week announced 314 ACE Award nominations to 19 cable programming networks and two independent producers. Judges from the cable industry and production community considered 940 entries competing in 74 categories.

With 14 more categories open this year, the number of nominations for basic services rose from 69 in 1986 to 112, an increase of 62%. Pay service nominations climbed from 189 to 202, a 7% jump.

HBO once again garnered the most ACE nominations with 112. It is followed by Showtime, 46; Arts & Entertainment, 35; Disney Channel, 20; Cable News Network, 16; TBS, 13; ESPN, 12; USA, 11; Bravo, 11; Cinemax, 9; The Discovery Channel, 6; The Nashville Network, 6; MTV, 4; CBN, 3; The Playboy Channel, 2; VH-1, 2; The Learning Channel, 2; Nickelodeon, 1; Lifetime, 1; Robert Steinfield Productions, 1; Major League Baseball Productions, 1.

After receiving no nominations in the 1986 competition, the USA Cable Network rebounded strongly this year with 11. Other cable networks receiving nominations for the first time are CBN, VH-1 and The Learning Channel.

About 30 of the program and creative artists' category winners will be announced at the televised portion of the Ninth Annual ACE Awards from Los Angeles on Jan. 24. HBO will provide the two-hour prime time ceremony, which TBS has carried the past five years, to all basic subscribers through a special open-carriage arrangement with all cable services.

The program will be produced by Moffitt-Lee Productions (HBO's *Not Necessarily The News* and its annual *Comic Relief* specials) for under \$1 million, according to John Moffitt. The show will be fast-paced and emphasize comedy, which Moffitt said bucks a trend toward "longer" and "duller"

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awards programs. The producers will use a "multihost" format and are in negotiations with several big name comedians, Moffitt

said.

The nontelevised portion of the awards show will be held Jan. 22 in Los Angeles. □

## October demographic ratings for checkerboard schedules are mixed

**They have leveled off or decreased in overnights on all but one NBC O&O**

The checkerboard schedule that runs on five of the NBC-owned stations emerged last week from what has been hailed as its first real ratings test—the demographic results of the October ratings book (Sept. 24-Oct. 21 in Nielsen and Sept. 23-Oct. 20 in Arbitron). There was a decrease in those demographic ratings in three of the markets—New York, Chicago, and Washington—and increases in Los Angeles and Cleveland.

Following its Sept. 14 debut in access, the checkerboard of five first-run syndicated comedies initially posted strong household ratings in overnights in each of the five markets. Since then, however, the checkerboards have leveled off or decreased in the overnights on all but one of the stations, WRC-TV Washington. NBC station division president, Al Jerome, and vice president of programming, Wes Harris, have said in the past that the overnight household ratings that have shown the checkerboards trending downward are not as significant as demographic ratings in determining the success of the checkerboard.

In Nielsen ratings in Los Angeles, KNBC(TV) posted its strongest gains among women 18-49 and women 25-54, rising 60% and 65% respectively in those categories. Among men, 18-49 and 25-54, the checkerboard ranked fifth and fourth in the market. In the October 1986 book KNBC finished seventh in those male categories with *Card Sharks*.

WNBC-TV New York was cited as perhaps the biggest demographic disappointment, according to Kathryn Lenard, vice president of research for the NBC stations. The checkerboard decreased the station's delivery of women 18-49 and 25-54 from October 1986 by roughly a third in the October 1987 book. Among those men 18-49 and 25-54 the station was off 11% and 16% respectively. In all four male and female categories the station went from third to fourth place in the market compared to October 1986.

In Cleveland (in Arbitron), WKYC-TV posted large increases in men 18-49 and 25-54, rising 65% and 56% respectively in those categories, pushing the station from fourth to third place in the market in each. Among women, the checkerboard was up 2% within 18-49 and down 7% within 25-54 compared to October 1986.

On WMAQ-TV Chicago, the checkerboard had a 16% drop in ratings for men 18-49 and caused a fall from second to third place in the market compared to last year, and a 25% drop in men 25-54, which caused a fall from second to fourth place. The stations fell 16% and 19% among women 18-49 and 25-54 but held second place in the market anyway.

In Washington, WRC-TV held fourth place

in all four demographic categories despite rising in only one, men 25-54, where it was up 13%.

On a night by night basis, Lenard said that a preliminary look at the data shows Tuesday night (*She's the Sheriff*) and Thursday, (*Out of this World*) to be the two strongest performers among the five shows among total adults. The weakest night so far is Friday

(*We Got it Made*), she said.

On the other two major market stations carrying checkerboards, CBS-owned WCAU-TV Philadelphia, and independent WXON(TV) Detroit, October demographic ratings were also not encouraging. In Arbitron ratings, WXON(TV) remained in fifth place among men and women 18-49 and 25-54, as it was in October, 1986, when it carried *\$100,000 Pyramid*. The checkerboard did manage to increase the station's 7-7:30 p.m. household average, however, from a 4/6 in October 1986 to a 5/8 in October 1987.

In Arbitron rankings in Philadelphia, WCAU fell from fourth to fifth place among men 25-54, and from third to fourth place among women 18-49 and women 25-54. Among men 18-49 the station held fourth place in the market. □

## Changing Hands

PROPOSED

**WUTQ(AM)-WOUR(FM) Utica, N.Y.** □ Sold by Devlin & Ferrari Broadcasting to Premier Broadcast Group for \$3 million. **Seller** is owned by Robert H. (Rick) Devlin and Jon Ferrari. Devlin is former general manager of WRKS(AM) and WOR(AM), both New York, and vice president of ABC Talkradio. Ferrari owns Ferrari Inc., New York-based advertising agency. It bought station last year for \$1.5 million ("Changing Hands," Feb. 3, 1986). **Buyer** is owned by William J. Sel-

wood, who also owns WABY(FM)-WKLI(FM) Albany, N.Y. WUTQ is daytimer on 1550 khz with 1 kw. WOUR is on 96.9 mhz with 50 kw and antenna 800 feet above average terrain. **Broker: Blackburn & Co.**

**WKXA(AM)-WC LZ(FM) Brunswick, Me.** □ Sold by Laurel Group Ltd. to Douglas H. Tanger for \$1.5 million. **Seller** is Brunswick, Me.-based group of two AM's and one FM, principally owned by John A. Robertshaw Jr. and John D. Reese. It will continue to own WCNS(AM) Latrobe, Pa. **Buyer** is general partner of WRQS-FM Detroit. WKXA is on 900

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khz with 800 w day and 65 w night. WCLZ is on 98.9 mhz with 50 kw and antenna 400 feet above average terrain. *Broker: Communications Equity Associates.*

**KTLT-FM Wichita Falls, Kan.** □ Sold by Wichita Falls Communications to Pegasus Broad-

casting for \$750,000. **Seller** is owned by Sanders Hickey and Al Maxwell, who have no other broadcast interests. **Buyer** is owned by John Mason and Ken Schroeder, local businessmen with no other broadcast interests. *Broker: Chapman Associates.*

*Broker for sale of KLZE-FM Los Altos, Calif. ("Changing Hands," Oct. 26), was Chapman Associates.*

*For other proposed and approved sales see, "For the Record," page 157.*

## Technology

### NAB asks FCC to adopt NRSC's AM radio standard

**Citing "substantial benefit," petition asks that new rules be effective by Jan. 1, 1990**

The National Association of Broadcasters asked the FCC last week to make the National Radio Systems Committee's standard for improved AM fidelity part of its rules by Jan. 1, 1990. If the FCC does so, the heretofore voluntary standard would become mandatory.

Incorporating the so-called NRSC standard in its rules would "provide substantial industry-wide and public benefits," the NAB said in its petition. "Such action will reduce AM interference, increase useful AM service areas and encourage the production of higher fidelity receivers."

The NRSC, a group of broadcasters and receiver manufacturers, adopted a voluntary

standard for AM last January that prescribed a preemphasis curve of audio processing by broadcasters and a complementary deemphasis curve for radios. The standard also called on broadcasters to limit the audio bandwidth of programing to 10 khz before transmission. Proponents of the standard have maintained that widespread adherence to the standard would reduce second-adjacent channel interference and lead to the proliferation of wideband AM radios with higher fidelity—perhaps as much as 10 khz. Most of today's radios have fidelity of less than 5 khz.

When the voluntary standard was issued, Michael Rau, director of spectrum engineering and regulatory affairs for the NAB's science and technology department, predicted that about half of the nation's 5,000 AM

radio stations and about three-fourths of the major market stations would have to convert to NRSC before manufacturers would begin marketing wideband radios (BROADCASTING, Jan. 19). Contacted last week, Rau said that 422 stations had returned written confirmation of the conversion. However, based on sales reports from conversion kit manufacturers, Rau estimated the actual number of stations that had converted or were planning to convert at closer to 800. Last summer, NAB predicted that about 1,000 stations—20%—would convert by the end of 1987 (BROADCASTING, July 27).

NAB has been conducting a \$28,000 lobbying campaign to convince AM broadcasters to invest in the necessary equipment to make their stations conform to the standard. Its efforts have included a direct mailing to AM broadcasters last spring and follow-up phone calls, a special slogan and logo and technical demonstrations at several conventions and regional meetings.

NRSC conversion kits, available through manufacturers including Orban Associates, Texar Inc., Circuit Research Labs, Innovonics and Energyonics, cost about \$700.

"Disappointment that the standard isn't progressing a little further," Rau said, was part of the reason that the NAB decided to seek an FCC rulemaking. He observed that many stations agree with NRSC philosophically, "but are unwilling to make the commitment until there is some assurance that everybody else in the industry is going to make the commitment."

NAB Deputy General Counsel Barry Umansky agreed that the rulemaking is being sought to give AM radio station owners peace of mind that all stations would be complying. "For the NRSC standard to work optimally, you've got to have stations all over the country doing it," he said. He also stressed that NRSC as an FCC rule would be "an absolute guarantee" for radio manufacturers that their wideband radios would not pick up adjacent channel interference.

In the petition, while NAB claimed some success in convincing broadcasters, it said that "it is our strongly held view that the substantial benefits to be gained by broadcast stations and radio listeners, as a whole, should not await a timetable governed only by voluntary conversion."

The NAB also pointed out that setting a timetable now for mandatory conversion would increase the number of broadcasters willing to conform to the transmission as-

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pects of NRSC before the 1990 deadline and "also would bestow radio receiver manufacturers with the added assurance needed to justify their incorporating, on a voluntary basis, the receiver portions of the standard in receiver design."

However, NAB emphasized that its recommendation was to amend the rules governing AM broadcasters only and that it was "not our intention to recommend that the FCC require receiver manufacturers to incorporate NRSC characteristics in their products" (emphasis is NAB's). Instead, widespread observance of the standard, the petition said, would be an incentive for manufacturers to produce high-fidelity AM receivers.

NAB also pointed out that mandatory observance of NRSC would not violate the present commission's philosophy of avoiding overregulation in that it would fall under the FCC's general responsibility of spectrum management. "This statutory provision clearly applies to radio station equipment that affects the interference potential of that station's emissions," the petition said.

The FCC should act, the NAB said, because NRSC incorporation into the rules would be "prima facie in the public interest" because interference reduction would enhance the quality of reception and increase the number of AM stations available to listeners, adding to their choice of programming. □

**Practicing what they preach.** Sony Corp., a leading developer of high-definition television production gear, for the first time has used the technology to produce its own HDTV commercial.

The resulting 30-second spot (see photo), directed by veteran Lear Levin for Sony ad agency McAnn-Erickson, will air in top 10 markets beginning tonight, Nov. 16, through Dec. 6.

The commercial, for Sony Corp. of America's new line of designer series Trinitron TV sets, will be first seen during tonight's (Nov. 16) NBC movie *Poor Little Rich Girl* and will have subsequent airings on *The Cosby Show*, *Cheers*, *Dallas*, *Falcon Crest*, *The Tonight Show Starring Johnny Carson* and *Saturday Night Live*.

Beating Sony to the punch in using the technology for commercial production in the



U.S. was Reebok, which showed its HDTV spot on MTV and on broadcast stations in spot buys earlier this year.

Assisting in the production of both commercials was producer Barry Rebo of Rebo High Definition Studio, the first U.S. commercial studio to be equipped with the Sony HDTV gear when the \$2 million facility went on line about a year ago.

Rebo told BROADCASTING the company is in post-production on a third commercial for O'Henry candy bars and has produced Japanese commercials for Dentsu and J. Walter Thompson, as well as Japanese music videos. Rebo said the company is also finishing production on an independent feature film produced with actor Robby Benson, as well as experimental work with video artist John Sanborn and Mary Perillo.

## In Sync

### More fiber

According to GTE Laboratories Inc., Waltham, Mass., scientists there have developed a system to transmit 60 analog video signals over a fiber optic landline. That capacity would be more than three times that of the previous record laboratory transmission of 24 signals. Typically, 12 analog video signals are sent over a single landline.

In laboratory experiments, GTE used high-speed lasers and techniques usually used in satellite transmissions to send 60 channels over an 18-kilometer fiber optic line. Fewer digital signals can be sent over the same optic strand because of the extra spectrum required to send such pictures.

### Official tape

Ampex's 196 one-inch videotape has been selected for exclusive use by the Canadian Television Network during the 1988 winter Olympics. The games will be held Feb. 13-28 in Calgary, Alberta. As host broadcaster for the winter Olympics, CTV is establishing the International Broadcasting Center in Calgary, which is designed to accommodate 3,000 broadcasters from around the world. Ampex's magnetic tape division is located in Redwood City, Calif.

### Minority inclusion sought

The National Black Media Coalition and the National Association for the Advancement of Colored People have written the FCC to request that members of minority groups be added to the membership of the commission's advisory committee on advanced television (ATV) services. The makeup of the committee, which will investigate regulatory-related issues in the fields of high-

definition and enhanced television, was announced last month (BROADCASTING, Oct. 12).

A letter was written to FCC Chairman Dennis Patrick by David E. Honig, a Berlin, Md., attorney representing NAACP and NBMC, requesting "the addition of representatives of minorities, including public and commercial broadcasters, program producers, program distributors and leaders of organizations of viewers" to the committee. Honig said there is a danger that almost all

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of the future advanced TV stations could be controlled by "large nonminority broadcasters, such as those whose representatives make up a majority of the ACTV committee." He stressed the need for minority perspectives on the committee and hoped "the commission does not consider minority broadcasters and programers to be an insignificant segment of the television industry."

### Engineering aid

A \$1,000 scholarship has been established

by the National Association of Radio and Telecommunications Engineers, Salem, Ore. Each year NARTE will sponsor an essay contest open to college undergraduates pursuing degrees in radio and telecommunications.

Essays will deal with the importance of engineer certification and endorsement programs of such organizations as NARTE and the Society of Broadcast Engineers. "These are the certification programs that came to life when the FCC pulled away from licensing individuals," said NARTE president, Ray D. Thrower. "What we're wanting to do

is educate the community. . . that there are alternatives to the FCC. The FCC is only licensing now for treaty-related matters and we want [students] to prove in their own minds that a certification program of any kind is necessary." Entry papers should be seven-and-a-half to 15 double-spaced type-written pages.

The deadline for entries and applications for the first annual NARTE Scholarship is mid-February 1988. Applications and further details can be obtained by writing to Thrower's attention at NARTE headquarters, Box 15029, Salem, Ore., 97309.

# Cablecastings

### Regrouping

The Inspirational Network (formerly the PTL network) reported last week its first re-signing of a cable MSO, Daniels & Associates, and reinstatement of the service on some cable systems owned by Tele-Communications Inc. The network also reported there are strong indications that it will eventually sign other MSO's, including TeleCable, Rogers, Continental and Prime Cable, to new affiliation agreements. But the network is getting another competitor in the ecumenical channel that TCI is helping to put together, which may inhibit The Inspirational Network's (TIN's) efforts to maintain or increase its cable reach.

John McEntee, director of cable marketing for the Inspirational Network, met with several cable operators in early November and said that "things went well." TCI is reinstating the network in partial or full form on three systems—Farmington, N.M.; Muskegon, Mich., and Daytona Beach, Fla.—representing roughly 77,000 subscribers. McEntee presented a petition signed by 2,500 of the 16,000 subscribers of the Jones Intercable system in Augusta, Ga., to Jones corporate officials, asking that the channel be reinstated. Jones was expected to get back to TIN in a few weeks, and indications were that the network would go back on as part of a composite religious channel.

The Daniels signing represents 201,000 subscribers, said McEntee. The network also signed Maclean-Hunter's systems in Michigan, serving roughly 60,000 subscribers. The contracts are the first in which TIN has charged a fee, and although McEntee would not release details, he said the contract was based on the three cents per subscriber per month that TIN has proposed.

McEntee does not see a large audience for the new ecumenical channel being backed by TCI, and spent much of his time in Denver trying to reeducate cable operators on what TIN is all about. The ecumenical channel, said McEntee, only "has a small potential for a significant viewing audience." TIN already has the best quality religious programming available, he said, and has programming from Jewish, Catholic, Presbyterian and Methodist groups. The bulk of viewers that watch religious programs on television, said McEntee, do so for charismatic reasons. "The ecumenical channel will not reach the viewers of religious televi-

sion," said McEntee. "The cable industry is just causing themselves another problem."

McEntee sensed that United Cable and Jones Intercable had shown an interest in the new service, but he felt confident "even those MSO's will keep The Inspirational Network in markets where there is overwhelming interest." McEntee hopes that the backlash against the Bakkers and TIN is behind it, and won't remain a lingering cause for operators to choose the new ecumenical service over TIN's. The episode "is over," said McEntee. "It's gone, and that which remains is very, very good." As long as the courts have jurisdiction over PTL (the parent company which owns TIN)—at least five to seven years based on the debt repayment schedule, said McEntee—the Bakkers won't be allowed to return.

### Expanding Rainbow

Rainbow Advertising Sales, the advertising sales division of Cablevision Systems, took a major leap in the cable rep field last week by purchasing the largest rep in the business,

3M Cable Networks Inc., for an undisclosed price.

CNI reps systems in more than 100 markets, reaching some 13 million subscribers. It also runs two interconnects, one in Atlanta (248,000 homes) and the other in New York (more than 1.3 million homes). The purchase is a good fit for Cablevision because its principal cable operations are in New York and Long Island.

Robert Fennimore, president of Rainbow Advertising Sales (RASCO), said the move was "a tremendous opportunity" for the company and that "the timing couldn't be better," as cable networks continue to show ratings increases (BROADCASTING, Nov. 9). Fennimore, who spent a number of years in sales at WWOR-TV New York before joining Rainbow in 1984, said he sees the cable spot business as having the same growth potential as independent stations did 10 years ago. "I really believe in the growth of this business," said Fennimore, in describing Cablevision's commitment. "We spent a lot of money to buy this company."

RASCO plans to retain two different sales



Ready to go. Cablevision of New York City's general manager, Norm Kellogg (l), gives Assemblyman John C. Dearie (c) and Bronx Borough President Fernando Ferrer a tour of a potential head-end site in the Bronx during phase one pre-installation signal testing.



forces, the rep and interconnect ends of CNI. RAS represents some 750,000 Cablevision subscribers in the New York area, which will be added to CNI's 1.3 million and give the area interconnect an over 2-million home reach. In addition to the national cable programming services, Cablevision operates Long Island News 12, the 24-hour local news operation, and Sportschannel New York. Pete Moran, vice president, local systems sales with RASCO, will become vice president, general manager, of CNI's New York office, said Fennimore.

RASCO, in addition to repping Cablevision, also reps Viacom's system in New York's Suffolk county, and Manhattan Cable, together representing some 300,000 subscribers. Fennimore said RASCO will handle about \$30 million in advertising sales this year, with roughly half coming from the sports services.

CNI has offices in New York, Los Angeles, Chicago, Boston, Dallas and Atlanta. Its top markets are Boston (642,500 homes), San Francisco (525,760), San Diego (449,500), Miami (448,035), Chicago (425,024), Houston (411,000), Tampa, Fla. (365,000), Dallas (348,000) Los Angeles (325,000), Pittsburgh (321,000), Seattle (319,277), Hartford, Conn. (318,300), and Atlanta (301,000). It is estimated CNI billed about \$13 million last year.

### PPV keys

Hit movies, impulse ordering and proper scheduling are the keys to pay per view, according to a white paper developed by Warner Bros., a major Hollywood supplier of movies to cable programming and PPV services.

The paper concludes that buy rates increase as a result of airing hit movies and utilizing impulse ordering. "Hit theatrical movies produce the most PPV sales, and are not always a direct relation to the box office," Warner found. "Impulse systems have an enormous advantage over CSR/ARU systems; ANI is a less costly, less effective impulse substitute, generating 50%-80% of hardware impulse buy rates," Warner said. Buy rates also increase when more channels are allocated for PPV and promotion is intensified.

The study concluded there was no existing optimal PPV system, but listed what would constitute one: four or five channels (three with hit movies and two with specials, classics, events and sports), impulse technology, convenient scheduling (one movie every two hours, beginning on the hour), frequent showings (20 to 30 evening exhibitions for major movies) and stepped-up subscriber marketing.

The most successful PPV cable systems are seeing increased basic and pay penetrations, 100%+ buy rates and revenue \$6 to \$8 per month per subscriber, but Warner estimated that if those factors were met, basic and pay penetration could increase further, 200%+ buy rates could be achieved and the revenue per month per subscriber could reach \$12 for PPV.

### Western Cable preview

The California Cable Television Association has added sessions on pay programming, high-definition television and fiber optics to

the agenda at the Western Cable Show, Dec. 2-4, in Anaheim, Calif. "Positioning Pay Cable for the Future," on Dec. 3, will be moderated by James Cownie, president, Heritage Communications. Panelists will include Michael Fuchs, chairman, HBO; Tony Cox, chairman and chief executive officer, Showtime/The Movie Channel; John Cooke, president, The Disney Channel, and Que Spaulding, president, Playboy Video. Reactors will be Robert Clasen, president, Comcast Cable, and Charles Townsend, president, Colony Communications.

Two HDTV sessions are scheduled for Dec. 3, both to be moderated by David Large, senior vice president, engineering, Gill Industries. The first session will cover competing transmission systems, the other will be a more general discussion of HDTV.

Two fiber optics sessions are scheduled for Dec. 2, to be moderated by Jim Chiddix, vice president, engineering and technology, American Television & Communications. The session will cover what it takes to install fiber optics today, and the future of the technology.

### Prime number

Rupert Murdoch's European satellite service, Sky Channel, is now in its 10 millionth household, courtesy of a Danish cable household, which reached the number after new cable networks in Belgium and Denmark signed on for the service, also recently announced its first connection in the Soviet Union at Leningrad's Gastinetsa Pribaltiyskaya Hotel.



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# TELECASTINGS

## Independent share

Millions of political advertising dollars will be up for grabs next year, and independent broadcasters want their share.

To help them get their share, the Association of Independent Television Stations and the American Association of Political Consultants are sponsoring a seminar in Washington this Wednesday (Nov. 18) to inform political time buyers about independent broadcasting. As of last Wednesday, more than 50 had signed up to attend.

The seminar begins with the rudiments. Ronald Inman, vice president-marketing, INTV, will make a presentation on consumer trends and the media's response to them. He will be followed by Sue Rynn, research director, INTV, who will profile demographically the audience of independent stations. Rounding out the morning session, Doc Schweitzer of The Campaign Group will provide his views on effective political advertising, and Bill Hamilton, Hamilton, Frederick & Schneiders, will present the results of an AAPC survey of buyers.

