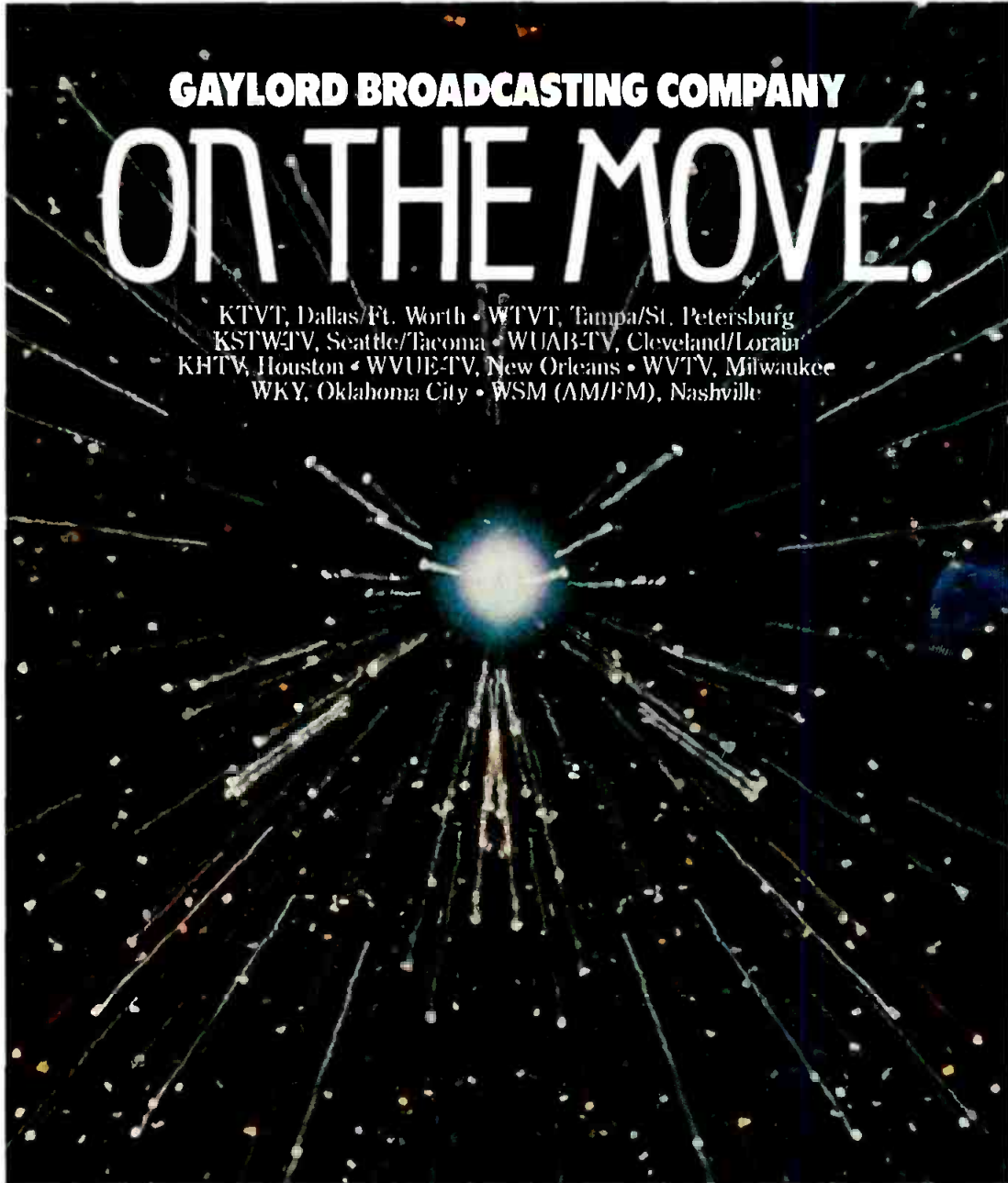


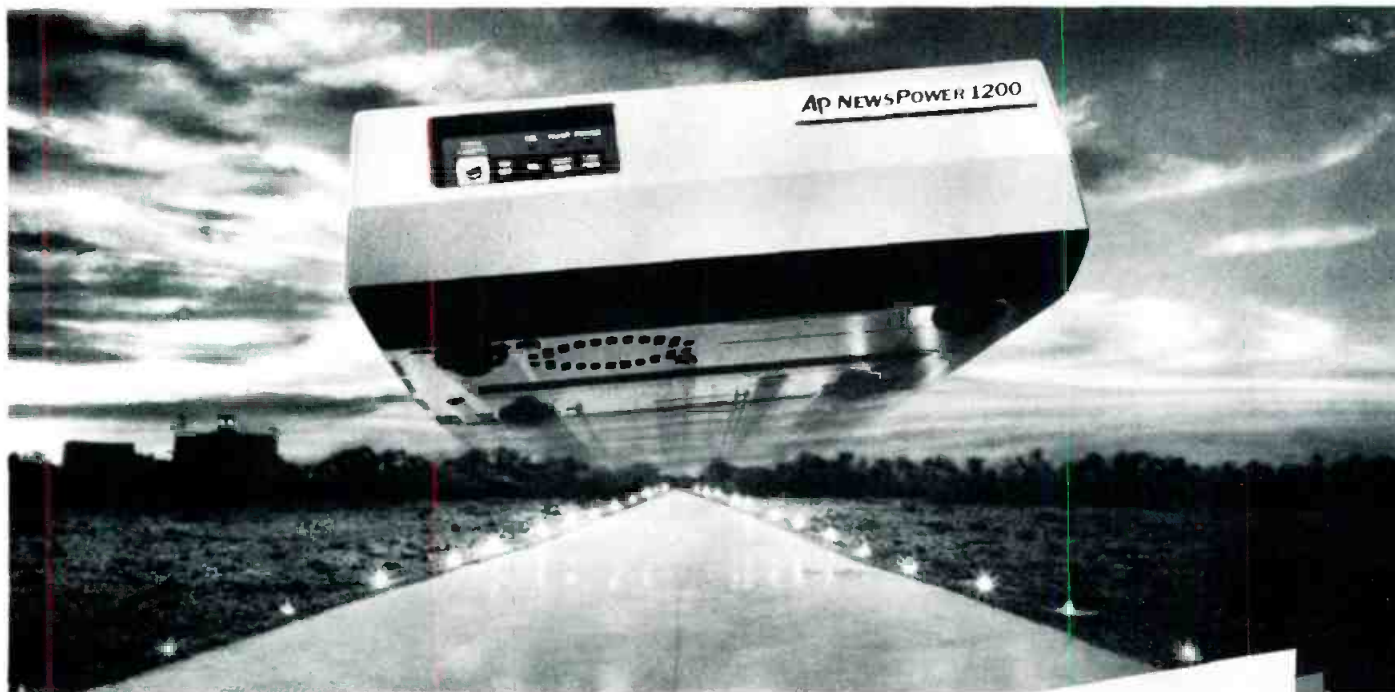
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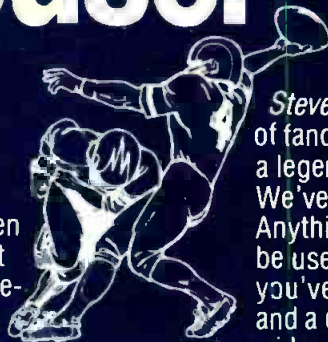
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NBC ponders cable news service Special Report on local journalism

PULLING BACK □ ABC to complete layoff of some 350 employes by Labor Day. **PAGE 31.**

MUST-CARRY APPEAL □ NAB and 13 other broadcasters ask for stay of implementation of court of appeals must-carry decision. **PAGE 31.**

ANOTHER CABLE NEWS OPERATION? □ NBC is exploring idea of cable news service. **PAGE 33.**

FOR LEASE □ Intelsat raises proposal to lease excess transponder capacity on its satellite system. **PAGE 35.**

FOR SALE □ Evening News Association sends letters to shareholders, disclosing that company is on the market. **PAGE 37.**

LOCAL JOURNALISM □ BROADCASTING's annual survey of the top efforts in local television and cable journalism. **PAGES 39-98.**

SOUNDING GOOD □ Transtar Radio Network's light adult contemporary format showing strong inroads in market. **PAGE 100.**

OUT FOR COMMENT □ FCC releases notice of inquiry seeking input on how it should handle corporate takeovers. **PAGE 101.**

POST PURCHASE □ Washington Post Co. buys most of Capital Cities Communications cable systems, totaling 350,000 homes, for \$350 million. **PAGE 104.**

C-SPAN POLL □ Cable public affairs network finds it is gaining support in its drive to televise Senate proceedings. **PAGE 105.**

CONVENTION OPENING □ Cable industry gathers in Atlanta for Eastern Cable Show. **PAGE 107.**

U.S. MAN □ Phil Lind has led Canadian and U.S. expansion of Toronto's Rogers Cablesystems, now one of the world's largest cable operators. **PAGE 135.**



Hurricane flooding on WFMY-TV Greensboro, N.C.