During the afternoon session, three broadcasters and a time-buying specialist from the Katz rep firm will discuss "Winning the Undecided Voter with Independent Television." The panelists: Kathy Baske, TVX Corp.; Cathy Egan, Katz, John Hummel, KWGN-TV Denver, and WTAJ-TV Philadelphia.

The scheduled luncheon speaker is Maurizio Povich, host-anchor of Fox Broadcasting's *A Current Affair*, a nationally syndicated public affairs program.

## Coming home to NBC

WTVJ(TV) Miami and KCNC-TV Denver have officially become NBC O&O's and will now report to the station division at the network in New York. The stations previously reported to General Electric Property Manage-

**NAB news.** The Museum of Broadcasting has approached the National Association of Broadcasters to solicit funds to help build the museum's new headquarters. NAB was asked to contribute \$100,000 for the next five years. The executive committee wants to review next year's budget before making a decision. In other association news, Ted Snider, immediate past NAB joint board chairman, who is president of Snider Corp., Little Rock, Ark., and Gert Schmidt of WTLV(TV) Jacksonville, Fla., also former joint board chairman, were named to Broadcast Education Association's board. Appointed to the Broadcast Capital Fund (BROADCASTAP) board were Lowell Paxson, president of Home Shopping Network, and BROADCASTAP President John Oxendine. HSN contributed \$100,000 to the fund earlier this year (BROADCASTING, Aug. 17). BROADCASTAP is a nonprofit organization created to help minorities enter broadcast ownership.

ment of Florida Inc. and General Electric Property Management of Colorado Inc., respectively. WTVJ(TV) is a CBS affiliate with a contract through January 1989. Both stations will continue to be represented by outside firms for national spot sales, per current contracts. The KCNC-TV deal with Katz Communications is through November 1988. The WTVJ deal with MMT Sales Inc. is through December 1988.

## Cinetex programing chairman

Lee Rich, chairman of MGM/UA Communications Co., will be the chairman of the program committee for Cinetex, an international film and television festival, scheduled for Las Vegas Sept. 23-Oct. 1, 1988. Formed by Interface Group of Companies, producer of 45 trade shows, Cinetex wants to capitalize on what it sees as a growing interrelation of the two businesses. Interface had also booked Las Vegas in 1989 for a convention.

## Watching the detectives

Hollywood production company International Creative Exchange is co-producing a weekly TV series, *Private Eyes Never Die*, with French advertising conglomerate Havas for airing on France's new independent network, M6.

Each 90-minute show is a compilation of dubbed episodes of vintage American series, *Peter Gunn* and *Mr. Lucky*, hosted by French actor Guy Marchand and intermixed with skits and 1950's newsreels. M6 airs the show twice a week and has made a 42-episode commitment.

ICE president is French-born former Disney Channel vice president, Olivier de Courson. Ron Miller, former chief executive officer of Walt Disney Co., is ICE chairman.

## Time travelers

Walter Cronkite, Ted Koppel, Phil Donahue, John Chancellor, William F. Buckley and Charlayne Hunter-Gault are among the journalists who will take viewers back in time to report on the debate over the ratification of the Constitution in 1787 and 1788. *An Empire of Reason*, a \$500,000 project of the New York Bar Foundation and the New York State Commission on Bicentennial, uses current television formats—including nightly news, *Donahue* and *Firing Line*—to present historical discussions of the Constitution from the New York perspective. Actors E.G. Marshall and Eli Wallach are featured in mock political announcements for and against the Constitution. *An Empire of Reason* is expected to be carried by the Public Broadcasting Service in early spring 1988.

## Election 1988

The public broadcasting community has raised \$1.7 million for its \$3-million PBS "Election '88" programing plan, which includes a Bill Moyers special on the presidency, convention coverage, a post-convention presidential debate analysis and a three-hour election-eve special. PBS and its stations have raised \$950,000; CPB has contributed \$750,000, and additional funding is being sought from corporations and foundations for the project administered jointly by noncommercial stations WETA-TV Washington and WGBH-TV Boston. Both stations will also produce an election-eve special. In addition to the Moyers special, *The MacNeil/Lehrer NewsHour* will cover the conventions, analyze debates and provide election-night updates, and *Frontline* will present a campaign documentary.

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As compiled by BROADCASTING, Nov. 4-Nov. 11, 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.—channel. CH—critical hours. chg.—change. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. H&V—horizontal and vertical. khz—kilohertz. kw—kilowatts. lic.—license. m or M—meters. MEOC—maximum expected operation value. mhz—megahertz. mi.—miles. mod—modification. N—night. pet for recon—petition for reconsideration. PSA—presunrise service authority. pwr—power. RC—remote control. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U or unl—unlimited hours. vis.—visual. w—watts. \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. 1 meter—3.28 feet.

## Ownership Changes

■ WYNG(FM) Evansville, IN (BALH871027GS; 105.3 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Beasley Broadcast Group to Faircom Inc. for \$5.6 million. Seller is Goldsboro, N.C.-based group of nine AM's and 12 FM's principally owned by George Beasley. It recently sold WPHR(FM) Cleveland ("Changing Hands," Oct. 12). Buyer is publicly traded. Old Brookville, NY-based group of two AM's and three FM's headed by Joel Fairman. Filed Oct. 27.

■ WIBM-AM-FM Jackson, MI (AM: BAL871029GW; 1450 khz; 1 kw-U; FM: BALH871029GX; 94.1 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Van Wagner Broadcasting Inc. to CR Broadcasting Inc. for \$4,075,000. Seller is headed by Richard Schaps, president. It also owns KEB(FM) Oklahoma City. Buyer is owned by Dennis Rooker and John Columbus. Rooker is Charlottesville, VA, attorney, former senior vice president and general counsel with Worrell Newspapers. Columbus is vice president of United Stations. It is group of three AM's and three FM's bought from Community Service Broadcasting Inc. last year for \$4.1 million ("Changing Hands," Dec. 22, 1986). Filed Oct. 29.

■ KCTZ(TV) Bozeman, MT (CP)—Seeks assignment of license from Bee Broadcasting Associates, LP to Big Horn Communications, Inc. for \$275,000. Seller has no other broadcast interests. Buyer is Hardin, MT-based group of one AM, one FM and two TV's, owned by Daniel W. Coon, Martha R. Creath and Calvin Cafritz. Filed Oct. 29.

■ WRGT-TV Dayton, OH and WVAH-TV Charleston, WV and CPon channel 11 in Charleston (WRGT-TV: ch. 45; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,166 ft.; WVAH-TV: ch. 23; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,722 ft.)—Seeks assignment of license from Meridian Communications Corp. to Act III Broadcasting for approximately \$22 million. Seller, based in Pittsburgh, is principally owned by Henry Posner Jr., Albert M. Holtz and Thomas D. Wright. It has no other broadcast interests. Buyers intend to return license for WVAH-TV to FCC and switch from its channel 23 to channel 11 on April 11, 1988. Buyer is principally owned by producer Norman Lear and headed by Burt Ellis, president. It also owns WTAT-TV Charleston, SC, and WNRW-TV Greensboro, NC. Filed Oct. 28.

■ KBOR(AM) Brownsville, TX (BAL871028EB; 1600 khz; 1 kw-U)—Seeks assignment of license from Brownsville Broadcasting Corp. to La Nueva KBOR, Inc. for \$200,000. Seller has no other broadcast interests. Buyer is Edgar C. Trevino, who already owns 20% of assignor. Filed Oct. 28.

### Actions

■ KKBH-FM Victoria (Port Lavaca) TX (BALH870806HI; 93.3 mhz; 100 kw; HAAT: 750 ft.)—Granted assignment of license from Crossroads Broadcasting Inc. to Coastal Wireless Co. for \$630,000. Seller is owned by John Sharp and Dudley D. McDougal, who have no other broadcast interests. Buyer is owned by Dan Cutrer,

who also owns KSTE(FM) Corpus Christi, TX. Action Oct. 29.

■ WEBE(FM) Westport, CT (BALH870821HH; 107.9 mhz; 50 kw; HAAT: 245 ft.)—Granted assignment of license from 108 Radio Co. Ltd. Partnership to WEBE Associates for \$12 million. Seller is principally owned by Franz Allina and others. It has no other broadcast interests. Buyer is owned by M.L. Media Partners, headed by Martin Pompadur, it owns two TV's and also has interest in Television Station Partners, New York-based group of four TV's. Action Oct. 30.

■ WKAL-AM-FM Rome, NY (AM: BAL870909HI; 1450 khz; 1 kw-U; FM: BALH870909HJ; 95.9 mhz; 3 kw; HAAT: 105 ft.)—Granted assignment of license from WENY Inc. to Target Communications of Utica/Rome Inc. for \$3,275,000. Seller is owned by Donald M. Simmons, who also owns WOND(AM) Pleasantville, WMGM(FM) Atlantic City and WMGM-TV Wildwood, all New Jersey, and WENY-AM-TV and WLEZ-FM Elmira, NY. Buyer is subsidiary of Target Communications, Augusta, GA-based group of five AM's and nine FM's, principally owned by Donald J. Alt. Action Oct. 30.

■ WNQQ-FM Blairsville, PA (BALH870911GK; 106.3 mhz; 2.4 kw; HAAT: 363 ft.)—Granted assignment of license from WNQQ Inc. to Pennsylvania Broadcast Affiliates Inc. for \$540,000. Seller is owned by Ray Guskay, no other broadcast interests. Buyer is principally owned by Arnold Rapoport and Bruce Loch. Rapoport is attorney and Loch is CPA, both from Allentown, PA. Action Oct. 30.

■ KGBR(FM) Gold Beach, OR (BALH861007GV; 92.7 mhz; 2.6 kw; HAAT: 1,030 ft.)—Granted assignment of license from Republic Communications of Oregon Inc. to St. Marie Communications Inc. for \$60,000. Seller is owned by George L. Chambers; his wife, Bonnie, and Robert Adelman. It also owns KTPI(FM) Tehachapi and KDOL(AM) Mojave, both California. Chambers also owns KTCE(FM)

Anson, TX. Buyer is owned by Dale L. St. Marie and his wife, Diana. Action Oct. 29.

■ WTRQ(AM) Warsaw, NC (BTC870820EA; 1560 khz; 10 kw-D)—Granted transfer of control from James L. Mosely and his wife, Winnafred, to James B. Blanchard and his wife, Peggy, for assumption of liabilities. Seller owns 54% of stock and has no other broadcast interests. Buyer owns remainder and has no other broadcast interests. Granted Oct. 29.

■ KBOQ-FM Marina, CA (BALH870915GJ; 92.7 mhz; 910 w; HAAT: 550 ft.)—Granted assignment of license from Compass Communications to Model Associates Inc. for \$2,980,000. Seller is principally owned by Herb Victor. It has no other broadcast interests. Buyer is principally owned by Stanley A. Marks and family. Action Nov. 2.

■ KJAN-AM-FM Atlantic, IA (AM: 1220 khz; 250 w-D; FM: 103.7 mhz; 100 kw; HAAT: 400 ft.)—Granted transfer of control of Valley Broadcasting Inc. from John E. Carl, Robert H. Selden, Brent Slay, Allen Davies and Robert Bebenese to Robert H. Dean for \$2,250,000. Sellers own WKLK-AM-FM Cloquet, MN, and KARE(AM) Atchison, KN. Carl also owns KCOB(AM)-KLVN(FM) Newton, IA. Buyer is general manager of KESY-AM-FM Omaha, NE. Action Nov. 5.

■ KXGF(AM) Great Falls, MT—Granted assignment of license from Verdell H. Lonquist to Cardon Broadcasting Inc. for \$106,500. Seller has no other broadcast interests. Buyer is owned by Don C. Robinson and his wife, Carley, who also own KAAK(FM) Great Falls, MT. Action Nov. 3.

■ WINR(AM) Binghamton, NY (BAL870922EA; 680 khz; 1 kw-D; 500 w-N)—Granted assignment of license from WINR Broadcasting Inc. to Titus Broadcasting Systems Inc. for \$975,000. Seller is subsidiary of Command Broadcasting, Beacon, NY-based group of three AM's and one FM, principally owned by Alford H. Lessner, Robert E. Lessner and Robert A. Outer. Buyer is owned by Paul T.

# Nationwide Media Brokers Chapman Associates

**WBCK(AM)**  
Battle Creek, Michigan

to

Liggett Broadcasting, Inc.

from

**Wolverine Broadcasting Corporation, Inc.**

**\$850,000**

Chapman Associates is pleased to have assisted in this transaction.

Titus, dentist in Binghamton. Action Nov. 3.

■ KFIZ(AM) Fond Du Lac, WI and WLIP(AM)-WJZQ(FM) Kenosha, WI (KFIZ: BAL870914EC; 1450 khz; 1 kw-U. WLIP: BAL870914ED; 1050 khz; 250 w-D. WJZQ: BALH870914EE; 95.1 mhz; 50 kw; HAAT: 500 ft.)—Granted assignment of license from Star Cablevision Partnership to Independence Broadcasting Corp. for \$11,475,000. Seller is Fond Du Lac-based cable MSO with systems in four states, headed by Donald G. Jones, managing partner. With sale of KFIZ and WLIP-WJZQ, it will no longer have broadcast interests. Buyer is New York-based radio station group principally owned by Peter Sulick, chairman, and John Goodwill, president. It also owns KOEL-AM-FM Oelwein, IA, and KSAL(AM)-KYEZ(FM) Salina, KN. Action Nov. 3.

## New Stations

### Applications

#### AM's

■ Battle Ground, IN—Nu-View Associates Inc. seeks 640 khz; 380 w-D; 250 w-N. Address: 2655 Yeager Rd., West Lafayette, IN 47906. Principal is owned by Kent A. Nussbaum and family. It also owns WKJM(FM) Monticello, IN. Filed Oct. 29.

■ Atlantic Beach, NC—Atlantic Beach Radio seeks 1200 khz; 5 kw-D; 1 kw-N. Address: PO Box 889, Blacksburg, VA 24060. Principal is headed by Vernon H. Baker, who also owns WBZI(AM)-WLG(Y)FM Xenia, OH, WKGM(AM) Smithfield, VA and WSGH(AM) Lewisville, NC. Filed Oct. 29.

■ Junction City, OR—Jerry J. Collins seeks 650 khz; 10 kw-D; 1 kw-N. Address: 1227 Del Prado Blvd., Suite 103, Cape Coral, FL 33904. Principal owns WDCQ(AM) Pine Island Central, FL. Filed Oct. 27.

■ Powhatan, VA—Golden Rule Organizational Workshop seeks 1200 khz; 25 kw-D; 250 w-N. Address: 201 Progress St., Blacksburg, VA 24060. Principal is headed by Vernon H. Baker, who also owns WBZI(AM)-WLG(Y)FM Xenia, OH, WKGM(AM) Smithfield, VA and WSGH(AM) Lewisville, NC. Filed Oct. 29.

#### FM's

■ Lincoln, NE—Spacecom Inc. seeks 105.3 mhz; 3 kw; HAAT: 100 m. Address: 444 Pine St., St. Paul, MN 55101. Principal is principally owned by S.W. Richey and W.E. Barsness, who also own WXUS(FM) Lafayette, IN and KQEU(AM) Olympia, WA. Richey also owns WCWC/WYUR(FM) Ripon, WI, and KLBB(AM) St. Paul, MN. Filed Oct. 29.

■ Lincoln, NE—Star Broadcasting Inc. seeks 105.3 mhz; 3 kw; HAAT: 100 m. Address: 2110 Virginia Ave., Bellevue, NE 68005. Principal is owned by Daniel E. Norton, who has no other broadcast interests. Filed Oct. 29.

■ Lincoln, NE—Lincoln Broadcasting Inc. seeks 105.3 mhz; 3 kw; HAAT: 22 m. Address: 3416 Neerpark Dr., Lincoln, NE 68506. Principal is owned by Norma Peterson, who has no other broadcast interests. Filed Oct. 29.

■ Lincoln, NE—Lincoln Broadcasting seeks 105.3 mhz; 3 kw; HAAT: 46 m. Address: 516 East Ravine Rd., Hinsdale, IL 60521. Principal is owned by Eric Graham, who has no other broadcast interests. Filed Oct. 29.

■ Lincoln, NE—Cornhusker State FM Associates seeks

105.3 mhz; 3 kw; HAAT: 100 m. Address: 4307 Bingham Circle, Lincoln, NE 68516. Principal is headed by Edra R. Williams. It has no other broadcast interests. Filed Oct. 29.

■ Jackson, NH—Gladys E. Powell seeks 99.5 mhz; 3 kw; HAAT: 56 m. Address: P.O. Box 326, Pinkham Notch Rd., Jackson, NH 03846. Principal has no other broadcast interests. Filed Oct. 29.

■ Jackson, NH—William A. Zelliff seeks 99.5 mhz; 3 kw; HAAT: 312 m. Address: Rte. 16B, Jackson, NH 03846. Principal has no other broadcast interests. Filed Oct. 29.

■ Jackson, NH—Douglas Kent Poor seeks 99.5 mhz; 100 w; HAAT: 191 m. Address: Box 1245, North Conway, NH 03860. Principal has no other broadcast interests. Filed Oct. 29.

■ Jackson, NH—Walter B. Prebble III and Daniel R. Guy, a Partnership, seeks 99.5 mhz; 465 w; HAAT: 250 m. Address: P.O. Box 21, Jackson, NH 03846. Principal has no other broadcast interests. Filed Oct. 29.

■ Corrales, NM—LV Broadcasting Educational Foundation seeks 95.1 mhz; 3 kw; HAAT: 100 m. Address: 906 Ortega, NW, Albuquerque, NM 87114. Principal is headed by Larry Vigil, who has no other broadcast interests. Filed Oct. 29.

■ Homigueros, PR—Joseph Bahr seeks 106.1 mhz; 3 kw; HAAT: 200 m. Address: P.O. Box 487, Fredericksted, VI 00480. Principal also owns WVIS-FM Christiansted, VI. Filed Oct. 28.

■ Homigueros, PR—Juan Gonlano seeks 106.1 mhz; 3 kw; HAAT: 335 m. Address: P.O. Box 295, Homigueros, PR 00480. Principal has no other broadcast interests. Filed Oct. 28.

■ Homigueros, PR—Guillermo A. Bonet seeks 106.1 mhz; 3 kw; HAAT: 246 m. Address: P.O. Box 475, Mayaguez, PR 00709. Principal has no other broadcast interests. Filed Oct. 28.

■ Homigueros, PR—Renancer Corp. seeks 106.1 mhz; 3 kw; HAAT: 253 m. Address: P.O. Box 808, Lajas, PR 00667. Principal is owned by Larry W. Ramos, Santa M. Morales and Olga Del Carril, who have no other broadcast interests. Filed Oct. 28.

■ Homigueros, PR—Occidental Broadcasting Corp. seeks 106.1 mhz; 3 kw; HAAT: 333 m. Address: 509 S. Post St., Mayaguez, PR 00667. Principal is headed by Susan Baez Dixon, who has no other broadcast interests. Filed Oct. 29.

■ Olyphant, PA—Cordaro Associates seeks 95.7 mhz; 375 w; HAAT: 281 m. Address: 422 Sherwood Dr., Dunmore, PA 18512. Principal is owned by Robert C. Cordaro, who has no other broadcast interests. Filed Oct. 28.

■ Olyphant, PA—J. Frederick Manning seeks 95.7 mhz; 540 w; HAAT: 233 m. Address: P.O. Box 643, Pocono Plains, PA 18512. Principal has interest in WARK(AM)-WARX(FM) Hagerston, MD. Filed Oct. 28.

■ Perry, OK—Lecmay Broadcasting Services seeks 105.1 mhz; 3 kw; HAAT: 100 m. Address: P.O. Box 419, Vinita, OK 74301. Principal is owned by Jackie D. Lee and Robert L. May. It also owns KVIN(AM) Vinita, OK. Filed Oct. 26.

■ Perry, OK—The Andover Corp. Inc. seeks 105.1 mhz; 3 kw; HAAT: 100 m. Address: 8030 East Kellogg, Wichita, KS 67207. Principal is owned by Louis S. Morgan, who has no other broadcast interests. Filed Oct. 26.

■ Gibsonburg, OH—Buddy Carr and Carolyn J. Carr seek 95.7 mhz; 3 mhz; 100 m. Address: 105 Cedar Ct. Perrysburg, OH 43551. Principals have no other broadcast interests. Filed Oct. 23.

■ Coal Grove, PA—Getz Broadcasting, Inc. seeks 97.1 mhz; 2.45 kw; HAAT: 111 m. Address: 4301 SW 35th Terrace, Topeka, KS 66614. Principal is owned by Gerald A. Getz, who has no other broadcast interests. Filed Oct. 23.

■ Oscoda, MI—Iosco County Communications Inc. seeks 95.7 mhz; 50 kw; 150 m. Address: 1175 South US 23, Tawas City, MI 48763. Principal is owned by Donald J. Backus, Martin J. Pennoni and Robert Sugden, who also own WDBI-FM Tawas City, MI. Filed Oct. 23.

■ Old Town, ME—Penobscot Indian Nation seeks 107.3 mhz; 38.3 kw; HAAT: 171 m. Principal is nonprofit corporation headed by James Sappier, Governor. Filed Oct. 26.

■ Nappanee, IN—Andrew L. Banas seeks 95.7 mhz; 3 kw; HAAT: 100 m. Address: 12408 Olive Trail, Polymouth, IN 46563. Principal has no other broadcast interests. Filed Oct. 23.

■ Trion, GA—Lynn S. Gwyn seeks 95.7 mhz; 650 w; HAAT: 210 m. Address: P.O. Box 746, Lafayette, GA 30728. Principal has no other broadcast interests. Filed Oct. 23.

■ Trion, GA—Tri-State Broadcasting Co. seeks 95.7 mhz; 650 w; HAAT: 210 m. Address: P.O. Box 200, Summerville, GA 30747. Principal is owned by William B. Farrar, who also owns WGTA(AM) Summerville, GA. Filed Oct. 23.

■ Cleveland, GA—Terry W. Barnhardt seeks 101.9 mhz; 3 kw; HAAT: 100 m. Address: P.O. Box 1318, Gainesville, GA 30503. Principal also owns WGGA(AM) Gainesville, GA. Filed Oct. 26.

■ Cleveland, GA—White County Broadcasting Co. seeks 101.9 mhz; 3 kw; HAAT: 100 m. Address: P.O. Box 235, Gainesville, GA 30528. Principal is owned by Anthony L. Canup and George M. Pass, who have no other broadcast interests. Filed Oct. 26.

■ Cleveland, GA—Linda B. Guest seeks 101.9 mhz; 3 kw; HAAT: 100 m. Address: P.O. Box 907211, Gainesville, GA 30501. Principal has no other broadcast interests. Filed Oct. 26.

■ Cleveland, GA—Saralyn B. Oberdorfer seeks 101.9 mhz; 1.27 kw; HAAT: 153 m. Address: 6150 Mountain Brook Way, NW, Atlanta 30328. Principal has no other broadcast interests. Filed Oct. 26.

■ Clarkesville, GA—Habersham Associates seeks 102.9 mhz; 3 kw; HAAT: 100 m. Address: P.O. Box 1537, Columbus, GA 31994. Principal is owned by Margaret M. Moore, Frederic C. Brown, Charles A. McClure and Joseph W. McClure, who have no other broadcast interests. Filed Oct. 26.