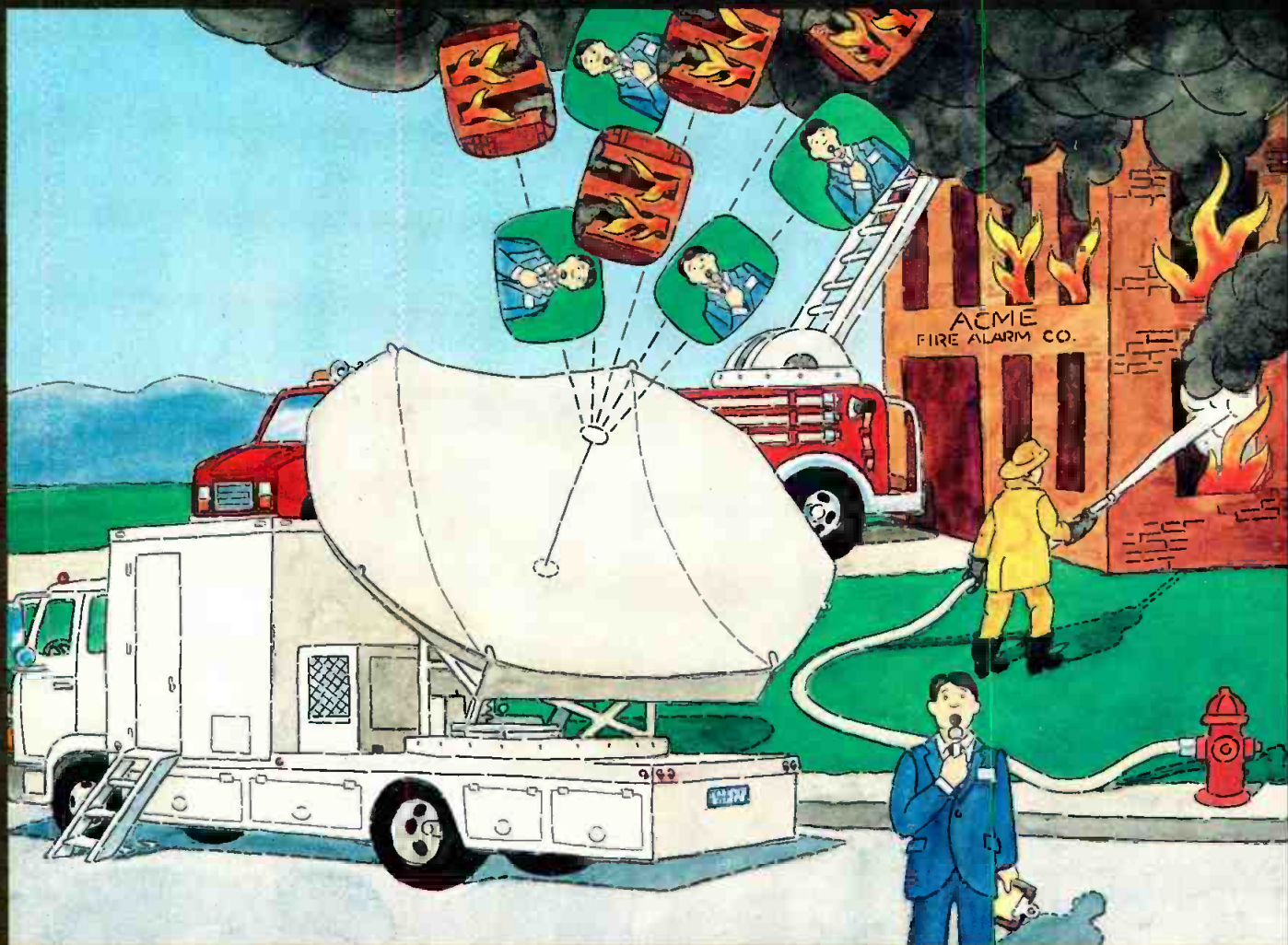
Child identification on WDIV Detroit

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other International subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery \$100 for first-class. Subscriber's occupation required. Annually *Broadcasting* □ *Cablecasting Yearbook* \$85. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). *Microliche of Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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Separatist tendencies

Threat that National Association of Broadcasters may pull out of joint all-radio convention with National Radio Broadcasters Association continues, with NAB now holding that its arrangement with NRBA has always been on year-at-a-time basis and that NAB radio board won't decide on further joint venturing until after this year's convention in Dallas Sept. 11-14. At same time, NAB officials say there *will* continue to be such all-radio effort; if NRBA is left behind, NAB means to go it alone. Pre-registration for Dallas stood at 2,000 last Monday, with over three weeks to go. Last year, 2,000 mark wasn't reached until convention eve.

Tension between two organizations, never far from surface, erupted when NRBA issued call for "super" radio association that would bring together in one organization radio elements now scattered among number of associations (BROADCASTING, Aug. 5). Summit meeting of broadcast associations, organized by NAB, cold-shouldered NRBA suggestion week ago (BROADCASTING, Aug. 19). Decision to retaliate against NRBA by cutting cord on convention cooperation would amount to declaration of war.

Job opening

FCC Commissioner Henry Rivera is slated to leave commission Sept. 15, and word last week was that seat may be unfilled for while. One FCC source said there was "no sense of urgency" about finding successor and that it "could be months" before White House nominates replacement. Another source said FCC Chairman Mark Fowler is still looking for "conservative Democrat" whose philosophy jibes with his own and that of President Reagan.

Leaving town

Over past television seasons, major objective of Hollywood unions has been to keep production of regular television series close to home, despite occasional location filming. Now corral appears to be breached. Of 70 regular series in prime time in coming season, 14 are being made entirely or principally outside Hollywood. New series are joining returning series in production outside entertainment capital. ABC's *Our Family Honor* is being filmed in New York; *Lady Blue* is in Chicago, and *Spenser: For*

Hire is in Boston. *Lyme Street*, starring Robert Wagner, is being produced in Virginia and England. At CBS, *Hometown*, *The Equalizer* and back-up series, *Melba*, join *Kate & Allie* in New York. NBC, although having no new series made outside Hollywood, has two of most talked about: *The Cosby Show* (New York) and *Miami Vice* (Miami).

Double-digit gain

Network radio expenditures climbed 16% in July, with billings up to \$28,075,664, according to Radio Network Association (RNA) which relies on data collected confidentially from 10 network companies by accounting firm of Ernst & Whinney. Year-to-date (January through July), revenues are up 13.9% over comparable period of year ago to \$181,504,229. RNA President Bob Lobdell projects that network business will reach \$320-million mark by year's end.

Washington fallout

Everett H. Erlick's decision to quit as ABC executive vice president and general counsel after merger with Capital Cities (see "In Brief," this issue) raised questions about future of Washington representation which Erlick has closely overseen. There's been no official word, but it's assumed new management will keep present Washington VP for ABC, Eugene Cowen, and his staff. Capcities has no resident officer in capital. As to legal representation, guess is that Wilmer, Cutler & Pickering, Capcities counsel for two decades, will be retained by merged firm. McKenna, Wilkinson & Kittner, ABC's counsel at least as long, will assist in transition period.

HDTV nyet

Standard for high-definition television production should be deferred, Soviet Union has told world standardization body, International Radio Consultative Committee (CCIR). With conclusive international meetings on topic nearly under way, Soviets has suggested that exploration of HDTV technology continue into next four-year CCIR cycle. This notwithstanding joint U.S.-Japanese effort to achieve single international standard based on Japanese-developed HDTV system during current cycle. Although Soviets apparently lean to HDTV technology based on 50 hertz television

systems used in USSR and European nations, one industry observer suggested Russian document should be viewed only as part of Soviet negotiating stance and not indication of mood against U.S.-Japanese position. European broadcasters have so far declined to support or reject U.S. proposed standard.

Home run

CBS Radio's new Major League Baseball "Game of the Week" coverage has become big hit among stations and advertisers. Affiliate lineup for weekly Saturday games has blossomed to 225 stations, including outlets in all top 25 markets. Advertisers who have bought regular season package number 26. Spurred on by this interest, advertising availabilities for upcoming league championship games and World Series in October are, according to Mike Ewing, CBS Radio Network vice president and general manager, "virtually sold out." "Game of the Week" package was part of CBS Radio's five-year, \$32-million rights agreement signed in late 1983 but taking effect this season.

More news

Local Program Network, Minneapolis, which already offers TV stations two news programs on syndicated basis—*Story Source*, weekly 80-minute newsreel, and *1 On 1*, four-times-per-week, one-hour interview show—is adding third production. It's called *Cover Story* and will be unveiled at Radio-Television News Directors Association convention Sept. 11-14 in Nashville. LPN envisions new program as three-to-five-minute series of programs examining timely issue in news over several days in which several stations can cooperate. All LPN programs are delivered by satellite.

EEO for cable

FCC is hoping to adopt rules implementing equal employment opportunity provisions of Cable Communications Policy Act of 1984 next month. Word last week was that, despite opposition of Department of Justice and U.S. Commission on Civil Rights (BROADCASTING, May 27), commission is planning to use EEO processing guidelines to monitor cable EEO compliance. In comments, Civil Rights Commission contended FCC's proposal sought to impose quotas. Justice implied that proposal was unconstitutional.