■ Clarkesville, GA—Radio Habersham Inc. seeks 102.9 mhz; 3 kw; HAAT: 100 m. Address: P.O. Box 468, Clarkesville, GA 30523. Principal is owned by Timothy A. Harper, who also owns WLTA(AM) Clarkesville, GA. Filed Oct. 26.

■ Clarkesville, GA—Carla Morris Martin seeks 102.9 mhz; 3 kw; HAAT: 100 m. Address: 320 Summitt St., Box 14, Cornelia, GA 30531. Principal has no other broadcast interests. Filed Oct. 26.

### TV's

■ Cordele, GA—Sunbelt-South Tele Communications Ltd. seeks ch. 55; 100 kw vis.; HAAT: 125 ft. Address: P.O. Box 917, Cordele, GA 31015. Principal is owned by William B. Goodaon and Phillip A. Streetman. It has no other broadcast interests. Filed Oct. 28.

■ Wailuku, HI—King Broadcasting Co. seeks ch. 15; ERP: 750 kw vis.; HAAT: 1,736 m. Address: P.O. Box 24525, Seattle, 98124. Principal is headed by Steven A. Clifford, who has no other broadcast interests. Filed Oct. 29.

■ Chicago—Center City Communications Ltd. Partnership seeks facilities of WBBM-TV Chicago. Address: 6700 South Shore Dr., Chicago 60649. Principal is headed by Brenda Minor, general partner. It has no other broadcast interests. Filed Oct. 28.

### Actions

#### AM's

■ East Point, GA (BP860529AR)—Granted app. of Darrell Spann for 1160 khz; 10 kw-D; 400 w-N. Address: 8357 South Ada St., Chicago 60620. Principal has no other broadcast interests. Action Nov. 2.

■ Kentland, IN (870330AH)—Returned app. of Spann Communications for 640 khz. Address: 5525 S. State St., Chicago, 60621. Principal has interest in WVON(AM) Cicero, IL, and WXSS(AM) Memphis. Action Nov. 4.

■ Smithville, NY (870331BT)—Returned app. of Alan C. Swan for 1250 khz. Address: 18 W Spring Garden St., Palmyra, NJ 08065. Principal has no other broadcast interests. Action Nov. 4.

■ Fairview, NC—Granted app. of Michael Gliner for 880 khz; 1.1 kw-D. Address: 1711 Appletree Lane, Fort Mill, SC



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29715. Principal has no other broadcast interests. Action Nov. 2.

■ Athens, OH—Returned app. of Minority Christian Radio Of Ohio for 1570 khz. Address: 2711 Hwy 62, Jeffersonville, IN 47130. Principal owns WRRD(AM) Blennerhassett, WV. Action Nov. 4.

■ Florence, SC (BP860728AF)—Granted app. of Michael Ginter for 1120 khz; 1 kw-U. Address: 1711 Appletree Lane, Fort Mill, SC 29715. Principal has no other broadcast interests. Action Nov. 2.

■ Cypress, TX (BP860623AE)—Granted app. of Matthew Provenzano for 1520 khz; 500 w-D. Address: 740 Voss Rd., Houston, 77024. Principal has no other broadcast interests. Action Nov. 2.

■ Magnolia, TX (BPED840323CB)—Dismissed app. of Family Stations for 1520 khz; 5 kw-D. Address: 290 Hegenberger Rd., Oakland, CA 94621. Principal is Oakland, CA-based station group headed by Harold Camping, president. Action Nov. 2.

■ Salem, VA—Returned app. of Thomas H. Moffitt for 1590 khz. Address: 150 Valmore Dr., Casselberry, FL 32707. Principal has no other broadcast interests. Action Nov. 4.

## FM's

■ Pinetop, AZ (BPH850712ZW)—Granted app. of D&M Communications, Inc. for 106.7 mhz; 100 kw; HAAT: 1,023 ft. Principal is owned by Dale Lynne Sieck. It has no other broadcast interests. Action Oct. 29.

■ Holmes Beach, FL (861208ME)—Returned app. of Saxton Communications for 98.7 mhz; 3 kw; HAAT: 304 m. Address: 33688 Lake Shore Dr. N., Gaces Lake, IL 60030. Principal has no other broadcast interests. Action Oct. 30.

■ Vidalia, GA. (BPED870202ME)—Granted app. of Georgia Radio Fellowship for 91.5 mhz; 50 kw; HAAT: 125 ft. Address: 3213 Huxley Dr., Augusta, GA 30909. Principal is nonprofit corporation headed by Clarence T. Barinowski. Action Nov. 2.

■ Eldon, MO—Granted app. of Dennis J. Klautzer for 101.9 mhz; 3 kw; HAAT: 100 m. Address: 840 Westbrooke Meadows Court, Ballwin, MO 63021. Principal has no other broadcast interests. Action Nov. 4.

■ Poplar Bluff, MO (BPED870302MS)—Granted app. of Calvary Educational Broadcasting Foundation for 89.5 mhz; 100 kw; HAAT: 423 ft. Address: Box 236, Dudley, MO 63936. Principal is headed by Donald Stewart. It has no other broadcast interests. Action Oct. 29.

■ Omaha—Dismissed app. of Family Stations for 88.1 mhz; 1.12 kw; HAAT: 389 m. Address: 290 Hegenberger Rd., Oakland, CA 94621. Principal is Oakland, CA-based station group headed by Harold Camping, president. Action Nov. 2.

■ Great Falls, MT (BPH850712XR)—Returned app. of Radioworks Inc. for 107.3 mhz; 100 kw; HAAT: 1,111 ft. Address: 2004 13th St., SW, Great Falls, MT 59404. Principal is owned by Cheryl Lynn Taylor. It has no other broadcast interests. Action Oct. 30.

■ Freehold Township, NJ (870116MM)—Returned app. of Faith Broadcasting Inc. for 89.7 mhz; 1.26 kw; HAAT: 46 m. Address: 1452 Georges Rd., North Brunswick, NJ 08902. Principal is headed by Ann Stevens, who has no other broadcast interests. Action Oct. 29.

■ Garden City, NY (BPH830325AC)—Granted app. of Jarad Broadcasting Co. for 92.7 mhz; 1 kw; HAAT: 159 ft. Address: Woodacres Rd., Brookville, NY 11545. Principal has no other broadcast interests. Action Oct. 29.

■ Irondequoit, NY (BPH861126NE)—Dismissed app. of Peter Wayne Lechman for 106.7 mhz; 3 kw; HAAT: 100 m. Address: 2000 Alban Lane, Bowie, MD 20716. Principal has no other broadcast interests. Action Oct. 29.

■ Bend, Ore. (BPH850712QO)—Granted app. of Kitsap Communications Corp. for 98.3 mhz; 3 kw; HAAT: 300 ft. Address: P.O. Box 9010, Portland, OR 97207. Principal is owned by Carol J. Brandt, who has no other broadcast interests. Action Oct. 29.

■ Odessa, TX—Returned app. of Southwest Educational Media Foundation of Texas Inc. for 96.1 mhz; 50 kw; HAAT: 470 ft. Address: 2100 Hwy 360, Ste. 1204, Grand Prairie, TX 75050. Principal is headed by T. Kent Atkins. It has no other broadcast interests. Action Oct. 30.

■ Odessa, TX—Returned app. of Odessa Community Radio Inc. for 96.1 mhz; 59 kw; HAAT: 450 ft. Address: 2100 Hwy 360, Ste. 1204, Grand Prairie, TX 75050. Principal is headed by Lilly Plummer. It has no other broadcast interests. Action Oct. 30.

■ Everett, WA—Granted app. of Jack Straw Memorial Foundation for 90.7 mhz; 1.4 kw; HAAT: 115 m. Address: 2212 S. Jackson St., Seattle 98144. Principal is nonprofit

corporation headed by N. Johnson, president. Action Nov. 5.

## TV's

■ Richland Center, WI (BPCT861222K1)—Granted app. of Kaul Broadcasting Co. for ch. 45; ERP: 1,062 kw vis; 106.2 kw aur.; HAAT: 927 m. Address: Hwy 14 East, Box 48, Richland Center, WI 53581. Principal has no other broadcast interests. Action Oct. 29.

# Facilities Changes

## Applications

### AM's

■ Santa Rosa, CA, KPLS, 1150 khz—87871102-Application for CP to increase night pwr to 1 kw; change TL: 8 km NE of Santa Rosa, CA and make changes in antenna system. 38 29 15 122 37 51.

■ Annapolis, MD, WANN, 1190 khz—871028-Application for CP to make changes in antenna system, add additional tower to existing two tower array, change TL: Bay Bridge Rd, 0.5 km E of Arundel on the Bay Rd., near Annapolis, MD; reduce power to 25 kw. 38 56 33N 76 28 53W.

### FM's

■ Glendale, CA, KMPC, 101.9 mhz—871029-Application for CP to make changes: TL: 1250 North Beaudry, Glendale, Los Angeles county, CA; change ERP: 4.4 kw H and V; change HAAT: 404 m H and V; and request waiver of Sec. 73.3517 of the rules. 34 11 47N 118 15 30W.

■ Los Angeles, KZLA, 93.9 mhz—871027-Application for CP to make changes: TL: 0.6MI SE of intersection of Chevy Chase Dr., and Linda Vista Dr., on bearing of N 145 degree E on Flint Peak, Glendale, CA; change ERP: 20.35 kw H and V; change HAAT: 399 m H and V. 34 09 48N 118 11 43W.

■ Englewood, FL, WSEB, 91.3 mhz—871026-Mod of CP to change ERP: 62 kw H and V.

■ El Dorado, KS, KSPG-FM, 99.3 mhz—871021-Application for CP to make changes: TL: Approx. 2.2 km E-NE of the intersection of I-35 (Kansas Turnpike) and Rtes. 254/196, El Dorado, Butler county, KS; change ERP: 1.5 kw H and V; change HAAT: 140 m H and V. 37 49 35N 96 52 40W.

■ Lexington, KY, WLKT, 62 khz—871102-Mod of CP to change ERP-VIS: 5000kw, HAAT: 156.55M; ANT: SWR, INC TM-30-SP; TL: 1 km W of Clintonville Rd, 2.2 km S of the intersection with Kentucky Hwy 57. 38 03 53N 84 16 56W.

■ Calhoun City, MS, 102.3 mhz—870921-Mod of CP to make changes: TL: S of Hwy 9, 4.5 MI from Calhoun City, E on Crossroad Rd, site is 1000 ft. on left of Crossroad Rd., next to Friendship Church; change HAAT: 100 m H and V; relocate main studio outside community of license to collocate with WJRL-AM studio, Calhoun City, MS. 33 48 06N 89 21 07W.

■ Starkville, MS, WSMU-FM, 106.3 mhz—871026-Application for CP to make changes: FREQ: 106.1 MHz (Per RM-5431); change TL: 1.75MI W of Crawford, MS on Bethesda Rd. Lowndes County; ERP: 40 kw H and V; change HAAT: 165 m H and V; change to Class C2. 33 17 56N 88 38 36W.

■ Las Vegas, KLVF, 100.9 mhz—871020-Application for CP to make changes: freq: 100.7 mhz (per docket #86-312); change ERP: 10 kw H and V; change to Class C2.

■ Armijo, NM, KLQS, 107.1 mhz—871022-Mod of CP to make changes: TL: 1-66, 6 km W of the intersection of I-66 and US 40, Bernalillo County, Town of Atrisco, NM; change ERP: 24.5 kw H and V; change HAAT: 215 m H and V; change to Class C2. 35 03 15N 106 51 31W.

■ Rome, NY, WKAL-FM, 95.9 mhz—871030-Application for CP to make changes: FREQ: 96.1MHz (per docket #87-23); change TL: Prospect Hill, Skyline Dr, Kirkland, Oneida County, NY; change ERP: 7.4 kw H and V; change HAAT: 183 m H and V; change to Class B1. 43 02 14N 75 26 40W.

■ Wake Forest, NC, WFTK, 1030 khz—871026-Mod of CP to make changes in antenna system and change TL: On West side of Rte 1004, 1.4MI N of Junction of Rtes 1004 and 1112. 36 10 43N 78 45 30W.

■ Philadelphia, WPEB, 88.1 mhz—871102-Application for CP to change TL: 4601 Market St, Philadelphia. 39 57 33N 75 12 54W.

■ Dickson, TN, WDKN-FM, 102.3 mhz—871030-Appli-

cation for CP to make changes: FREQ: 102.5MHz (Per Docket #86-399); change TL: Promise Land Rd., Dickson county, Charlotte, TN; change ERP: 50 kw H and V; change HAAT: 150 m H and V; change to Class C2. 36 12 43N 87 19 51W.

■ Canyon, TX, KAKS-FM, 107.9 mhz—871030-Mod of CP to make changes: TL: 2.2 km NNE of Givens Ave, Amarillo, Potter County, TX; change HAAT: 403 m H and V. 35 20 33N 101 49 20.5W.

■ Victoria, TX, KEPG, 100.9 mhz—871023-Mod of CP to make changes: TL: 0.18 km N from intersection of Rtes. 77 and 59, Victoria, TX; change ERP: 2.7 kw H and V; change HAAT: 95 m H and V 28 46 59N 97 02 57W.

■ Waco, TX, WACO-FM, 99.9 mhz—871026-Mod of CP (BPH85091110) to make changes: TL: 1.8 km NNE of the Town of Lorena, 0.31 km W of the intersection 35; change HAAT: 339 m H and V. 31 24 15N 97 12 26W.

■ Wichita Falls, TX, KKQV, 103.3 mhz—871029-Grant for application (BPH861222ID) rescinded for CP to make changes: TL: 3.4 km E of Texas Hwy 26 on Hwy 240, Haynesville, TX; change HAAT: 309.6M H and V. 34 05 35N 98 52 44W.

■ Milwaukee, WI, WLZR-FM, 102.9 mhz—871022-Application for CP to make changes: ERP: 50 kw H and V; change HAAT: 132 m H and V; and make changes in antenna system.

■ Sauk City, WI, WSEY, 96.7 mhz—871102-Mod of CP (BPH860806IA) to make changes: FREQ: 96.3MHz (Per Docket #86-490); change TL: 0.4 km NE of intersection of Mineral Point Rd. and Garfoot Rd., 7 km SW of Cross Plains, Dane Co, WI; change ERP: 5.6 kw H and V; change HAAT: 211 m H and V; change to Class B1. 43 03 50N 89 41 50W.

## TV's

■ South Bend, IN, WSBT-TV, ch. 22—871027-Application for CP to change ERP-VIS: 4745 kw; CHAN: 22; HAAT: 325M; TL: 60351 Ironwood Rd, St. Joseph county, South Bend, IN; ANT: RCA (Existing) TFU-46K. 41 37 00N 86 13 01W.

## Actions

### AM's

■ Mobile, AL, WBHY, 840 khz—871103-Application (BMP870811AC) granted for Mod of CP to make changes in antenna system.

■ Pueblo, CO, KFEL, 970 khz—871102-Application (BP870319AG) granted for CP to increase power to 3.2 kw and redetermine coordinates: 38 15 57N 104 40 44W.

■ Seminole, FL, WGNB, 1520 khz—871104-Application (BP870416AC) returned Pet for Recon (Nunc pro Tunc) CP to change hours of oper to unlit by adding night service with 460 watts; change day power to 550W; change city of license to Seminole, FL; change TL to: 9700 82d Ave. N, Pinellas Park, FL; change mode of operation.

■ New York, WINS, 1010 khz—871026-Application (BMP870612AN) dismissed for Mod of CP to make changes: changes in antenna system; changes TL to: 0.3 km N of Rte 20 and Rte 503 intersection, Carlstadt, NJ. 40 49 17N 74 03 53W.

■ Grants Pass, OR, KAGI, 930 khz—871103-Application (BMP870330BG) granted for Mod of CP to make changes in antenna system (including incr. in hght of tower); reduce nighttime power to 1 kw and change TL to: Roguelca Lane, 0.8 km W of Grants Pass City Limits, OR. 42 26 16N 123 21 27W.

■ Canonsburg, PA, WWCS, 540 khz—871103-Application (BMP870814AA) granted for Mod of CP (BP861231AA) to add augmentations to nighttime pattern.

■ Edmonds, WA, KCIS, 630 khz—871103-Application (BP870827AC) granted for CP to make changes in antenna system.

### FM's

■ Anadarko, AK, KRPT-FM, 103.7 mhz—871029-Application (BPH870226IP) granted for CP to change ERP: 86.4 kw (H and V); HAAT: 301.3M (H and V).

■ Delano, CA, KZAY, 105.3 mhz—871103-Application (BPH870227NY) granted for CP to change TL: 6 mi. N of Oildale, 3/4 mi. E of Hwy 65, Oildale, CA; change HAAT: 167 m H and V; change ERP: 40 kw H and V. 35 30 53N 119 03 51W.

■ Fresno, CA, KYNO-FM, 95.7 mhz—871105-Application (BMP870304IB) granted for Mod of CP (BPH860612IA) to change ERP: 17.5 kw H and V; HAAT: 259 m H and V.

■ Atlantic Beach, FL, WFYV, 104.5 mhz—871103-App-

plication (BMPH860912ID) granted for Mod of CP (BPH850712IH) to change ERP: 100 kw H and V.

■ Gretna, FL. WGWD, 100.7 mhz—871102-Application (BMPH870518IF) granted for Mod of CP to change TL: 1.5MI S of Quincy, 5MI W of Hwy 267, Gadsden County, FL. 30 33 24N 84 36 05W.

■ Safety Harbor, FL. WXCR, 92.1 mhz—871102-Application (BPH871001ID) granted for CP to make changes: FREQ: 92.5MHZ (per docket #86-346); changes TL: S side of Park Blvd. (SR 694). 0.5 km E of Vonn Rd. approx 1.9 km W of Seminole, Pinellas County, FL: ERP: 50 kw H and V; HAAT: 149M H and V; changes to Class C2. 27 50 33N 82 48 52W.

■ Brunswick, GA. WPIQ, 101.5 mhz—871103-Application (BMPH870227MU) granted for Mod of CP (BPH850712IR) to change TL: Intersection of Coleman-St. Mary's Rd. and Mckendree Rd., Kingsland, GA; change HAAT: 439 m H and Vand make changes in antenna system. 30 49 18N 81 44 10W.

■ Monroe, LA. KNLU, 88.7 mhz—871030-Application (BPED860214 mO) dismissed for CP to make changes: change TL: Olin Hall NLU, Monroe, LA: ERP: 3.25 kw H and V; HAAT: 50.6 m H and V. 32 31 46N 92 04 13W.

■ Allendale, MI. WGVC-FM, 88.5 mhz—871105-Application (BMPED870727IC) granted for Mod of CP (BPED851115NC) to change TL: 1.74MI. 76.63 deg. to Coopersville, mi. 43 03 24N 85 57 30.5W.

■ Virginia, MN. WHLB-FM, 107.1 mhz—871030-Application (BPH870615IC) granted for CP to make changes: change FREQ: 99.9 mhz (per docket #86-260); change TL: maple Hill, 3 mi SSW of Hibbing, MN: change ERP: 100 kw H and V; change to Class C1. 47 22 52N 92 57 18W

■ Grand Island, NE. KRGI-FM, 96.5 mhz—871103-Application (BPH870225IO) granted for CP to change TL: 1.2 MI NW of Prosser Village, Martin Twp, NE: changes HAAT: 300M H and V and make changes in antenna system. 40 42 07N 98 35 20W.

■ North Las Vegas, NV. KJUL, 104.1 mhz—871030-Application (B mPH870415IB) dismissed for mod of CP to make changes: TL: 8 MI SW of Blue Diamond, NV. atop Mt. Potosi. Near Blue Diamond, NV; change ERP: 24.5 kw H and V; change HAAT: 1137.3 m H and V 35 58 02N 115 30 06W.

■ Concord, NH. WJYY, 105.5 mhz—871015-Application (BPH860708IE) granted for CP to make changes: ERP: 1.21 kw (H and V); HAAT: 151.3M (H and V) (for auxiliary purposes only). Petition for Reconsideration filed 12-22-86.

■ Cortland, NY. WOKW, 99.9 mhz—871030-Application (BPH870127ID) granted for CP to change ERP: 24 kw H and V.

■ Plainview, NY. WPOB, 88.5 mhz—871023-Application (BMPED860717ID) granted for mod of CP to change HAAT: 78 m H and V and change to directional antenna.

■ Schenectady, NY. WGFM, 99.5 mhz—871030-Application (BPH870128IH) granted for CP to change ERP: 14.8 kw H and V.

■ Circleville, OH. WNHZ, 107.1 mhz—871104-Application (BPH870821IC) granted for CP to make changes: TL: 0.6 km from E Ringgold at a bearing N 138 degree E, along E Ringgold - Fairfield Rd: change HAAT: 100 m H and V. 39 39 52N 82 51 04W.

■ Tamaqua, PA. WMGH-FM, 105.5 mhz—871102-Application (BPH870331JP) granted for CP to make changes: ERP: 1.3 kw H and V; changes HAAT: 485 ft. H and V.

■ University Park, PA. WQWK-FM, 96.7 mhz—871027-Application (BPH851220IC) dismissed for CP to make changes: changes TL: Intersection of Scotia and Circleville Rds., State College, PA; ERP: 2.44 kw (H and V); HAAT: 364 ft. (H and V). 40 48 26 77 56 29.

■ Wilkes-Barre, PA. WKZR-FM, 98.5 mhz—871103-Application (BPH870227MO) granted for CP to change ERP: 8.7 kw H and V; HAAT: 1172 feet H and V.

■ Aiken, SC. WNEZ, 99.3 mhz—871103-Application (BPH870331IG) granted for CP to make changes: freq: 99.5MHZ (per docket #85-254); change Class C2: change TL: 5.8 km N of Sweetwater, SC and 1.8 km W of US Hwy 25 in Edgefield Co: change ERP: 22.5 kw H and V; change HAAT: 222 m H and V. 33 38 44 81 55 40.

■ Gallatin, TN. WGFX, 104.5 mhz—871105-Application (BPH861222IE) granted for CP to make changes: change TL: Transmitter Rd just off Brick Church Pike, near Madison, TN; change ERP: 49 kw H and V; change HAAT: 400 m H and V. 36 16 05N 86 47 16W.

■ Amarillo, TX. KLSF, 96.9 mhz—871023-Application (BPH870302NF) granted for CP to change: TL: NW corner of Western and St. Francis Rds. Amarillo, TX: change HAAT: 1006 ft. H and V and make changes in antenna system. 35 16 09N 101 53 18W.

■ Edinburg, TX. KVLV, 107.9 mhz—871029-Application (BPH870302IR) granted for CP to make changes: TL: 1.16 km WNW of intersection of Rte 491 and Mile 13 1/2 Rd., Lavilla, TX; changes HAAT: 301M (H and V). 26 15 08N 97 55 22W.

■ Charlotte Amalie, VI. WIYC, 101.1 mhz—871103-Application (BPH870320IC) granted for CP to make changes: freq: 104.3MHZ (per docket #85-209); change ERP: 44.8 kw H and V; change HAAT: 489.5 m H and V; correct coordinates: 18 21 31N 64 58 20.5W.

■ Richland, WA. KOTY-FM, 106.5 mhz—871102-Application (BPH870302IS) granted for CP to make changes: TL: Johnson Butte, 7 MI S of Kennewick, WA; changes ERP: 100 kw H and V; changes HAAT: 1075 ft. H and V. 46 05 47N 119 11 36W.