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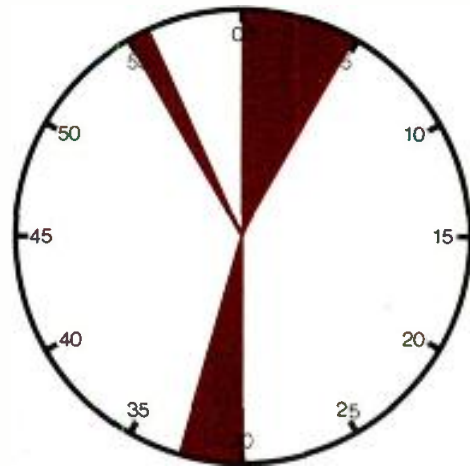
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Business

:15-:17 5 A.M., 6 A.M., 7 A.M., 8 A.M., 9 A.M., 10 A.M., 6 P.M., 7 P.M.,

:15-:18 11 A.M., 12 P.M., 1 P.M., 2 P.M., 3 P.M.

:15-:19 4 P.M., 5 P.M., 8 P.M.

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Sports

:45-:47 5 A.M., 6 A.M., 8 A.M., 10 A.M., 11 A.M., 12 P.M., 1 P.M.,
2 P.M., 3 P.M., 8 P.M., 9 P.M., 10 P.M.

:45-:48 7 A.M., 9 A.M., 4 P.M., 5 P.M., 6 P.M., 7 P.M.



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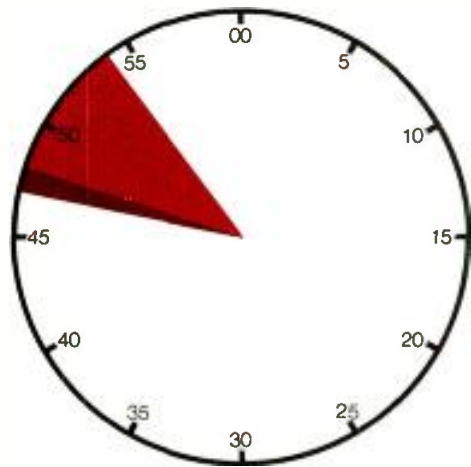
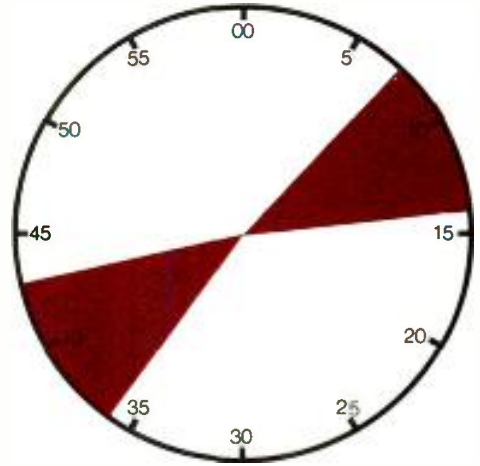
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- PERSONAL MONEY MANAGEMENT
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- HEALTH
- NUTRITION

Features

:48-:54 5 A.M., 6 A.M., 8 A.M., 10 A.M., 11 A.M., 12 P.M., 1 P.M., 2 P.M.,
3 P.M., 8 P.M., 9 P.M., 10 P.M.

:49-:54 7 A.M., 9 A.M., 4 P.M., 5 P.M., 6 P.M., 7 P.M.

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Cable castings

Eye for an eye

Now that the U.S. Court of Appeals in Washington has knocked down the FCC's must-carry rules, cable's compulsory license should be abolished. So argued David Ladd, the former U.S. register of copyright now with the Washington law firm of Wiley & Rein, in the *Legal Times* of Washington.

"The compulsory-license vestige of a now largely deregulated cable industry turns copyright policy on its head," Ladd said. "Not only can cable operators freely exploit locally broadcast copyrighted programs, but they can impose financial or other conditions on broadcasters for the 'privilege' of doing so."

"Repeal of the compulsory license is not merely a matter of equity between cable operators and broadcasters, but also of serving the First Amendment values of diversity that copyright supports," he said.

The appeals court found the must-carry rules "coerced speech" by forcing cable operators to carry broadcast signals regardless of their content, he said. "By the same token, the compulsory license coerces speech: It grants cable by legal fiat the right to acquire without just payment the pro-

gramming of broadcasters who, like cable operators, act as editors and publishers."

Freed of the must-carry burden, he said, "cable should now heed its own hype and behave like newspaper or magazine editors and publishers in acquiring copyrighted works in the marketplace."

Legislation repealing the license should include a delayed effective date, he said, so that broadcasters have time to renegotiate their contracts with program suppliers so they can authorize local cable retransmission.