#### TV's

■ Rome, GA. WAWA-TV, ch. 14—871030-Application (BMPCT870722KE) granted for mod of CP (BPCT830111KF) to change ERP VIS: 1584 kw; HAAT: 251.4 m; ANT: SWR, Inc. SM-30DA; TL: Atop Horseleg Mtn. 4.5 mi SW of Rome, Floyd Co, GA. 34 14 07N 85 13 45W.

■ Bozeman, MT. KUSM, ch. 9—871030-Application (BPET870929KJ) granted for CP to change ERP-VIS: 3.35 kw.

■ Omaha, NE. KPTM, ch. 42—871030-Application (BPCT870902KE) granted for CP to change HAAT: 577 m.

■ Irving, TX. KHSX, ch. 57—871029-Application (BPCT870915KG) granted for CP to change ERP-VIS: 5000KW. (DA) ANT: Dielectric Communications TFU-36JDAS "Skull."

■ Norfolk, VA. WJCB, ch. 49—871029-Application (BMPCT870918KG) for Mod of CP to change ERP-VIS: 495.9KW; HAAT: 155M; ANT: Bogner DUI8B.

### Allocations

■ Phoenix, AZ—Effective Dec. 24, 1987, amended the TV Table by allotting UHF Channel 61 to Phoenix as its eighth commercial television service. (MM Docket 86-222 by R&O [DA 87-1592] adopted Oct. 19 by the Chief, Allocations Branch, Mass Media Bureau.)

■ Quincy and Tallahassee, FL—At request of Dalcom Broadcasting, Inc., proposed substituting channel 276C2 (103.1 MHz) for channel 276A at Tallahassee, and modifying license of WTHZ(FM) to specify operation on C2 channel; and proposed substituting channel 298A (107.5 MHz) for channel 274A (102.7 MHz) at Quincy. Comments are due Dec. 31, replies Jan. 15, 1988. (MM Docket 87-486 by NPRM [DA 871595] adopted Oct. 16 by the Chief, Allocations Branch.)

■ Lihue, HI—At request of John Hutton Corp., proposed substituting channel 228C1 (93.5 MHz) for channel 228A at Lihue, and modifying license of KQNG-FM to specify operation on C1 channel. Comments are due Dec. 31, replies Jan. 15, 1988. (MM Docket 87-487 by NPRM [DA 87-1594] adopted Oct. 16 by Chief, Allocations Branch.)

■ Dennis Port and Harwich Port, MA—On request of Brian Dodge, proposed amending FM Table by allotting channel 230A (93.9 MHz) to Dennis Port and substituting channel 226A (93.1 MHz) for channel 228A (93.5 MHz) at Harwich Port; ordered Mary Jane Kelley, permittee of chan-

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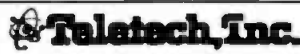
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nel 228A at Harwich Port, to show cause why permit should not be modified to specify operation on channel 226A; comments Dec. 28, replies Jan. 12. (MM Docket 87-484, by NPRM and Order to Show Cause [DA 87-1587] adopted Oct. 16 by the Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Glen Arbor, MI**—Effective Dec. 21, amended FM Table to allot channel 251A (98.1 MHz) to Glen Arbor as its second FM broadcast service; filing window: Dec. 22-Jan. 21. (MM Docket 87-39, by R&O [DA 87-1583] adopted Oct. 16 by Chief, Allocations Branch.)

■ **Willmar, MN**—On request of Kandi Broadcasting Co., proposed amending FM Table by allotting channel 291C (106.1 MHz) to Willmar as its second FM channel; comments Dec. 28, replies Jan. 12. (MM Docket 87-483, by NPRM [DA 87-1586] adopted Oct. 19 by the Chief, Allocations Branch.)

■ **Marshfield, MO**—Effective Dec. 21, amended FM Table by substituting channel 284C2 (104.7 MHz) for channel 285A (104.9 MHz) at Marshfield; modified license of KTOZ(FM), Marshfield to specify operation on new channel. (MM Docket 86-302, by R&O [DA 87-1585] adopted Oct. 19 by the Chief, Allocations Branch.)

■ **Columbia, MO**—Denied Columbia FM, licensee of KARO(FM), Columbia, reconsideration of dismissal of its petition for rulemaking to modify its license and amend FM Table. (By MO&O [DA 87-1580] adopted Oct. 7 by Chief, Policy and Rules Division.)

■ **Lebanon and Bolivar, MO**—Effective Dec. 21, amended FM Table to substitute channel 300C2 (107.9 MHz) for channel 221A (92.1 MHz) at Lebanon; modified license for KLWT, Lebanon, to specify operation on new channel. (MM Docket 86-278, by R&O [DA 87-1584] adopted Oct. 19 by Chief, Allocations Branch.)

■ **Crete, NE**—Effective Dec. 28, amended FM Table by substituting channel 281C2 (104.1 MHz) for channel 280A (103.9 MHz) at Crete and modifying the license of KBVB-FM to specify operation on the new channel. (MM Docket 87189 by R&O [DA 87-1613] adopted Oct. 30 by the Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Copenhagen, NY**—At request of Kevin O'Kane, proposed amending the FM Table by allotting channel 294A (106.7 MHz) to Copenhagen as its first local FM service. Comments are due Jan. 4, replies Jan. 19. (MM Docket 87500 by NPRM [DA 87-1610] adopted Oct. 30 by the Chief, Allocations Branch.)

■ **Henderson, NY**—At request of Tia A. Soliday, proposed amending FM Table by allotting channel 264A (100.7 MHz) to Henderson as its first local FM service. Comments are due Jan. 4, replies Jan. 19. (MM Docket 87499 by NPRM [DA 87-1609] adopted Oct. 30 by the Chief, Allocations Branch.)

■ **Old Forge, NY**—At request of George W. Kimble, proposed amending FM Table by allotting channel 259A (99.7 MHz) to Old Forge as its first local FM service. Comments are due Jan. 4, replies Jan. 19. (MM Docket 87-501, by NPRM [DA 87-1611] adopted Oct. 30 by Chief, Allocations Branch.)

■ **Star Lake, NY**—At request of Tia A. Soliday, proposed amending FM Table by allotting channel 290B1 (105.9 MHz) to Star Lake as its first local FM service. Comments are due Jan. 4, replies Jan. 19. (MM Docket 87502 by NPRM [DA 87-1612] adopted Oct. 30 by the Chief, Allocations Branch.)

■ **Manteo, NC**—Effective Dec. 28, amended FM Table by substituting channel 251C2 (98.1 MHz) for channel 252A (98.3 MHz) at Manteo and amending permit of WZZI to operate on C2 channel (MM Docket 87-193 by R&O [DA 871614] adopted Oct. 30 by Chief, Allocations Branch.)

■ **Brownwood, TX**—At request of Group R Broadcasting, Inc., proposed substituting channel 257C2 (99.3 MHz) for channel 257A at Brownwood, and modifying license of KPSM(FM) to specify operation on C2 channel. Comments are due Dec. 31, replies Jan. 15, 1988. (MM Docket 87-485 by NPRM [DA 87-1596] adopted Oct. 19 by Chief, Allocations Branch.)

■ **Kingsville, TX**—Effective Dec. 21, amended FM Table by substituting channel 248C1 (97.5 MHz) for channel 249A (97.7 MHz) at Kingsville; modified license of KDUV(FM), Kingsville, to specify operation on new channel. (MM Docket 86-153, by R&O [DA 87-1582] adopted Oct. 7 by Chief, Allocations Branch.)

■ **Liberty and Jasper, TX**—Effective Dec. 24, amended FM Table by allotting channel 260C2 (99.9 MHz) to Liberty; and substituting channel 264C2 (100.7 MHz) for channel 265A (100.9 MHz) at Jasper. Filing window opens Dec. 28, closes Jan. 27, 1988. (MM Docket 86-411 by R&O [DA 87-1593] adopted Oct. 19 by Chief, Allocations Branch.)

■ **Hartford, VT**—On request of William A. Wittik, pro-

posed amending FM Table by allotting channel 282A (104.3 MHz) to Hartford as its first local service; comments Dec. 28, replies Jan. 12. (MM Docket 87-482, by NPRM [DA 87-1549] adopted Oct. 7 by Chief, Allocations Branch.)

■ **Big Stone Gap, VA, and Barbourville, KY**—At request of Valley Broadcasting, Inc., proposed substituting channel 228C2 (93.5 MHz) for channel 228A at Big Stone Gap, VA, and modifying license of WLSD-FM to specify operation on C2 channel; and, proposed substituting channel 241A (96.1 MHz) for channel 228A at Barbourville, KY, and modifying license of WYWY-FM to operate on channel 241A. Barbourville Community Broadcasting Company, licensee of WYWY-FM, is Ordered to show cause by Nov. 9 why its license should not be modified. Comments are due Dec. 31, replies Jan. 15, 1988. (MM Docket 87-494 by NPRM and Order to Show Cause [DA 87-1597] adopted Oct. 19 by Chief, Allocations Branch.)

## Actions

### Commission Actions

■ **Children's TV Ads.**—Further comments sought on what action, if any, FCC should take to limit amount of advertising on children's TV programs. Comments are due Jan. 4, replies Feb. 18. (MM Docket 83-670 by Further NPRM/NOI [FCC 87-338] adopted Oct. 20 by the commission.)

### Review Board Actions

■ **Review Board Conditions License Renewal of Seven Hills' KTVW-TV** (MM DOCKETS 83-657, 84-835 [Report DC-1042, Action in Docket Case])—Granted license renewal of Seven Hills Television Company's KTVW-TV, Phoenix, subject to four stringent conditions. Action by the Review Board Oct. 28 by decision (FCC 87R-58).

■ **Guadalupe, CA**—Allowed Armando Garcia, applicant for a new FM station at Guadalupe, 20 days to make full written presentation of his past and present financial qualifications and the competing applicant, Reimer Broadcasting Limited, 10 days thereafter to respond. (MM Docket 85-298 by MO&O [FCC 87R-59] adopted Nov. 2 by the Review Board.)

### ALJ Actions

■ **Brunswick, GA**—Granted application of Coastal Communications Inc. for new TV station on Channel 21 at Brunswick; dismissed competing applications of Ocean Corp. and DHA Broadcasting, Inc. (MM Docket 87-144, by Summary Decision [FCC 87D-38] issued Oct. 23 by ALJ Richard Sippel.)

## Summary of broadcasting as of Sept. 30, 1987

Service	On Air	CP's	Total*
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,961	145	3,106
UHF translators	1,968	293	2,261
ITFS	260	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	168	3,002

\* Includes de-air licenses.

## Applications

Call	Sought by
<b>New FM</b>	
WCBA-FM	Dean J. Slack, Corning, NY
<b>Existing FM</b>	
KBUZ	KSPG-FM Gary Violet, El Dorado, KS

## Grants

Call	Sought by
<b>New FM's</b>	
KCUK	Kashunamiut School District, Chevak, AK
KASN-FM	Samoa Technologies, Inc., Pago Pago, AS
KKGL	D & M Communications, Inc., Pinetop, AZ
KBUX	Buck Burdette, Quartzsite, AZ
KNGS	William L. Zawila, Coalinga, CA
WGIN	Franklin Broadcasting, Calhoun City, MS
WMHN	Mars Hill Bcg Co., Inc., Webster, NY
KSMF	State of Oregon by State Board of Higher Ed., Ashland, OR
KRJT	Everett Co. Mason, Bowie, TX
WCQR	Golden Rule Organization Workshop, Inc., Waynesboro, VA
<b>New TV's</b>	
KSBS-TV	Constance J. Wodinger, Steam Boat Springs, CO
WBHS	Silver King Bcg of Tampa, Inc., Tampa, FL
<b>Existing AM's</b>	
WKFL	WBEA Sumter County Radio, Bushnell, FL
WYTL	WPFR Power Rock Bcg of Indiana, Inc., Terre Haute, IN
WPZA	WPAG Washtenaw Bcg Co., Inc., Ann Arbor, MI
KIIQ	KSRN KSRN Corp., Sun Valley, NV
KDUK	KQAK Constant Communications of Oregon, Inc., Eugene, OR
WSQV	WBRX Heritage Bcg Corp., Berwick, PA
WHDZ	WLKK K & K Radio Bcg Ltd Partnership, Erie, PA
WTKS	WWVA Robert S. Cannella, Burnetown, SC
WJTZ	WCQR J.T. Parker Bcg Corp., Blountville, TN
WQZQ	WDKN-FM American Communications, Inc., Dickson, TN

<b>Existing FM's</b>	
WRJM-FM	WGEA-FM Shelley Bcg Co., Inc., Geneva, AL
WMGF	WALQ New South Communications, Inc., Troy, AL
KWV-FM	KGTL-FM Peninsula Communications, Inc., Homer, AK
WCTH	WXOS Sounds of Service Radio, Inc., Plantation Key, FL
KKOY-FM	KQSM Neosho County Bcg, Inc., Chanute, KS
WGVU-FM	WGVC-FM Board of Control, Grand Valley State College, Allendale, MI
KIIQ-FM	KIIQ KSRN Corp., Sun Valley, NV
WNWV	WCZR Elyria-Loran Bcg Co., Elyria, OH
KLCX	KDUK Constant Communications of Oregon, Inc., Florence, OR
WBHH	WGCQ Musicradio of South Carolina, Inc., Parris Island, SC
WMLI	WSEY Odon Madison Ltd Partnership, Sauk City, WI
<b>Existing TV</b>	
WGVU-TV	WGVC Grand Valley State College, Grand Rapids, MI

Notes:  
KSKF State of Oregon by the State Board of Higher Ed., Klamath, OR



# Classified Advertising

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

## RADIO

### HELP WANTED MANAGEMENT

**Manager for 100,000 watt FM, 5000 watt AM and LPTV in St. Ignace, MI.** Strong in sales with experience in radio, buy-in possibilities and profit sharing. 517-321-1763.

**Sales manager** for a top-rated California FM. I need someone who knows local and regional sales inside out. Someone who wants to make lots of money, your basic born leader. Interested? Send resume. Box A-27.

**Selling general manager** wanted for Ft. Myers, Florida, area FM. Good money, stock offered and excellent opportunity. Write Box A-23.

### HELP WANTED SALES

**California country FM** needs new local sales blood! If you would like to work in a market of more than 300,000 for a top-rated station that billed more than 1.5 million last year, send a resume. Box A-26.

**Come to Florida!** Sales position available on Florida's beautiful west coast. Join top contemporary station. Salary plus commission. Contact E. Friedman, WRGI-FM, 950 Manatee Road, Naples, FL 33961. Phone 813-775-3321.

**Sales team applications wanted:** Sales manager. Sales persons. Exciting radio opportunity! Resume, track record, references to: NDXE, P.O. Box 569, Opelika, AL 36801. MF, EOE.

**Pack your skis** and your successful track record in broadcast sales and head for a world class ski resort in the Colorado Rockies. Above average income potential as a multi-media account exec. and an incredible "life style" environment. You'll get an immediate response when you send your references, work history and a brief letter to: Sales Manager, Avon, CO 81620.

**Midwest Family Radio** is looking for outstanding sales manager candidates for its 18 station group. If you have a strong track record and want to grow in a group where people are its most important asset. Then we need to talk! Please write, submitting complete resume, work experience, and salary history to: Chuck Mefford, V.P. Sales, Midwest Family, 321 E. Lake St., Petoskey, MI 49770.

**Sales star wanted.** You'll report to the general sales manager. Excellent compensation program as befits a star salesperson. Good list and career opportunity with a growing broadcast group. You must be superb at radio sales. Resume to WKRS/WXLC Radio, 3250 Belvidere Road, Waukegan, IL 60085. EOE.

**California...** If you are a highly motivated, professional salesperson with a proven track record in radio sales, KFIG AM/FM has a position for you. We offer a draw against commissions of 15 & 20 percent plus outstanding benefits. Resume to Russel Beckmann, Box 4265, Fresno, CA 93744. EOE MF.

### HELP WANTED ANNOUNCERS

**Texas calling!** New breed of EZ programmers seek experienced communicator with strong production skills. Large secondary market. Adult radio background. Send T & R in confidence. EOE. Box A-7.

**Immediate opening for morning personality.** Adult contemporary format. New studios in 100,000 metro 55 miles south of Chicago. Applicant must be comfortable communicating with primary 35-49 and have 3-5 years experience. T & R to Larry Timpe, WKAN, 2 Dearborn Square, Kankakee, IL 60901. Equal opportunity employer.

**In the Hamptons,** experienced combo sales/DJ personality wanted. Rare opening at Eastern Long Island's most successful. Send resume, non-returnable tape: WLNG AM-FM, Box 2000, Sag Harbor, NY 11963. EOE.

**Female prime time co-host,** aggressive "clean country" Christian AM station. Tape/resume: Greg Steward, WOGO, 3155 S. Woodward Ave., Chippewa Falls, WI 54729.

### HELP WANTED TECHNICAL

**Chief engineers** needed for Keymarket Communications, a fast growing broadcast group with stations in the Southeast, Midwest and Northeast. Two years experience required. Send resume and references to Keymarket Communications: Director of Engineering, 804 Carolina Avenue, North Augusta, SC 29841. EOE.

**NC FM/AM seeks aggressive C.E.** for new state of the art facility. Automation experience needed. Resume, salary requirements to Steve Christian, WWMY, 7819 National Service Road, Suite 402, Greensboro, NC 27409.

**Technical director** with high audio standards and substantial experience as recording engineer or audio technician. Should have management skills, appreciation for excellent radio production and experience maintaining/installing audio equipment. Provide tech. support for statewide network with 22 memb. radio stations involved in daily prod. of news and public affairs programming for statewide & national audiences. Knowledge of satellite systems, transmitters and computers a plus. Good sal/benef. Great oppor. for right person. Resume to APRN, 4640 Old Seward Hwy., Ste 202, Anchorage, AK 99503. EOE.

### HELP WANTED NEWS

**Morning anchor** for medium market Midwest station. Must have 2 years experience, good delivery. Room for improvement and aggressiveness. Send to Ed Huot, WTRC, Box 699, Elkhart, IN 46515 EOE.

**Afternoon news anchor wanted:** 100,000 watt market leader seeks an experienced anchor/reporter. Strong delivery and top notch writing skills a must. Send tape and resume to Dan Robison, News Director, WCOS FM/AM, Box 748, Columbia, SC 29202. EOE.

**News producer.** Report, produce, and anchor news coverage for in-depth all news format scheduled to debut in January, 1988. Candidates should have prior experience in broadcast journalism and demonstrated ability for creative and comprehensive news coverage, documentaries, etc. Send resume and audio cassette examples of both reporting and anchoring skills to: Dave Edwards, General Manager, WUWM Radio, P.O. Box 413, Milwaukee, WI 53201. Two full-time positions are available. WUWM and the University of Wisconsin-Milwaukee are affirmative action/equal opportunity employers.

**Broadcast meteorologist:** NY area's largest weather forecast company has immediate opening for experienced forecaster with strong on-air delivery. Rush audio cassette & resume to P.O. Box 1122, Flushing, NY 11354.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**New adult contemporary Christian station** in N.C. mountains needs announcers, news director and sales persons. Excellent market. Send resume and tape to WCIS, P.O. Box 2798, Morganton, NC 28655. EOE.

**Vice president:** Programming and research: Northeast start-up radio venture. Evaluate acquisitions, implement formats, advise system management. Requires strong research background and programming experience in many formats and all-sized markets. Must have excellent industry reputation. Energy, ability to listen and communicate, willingness to take risks. Resume to Box A-50. Strictly confidential.

### SITUATIONS WANTED MANAGEMENT

**Twenty years of management,** sales, promotion and programming seeks GM position. Prefer East or Midwest. Currently employed. Box A-22.

**Experienced, bottom-line G.M.** 10 years small-market manager. Ready to step up. Want growing company seeking professional take-charge manager. Call Bill 205-875-3350.

### SITUATIONS WANTED SALES

**22 years successful GM-sales management,** with experience in all other related areas. Looking to win in a medium market. Box A-38.

**Top 50 AM sales specialist!** Looking for AM with growth potential. Call Don 301-742-1345.

### SITUATIONS WANTED ANNOUNCERS

**17 year Cincinnati on air drive time veteran!** Background includes program management and drive time in various formats including stereo country, A/C, rock and CHR. Available now. Please call Scotty Jackson (Jerry Anderson) 606-824-6515.

**Easy listening,** memory music stations. 25 years experience, deep pipes, final career move. Neil - 518-383-0239.

**Professional attitude and sound** with production, copywriting and continuity background. Call Bill 308-534-1211.

**Witty, intelligent,** team player with great production skills looking for station on the move. C&R 302-731-1141.

**Versatile disc jockey** with 4 years experience. Experience in news and production. Dave 303-278-0106.

## SITUATIONS WANTED TECHNICAL

**Over 25 years experience** as chief engineer. Seeking permanent position with quality operation. Prefer Southeast. Will consider all locations. Box A-47.

### SITUATIONS WANTED NEWS

**Currently active in Fairfield County, Connecticut,** market. Seeking news, traffic. 6 years on air. 203-877-4676 after 6:00 pm.

**News should be interesting.** Hire me and yours will be. Creative self starter entertains while informing. 3 years experience, degree and awards. Ray: 213-652-7859.

**Experienced reporter-anchor,** excellent voice, crisp writing, news judgement, dedication. Prefer California or Southwest. Call 818-508-7148.

### SITUATIONS WANTED PROGRAMING PRODUCTION AND OTHERS

**Morning drive entertainer, manager,** salesman, play by play. All around radio talent seeks morning opportunity with possible sales/management combo. Box A-21.

**Programing is marketing is psychology.** Program director with listener loyalty, dependence, bonding objectives. Profit-oriented, ratings-impassioned. Positive people skills. Distinguished trainer. 20 years major markets achievements. Meticulous state of the art planning; universal/local motivation research - social psychological analysis; central-peripheral programing/promotion translations; immediate perceptual engineering and listener/sponsor management applications. Sense of humour. Need: continuous measurement market, 25+ target, information-emphasis format, adequate facility, shared values. Phone 305-942-8861. John.

**13 years radio/TV plus agency.** Programing, operations, production, air. Some sales; Jennings-trained. Prefer opportunity Northeast. Box A-51.

**Cleveland/Pittsburgh:** Jerry "DJ" Strothers. Production & promotion wizard! Station owners call: 1-800-327-5786, all others: 412-244-TV72.

## TELEVISION

### HELP WANTED MANAGEMENT

**Leading Southwest independent** seeks program operations manager. Must have knowledge and experience in program scheduling, traffic, production, satellite and computer technology. Preference given to independent station experience. Apply Box Z-56.

**Chief engineer:** Great television station for the right person. Southwest location. Must be experienced, technically sound, good with people. Applications will be kept confidential. Box A-5.

**Promotion manager:** Top ten market indie looking for aggressive manager. Position will be responsible for promotion and public affairs departments and report directly to the GM. Experienced managers only please reply to General Manager, WDCA-TV, 5202 River Rd., Washington, DC 20816.

**Group controller:** College degree. Must have current or recent station controller experience. Some travel required. Send resume with earnings history and earnings requirement in confidence to J. McCreary, ML Media Partners, 7 West 51 St., New York, NY 10019. An EEO employer.

**The University of Arizona** is looking for an assistant general manager for educational telecommunications. This individual will have major management responsibility in the use of telecommunications technologies in support of education as well as other assigned functions for the general manager of KUAT-TV-AM-FM. This position will specifically manage the nineteen channel instructional television fixed service (ITFS) and operational fixed service (OFS) instructional television delivery system soon to be licensed to the University of Arizona. Qualifications include bachelor's degree in broadcasting, communications or related field. Masters degree preferred. Five years documented experience in broadcasting or telecommunications management. Salary commensurate with experience. This position is being reopened with an expected hire date of January 1, 1988. Preference will be given to applicants with broadcast or telecommunications management experience. If you have previously responded please do not reapply, all prior applications are still under consideration unless a specific request is made to omit. Please send letter of interest and resume to: Sharon Stephenson, University of Arizona, 1325 Speedway Blvd., Tucson, AZ 85719 by December 1, 1987. Equal opportunity/affirmative action employer.

## HELP WANTED ANNOUNCERS

**Anchor/reporter** to replace our 10:00 PM anchor who's leaving the state. CBS affiliate in small market. Reporting experience required, anchor experience preferred. Writing skills and anchoring style will be strongly considered. Tape and resume to Doug Maughan, News Director, KMVT-TV, 1100 Blue Lakes Blvd., N. Twin Falls, ID 83301.

## HELP WANTED TECHNICAL

**Assistant chief engineer** for CBS affiliated UHF 3-5 years transmitter experience. Resume and salary requirements to Roger Topping, WIFR-TV, Box 123, Rockford, IL 61105. EOE.

**Master control operator**, must have 1-2 years MCO experience. Resume with salary requirements to Roger Topping, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

**Maintenance technician** sought by Hollywood post-production facility. Ideal candidate has at least 2 years experience performing maintenance on VTRs, switchers & effects units, edit controllers, and related studio equipment. If maintenance is your vocation and not just a job, if you can work other than 9 to 5, then we'd like to hear from you. Send resume to Chief Engineer, Action Video, 6616 Lexington Ave., Hollywood, CA 90038. 213-461-3611. Action Video is an equal opportunity employer.

**Chief engineer; Sunbelt UHF.** Group owned Fox/Independent, 100 - 125 market rank, three plus hours from Gulf or Atlantic beaches, nearer Atlanta. Station is almost new, RCA package, but had some neglect. Needs tidying up, and tender-loving-care, the white glove kind. If you're a team player, company person, organized, meticulous and want to live in the Sunbelt, send resume to Box A-43. EOE, M/F. Position to be filled by January 10, 1988.

**Chief engineer:** Top 50 market network affiliate is seeking a chief engineer. Along with total supervision of day to day engineering areas of the station, position will be involved in special projects, capital expenditures and long range planning. Ability to effectively manage people as well as machines is a requirement. Experience as a chief engineer or assistant chief engineer is required. Send resume, with salary history, to Box A-48.

**CMX editor/technical director-** PBS station is seeking an experienced fulltime CMX editor/technical director with CMX 340 or 3100 experience preferred. Will operate on-line edit booth consisting of Sony 1100 and 2000 VTRs, Chyron CG, Graham Patten audio mixer, and processing equipment. Strong, technical and aesthetic abilities required. May also perform technical director, video tape operator, and other engineering duties as assigned. Minimum 3 years of documentary editing experience preferred. NABET Union position. Send resume and references by December 1, 1987 to: Eric Dauster, Manager of Engineering Operations, KQED-TV, 500 Eighth Street, San Francisco, CA 94103. No phone calls please. EOE.

## HELP WANTED NEWS

**Special projects producer:** Produce special segments for newscasts, special event coverage, and news specials. Prefer extensive reporting and newscast producing experience. Send resume, references, and non-returnable video samples: Ken Middleton, News Director, WTSP-TV (St. Petersburg/Tampa), Box 10,000, St. Petersburg, FL 33733. EOE. No calls, please.

**Large, southeastern net affiliate** is seeking producers and reporters for both current and future openings. Producers should have 3 or more years experience in newscast or newscast/news series producing. We're looking for top writers who know how to use all the tools, including SNG, to put together a great broadcast. General assignment reporters are also needed, especially those with a background in money and personal finance, as well as those with heavy live and on-set experience. We're a first-class station in a very competitive market and we're looking for the best. Send resume and a letter outlining your views on TV news to: Box A-28. EOE.

**Executive producer.** Want to work with the best? If you have strong writing credentials and hate to lose at anything, this is your chance to join the most aggressive newsteam in southern Nevada. Send resume, tape, and references to Mike Cutler, KVBC-TV, 1500 Foremaster Ln., Las Vegas, NV 89101.

**Weeknight anchor:** Our anchorman just made a great career move, so we need a great successor. NBC station in major college city. Previous anchor experience. Some reporting. Tape, resume to Jack Keefe, WICD-TV, 250 Country Fair Dr., Champaign, IL 61821. EOE, M/F.

**Assistant art director.** Five years TV design experience. Knowledge of Harris Stillstore/ICS Chyron Scribe and Aurora helpful. Send resume and tape to Fran Heaney, Headline News, One CNN Center, P.O. Box 105366, Atlanta, GA 30348-5366.

**Weathercaster.** Network affiliate in Midwest market seeks dedicated weatherperson with personality plus. Weekdays. Two years minimum experience. Send resume to Box A-33. EOE.

**News director:** needed for top ABC affiliate in the Southeast. Must have experience and possess people skills. We're the market leader and are looking for strong person dedicated to excellence. Send resume to Wayne Daugherty, President/General Manager, WTVM-TV, P.O. Box 1848, Columbus, GA 31994. An equal opportunity employer.

**Anchor/reporter** needed by aggressive Midwest affiliate. Successful applicant will love reporting and have warm, professional on-air style. Unlimited growth opportunity for the right person. Box A-40. EOE.

**Producer 5PM news.** Three years television news experience, two as a producer. Writing skills key. Must be "go-getter". Send resume to Box A-29.

**Reporter/producer.** Immediate position available for weekly statewide news magazine based in State Capitol office. Responsible for writing, producing and editing news stories and news features. Requirements include BA in journalism, political science or related field and 2 years experience in government reporting. Send resume, tape and salary requirements to WQED, Human Resources Department, 4802 Fifth Ave., Pittsburgh, PA 15213. EOE, M/F/H/V.

**News producer.** Competitive Sunbelt market seeks creative, enterprising producer for fast-paced evening newscasts. Must possess excellent writing and organizational skills, good news judgement and work well with people. 1-2 years experience necessary. Send resume, tape and salary requirements to News Administrator, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. EOE, M/F.

**News anchor.** Our current anchor is heading to the 20th market! We're looking for a talented professional to help move our newscast from a close second to a dominant first place. Minimum experience 2 years reporting. Send resume and tape with salary requirements to News Administrator, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. EOE.

**News director:** Top market seeks aggressive manager. Must be able to combine top level competitiveness with superb people skills. We have all the tools along with the best staff in the region. Send resume, letter of philosophy, references and salary requirement to Box A-52. All replies will be handled confidentially. This position will be filled as soon as we find the right person so if you're that person, apply now! EOE, M/F.

**Assignment editor:** Our best is moving up so we're looking for an energetic aggressive person to guide our talented staff. If you're the best and want to join the best, then call today. Billye Gavitt 405-843-6641. EOE, M/F.

**Feature reporter/anchor:** If you have a love and talent for feature reporting, and also a subscription to Sports Illustrated, you may be the right person for us. We are seeking a strong feature reporter to fill a major role on our newsteam, reporting and anchoring our coverage of sports and recreation. Send resume, tape and references to Michael Sullivan, News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. No beginners or phone calls, please. EOE, M/F.

**Assistant news director.** Applicants should possess the motivational skills to help direct a top-notch news organization at the number one station in a growing market. Applicants should possess strong writing, reporting and editing skills. Box A-42.

**Meteorologist/weathercaster:** Immediate openings for experienced and entry level forecasters with authoritative presentations. Rush tape & resume to Jeff Wimmer, P.O. Box 5452, Flushing, NY 11354.

**Three positions:** The Walter Cronkite School of Journalism and Telecommunication at Arizona State University has three new tenure track positions beginning Fall semester 1988. NEWS EDITORIAL: Full professor. An earned doctorate with significant newspaper experience in reporting/editing to teach reporting/writing courses and graduate level mass communication courses. Applicants must have appropriate university teaching experience and an extensive research/publication record. BROADCAST NEWS: Assistant professor. An earned doctorate and broadcast journalism experience to teach broadcast news writing, reporting, videography and performance courses. A master's degree with significant professional broadcast experience will be considered. BROADCAST GENERALIST: Assistant professor. An earned doctorate with professional media experience and a research/publication record to teach fundamentals of broadcasting, broadcast studio techniques and graduate level mass communication courses. All positions are academic year appointments with the possibility of summer teaching. Applicants should send resumes and references by December 31, 1987, to: Search Committee, Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, AZ 85287. An equal opportunity/affirmative action employer.

**Executive producer** needed for top 50 ABC affiliate. 3 years show producing and management experience desired. Send resume and salary requirements to: Personnel Manager, WPEC-TV-12, P.O. Box 24612, WPB, FL 33416-4612. Equal opportunity employer, M/F.

**General manager.** Multi-media corporation is seeking a general manager for its top-ranked VHF independent station located in the Pacific Northwest. Candidate must have proven station management experience, with strong understanding of sales, programming and promotions. Please send resume to Box A-53. Equal opportunity employer.

**Sales manager.** Seeking general and local sales manager for network affiliate. Must have proven track record. Rare career opportunity. Send resume to: Personnel Director, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

**Development director** for public television station WVPT. Responsible for generating 30% of station revenue through membership, suction, underwriting and other projects. Will lead a support staff of four. Qualifications include demonstrated fundraising success, good management skills, and the ability to work effectively with business people, volunteers and interns. Salary DOE. WVPT is located in one of Virginia's fastest growing cities in the heart of the Shenandoah Valley. Send resume by November 30 to Arthur E. Albrecht, President, WVPT, 298 Port Republic Rd., Harrisonburg, VA 22801. EOE.

**Promotions manager:** NBC affiliate in northern California needs aggressive creative promotions manager. Must have production experience. Send tape and resume to D. O'Connor, KCPM-TV, P.O. Box 4406, Chico, CA 95927. EOE.

**National sales manager.** #1 independent in the top 20 market seeking an aggressive, dynamic, results-oriented individual. Must have strong presentation and communication skills. Prior national television sales management strongly desired. Minimum three years television sales experience to be considered. Send resume and cover letter to: Personnel, c/o WPGH-TV, 750 Ivory Ave., Pittsburgh, PA 15214. No phone calls. EOE, M/F.

**Director of development and marketing:** Senior management position responsible for all development, marketing, and public information for community licensed PTV station. Individual should have experience in public broadcasting fundraising techniques including membership, underwriting, special events, auction, direct mail and telemarketing. Strong budgeting, marketing and management skills are essential. KNBP/Channel 5 is located in Reno, Nevada, an alpine desert community at the foothills of the Sierra Nevada Mountains, close to Lake Tahoe and a few hours from San Francisco. Send letter of interest and resume to: Linda Tabakin, Box 14730, Reno, NV 89507. Salary open. Excellent benefits. Material must be received by December 14. AA/EOE.

**Scheduling manager** for engineering department. Minimum 2 years experience in scheduling large crews required. Production management, public TV and labor contract experience preferred. Resume, references and salary history by 11/30/87 to: KQED, Personnel, 500 8th Street, San Francisco, CA 94103. EOE.

## HELP WANTED SALES

**Account executive.** WOTV-TV (NBC), needs marketing oriented salesperson with 2-3 years electronic media sales, college degree, or equivalent in business or marketing. Send resume to: Joe Hempstead, Local Sales Manager, WOTV, P.O. Box B, Grand Rapids, MI 49501. AA/EOE.

**General sales manager.** Northeast affiliate in quality city. Outstanding compensation plan with six figure earning target. Resumes to Box A-55. EOE, M/F.

**Network affiliate** seeking aggressive account executive with proven track record to handle established list. Also seeking trainee for rare career opportunity. Send resume to: Personnel Director, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

**Account executive.** Nebraska's highest-rated TV station is looking for an experienced AE who has the drive, ability and media knowledge to be the very best. This is an opportunity to prove you've got what it takes to a growing, progressive broadcast group. If you really want success, send your resume to: KOLN-KGIN, a Busse Broadcast Group station, P.O. Box 30350, Lincoln, NE 68503. Attn: Jan Letko, LSM.

**Local sales manager:** Immediate opportunity for innovative leader who would enjoy the challenge of developing new business in the 36th market. Be a part of an exciting new indy - quality programing - highest rated hockey franchise in the NHL - promotion oriented. Send resume and references ASAP to L. Lynch, GSM, WNYB-TV, 699 Hertel Ave., Buffalo, NY 14207.

**Local sales manager.** WIS-TV is taking applications for the position of local sales manager. Applicants should have previous sales manager experience. WIS-TV is a premier broadcasting station with a solid reputation in the southeastern United States. This is an excellent opportunity but is also very challenging. WIS-TV is a station of the Cosmos Broadcasting Corporation. Please send resumes which will be held in strictest confidence to C. Joseph Tonsing, General Sales Manager, 1111 Bull St., Columbia, SC 29201. EOE.



## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Technical director.** Up and coming 98th ADI NBC affiliate looking for a technical director with 2 years experience directing newscasts to switch our shows and do commercial production. New facility and equipment. Send resume to Wes DesJardins, Production Manager, KDLT-TV, 3600 S. Westport Ave., Sioux Falls, SD 57116-0196. EOE.

**Commercial writer/producer.** We are expanding an aggressive staff. If you have 2 years experience writing and producing television commercials and can handle an EFP camera, you may be the person we are looking for. Send resume to Wes DesJardins, Production Manager, KDLT-TV, 3600 S. Westport Ave., Sioux Falls, SD 57116-0196. EOE.

**Director: WSBK-TV** is seeking experienced director with emphasis on sports programming. Responsible for planning and direction of recorded presentations, commercials, announcements and live on-air programming. Send resume and tape to: Doug Wheeler, WSBK-TV, 83 Birmingham Pkwy., Boston, MA 02135. No phone calls, please.

**Fulltime news/commercial director.** Directors with 3 years experience working with DVE, one inch editing, and have experience directing live news should send tape/resume to Ken Hasler, KTKA-TV, Box 2229, Topeka, KS 66601.

**Network affiliate** seeking production director, editor and innovative copywriter to staff expanding sales service department. Must have two years minimum experience. Send demo tape with resume to: Personnel Director, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

**Graphic design director:** Top 35 market television affiliate seeks graphic director. Position available first quarter '88. Electronic graphics experience, plus excellent original concepts and design skills required. Proficient in all areas of station advertising: on-air, print, sales material, special promotions. Superior management and organizational skills needed; able to direct/lead others. Send letter, resume, three letter-sized copies of work examples to Box A-49. EEO employer. All applications confidential.

**ENG camera/editor.** Cable corporation seeks person to fill dual role as ENG cameraperson and editor for daily news program. Salary high teens. Send resume and tape to P.O. Box 7065, Gaithersburg, MD 20898.

**Producer/director.** Tulsa's news station is looking for an experienced newscast director. The position requires at least 2 years of experience directing news and a college degree. This individual will be involved in determining the graphic look of a first rate newscast. Please send resumes only to: Bud Brown, Creative Services Director, KOTV, P.O. Box 6, Tulsa, OK 74101. An equal opportunity employer.

**Director:** Hands-on person capable of directing a nightly live newscast, commercials and special programs. Experience is necessary for this growing station in the northeast. Send resume and tape to P.O. Box 991, New London, CT 06320.

**Development producer** sought by KPBS-TV, San Diego's public television station. Responsible for producing membership drives, on-air pledge-free campaigns, on-going membership spots, annual sweepstakes spots, underwriting credits, other station promotion spots, and acquired programming promos. Must have 2 years experience in production of television commercials and/or 2 years experience in producing on-air fundraising campaigns and promotions. Demonstrated television writing capabilities required. Multi-camera direction experience a plus. A flexible, responsible, mature and organized person with high level of creative energy is essential. Salary range mid 20s to low 30s. Excellent benefit package. Obtain employment application directly from San Diego State University Employment Office, Third Floor - Administration Building, San Diego, CA 92182. Completed application must be received no later than Friday, December 4, 1987. EEO/AA/Title IX employer.

**Writer/producer,** fulltime, for top 24 independent station to develop effective on-air promotional spots from concept to completion. Good writing skills and knowledge of editing procedures. Send resumes to Box A-54. An equal opportunity employer.

## SITUATIONS WANTED MANAGEMENT

**Troubled TV station?** Not enough profit? No profit? People problems? I can fix it! I've just turned my third UHF television station. One indy, two network. I don't work miracles, I just work. Presently employed as GM, consultant, but not happy. Very finest professional personal and financial references. Write Box A-41.

## SITUATIONS WANTED NEWS

**Beautiful, black female** ex-journalism teacher for on-air reporting position. Former intern: top 20 news. Relocate? Sure, any market. Tape. Lynn 314—725-2321 p.m.

**Award winning sportscaster** looking for new challenges. Great PBP & sports interviews. Call Tim 308—635-3679.

**Accomplished weathercaster.** Exceptional style, pleasant delivery. Box A-44.

**Radio reporter/anchor** with 2 years experience in 11th largest market desires move into TV news or sports. Broadcast journalism degree cum laude, experience shooting/editing video. Tape available. Dan 21—365-9891.

**Feature or feature/weather position** sought by highly experienced reporter with reputation for finding an interesting story under every rock. 814—255-3932.

**Energetic black male** seeks challenging opportunity with news organization. Reporting, anchoring, media management experience. Aggressive and dependable too. 513—871-0867.

**Black, female, anchor,** reporter, articulate, attractive, experienced, teens and 20s. Call 616—375-4632.

**Meteorologist** seeking 5 day a week weather position. Have almost four years TV and radio experience. Call Richard at 713—723-7507.

## MISCELLANEOUS

**Career videos.** Move ahead! Let our major market broadcast team produce your personal video resume tape, one that will excite the person who hires. 312—272-2917.

**Videopieces needed concerning pets,** wildlife & animal issues for a national television magazine program on PBS. Send segments to: Living With Animals, 1410 15th St., NW, Washington, DC 20005 or call 202—483-0469.

**Primo People** is looking for weathercasters. Solid credentials and experience are paramount. Send tape and resume to Steve Porricelli or Margo Sanchez, Box 116, Old Greenwich, CT 06870-0116. 203—637-3653.

**Invest in yourself!** Hundreds of exciting career opportunities nationwide. Television, radio, corporate communications. All areas, all levels. We simplify job-hunting to get the job done! Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813—786-3603.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Emerson College Mass Communication Division.** The Division of Mass Communication is seeking three new faculty members: two in journalism and one in film. The division has sequences in television, radio, film, and print and broadcast journalism, and has over 1000 graduate and undergraduate majors in a total college enrollment of 2600. Position 1: The Division of Mass Communication has a tenure-track position in the area of PRINT JOURNALISM to begin September 1, 1988. Salary and rank are dependent on the applicant's qualifications. The candidate will teach courses in newswriting, reporting, editing and appropriate specialty areas and will also advise the college newspaper. A doctorate is strongly preferred but exemplary professional experience will be considered. Applicants should send a cover letter, vita and a list of three references to: Dr. Robert Hilliard, Search Committee Chair, Division of Mass Communication, Emerson College, 100 Beacon Street, Boston, MA 02116. All materials must be received by January 15, 1988. Position 2: The Division of Mass Communication has a tenure-track position in the area of JOURNALISM to begin September 1, 1988. Salary and rank are dependent on the applicant's qualifications. The candidate will teach advanced and graduate courses. A doctorate is required and applicants should have experience in such areas as print journalism, media ethics, TV programming, media management and broadcast journalism. Applicants should send cover letter, vita and a list of three references to: Dr. Robert Hilliard, Search Committee Chair, Division of Mass Communication, Emerson College, 100 Beacon Street, Boston, MA 02116. All materials must be received by January 15, 1988. Position 3: The Division of Mass Communication has a tenure-track position in the area of FILM to begin September 1, 1988. Salary and rank are dependent on the applicant's qualifications and experience. Candidates should have a strong background in film studies (specialty area open) and screenwriting, with some ability to teach super-8 production courses. A Ph.D. and evidence of promise in scholarly research and publication are required. Applicants should send cover letter, vita and a list of three references to: Dr. Robert Hilliard, Search Committee Chair, Division of Mass Communication, Emerson College, 100 Beacon Street, Boston, MA 02116. Review of applicants will begin December 7, 1987, and will continue until the position is filled. Located in Boston, Emerson College is the nation's only fully-accredited undergraduate and graduate institution solely devoted to the interdisciplinary study of communication and the performing arts. Emerson College is an equal opportunity/affirmative action employer. Members of minority groups and women are encouraged to apply.

**Graduate assistants: TV production interns.** 12 positions, 25 hours/week. Serve as teaching assistants, crew, work support in research, electronic graphics, traffic, staging/lighting; some producing/directing; work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program. \$5,800+. Possible tuition waiver. September 1988. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EO employer. MF.

**Two assistant professors** to join an active, growing radio-TV-film program in August, 1988. The department has seven full time faculty, 250 majors, modern studios and classrooms, and is located in a dynamic, major radio, television, and film market. Both candidates should be qualified to teach radio and television production, and have competence in two or more of the following areas: new technologies; international broadcasting; writing; research; news; and film history, theory, and criticism; on both the graduate and undergraduate levels. Active involvement in scholarly activities, some teaching experience, and Ph.D. required (may consider ABD). Salary competitive. The search committee will begin reviewing applications in December. Send letter of interest, vita, and three letters of recommendation to: Dr. R. T. Ellmore, Acting Chairman, Department of Radio-TV-Film, Box 30793, Texas Christian University, Fort Worth, TX 76129. Minorities and women are encouraged to apply. TCU is an EO/AA employer.

**Doctoral assistantships.** The University of Tennessee seeks outstanding academics and professional broadcasters for doctoral study in communications. Coursework emphasizes theory/research core with broadcasting concentration, leading to research and university professorship positions. Applicants should complete coursework in two years. Persons with significant media experience plus bachelors degree may be admitted directly into Ph.D. program. Teaching/research assistantships available. Complete application for fall 1988 due March 1. GRE required. Also, one-year M.S. program in media management for qualified applicants. Contact Dr. H.H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0313.

## HELP WANTED SALES

**Florida suncoast based production company** needs salesperson. Ability to meet people essential. We will train. Video Techniques, Inc., P.O. Box 14010, Bradenton, FL 34280.

## PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

**New Years Eve Special.** "Big Band", 6 hours announced on 10-1/2" reels. Affordable quality. 602—267-8076 for demo.

**Sportcom Associates** introduces its Motor Sports Radio custom coverage service this weekend, with reports from the Atlanta Journal 500 NASCAR finale. If your station is interested in fee-based market exclusive short-form real time coverage of major motorsports fed via single-line frequency extension, then consider joining the Motor Sports Radio team! Availabilities are limited. The deadline to arrange coverage: Noon Friday, November 20. To order: call 607—770-9165 or write: Motor Sports Radio, Sportcom Associates, 1285 Zevan Road, Johnson City, NY 13790-9715.

## 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. Practice with Teleprompter. Learn from former ABC Network news correspondent and New York local reporter. Make demo tape. Call 212—921-0774. Eckhart Special Productions, Inc. (ESP).