Nashville showdown

Steve Effros, president of the Community Antenna Television Association, and Rick Brown, general counsel of the Satellite Television Industry Association Inc. (SPACE), will square off during the opening session of the SPACE/STTI home satellite industry trade show in Nashville in September.

Organizers of the show sent a bulletin last week to exhibitors and attendees urging them to pack the Opryland hotel's Tennessee Ballroom for what they are billing as a "highly important debate" between the two.

It also invited them to stick around for the sessions featuring the industry's Capitol Hill allies who are likely to address the scrambling issue: Representatives Thomas Tauke (R-Iowa), Judd Gregg (R-N.H.), Charlie Rose (D-N.C.) and Billy Tauzin (D-La.).

"The issues surrounding scrambling are entering a critical period for our industry,"

the bulletin said. "It's crucial that we confront the threats of unreasonable fees at limited access in a forceful and united way. We must insure that the satellite earth station consumer will have access to all programming. We must insure that those programmers who do scramble enter a free enterprise market with reasonable fees, and are not coerced by other programmers scramble against their wishes."

Cable OK for telco

Reconsidering a 1983 decision, the FCC has authorized Eagle Telecommunications Inc. a telephone company, to provide cable TV service within its service area. The commission also said the telco, which is based in Eagle, Colo., would not have to divest itself of a cable TV system it had constructed without FCC authority and in violation of the FCC's cable-telco crossownership prohibitions then in effect. But the FCC fined the telco \$20,000 for violation of those rules.

In its 1983 decision, the FCC found the telco ineligible for the rural exemption to the cable-telco crossownership prohibition. Under the current rural exemption, as revised by the Cable Communications Policy Act of 1984, however, the FCC said Eagle Telecommunications qualified.

In separate action, the FCC affirmed its decision fining Northwestern Indiana Telephone Co. \$20,000 for violating the cable-telco crossownership prohibition (BROADCASTING, March 18). The FCC also ordered

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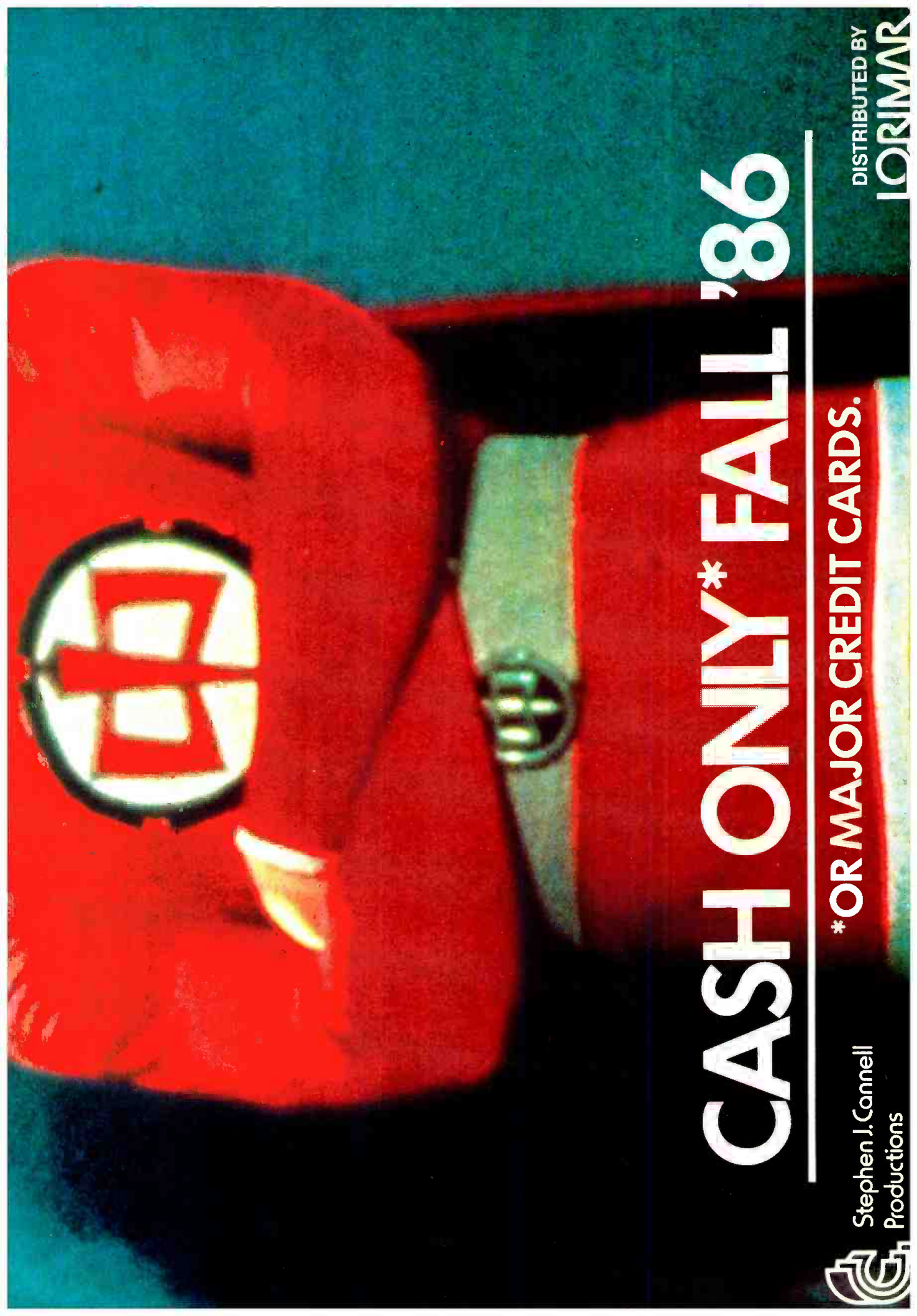
It's a natural. The Discovery Channel, a new advertiser-supported cable service, picked up *The New Tech Times* after it was dropped by the Public Broadcasting Service. *Tech Times*, hosted by Mort Crim (above) and produced by Friends of WHA-TV Inc. of Madison, Wis., is a weekly video magazine focusing on technological developments. The half-hour show should fit nicely into the Discovery Channel's program schedule which comprises documentaries on science, nature, history and travel.

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the telco to divest cable television systems in Hebron, DeMotte and Lakes of the Fours Seasons, all Indiana, by Sept. 18.

Pay TV tease

Heritage Communications plans to give each of its 1.25 million basic subscribers a taste of Home Box Office and Cinemax next month in hopes that some of them will sign up one or both services.

For four days beginning Sept. 12, Heritage systems will transmit to all basic subscribers special feeds of HBO and Cinemax containing promos and phone numbers for ordering the services. The promotion is expected to cost \$400,000. A similar one last year netted 50,000 new pay subscribers.

Heritage will downlink the services' regular feeds from Galaxy I and add its promos and phone numbers at its headend and studio in Des Moines, Iowa. The MSO will use a Videostar Connections transportable uplink and a different transponder on Galaxy I to beam the special feeds to its cable systems.

Crusade on cable

Commitments have been made by 146 cable companies in 125 of the top 200 markets to carry three hours each day of the four-day "Explo '85," the Campus Crusade for Christ International world conference for evangelism to be held Dec. 28-31.

The event will originate from Kenya, Germany, Korea and Mexico and will use domestic satellites in the U.S., Brazil, India and Europe, plus six international satellites

to bring the event to 55 countries, according to Scottsdale, Ariz.-based Victory Communications International, which is producing the videoconference. Cable operators will carry two hours per day of international events, with one hour of U.S. coverage, said meeting organizers.

It's simple

The cable industry's ongoing effort to scramble the satellite feeds of the cable services is confusing to some, but not to John Malone, president of number-one MSO Tele-Communications Inc. "It's firmly up in the air," Malone told BROADCASTING. "HBO is moving ahead with M/A-Com scrambling. Showtime is treading water, making the right noises but not moving. The basics are all running around in circles either talking to each other or whatever."

In the fold

Times Mirror's Dimension Cable system in Las Vegas began offering Home Box Office's Cinemax last week and, in so doing, became the first Times Mirror affiliate of the pay cable service. The launch was supported by a multimedia advertising campaign and sales incentives for system employees. The system, which has 62,000 basic subscribers, counts about 22,000 HBO subscribers.

"We are pleased to establish this first-time-ever launch of Cinemax in a Times Mirror system," said Larry Wangberg, president and chief executive officer, Times Mirror. "The HBO service has always been a very positive factor in our pay subscriber growth, and with the addition of Cinemax in our Las Vegas system, we are certain that we will see continued success."

According to the Cinemax publicity department, the new Times Mirror-Las Vegas customers as well as Cinemax's other subscribers—there were 3.3 million of them at the end of 1984—will have, in addition to motion pictures, three original programs to watch in September: *Cinemax Comedy Experiment: American Carrott*, with British comedian Jasper Carrott; *Album Flash: Pete Townshend*, and the fifth edition of *Eros International*.