## MISCELLANEOUS

**For sale: MDS transmission time.** Single channel MDS stations in San Antonio, Killeen, Victoria & Austin, Texas. Any time slot available for video and/or data programs. For info call Judi at 512—223-6383.

**Communication professional seeking graduate program** in broadcast management where there is more to the real world than theory. Also with teaching assistantship possibilities. Call Tim at 205—826-4970.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Alburne 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.

**Mobile production truck.** Broadcast quality, video and audio, minimum (3) camera. Will consider all. Send photos and equipment list to G.T.V., 207 Charles Ave., New Kensington, PA 15068. 412-337-7459, 412-834-2300.

#### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

**FM transmitters** \*\*Harris FM 25K-AEL 25KG-CCA 20,000D\*\*RCA BTF-10D\*\*Collins 830F(10KW)\*\*Collin 830E (5KW)-RCA 5B-RCA 3B-CCA 3000D(3KW) 2.5 Sparta\*\*Gates FM-1C\*\*Transcom Corp. 215-884-0888. Telex 910-240-3856.

**AM transmitters** \*\*Transmitters\*\*Harris BC-10H(10KW)\*\*Harris MW1A\* Gates BC-1G\*Harris MW5(1974) 5KW\*\*Gates BC500\*\*Transcom Corp. 215-884-0888. Telex 910-240-3856.

**50KW AM** \*\*Gates BC-50C (1966) on air w/many spares, in STEREO.\* 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.

**6 1/8" transmission line** 1000', 75 ohm, 19 3/4" Ready to ship. Good condition. Call Bill Kitchen 303-465-4141.

**1000' Kline tower** Good condition. Standing in central U.S. Call Bill Kitchen 303-465-4141.

**Silverline UHF transmitters** new, best price, latest technology, 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

**Satellite earth stations** for sale. Both C & Ku band. Fully redundant electronics. Top of the line equipment. Can sell as is or turnkey installations. Everything from UPS's to HPAs, 6 MHz microwave equipment also available. Technichrome 702-386-2844.

**44 AM trans - 71 FM trans.** Delivery from our inventory. All powers - all complete - all inst. books. World leader in broadcast transmitters. Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75248. 214-276-9725/630-3600.

**FM antennas.** CP antennas, excellent price - quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**TV antennas.** Custom design - 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

**RCA TP-7 slide projector.** Fully reconditioned, refinished, and tested. \$1000.00. Solid state boxes (working) \$600.00. Simber Broadcast Services 609-435-1091.

**1985 32' Video Mobile unit:** Ford F-600 with 17,000 miles, 22' control room, Grass Valley switcher, Ikegami cameras, Chyron character generator, Sony video recorders, isolated audio booth. \$249,000.00. Call 512-458-4343 or 512-453-5122.

**Sony BVP-300 Plumbicon ENG camera systems.** 2 years old. Good operable condition. Best offer. 1-205-956-2227.

**Vital VM-2 dual channel squeezezoom system.** Includes revision 3 software, Chroma tracking, Chroma zoom & Sync pulse. Cost \$199K. Best offer. 205-956-2227.

**Adda ESP-200 digital still store system.** Dual disc. 400 frame store. Can be expanded to 1600 frame. Available immediately. Best offer 205-956-2227.

**100W LPTV UHF14 TTC transmitter** excellent shape, spare parts. Available now. \$12K plus shipping. TV14 POB 24816 GMF, Guam 96921. Tel: 671-646-4873.

**980' zone A tower** with Guy's, on ground, 12 bay antenna 93.1 MHz, KQID/Alexandria, LA. 318-445-1234.

**Broadcast quality evaluated blank videotape.** Big savings on all formats. Call 1-800-346-4669 or in New York 516-758-6116 to discuss details and receive price quotations on your specific requirements.

**3/4" and 1" blank videotape.** Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1"-60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

**Copper! #8 & #10 ground radials;** 2,3,4,6,8" strap; fly screen; ground screen. 317-962-8596. Ask for copper sales.

**Studer A810.** new Studer A727 CD player, Capitol Carts Crown D75 amps. Great prices. 800-678-6800.

**Equipment financing:** New or used. 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-423-6562.

**254' Trusscon tower.** Self supporting with base insulators. On ground near Des Moines, IA. Also Scientific Atlanta Series 9000 satellite dish, 3.2 meter with extender panels. Jeff Hansen 515-282-1033.

**Grass Valley 100 \$9,000.00,** Grass 400 routing switcher. A full line of remote trucks/trailers. All makes and models of VTR's and VCR's. Along with a large variety of portable and studio cameras. We need vital squeezezooms, and Ikegami HK-357 cameras. If you are not on our mail list then call today to receive our monthly flyer. Call Lynwood or Marvin 919-977-3600 Media Concepts.

**For sale three 45 ft. mobile units.** Ikegami, Sony, Ampex, GVG, Abekas, RTS, 3-SA transportable uplinks. For more information including full equipment package, please write or call: Synergistic Technologies, Inc., 100 Ross Street, Pittsburgh, PA 15219. 412-471-3535.

## TELEVISION Help Wanted Sales

### TV COMMERCIALS ☆☆☆ SALES ☆☆☆

We're a well established producer of syndicated TV commercials. Due to the increasing demand for our product, we need to add several capable sales representatives immediately. We're looking for persons with the following qualifications: Experienced in 1 on 1 selling to retailers...experienced and able to travel extensively—9 mos. per year. (willing to enjoy 3 mos. vacation).

We sell what is undoubtedly the finest package of syndicated TV commercials available. If you live in Texas, Midwest or Southeast, and would like to learn about our unique sales organization, we want to talk to you. Write and include resumé or

**Call collect (203) 435-2551.**

MADISON, MUYSKENS AND JONES, INC.

P.O. Box 432/Main Street/Lakeville, CT 06039

An equal opportunity employer

## Help Wanted Announcers

### VOICE OVER, INC.

is seeking professional artists/announcers. Must have own broadcast quality production (audio only) equipment. Send resume and audio tape to: Voice Over, Inc., Attn. Mr. Gene Key, 2109 Washington, Memphis, TN 38104. No calls please.

## Help Wanted Management

### GENERAL SALES MANAGER TOP 25 INDEPENDENT

Our last GSM moved up to general manager. Excellent opportunity for experienced GSM to assume broader station responsibility. Local sales emphasis including local programming, live sports, and news in a highly desirable market. If you're a leading sales manager check out this opportunity. EEO M/F. Respond to Box A-3.

## Help Wanted Management Continued

### DIRECTOR OF TELEVISION ADMINISTRATION

The World Wrestling Federation, a leader in television sports entertainment seeks a seasoned television executive to manage its soon to be completed Stamford, Connecticut, based post production facility, as well as coordinate and administer its various television activities. Experience in production, sales, syndication, station relations, and engineering required. If interested, please submit resume to Personnel Dept., Titan Sports, Inc., 1055 Summer St., P.O. Box 3857, Stamford, CT 06905. An equal opportunity employer.



## Help Wanted News

### SUNBELT ANCHOR!!!

WSA-TV is looking for a dynamic, experienced news anchor who wants a long-term, bright future with a station determined to continue its winning tradition. If you have what it takes, send me your resume, tape, and salary requirements. Keith Young, News Director, WSA-TV (NBC), P.O. Box 2429, Savannah, GA 31402. EOE, M/F.

## Help Wanted Programing, Production, Others

### PROMOTION WRITER/PRODUCER

Top independent in the #1 market is looking for a creative, motivated and innovative promotion writer/producer. The right individual will have outstanding writing abilities, knowledge of state-of-the-art production and post-production techniques, and a minimum of three years program and news promotion experience. If you're ready to join New York's hottest promotion team, let's see your stuff.

SEND RESUME AND REEL TO:



**Mr. Jeffrey Gray**  
Manager, On-air Promotion  
**WPIX-TV**  
220 East 42nd Street  
New York, NY 10017

## ATTENTION

### BLIND BOX RESPONDENTS

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.



# Writer/Publicist

Exciting opportunity for talented Writer and Publicist to be part of fast-growing television station in #1 market. You should possess excellent writing skills, top media contacts and a proven record in placement.

If you are a creative and quick thinker with prior broadcast experience (who is willing to work hard), let's talk. Excellent salary and benefits package. Send resume including salary history to:

**Human Resources, WWOR-TV, 9 Broadcast Plaza, Secaucus, New Jersey 07094.**  
An equal opportunity employer m/f.

# WWOR-TV

The Board of Directors of Public Broadcasting Service will meet at 9:00 a.m. on December 3, 1987 at the Omni Hotel at Charleston Place, Charleston, South Carolina, and will reconvene at 9:00 a.m., December 4. Tentative agenda will focus on public television's current and projected financial condition and the competitive environment it faces. Satellite replacement, programing, and advertising and promotion activities will also be discussed.

## 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 Technical

## HEY, SPORT!

We are looking for a #1 Promotion Sports Producer to promote the #1 sports franchise in the nation in the #1 sports town on the #1 sports station in St. Louis. We're talking about Cardinal Baseball, Cardinal Football, Blues Hockey, Big 8 Basketball, S.L.U. Basketball, and Steamers Soccer. We've got more balls than any station in town. If you want to be part of our team...show us your stuff! EOE.  
Send resume/tape to Steve Grzyb, KPLR-TV, 4935 Lindell Blvd., St. Louis, MO 63108.



## For Sale Equipment

# FOR SALE

## THREE 45' MOBILE PRODUCTION UNITS

### UNIT #ONE

5-HK357ATs, 4-VPR-2Bs,  
1600-7K, A-52, PM-2000, RTS

### UNIT #TWO

Expanding Side Trailer  
5-HK357ATs, 4-VPR2Bs, A-52,  
300-3A, Auditronics 750-32, RTS

### UNIT #THREE

5-Sony BVP-360 Triax,  
2-BVP-30 Triax, 3-BVH-3100, RTS

### Each unit includes tractor

Additional equipment includes:

HL79s, 3 mobile uplinks, A-42,  
Quantel DPE-5000s

For inventory & bid procedures contact:

**SYNERGISTIC TECHNOLOGIES, INC.**  
100 Ross Street  
Pittsburgh, PA 15219  
412-471-3535



## DIRECTOR, ENGINEERING SERVICES

The NATIONAL CAPTIONING INSTITUTE, a not-for-profit company providing closed-captioned TV services for the hearing impaired, has a new opportunity available. The Director will be maintaining technical quality standards and providing liaison support with both broadcasting and production entities. Staffing, budgeting and training responsibilities as well as long range planning and development of technical and operational facilities. Requires broadcast exper. with 3-5 years hardware and software design in computer terminal, visual display and data recording technology. B.S. in electrical engineering, computer science or equivalent. NCI offers a competitive salary and outstanding benefits package. Send resumes WITH salary history to:

NCI  
5203 Leesburg Pike, 15th Floor  
Falls Church, VA 22041  
EOE/AA

## Situations Wanted News

**"Make Me An Offer I Can't Refuse."**



**Deborah Allen**  
Experience  
Radio-TV Reporter  
Teleton Co-host  
Talk Show Host  
Announcer

Wants: Reporter or Public Affairs Host Position

Call: (512) 451-6319

# For Fast Action Use BROADCASTING'S Classified Advertising

*Where*  
**Challenge**  
*creates* **Opportunity**

**Account Executive**  
**Outstanding Opportunity**

With Arbitron's Chicago Office. We have a challenging opportunity for an Account Executive in our Television Station Sales Department. The person we are seeking should have at least a minimum of three years experience at a station and/or in a broadcast sales environment.

Hands-on-experience with Arbitron research data a plus. You should be a self-starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer a competitive salary/incentive program, with a comprehensive benefit package. We provide a professional atmosphere for the career minded individual. To explore this opportunity further, send resume with salary history in confidence to:

**Jim MocarSKI**  
**Arbitron Ratings Company**  
211 East Ontario Street  
Suite 1400  
Chicago, IL 60611



Help Wanted News

**NEWSCASTER/WRITER**

Dow Jones and Company, Inc., a leading publisher of business news and information, has an immediate opportunity available for a Newscaster/Writer in its Princeton, New Jersey based Voice Information Services Group.

Responsibilities include the editing and rewriting of financial news along with 2-3 hours of on-air announcing each day. Requirements include at least two years' prior announcing experience in a hard news environment, in addition to a Bachelor's degree.

This position offers a competitive salary and excellent benefits along with the opportunity to become part of a team in one of America's "Most Admired Corporations". If interested, please submit a resume and cassette in confidence along with salary expectations to:

**J.A. Nyitray**  
Regional Employee Relations Manager  
Department-NW

**Dow Jones & Co., Inc.**  
P.O. Box 300  
Princeton, New Jersey 08543-0300  
*an equal opportunity employer M/F*

Programing



**RTV - SPORTS NETWORK**  
(Sports Radio's Total Voice)  
GM's and Programmers --

Announcing America's First Radio Sports Network  
RTV is totally devoted to sports...  
Sports talk, sports interviews, sports reports, sports scores...  
Play by play from teams around the country.  
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RTV Talks to Sports Celebrities  
RTV Brings your Market P.B.P.  
RTV is Exclusive  
SPORTS PROGRAMMING ALL THE TIME  
You can have RTV-SPORTS Now for \$150-\$300 Monthly  
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**s p o r t s s e l l ! ! ! !**  
Call RTV Now...617-477-5888  
Don't Miss It

Miscellaneous

**CHANNEL YOUR  
PROBLEM COLLECTIONS  
INTO PRIME PROFITS!**

Our collection services are tailored to your industry's requirements.

- Personalized/Professional Service
- Nationwide representation
- Competitive rates
- RESULTS



**ALLEN FINANCIAL SERVICES**  
7100 Hayvenhurst Ave.  
Van Nuys, CA 91406.  
818-785-5500

Wanted to Buy Equipment

**WANTED: COLLEGE RADIO STATION  
SEEKS TRANSMITTER (approx.  
1000w) AS DONATION OR AT REA-  
SONABLE PRICE. TAX-DEDUCTIBLE.  
CALL RANDYLL YODER, WJMU-FM  
217-424-6369.**

**WANTED: COLLEGE RADIO STATION  
SEEKS DONATIONS OF RADIO  
BROADCAST CONSOLES OR AT REA-  
SONABLE PRICE. TAX-DEDUCTIBLE.  
CALL RANDYLL K. YODER, WJMU-FM  
217-424-6369.**

Business Opportunities

**FULL POWER UHF**

in Columbus, Ohio, market is offering 20% of its stock in a private offering. Sale must be made to a substantial party with ability to act as a credit worthy partner. We are ready to act quickly. Brokers welcome. Call 614-655-2057 or 513-599-4672.



**TOP 100 SUN BELT TV STATION FOR SALE  
AT PRIVATE TREATY**

THE STOCKHOLDERS HAVE AUTHORIZED THE FURROW GROUP, AS AGENTS, TO OFFER TO QUALIFIED BUYERS A UHF STATION IN THE EAST TENNESSEE MARKET. TENNESSEE IS THE SECOND FASTEST GROWTH AREA IN THE SOUTHEAST AND THIS 2-YEAR OLD STATION HAS ACHIEVED OUTSTANDING GROWTH AND MARKET SHARE AND IS AVAILABLE FOR SOUND ECONOMIC REASONS THAT WILL BE BENEFICIAL TO THE PROSPECTIVE BUYER. CONTACT ROB STRICKLAND OR GEORGE ARCHER FOR CONFIDENTIAL INFORMATION.

**THE FURROW GROUP  
KNOXVILLE, TENNESSEE - 615-546-3206**

Nationwide Media Brokers  
**Chapman  
Associates**

**TEXAS**

FM in Texas Lake Country. Asking \$650,000 with \$100K down. Call:

**BILL WHITLEY  
214/788-2525**

*Hogan - Feldmann, Inc*

MEDIA BROKERS • CONSULTANTS  
P.O. Box 146  
Encino, California 91426  
Area Code (818) 998-3201

**North Carolina**

Covers Charlotte, Kannapolis, Concord, Piedmont section. Large Mkt. Low dial position, clear channel AM daytime. Same owner 40 years. asking \$1.75 million for franchise and equipment. Some owner financing. Negotiable lease and terms. Rare opportunity for new concept.

Contact:

A.O. Healan, President  
Sterling Business Brokers  
Gainesville, Georgia 30501  
1-404-536-2242

Nationwide Media Brokers  
**Chapman  
Associates**

**ALABAMA**

Fulltime AM in small market not far from Gulf beaches. Asking \$150,000 with \$30,000 down.

**ERNIE PEARCE  
404/998-1100**

**CARIBBEAN BEACON  
STATION FOR LEASE**

690 Khz, 15,000 watts full time. 50,000 watts available. We operate facility, you provide programming by tape or satellite. Covers Virgin Islands, St. Martin, Antigua, St. Kitts, etc.

**CALL GARY HAYES,  
CARIBBEAN BEACON  
1-800-542-5333 303-665-3767**

**50,000 Watts FULLTIME**  
This AM Powerhouse reaches millions with Religious programming. FM included. Healthy cash flow. \$2.2 million cash.

**SNOWDEN Associates**

**919-355-0327**

**South Carolina AM**

Greenville, SC, AM property with good signal, plus newly remodeled building, land, and attractive pricing/terms. 5,000 watt facility. Reply in confidence to Box A-46.

**NETWORK AFFILIATE TV**

Top 100 market TV station. Ownership leaving the industry and wants a qualified multi station buyer. Station billings at reasonable level but cash flow will not support current high leverage. Excellent equipment and plant. Priced und \$20,000,000. Box A-56.

From Communications Press—

**Cable Programming  
Resource Directory  
1987**

**A Guide to Community TV  
Production Facilities and  
Programming Sources & Outlets**

**More than 1,000 Community  
Programming Centers**

The CPRD lists cable systems, access studios, schools, local governments and other organizations managing local cable channels—local origination, P-E-G and leased access. Provides detailed information about type and amount of programming produced and acquired, as well as budget, staff, equipment and other data.

**For Independent Producers**

The CPRD lists contacts at local cable channels who buy or borrow noncommercial programming, and program buyers at more than 50 national cable programming services—basic, pay and pay-per-view.

**For Local Cable Programmers**

The CPRD lists contacts at associations, government agencies and clearinghouses from across the U.S. and around the world that lend or rent PSAs, Video News Releases and longer-length video programming covering a wide range of topics and issues.

This unique guide to the field of local cable programming will plug you in to a national network of producers and programmers. Order yours today!

Only \$34.95, prepaid.

Next edition: 1989

Broadcasting Book Division  
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Washington, D.C. 20036

Please send \_\_\_\_\_ copy(ies) of the CABLE PROGRAMMING RESOURCE DIRECTORY 1987. I enclose \$34.95 per copy.

Name \_\_\_\_\_  
Address \_\_\_\_\_

City \_\_\_\_\_ St. \_\_\_\_\_ Zip \_\_\_\_\_

## For Sale Stations Continued

**BROADCAST MEDIA ASSOCIATES**  
RENO • 702-789-2700 • SEATTLE • 206-643-2116

**WASHINGTON CLASS C FM**  
**\$475,000**

- Turnaround situation needs aggressive owner/operator
- Soft terms for qualified buyer

**CLIFF HUNTER**  
206-643-2116

**MIDWEST/FULLTIME AM**  
Single Station Market. Established almost 50 years. 163,000 people in area. Profitable. Cash - \$300,000. Terms - \$350,000.

**SNOWDEN Associates**

919-355-0327

## ATTENTION: BLIND BOX ADVERTISERS

Effective with the November 2, 1987 issue of BROADCASTING, the following rate structure for the blind box service will apply:

### BLIND BOX FEES

(in addition to basic advertising cost)

Situations Wanted: \$4.00 per issue.  
All other Classifications: \$7.00 per issue

The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number.

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## EARLY DEADLINE NOTICE

Due to the Thanksgiving Day holiday, classified advertising for the November 30 issue is due at noon November 20.

## 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. All orders must be in writing.

**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, and 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.

When placing an ad, indicate the EXACT category desired: Television, Radio 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. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$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.

**Blind Box Service:** (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

**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 count as one word each.

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.

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.



# Fates & Fortunes

## Media

**Clifford K. Levine**, general sales manager, ABC's KABC(AM) Los Angeles named president and general manager of co-owned WLS(AM)-WYZZ(FM) Chicago.

**Bill Fox**, VP and general manager, NBC's KCST-TV San Diego, joins Gillett Communications of San Diego as president and general manager.

**Daniel J. Berkery**, VP and general manager, WSBK-TV/Boston, named president and general manager.

**Richard J. Janssen**, VP, administration, Scripps Howard Broadcasting Co. Cincinnati, named executive VP.

Appointed VP's at Palmer Communications Inc., Des Moines, Iowa: **Wayne Wisehart**, treasurer and **Stewart Nazzaro**, general manager, Palmer CableVision.

**William P. Castleman**, VP and general manager, KTXA(TV) Fort Worth, joins Act III Broadcasting Inc., TV stations subsidiary of Norman Lear's Act III Communications, as executive VP and chief operating officer.



Castleman



Holsopple

**Paul R. Holsopple**, general manager, WWAZ(AM)-WWLI(FM) Providence, R.I., joins Quincy Communications Corp., Quincy, Ill., as VP and general manager.

**Mason Dixon**, operations manager, WRBQ-AM-FM Tampa/St. Petersburg, Fla., named VP of parent, Edens Broadcasting, Phoenix.

**George P. Litterini**, director of compensation and benefits, 20th Century Fox Film Corp., Los Angeles named VP, compensation and employee benefits.

**Joan B. Frangos**, VP, local development, noncommercial WETA-TV Washington, joins noncommercial WMFE-FM-TV Orlando, Fla., as VP, development.

**Bill Kent**, assistant general manager, Viacom Cable's Cleveland system, named general manager.

**Greg Noack**, VP, Katz Radio, New York, joins WRAL(FM) Raleigh, N.C., as general manager succeeding **Dick deButts** who joins Dick Oppenheimer and Signature Broadcasting as VP of radio and general manager of WTMG(FM) Murfreesboro (Nashville), Tenn.

**Robert A. Epstein**, director of corporate business development, Telemundo Group, New York, joins WEYI-TV Saginaw, Mich., as VP and general manager.

**Charles Bortnick**, VP/general manager, WSRF(AM)-WSHE(FM) Miami/Ft. Lauderdale, joins KKHT(FM) Houston as general manager.

**Jerry Kunkel**, general manager, WDHN(TV) Dothan, Ala., joins WXTX(TV) Columbus, Ga., in same capacity.

**Scott Savage**, general sales manager, WNEW(AM) New York, named station manager.

**Gene Gerry**, on air announcer, WJIB(FM) Boston, named operations manager.

**Carolyn R. Sidders**, assistant operations manager and afternoon drive personality, KOCM(FM) Newport Beach, Calif., named operations manager.

**Joni Dixon-Reitz**, data processor, Westwood One Radio Networks, Los Angeles, named director, data processing.

Appointments at Buckeye Cablevision, Toledo, Ohio: **Ellen Jackson**, assistant marketing director, to director, marketing; **Florence Buchanan**, purchasing and production planning coordinator, interior products division, Owens-Corning Fiberglas, Toledo, succeeds Jackson as assistant marketing director.

## Marketing



Tongue

**Suzanne M. Tongue**, VP, account supervisor, Saatchi & Saatchi DFS Compton, New York, to senior VP, management supervisor.

Appointments at Griffin Bacal, New York: **Christopher A. (Kit) Mill**, executive VP, Saatchi & Saatchi Compton, New York,

to executive VP and group director; **Bob Horne**, VP/management supervisor, to senior VP and group director; **Hayes Roth**, managing director, Burkhardt & Christy Advertising, New York, to VP/management supervisor.

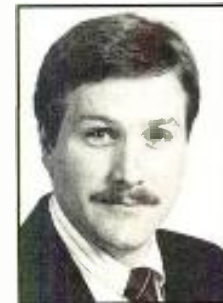
Appointments at Katz Communications: **Mitch Kline**, VP and New York sales manager, Katz Radio, named VP and general sales manager, Katz's Banner Radio, New York; **Barbara Rossi**, telecommunications coordinator, entire Katz network, New York, to manager, telecommunications; **Kristy Peters**, research analyst, Katz Independent Television, New York, to research manager; **Leila Farley**, sales executive, Independent Television, New York, reassigned to Los

Angeles; **Cheryl Cox**, account executive, Blair Television, New York, to sales executive, Independent Television, New York; **Ibra Morales**, national sales manager, Eagles station group, New York, to general sales manager, white and blue stations groups, Katz American Television, New York; **Susan Stakser**, research analyst, American Television, New York, to manager, research team; **Stephanie Fraina**, sales assistant, white research team, American Television, to research analyst; **Vicki Powell**, regional account executive, KGBT-TV Harlingen, Tex., to sales executive, Katz Continental Television, Los Angeles; **Chris Roethel**, sales assistant, Continental Television, New York, to research analyst, west central team, New York; **Barry Poles**, sales assistant, Katz Continental, to research analyst, West team; **Mary Beth Bogatto**, account executive, Katz's Banner Radio, Los Angeles, to sales executive, Katz Continental Television, Los Angeles.

**W.R. (Randy) Slaughter**, VP of sales-western region, Spectrafilm, Hollywood, named VP-general sales manager.

**Richard B. Taylor**, sales executive, Financial News Network, Chicago joins Determan Marketing Corp. of Chicago as VP for sales.

**Thomas Hunt**, VP and general manager, WTMA(AM)-WSSX-FM Charleston, S.C., joins WWMG(FM) Charlotte, N.C., as general sales manager.



Homberg

**Ritchard Homberg**, sales manager, WIN-5(AM) New York, named general sales manager.

**Jeffrey J. Simonson**, local sales manager, Colony Cable Communications, Woburn, Mass., named advertising sales manager, Copley-Colony Cablevision, Costa

Mesa, Calif.

**Gwendolyn P. Irvan**, field marketing manager, Jerrico/Long John Silver's Restaurant group, Lexington, Va., joins WSET-TV Lynchburg, Va., as marketing specialist.

Appointments at DDB Needham Worldwide, Chicago: **Elizabeth Fox**, media planner, to media supervisor; **Timothy Scott**, account executive, to account supervisor.

Appointments at Lewis, Gilman & Kynett Advertising, Philadelphia-based subsidiary of Foote, Cone & Belding Communications: **Jodi Council**, account services assistant, McAdams, Richman & Ong Advertising, Bala Cynwyd, Pa., to assistant media planner; **John H. Krick Jr.**, account executive, Lowe Marchalk, New York, to account supervisor.

**Elyse Spalding**, account executive, MTV

Network, New York, joins People & Properties, Greenwich, Conn.-based sports marketing and television representation service, as account supervisor.

**John Dailey**, account network supervisor, Foote, Cone & Belding, New York, joins Chiat/Day, New York, in same capacity.

**Jim Trowell**, senior art director, Tatham-Laird & Kudner, Chicago, named associate creative director.

**Robert Olson**, sales representative, Classic Auto World, Toledo, Ohio, joins WTOL-TV Toledo as local account executive.

Appointments at Seltel: **Mike Shepherd**, general sales manager, KTBV(TV) Anchorage, to account executive, Seattle office; **Bob Yanofsky**, account executive, ITS, New York, to same capacity, New York.

Appointments at WPTR(AM) Albany, N.Y., and WFLY(FM) Troy, N.Y.: **James P. Crowe**, on air personality, WPHD-FM Buffalo, N.Y., to account executive, WPTR; **Jeffrey J. Whitson**, regional and local account executive, WWAZ(AM)-WWLI(FM) Providence, R.I., to senior account executive, WFLY.

**Michael Smith**, account executive, WDTV(TV) Weston, W.Va., joins WAVY-TV Portsmouth, Va., in same capacity.

**James (Jamie) Andrews**, account executive, WTHI-AM-FM Terre Haute, Ind., joins WEVV(TV) Evansville, Ind., in same capacity.

**Thomas R. Gresback**, account executive, WCCO(AM) Minneapolis, and **Suelyn F. Martin**, commercial account representative, UNISYS, Dallas, join KRLD(AM) Dallas as account executives.

**Anne Marton**, sales trainee, Petry Television, Philadelphia, named account executive.

**Tony Yoken**, VP and general manager, WIKX(FM) Immokalee, Fla., joins WGKX(FM) Memphis as account executive.

**Mary Lau** and **Jan Nagano**, account executives, KQMQ-FM Honolulu, join KFVE(TV) Honolulu in same capacity.

**Deanne Bekker**, traffic-continuity director, KRSP-AM-FM Salt Lake City, named account executive. **Shannon Fraley**, traffic and market research assistant, succeeds Bekker as traffic-continuity director.

**Jim Rausch**, graduate, North Central College, Naperville, Ill., joins WIFR-TV Freeport, Ill., as continuity writer.

Appointments at Hillier, Newmark, Wechsler & Howard: **Denise Durando**, intern, Lintas: New York, to sales assistant there; **Laura L. Steinkamp**, graduate, University of California, Santa Barbara, to sales assistant, Los Angeles.

## Programing

**Mark McClafferty**, executive VP and producer, Glen Larson Productions, Los Angeles, joins Eddie Murphy Television Enterprises, Hollywood, as president.

Appointments at Turner Entertainment Co. Los Angeles: **James E. Gentilcore**, VP and controller to senior VP-finance, treasurer

and controller; **Carol Contes**, executive director, Tucson Film Commission to legal staff.

Appointments at Lorimar Syndication, Culver City, Calif.: **Jim Engleman**, VP, media sales to senior VP, media sales; **Julie Kantrowitz**, manager, media sales planning, to account executive in media sales.

**Squire D. Rushnell**, VP, children's programs, ABC Entertainment, New York adds duties as VP, late night and children's television.

Appointments at Viacom, New York: **Peter A. Press**, managing director of Pacific and Southeast Asia operations to VP and managing director, European operations; **Anthony David Manton**, national sales manager, Greater Union Film Distributors, Sydney, Australia, succeeds Press.

**Gary Landis**, program director, Westwood One Radio Networks, Los Angeles, named VP/director of programing.

Appointments at Metropolitan Broadcasting's The Wave Network, Los Angeles: **Frank Cody**, director of programing, KMET(FM) Los Angeles to VP of programing; **Chris Brodie**, assistant program director to music director; **Paul Goldstein**, director of creative development to director of program operations.

Appointments at CNN: **Dan Patrick**, sports anchor, New York named primetime sports co-anchor, Atlanta; **Tom Kirkland**, sports reporter, Atlanta succeeds Patrick in New York.

**G. Bryan Polivka**, producer, ProServ Television, a Garland, Tex.-based sports programing service, named creative VP.

**Dave Madsen**, promotion manager, KTIV(TV) Sioux City, Iowa, named VP, program director-operations manager.

**Barbara Fisher**, executive story editor, New World Pictures, Los Angeles joins Universal Television, Universal City, Calif., as director of movies-for-television and mini-series.

**Bill Rubidge**, story editor, Telecom Entertainment Inc., New York, named director, story development.

Appointments at Rasmussen Communications Management Corp., Champaign, Ill.-based television sports production company: **Ed Mathias**, producer, to general manager, RCM operations center; **Al Killion**, producer-director, Telemations Productions, Chicago, to operations manager; **Jeffrey Schmidt**, regional sports buyer, D'Arcy, Masius, Benton & Bowles, St. Louis, to network sales representative.

**Charlotte Moore English**, VP, programing, WMAR-TV Baltimore, joins WMC-TV Memphis as assistant general manager, programing.

**Hilary Schacter**, manager, original programing, USA Network, New York, named director, original programing.

**Robert Alan Cohen**, director of East Coast compliance and business affairs, ABC Television, New York, joins Harmony Gold, Los Angeles, as director, business and legal affairs.

**Ron Ulloa**, associate director, business af-

fairs, ABC, New York, joins The Phoenix Entertainment Group, Los Angeles-based television film producer, as director, business affairs.

Appointments at The Discovery Channel: **Kimberly Hall**, senior sales representative, Mead Johnson & Co., Evansville, Ill., to account manager, Eastern region, Landover, Md.; **Thomas Grams**, account executive, Harris Corp., Quincy, Ill., to account manager, Western region, San Francisco.

**Pamela Eells**, independent TV program writer, joins GTG (Grant Tinker/Gannett) Entertainment, Culver City, Calif., as creator and writer of weekly comedy series.

**Mark Feldman**, director, corporate communications, Mutual Broadcasting System, Arlington, Va., joins Home Team Sports, Washington-based programing service owned and operated by Group W Satellite Communications, as senior marketing manager.

Appointments at The Playboy Channel, Los Angeles: **Jamie Fritz**, senior advertising account executive and promotions director, Heritage Cablevision, Dallas, to regional sales manager, Eastern region; **Tom Halsey**, advertising sales manager/local origination manager, Group W Cable Inc., Warwick, N.Y., to affiliate marketing manager, Eastern region; **Michelle Bryant**, international trade consultant, Financial Sources Inc., Atlanta, to regional marketing administrator, Eastern region.



Kagen



Donahue



Mirabella

Appointments at ABR Entertainment Co., Westlake Village, Calif.: cash and barter sales division, **Roger B. Adams**, national sales manager, King World Enterprises, New York to executive VP/general sales manager, there; **Ken Kagen**, VP marketing/research, Blair

Entertainment, New York, to VP marketing and research, New York; **Arthur O'Connor**, sales manager, Cable News Network, Atlanta to regional VP, New York; **Joseph A. Mirabella III**, sales manager, Blair Entertainment Co., New York to VP, Northeast region, New York; **Jack Donahue**, western sales manager, Republic Pictures Corp., Los Angeles to VP, Western region, Los Angeles; **Arthur Berla**, sales manager, Christian Broadcasting Network, Virginia Beach, Va. to VP, sales Eastern region, barter sales division, Los Angeles; **Celinda V.O. Glickman**, director of publicity to VP operations, Los



Angeles; **Carrie Lynn Einbender**, assistant director of program development, WLRN-TV (PBS) Miami to director of creative services, Los Angeles.

Appointments at Select Media Communications, New York: **Vicki Jo Hoffman**, sales executive, Telepictures, Beverly Hills, Calif., to director, television distribution; **Linda Yaccarino**, research manager, King World, Los Angeles, and **Catherine Morrow**, station clearance representative, Blair Entertainment, Boston, to sales executives; **Carol Blank**, manager, sales proposals, CBS-TV, New York, to sales account executive.

**Robert Bein**, regional manager, Drake-Chenault Radio Consultants, Dallas, joins Bonneville Broadcasting System, music syndicator, as sales-programing consultant, Chicago.

**Judy Hallet**, producer and reporter, KUTV(TV) Salt Lake City, joins National Geographic Society's weekly two-hour television series, *Explorer*, as senior producer.

**Robert Eggleton**, morning drive producer, WIND(AM) Chicago, joins WWWE(AM) Cleveland as executive producer.

Appointments at *The Breeze*, program of Progressive Music Network, Minneapolis-based satellite radio program service: **Ronald M. Miller**, regional affiliate manager, Satellite Music Network, Dallas, to north central regional manager, Michigan City, Ind.; **Jools Brandt**, on air personality, KTCZ(FM) Minneapolis, to 8 p.m. to 1 a.m. host.

**Mike Simon**, photojournalist, KWTW(TV) Oklahoma City, joins Post-Newsweek's documentary team based at WJXT(TV) Jacksonville, Fla., as associate producer-video-grapher.

**Lynn Stepanian**, assistant program manager, WESH(TV) Daytona Beach, Fla., named program manager.

**Jerry Birdwell**, director, programing and research, TVX Broadcast Group, Virginia Beach, Va., joins WCIX(TV) Miami as station manager-program manager.

**Henry Urick**, program manager, KOVR(TV) Stockton, Calif., joins Casablanca IV, Los Angeles-based film library-program syndicator, as sales account executive, Southeast region.

**Marlynda Salas**, coordinator, first-run syndication, Group W Productions, Chicago, joins Republic Pictures Domestic Television Distribution, Los Angeles, as Western account executive.

**Duffy Dyer**, program manager, WDCA-TV Washington, joins WTTG(TV) Washington as program director.

**Pete Owen**, operations manager, KAMJ-AM-FM Phoenix, joins WYST-FM Baltimore as program director.

**Les Howard**, interim program director, WPDS(FM) Tampa, Fla., named program director.

**Steve Nicholl**, program director, KMGC(AM) Dallas, joins KSKS(AM) Tulsa, Okla., and KVLT-FM Owasso, Okla., in same capacity.

**Mike Fitzgerald**, afternoon drive personality,

WNLK(AM) Norwalk, Conn., and host, United Stations' syndicated radio program, *Solid Gold Country*, named program director, WNLK(AM).

Appointments at WBZ(AM) Boston: **Charles Dickemann**, assistant program director, WWRC(AM) Washington, to same capacity; **Frank Murtagh**, operations manager and morning drive personality, WATD-FM Marshfield, Mass., to executive producer; **Paul Perry**, afternoon talk show host, WHJJ(AM) Providence, R.I., to 9:30 a.m. to 1 p.m. personality.

**Candace Fisher**, executive producer, WSBK-TV Boston, joins WFXT(TV) Boston in same capacity.

**Richard (Jay) Babcock**, director, creative television and promotion, PTL Television, Charlotte, N.C., joins WSPA-TV Spartanburg, S.C., as production director.

**R. Bruce Adams**, director, programing, production and development, noncommercial WPSX-TV Clearfield, Pa., named acting director, instructional media.

Appointments at WINX(AM) Rockville, Md.: **Bob Steele**, operations manager, Mutual Radio Networks, Crystal City, Va., to afternoon drive personality; **Chris Verdi**, part-time announcer, to nighttime air personality.

**Loretta Crawford**, afternoon personality, WCLZ(FM) Brunswick, Me., joins WGMW (FM) Manassas, Va., as host, weekend show.

**Ed Clancy**, news director and morning show host, WTIK(AM) New Orleans, joins WWL(AM) New Orleans as host, midday show.

## News and Public Affairs

Appointments at CBS News, New York: **Ted Savaglio**, director of news coverage, named VP. administration and deputy director of news coverage; **Beth Waxman Bressan**, attorney for Law Department's labor and employe relations section, named VP of legal affairs.

**Bernard Goldberg**, national correspondent, CBS News, Miami, named correspondent for network's new *48 Hours* which will premiere next year. It will be based in New York.

**Ann Schulte Bauman**, news and special projects coordiantor, Fuji Communications, New York, joins Conus Communications, Minneapolis/St. Paul, as satellite news coordinator.

**Linda Breshears**, Redding, Calif., bureau chief, KHSL-TV Chico, Calif., joins KEYT-TV Santa Barbara, Calif., as Santa Maria newsroom chief.

Appointments at The Weather Channel, Atlanta: **Bonnie Winfrey**, writer/producer, CNN Headline News, Atlanta to producer/director; **Nora Taylor**, senior accountant, Peat, Marwick, Main & Co., Atlanta, to accounting manager.

**Mark Davis**, news anchor, WTIC(AM) Hartford, Conn., joins WTNH-TV New Haven, Conn., in same capacity.

**Doug Swanson**, assistant news director, noncommercial KENW-FM Portales, N.M., and KMTH(FM) Maljamar, N.M., joins KPSA-

# Broadcasting

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AM-FM Alamogordo, N.M., as news anchor.

**Scott B. Hoke**, sports anchor-reporter, WTTV(TV) Bloomington, Ind., joins WAND(TV) Decatur, Ill., as sports reporter and weekend anchor.

**Dan Roan**, sports reporter and weekend sports anchor, WGN-TV Chicago, named weeknight sports anchor.

**Bob Jimenez**, co-anchor, 5 p.m. news, KRON-TV San Francisco, named co-anchor, 6 p.m. and 11 p.m. news.

**Kimberly Hunt**, anchor-reporter, KMST(TV) Monterey, Calif., joins KGTV(TV) San Diego as co-anchor, 6 p.m. and 11 p.m. news.

**Charles Rowe**, owner and general manager, KCRF(FM) Lincoln City, Ore., joins KREM-TV Spokane, Wash., as co-anchor.

**Eugene Lisansky**, news reporter, WFAS-AM-FM White Plains, N.Y., adds responsibilities as morning drive anchor and managing editor.

**Robin Marshment**, on air meteorologist, WISN-AM-TV Milwaukee, joins KGGM-TV Albuquerque, N.M., as chief meteorologist.

**Bob Kovachick**, producer, weather, WTAE-TV Pittsburgh, joins WNYT(TV) Albany, N.Y., as weather anchor.

**Tod Hyslip**, meteorologist, 10 p.m. news, WSIL-TV Harrisburg, Ill., joins KYTV(TV) Springfield, Mo., as first edition and weekend weather anchor.

**Sandra Hughes**, crime and court reporter, WTVR-TV Richmond, Va., joins WLKY-TV Louisville, Ky., as general assignment reporter.

**Christopher Conder**, photographer-editor, WTOL-TV Toledo, Ohio, joins KAKE-TV Wichita, Kan., as photojournalist.

**Darrell Lee Powell**, sports photographer, TCI Cable, Cumberland, Md., joins WHAG-TV Hagerstown, Md., as video photographer-editor.

## Promotion and PR



Meyers

**Lori Sue Meyers**, art director, creative services, Rainbow Programming Services, New York, joins The Nostalgia Channel, there as creative services manager.

**Gloria D. Rella**, public relations and communications consultant, New York, joins Viacom Enterprises

there as director of public relations.

**Trish Dyer**, executive assistant, EZ Communications, Fairfax, Va.-based radio group, named director of advertising and promotions.

## Technology

Appointments at Hughes Aircraft Co., Los Angeles: **David M. Snyder**, corporate VP-

international, to senior VP, marketing and international; Snyder is succeeded by **Dr. John E. Koehler**, previously president, Hughes Communications Inc., wholly-owned subsidiary that operates satellite communications systems; **Stephen J. Petrucci**, senior VP and executive VP, Hughes Communications Inc., succeeds Koehler.

**Karen J. Kalaska**, assistant controller, Gray Communications, Pittsburgh, joins TPC Communications Inc./Channel One Ltd., television distribution and production facility, as controller.

## Allied Fields

**John Abel**, executive VP operations, National Association of Broadcasters, Washington received distinguished alumni award from Indiana University.

**Paul Harvey**, commentator, ABC Radio Networks, New York, receives first Herriot Award from Humane Society of United States for "outstanding agency or individual who, through communication with the public, has helped to promote and inspire an appreciation of and concern for animals."

**Steven H. Scheuer**, author of movie and television books including *Movies on TV*, *The Movie Book* and *The Television Annual* as well as editor and publisher of "TV Key," a syndicated newspaper column about television, publishes *The Complete Guide To Videocassette Movies*.

**Eric Fishman**, associate, Washington office, Boston-based law firm, Sullivan and Worcester, named partner.

**Jack Wayman**, senior VP, Electronics Industries Association, Washington, will retire after 25 years with EIA and 40 years in consumer electronics industry, effective Jan. 1, 1988. Wayman will continue as media spokesperson. Successor has not yet been chosen.

Appointments at Nielsen Media Research, Northbrook, Ill.: **Annette F. Stepp**, account executive named VP for Nielsen Station Index, Chicago; **Peggy Crowley**, assistant spot buyer, Foote, Cone & Belding, Chicago to client service assistant.



Rice

**Gordon Rice**, general sales manager, United Press International, New York joins R. A. Marshall & Co., Hilton Head, S.C., as VP and associate broker.

Appointments at Nielsen Marketing Research, Northbrook, Ill.: **Philip H. McGrath**, account

manager, trade services department, to VP and trade services manager, Midwestern region; **Bruce A. Sturgeon**, account manager, trade services department, to VP and trade services manager, Western region.

**Barry D. Wood**, partner, Wiley, Rein & Fielding, Washington-based law firm, joins Jones, Waldo, Holbrook & McDonough, Salt Lake City-based law firm, as member of

firm, Washington office.

Appointments at Catholic Telecommunications Network of America, Staten Island N.Y.: **Arthur J. Smith**, executive director Daybreak TV Productions, Diocese of Buffalo, N.Y., to director, program development; **Francis J. (Frank) Lattanzi**, director satellite services and technical administrator, engineering, named business manager.

**Richard C. Parrish**, owner, KMUS(AM) KKWK(FM) Muskogee, Okla., joins Charles C. Earls & Associates, Kennett, Mo.-based media broker and appraiser, as broker.

Appointments at Fleischman & Walsh, P.C., Washington-based communications law firm: **Jeffrey L. Hardin** and **Stephen A. Bouchard**, associates, to partners; **Lanese Jorgensen**, associate, Verner, Liipfert, Bernhard, McPherson & Hand, Washington, and **Christopher G. Wood**, associate, Reddy, Begley & Martin, Washington, to same capacities.

**Steve Feder**, general sales manager, WFMT(FM) Chicago, joins The Montclair Corp., Seattle-based media broker, as associate.

Appointments at Baseline, New York-based information service: **Linda Brown**, assistant to president named operations manager **Frances Collopy**, New York office manager, and **William Vaughan**, account services representative, named account executives.

WSMV(TV) Nashville and senior reporter, **Ellen Shuman**, receive ARC of Excellence community media award for television, given by Association for Retarded Citizens of United States, for "outstanding efforts in educating public about mental retardation" WSMV(TV)'s *Keeping the Promise* was winning news series.

## Deaths

**James Spurgeon Rivers**, age withheld by request, believed to be in his eighties, former owner of WJIZ(AM) Albany, WMJM(AM)-WFAV(FM) Cordele and WTJH(AM) East Point, all Georgia, died Oct. 26 of apparent heart attack in his home in Cordele, Ga. He is survived by three sons.

**Max Reznick**, 66, host of *The Max Reznick Show*, Jewish radio show, WNTR(AM) Silver Spring, Md., died Nov. 9 at his Washington home of brain tumor. In addition to his 41-year stint as radio broadcaster, Reznick was also host of WTTG(TV) Washington program for eight years during the 1950's and was founder and president of Washington Industrial Television System of Silver Spring, provider of closed circuit television equipment for security systems. He is survived by wife Friedel, one son and one daughter.

**James Penn Pilkington**, 64, administrator of Television News Archive at Vanderbilt University, died of cancer Nov. 2 at Parkview Hospital, Nashville. Pilkington was former instructor at University of Arkansas as well as a reporter and copy editor at *The Nashville Banner*. From 1968 to 1970 he was personnel director of United Methodist Publishing House. Survivors include his wife, Luann Foster, one daughter and two stepdaughters.



## CBS's David Poltrack and the road to research

When asked recently how he chose his career, David Poltrack, vice president, marketing, CBS Television, recalled a *Doonesbury* comic strip. The strip's protagonist, Mike Doonesbury, disillusioned with the cut-throat business world, has quit graduate business school. His long-time friend Zonker, the strip's symbol of the 1960's counterculture, asks him what he'll do next. Caught off guard, *Doonesbury* responds, "What else—advertising."

Through his junior year at Notre Dame, Poltrack considered becoming a lawyer. But after a summer internship with a law firm, he changed his mind. "It was the dullest thing you could ever imagine," he says. That decision, however, also meant that "I had to come up with something else to do with my life."

At 42, Poltrack has come a long way in a relatively brief time in a career he entered almost on impulse. "I had met some interesting people in the advertising business," Poltrack recalls. "It seemed like a fun business."

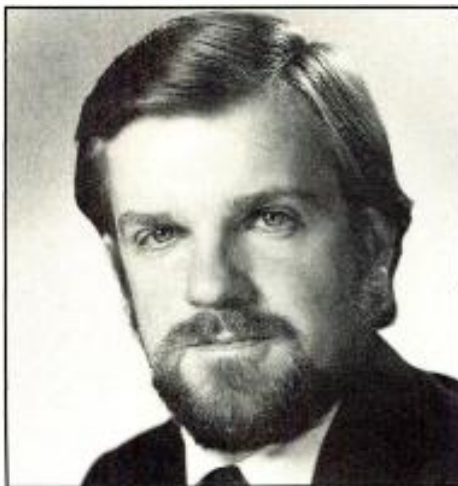
In college, he associated advertising mostly with copywriting. "I thought that was what people did at agencies," he says. But through interviews with agency recruiters during his senior year he learned that copywriting jobs at the New York agencies required considerable experience. "Have you thought about the media department?" he was asked. He didn't even know the department existed.

After graduating magna cum laude, Poltrack joined Ted Bates, New York, as a buyer-planner in the company's media department. Before long, he had developed an interest in broadcasting, and in CBS in particular.

Poltrack did not actively pursue a job at CBS. In fact, it pursued him. As he explains it, his job was to maximize advertising efficiency for the product he represented. At the time Poltrack was given responsibility for the product, CBS controlled about 75% of its television advertising budget. "I came in and reassessed everything," he recalls. "I shifted money and [CBS's percentage] fell substantially." CBS, understandably, tried to persuade him it was the wrong move. He was also offered a job. "I must have convinced them that I was someone who would be better on their team than on the buying side," he says.

Poltrack joined CBS in 1969 as a marketing analyst for its owned stations division, where he wrote presentations for the sales department. He was quickly named director of research and sales promotion for the division's in-house rep, CBS Spot Sales.

He acknowledges that his fortunes have been due in some measure to being in the



DAVID FRANCIS POLTRACK—Vice president, marketing, CBS Television, New York; B. June 3, 1945, Stamford, Conn.; BA, history (magna cum laude), Notre Dame, South Bend, Ind., 1967; MBA, marketing, New York University, 1973; media buyer-planner, Ted Bates, 1967-69; manager, marketing services, national sales, CBS Television Stations, 1969-71; director, research and sales promotion, 71-73; director of marketing information, 1973-75; director, marketing services, market development, 1975-77; director, marketing services, 1977-78; director, marketing, 1978-79; vice president, marketing services, CBS-TV, 1979-82; vice president, research, 1982-87; present position since August 1987; m. Leslie Rita Dyer, Aug. 16, 1969.

right place at the right time. While he was honing his marketing skills—he earned an MBA from New York University in 1973, attending classes at night—the stations division was coming under increasing pressure to develop new business, largely as a result of a congressional ban on broadcast cigarette advertising.

Poltrack then became director of marketing information, a new post created by the division. In that job, he was responsible for designing a unit to tap new sources of business for the stations, much the same job description as his current network post.

In his tenure at owned stations, Poltrack worked to expand the group's overall market nationally, as well as increase the retail business locally. He then headed the operation as director of marketing for the owned stations group.

By the late 1970's, the network was feeling the same competitive pressures that the station group had earlier experienced. As a result of his marketing experience with the group, he was moved to the network side in 1979 as vice president, marketing services, CBS Television Network Sales. The unit he created became part of the network sales department.

In 1982 Poltrack was named vice presi-

dent, research, CBS/Broadcast Group. Since then he has become the network's voice on all matters pertaining to research and ratings, overseeing that area during a tumultuous period of steady erosion of network viewing, which this year has been further complicated by the transition to peoplemeters (BROADCASTING, Nov. 9).

Part of his responsibility as research head had been to forecast the future competitive position of the network. In 1979, he wrote a paper entitled "The Road to 1990," in which he predicted that the network portion of television viewing might drop to a 70 share. (It is currently about a 75 share.) In an update of his paper this past summer, he reaffirmed his forecast, adding, however, that in gross numbers, audiences would likely remain the same because of the nation's population growth.

Also this summer, Poltrack took on added duties as vice president, marketing, for the CBS Television Network. He will continue to oversee research. And once again, he has been asked to create a marketing department for the network, one that will be autonomous and considerably larger than the one he created for sales nine years ago.

This time around, the stakes are much higher, with the networks caught between declining profits and escalating production costs. Poltrack's task, as he sees it, is to develop more business for the network, and not just in the daily combat with NBC and ABC for a bigger piece of the \$9 billion network advertising pie. He wants to expand that pie by targeting competing national media and the \$100 billion now going to promotions outside network television. Also ripe for exploration, he added, are the billions of dollars that are spent on direct marketing, such as direct mail.

Poltrack rises at 5:30 a.m. each weekday to exercise before he catches a train to his New York city office from his home in New Caanan, Conn. And one night a week he teaches a course in marketing at New York University.

In his spare time, of which there is very little these days, Poltrack likes to play tennis, read fiction and travel. He and his wife, Leslie, try to visit Hawaii at least once a year. Bermuda used to be their favorite vacation spot, and his office walls are dotted with photos from past trips. Now, with airline frequent flyer programs "and a little more affluence," Hawaii has become their favorite spot.

Poltrack is also an author. In 1983 he wrote the book, "Television Marketing: Network, Local and Cable." Much of the research for the book came in the course of his work as a network executive. "So then it's just the discipline to get it together," he says. He wants to update the book, and perhaps write others. Considering the battle for ratings among a growing field of contenders, there should be no lack of material. ■

**NTIA last week formally announced plans for wide-ranging study of cable television service** aimed at determining whether and what policy changes are needed to assure competitive environment in industry "and, therefore, greater public benefits" ("Closed Circuit," Nov. 9). Assistant Secretary of Commerce Alfred C. Sikes, who heads NTIA, said that cable television is now "the principal distribution medium of video services" and that its growth will "be influenced by government actions particularly at the local and federal level." Sikes said cable "must be examined in the context of the convergence of common carrier and mass media technologies and the competitiveness of VCR's, C-band direct broadcast satellites, an emerging multipoint distribution service and the possibility of Ku-band satellite distribution." "Issues to be included in study—which is to be concluded in spring—include franchising process, costs of cable and fiber optic plants, concentration of ownership and program distribution. Developments in those issues, as well as court decisions expanding cable's First Amendment rights, NTIA said, "have dramatically changed the business environment for video distribution services."

**Ratings for first regular season football game on ESPN were lower than preseason, four-game average.** New England-New York Giants game scored **7.2 rating in cable homes and 8.5 rating in combined broadcast-cable universe.** ESPN had guaranteed advertisers 9.5 rating for regular-season games. ESPN said ratings were affected by sweeps programming on broadcast networks and 1-6 record of defending Super Bowl champs, Giants. Game was also closed-captioned by National Captioning Institute.

**Fox Broadcasting Co. executives will be in New York and Chicago this week to negotiate deals for new *Late Show* replacement, *The Wilton North Report*,** debuting Nov. 30. New hour-long program, produced by former David Letterman executive producer Barry Sand, will air at 11 p.m. on half of Fox's affiliates, and at 11:30 on other half until it can be determined where it performs best. FBC President Jamie Kelner last week declined to project initial rating. Fox could grant charter rates to several advertisers. There will be no unit cost for 30-second spots either. Fox will forego big promotion push in beginning since large portion of format could change in coming months. Sand and Kelner said *Wilton North*, based on name of studio where show will originate, has budget comparable to that of Letterman. Existing format calls for reality-based comedy based on current news happenings. Clips will not be altered for humor, and show will use affiliates to contribute offbeat reports. Sand said it will take part in coverage of next year's political conventions. In



**Ubiquitous.** Last week, 20 years after President Lyndon Johnson signed the Public Broadcasting Act of 1967, the only state in the country without a public broadcasting station—Montana—received CPB qualifications for Montana State University's KUSM(TV) Bozeman. Sharing congratulations are (l-r): Howard Gutin, CPB chairman; CPB President Donald Ledwig, and Edward Groenhout, dean of the College of Arts and Architecture, Montana State. At present there are 318 public TV stations and 299 radio stations, according to CPB.

meeting with trade press last week, Sand said that two 30-year-old anchors from medium sized markets will co-host. Sand has also signed former INN anchor and CBS correspondent Morton Dear co-host of Lorimar's fall 1988 *TV Guide* strip (see page 150), to host two segments: moderating fan club debates and hosting feature about traits people in public eye have in common. Phyllis Shaff will appear with liberal each week for "Friday Night Fights" and Jack La Lanne will be show's science editor. Arsenio Hall, host of *Late Show* in recent weeks, may also be signed.

**Turner Broadcasting System reported net loss of \$38.3 million in third quarter,** on revenue of \$152.1 million. In year-earlier quarter company had net loss of \$44.3 million on revenue of \$156.3 million. For first nine months, company had net loss of \$104 million on revenue of \$459.3 million.

Motion Picture Association of America President **Jack Valenti has decried TCI purchase of Tempo Enterprises** (see page 135). "This is another example of the increasing concentration of power both in subscriber domination and program domination," he said. "At some point, someone has to ask when is enough enough." TCI has more than five million subscribers; Tempo Cable has 16,000 and Tempo TV serves 12.5 million subscribers.

**Cable Television Administration and Marketing Society board is expected to review final candidates for top position at organization during meeting in New York this week.** Organization plans to create president and chief executive officer position, which would have more authority than previous executive director slot. Announcement of successor is expected by year's end.

**Al Gottesman, senior VP, L.F. Rothschild, told TVB members attending annual conference in Atlanta last week (see page 46), believes both broadcasting industry and stock markets are fundamentally sound.** "Advertising is not a discretionary expense for major advertisers," said Gottesman. "It is a mandatory expense. As marketers continue to create new consumer 'needs,' he said they will buy increasing amounts of advertising time to deliver messages about those needs. Gottesman also noted that major national brands are "localizing their own accounts. That will expand opportunities for creative marketing" by broadcasters. He also expressed "long term faith" in Wall Street. Needs of institutional investors to invest sizeable funds in markets "isn't going to go away. Nor will the need for funds" for companies seeking to expand capital base, he said.

**Fox Broadcasting Co. and other networks continued negotiation with Viacom International last week for *It's Gary Shandling Show*** currently on Showtime. Deal could involve both new and old episodes. Whoever picks up show, Viacom would retain syndication rights (it is being considered for 1991 debut).

**Essex Communications announced that offer it had earlier received from U.S. Cable Corp. (BROADCASTING, Nov. 9) had been reduced from \$233 million to \$225 million.** Doug Paul, general counsel for Essex, said new offer would "not make the deal any less certain. It hasn't stopped progress on the deal." Paul said principals were still trying to reach definitive agreement.

**Grant Broadcasting's troubles continue** as competing application for license of WGBO-TV Joliet, Ill., was filed last week at FCC. Joliet Television Station Ltd. Partnership, group headed by Terry Dola station sales rep with syndicator Orbis Communications in Chicago, filed application for ch. 66 with FCC last Tuesday (Nov. 10). Grant Broadcasting is currently in bankruptcy hearings and is also being challenged for renewal of its WBFS-TV Miami.

**TV commercials featuring Spuds MacKenzie, bull terrier mascot for**



heuser-Busch's Bud Lite beer, **were protested last Friday morning on Senate floor by Senator Strom Thurmond (R-S.C.)**. Thurmond displayed promotional items of "original party animal" campaign demonstrate that it is directed toward children. "The stuffed animals, children's toys and T-shirts small enough to fit 12-year-olds indicate the real purpose of the campaign," senator said. Thurmond also protested wine cooler TV commercials which, he said, give "the impression that wine coolers are a soft drink."

□

Staff of movies and mini-series unit of **CBS Entertainment** is being cut from 35 to 15, decision reflecting network's lessened reliance on those program forms and emphasis by new president, **Kim F. Osterman** (see page 144), on series development. Steve Mills remains VP in charge of unit.

□

**CBS and Sony still had reached no decision late last Friday on \$2 billion sale of CBS Records Group.** In statement, CBS said that discussions with Japanese electronics manufacturer are continuing, but no agreement had been reached yet to present to CBS board of directors. CBS board met, but did not vote on sale, last Wednesday, Nov. 11. CBS stock closed up Friday at \$173.88, \$4.13 higher for week.

□

According to sources, there was word spreading throughout CBS news last Friday (Nov. 13) in that **Harry Smith is expected to be named co-host of Morning Program** this week. Smith is CBS News Dallas correspondent who now appears on *CBS Morning News* with Faith Daniels. Smith would join Kathleen Sullivan as host of CBS News production which will replace current *Morning Program* on Nov. 30.

□

**Allmark Cards and First Chicago**, partners in ownership of Spanish-language station group, **appear to be negotiating for acquisition of Spanish-language program provider Univision.** Los Angeles-based Univision, which through holding company Univisla has common ownership with Mexican programing giant Televisa, declined comment. *Los Angeles Times* quoted source saying transaction, which could include program-supply agreement with Televisa, might be valued as high as \$380 million.

**Lorimar losses.** Lorimar Telepictures last week declared a \$56.3 million loss for the quarter ending Sept. 30, and in an earlier move, adopted a stockholder rights plan to frustrate hostile takeovers.

The defensive shareholder rights plan, approved last Thursday by Lorimar's board, would take effect when a party buys 20% or more, or offers to buy 30% or more, of the company's common stock. According to the company, the plan "was not in response to any existing effort to acquire control of Lorimar."

Lorimar, which is undergoing a general restructuring involving the sale of three network affiliate TV stations, advertising agencies and other properties, appears vulnerable now to a takeover, according to Oppenheimer Vice President Dennis McAlpine, because of both the low stock price and the relatively small stock ownership of company management or insiders.

The company's share price, trading as high as \$22.25 last March, dropped precipitously in the aftermath of the Oct. 19 market crash, going from \$15 to \$6.75 in less than two weeks. The stock has made uneven progress since, closing last Friday at \$8.88, down slightly from the previous week.

Lorimar blamed losses in its second quarter ending Sept. 30 on a \$45-million writedown from its motion picture division, a 27-fold increase in interest expenses to \$11.5 million and the cancellation of the ABC show *Max Headroom*. The film projects responsible for the loss were five projects "initiated under prior management of the division," the company said.

Revenue was higher for the quarter, up 28% to \$198 million, with net loss per share at \$1.22.



**Coming up.** Robert Clasen, president and CEO of Comcast Cable, and chairman of National Cable Month, unveiled logo for NCM next April. Clasen said that 13 basic cable networks (A&E, BET, CBN, Discovery, ESPN, FNN, Lifetime, MTV Networks, Nashville, Tempo, Turner, USA and Weather Channel) have committed \$25 million in advertising and promotion to campaign, 10% increase from previous year.

**The Disney Channel** expects to announce its plans for scrambling in next 60 days, according to Disney President John Cooke. Speaking last week to Washington Metropolitan Cable Club, Cooke said service plans to begin scrambling in 1988, most likely during first half of year. He said Disney Channel wanted to be sure there were enough decoders before scrambling.

□

**League of Women Voters' has hired Ray Lockhart**, 33-year veteran of NBC, as producer of its 12 1988 Presidential debates. During the 1960's, Lockhart directed the *Huntley Brinkley Report*. He has since produced and managed NBC special events coverage, been vice president for news operations, for political programing and of NBC News Worldwide Service and, until this year, senior producer of prime time documentaries. Lockhart's duties as producer of the league's 1988 debates will include working with staff on debate format, as well as technical aspects such as production, staging and set design. First primary debate will take place in Manchester, N.H., on Feb. 13-14.

□

**Senate legislation regulating backyard dish industry was said to be undergoing last-minute revisions in preparation for vote this Thursday by Commerce Committee.** Staff of Senator Al Gore (D-Tenn.), chief author of bill, was redrafting certain provisions (BROADCASTING, Oct. 26). Reaction from industry backers and committee sponsors to those changes should be key in determining fate of measure. Details of specific amendments suggested by Gore or others were sketchy. Idea of excluding cable programers not owned by cable operators from bill's third-party packager provisions was said to have surfaced. Also, there was some mention of expanding scope of legislation to require mandatory access to broadcast signals as well. One of bill's chief critics, Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who has problems with third-party section, was waiting to see revisions before considering own amendments. Inouye is viewed as key player in whether bill passes in Senate and has encouraged affected parties to settle differences without legislation, but no progress was reported on that front.

□

Syndicated special **Return to the Titanic...Live** (Wednesday, Oct. 28, 8-10 p.m.) scored **22.5/33 in 15 overnight markets.** LBS Communications sold advertisers gross average audience rating of 25 for two plays of event. Special was carried by roughly 150 stations covering 96% of the country. In 14 overnight markets *Titanic* rated higher than anything else on air during time.

# Editorials

## Looking good

It's too early for the champagne, but the latest dispatches from the transfer fee/fairness doctrine front are so encouraging that—even if premature—they must be remarked upon. It very much appears as if the National Association of Broadcasters has won its biggest victory in recent memory—and against impressive odds. If so, it will be Eddie Fritts's greatest achievement in his five-year presidency, and one in which he can take justifiable pride.

It all began when Senator Ernest Hollings (D-S.C.), chairman of the Senate Commerce Committee, sought to use a budget reconciliation bill to codify the fairness doctrine and at the same time shift a large part of the burden of supporting public broadcasting to the private broadcasting system. Specifically, the Hollings bill would impose a tax of from 2% to 5% on the sales of broadcast properties. The bill had more than just Hollings going for it. In a time of fiscal crisis the thought of pumping so many millions into the treasury, and eventually into public broadcasting, was appealing across the political spectrum, and the thought of reinstating the fairness doctrine in the process made it appear a sure winner.

That was what the NAB was up against when its leadership cut short a trip to Japan to mobilize the membership and activate the impressive grassroots organization that has been developed in recent years. President Fritts, often acting on his own, was all over Washington, and particularly Capitol Hill. The effort appeared to be on two fronts: calling in chits to oppose the Hollings bill if it were ever brought to a vote, and lobbying the economic "summit" between the White House and the Congress to make sure that the transfer tax would not win endorsement.

By the end of last week the NAB felt secure enough to advise its board that it had 50 Senate votes in hand to block the Hollings bill, and that no measure as controversial as his would be considered by the summit. Double whammy.

Not only would such a victory be sweet for those who win it, but it would be precious indeed for the industry in whose behalf it was won. Still another attempt to codify fairness will have failed in the Senate (although still another—from Representative John Dingell [D-Mich.]—is certain to arise in the House). A tax of gross inequity—and hundreds of millions of dollars magnitude—will have been avoided. And the responsibility for supporting public broadcasting will have been returned squarely where it belongs: to the public at large.

Three cheers for N Street.

## Open season

The Reagan administration sent a 49-page bill to Congress last week seeking to implement some of the recommendations of the ill-conceived Meese Commission. If the bill becomes law, traditional broadcasters may have the company of cablecasters and satellite television distributors in their First Amendment ghetto.

For Broadcasters, it was the Supreme Court's decision in the *Pacifica* case. For cablecasters and STV operators, it could be the Child Protection and Obscenity Enforcement Act of 1987. (It has yet to be introduced, or even referred to committee, so there is time to amend or axe it.) It is a bill cloaked in righteousness. Who could argue with protecting children from exploitation? But the bill would do more than that. It would free the states and "the political subdivisions thereof" to pursue their own parochial moralities against cable and STV, and it arms them with a broadsword. The offending paragraph reads: "Nothing in...the Cable Communications Policy Act of 1984, or in any other provision of

federal law, is intended to interfere with or preempt the power of the States, including the political subdivisions thereof, to regulate the uttering of obscene or indecent [emphasis ours] language or the distribution of obscene or indecent matter of any sort, by means of cable television or subscription services on television in a manner that is not inconsistent with the Constitution." By distribute it means "send, transmit, retransmit, telecast, broadcast or cablecast, including by wire, microwave or satellite, or to produce or provide material for such distribution."

Cable interests might argue that no license to prosecute indecency on cable comparable to that established by *Pacifica* for broadcasting has yet been established, and that cable is thus insulated from such regulation. But from the wording of the above quote, it is not clear that the Justice Department has made that same distinction.

The best we can hope for is that this is the last we'll hear of it. Oblivion would be a just reward.

## The 'we's' have it

There is a new definition for the "local" in local journalism. It is anywhere a satellite can reach, which is just about everywhere. As that reach has grown, the distinctions between local and network coverage have continued to blur in what could be labeled the "we" generation in local news, with stations pooling their talents, and transponders, to form regional and ad hoc networks. This week's special report on those local news efforts shows just how far local news has come, and how far local newscasters will go, to cover the breaking story or uncover the deceptive practice.

From saying yes to condom ads, PSA's and AIDS-related programs to saying no to drugs in stationwide and groupwide campaigns, the public affairs commitment of Fifth Estaters over the past year-plus has been stronger than ever. It takes only a glance at any of the 12-plus pages of public affairs programming in this week's special report—and that only a cross-section of an industry-wide commitment of time and dollars—to illustrate that point.

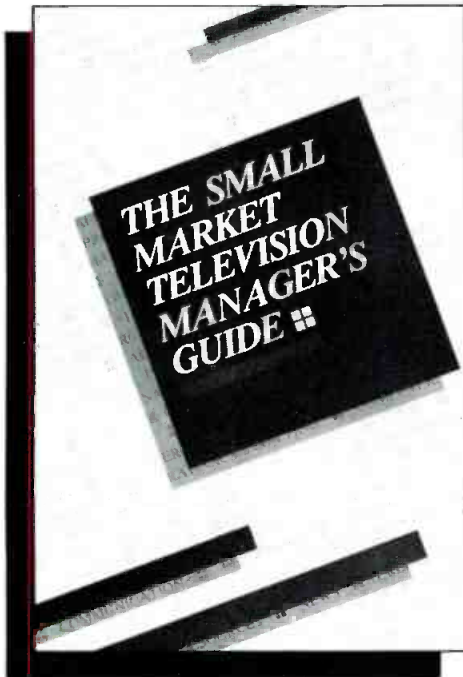
Among the causes championed and wrongs righted in the past year were food drives, clothing drives, telethons, charity walks and runs, scholarships, book donations, cholesterol and cancer screenings, anti-drunk driving projects, literacy campaigns, town meetings, crime prevention programs, disaster relief, hospital care, care for the elderly, runaways, radon gas levels, consumer rip-offs, government corruption... the list is as long as the dedication broadcasters bring to their corners of the Fifth Estate.



Drawn for BROADCASTING by Jack Schmidt  
 "We need a new opening graphic. We've moved the early news back another half hour so we have to call it "The Late Afternoon News."



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