Conversion of St. Paul

Continental Cablevision of St. Paul has begun installation of a \$5-million order with Scientific-Atlanta for addressable cable products to be used in the new 140,000-home system. Continental will use the Atlanta-based manufacturer's Series 8500 addressable line, with model 8550 set-top terminals and remote controls, model 8553 transmitters and model 8556 scramblers, along with a System Manager IV computer control system.

'U.S.' returns

United States, which got high critical praise but low ratings in a brief run on NBC-TV a few years ago, will be presented on the Arts & Entertainment network along with five previously unseen episodes to round out a series of 13 half-hours, starting Sept. 15 at 8 p.m. NYT. The series stars Beau Bridges and Helen Shaver as a married couple. It was created by Larry Gelbart, who also created *M*A*S*H*, among others.

Broadcasting Publications Inc.

Founder and Editor
Sol Taishoff (1904-1982)

Lawrence B. Taishoff, president.
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The Fifth Estate Broadcasting

1735 DeSales Street, N.W., Washington 20036
Phone: 202-638-1022

Lawrence B. Taishoff, publisher.

Editorial

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Leonard Zeldenberg, chief correspondent.
Mark K. Miller, senior news editor.
Kira Greene, assistant to the managing editor.
Harry Jessell, associate editor.
Doug Halonen, Matt Stump, Kim McAvoy, John Eggerton, assistant editors.
Susan Dillon, A. Adam Glenn (technology), Scott Fitzpatrick, Jeanne A. Omohundro, staff writers.

Anthony Sanders, systems manager
Randall M. Sukow, research assistant.

Todd F. Bowie, production
Senior Editorial Consultants
Edwin H. James (Washington)
Rufus Crater (New York)

Editorial Consultant

Rocco Famighetti (New York)

Broadcasting & Cablecasting

Yearbook

David Seyler, manager.
Joseph A. Esser, associate editor.

Advertising

Washington
John Andre, sales manager (equipment and engineering).
Robert (Skip) Tash, Southern sales manager.
Doris Kelly, sales service manager.
Meg Robartie, classified advertising.

New York

David Berlyn, senior sales manager.
Charles Mohr, Ruth Windsor, sales managers.

Hollywood

Tim Thometz, sales manager.

Circulation

Kwentin K. Keenan, circulation manager.
Patricia Waldron, Sandra Jenkins, Debra De Zarr, Joseph Kolthoff, Chris McGirr.

Production

Harry Stevens, production manager.
Don Gallo, production assistant.

Administration

David N. Whitcombe, vice president/operations.
Philippe E. Boucher, controller.
Albert Anderson.
Irving C. Miller, financial consultant.
Wendy J. Liebmann.

Corporate Relations

Patricia A. Vance, director.

Bureaus

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.

Stephen McClellan, associate editor.
Vincent M. Dilingo, senior editor: radio.
John Lippman, assistant editor.
Geoff Folsie, staff writer.
Scott Barrett, editorial assistant.
Marie Leonard, June Chauhan, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

Richard Mahler, correspondent.
Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.

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Entry Deadline: SEPTEMBER 6, 1985

For entry information:
**Gabriel Awards Office
Merrimack College
North Andover, MA 01845
(617) 683-7111 ext. 190
Mr. Jay Cormier, Chairman**

Business Briefly

TV ONLY

Veiman-Marcus □ Ten-week campaign planned for Chicago and San Francisco from Sept. 5 to 14 and will be followed by similar flight in those markets plus six Texas markets in period before Christmas. Commercials will be carried in prime and fringe slots. Target: adults, 21-54. Commercials were created by Arnell/Bickford, New York. Business was placed through Infomarketing Inc., New York.

Agliardi Bros. □ Frozen meat items will be spotlighted in three-week flight to start in early September in about 30 markets, including Albany and Syracuse, both New York. Daytime slots will be sought for commercials. Target: women, 21-54. Agency: Doyle Dane Bernbach, New York.

McRae's Department Store □ Lancome perfumes will be highlighted in one-week flight in Jackson, Miss., and Mobile, Ala.-Pensacola, Fla., for one week starting in late August. Commercials will be run in daytime and fringe periods. Target: women, 25-54. Agency: Goodwin, Jannenbaum, Littman & Wingfield, Houston.

Beatrice Foods □ Fall campaign for County Line Cheese will be held for two weeks in Phoenix during early September and for three to four weeks in Denver, beginning in early October. Commercials will be scheduled in daytime and fringe periods. Target: women, 25-54. Agency: D'Arcy MacManus Masius, Los Angeles.

Union polishes image. In major television campaign to bolster its image, United Auto Workers of America is investing more than \$2 million in network and spot television on 30 stations. Campaign, which began last week, is part of union's 50th anniversary celebration. It focuses on UAW's willingness to make changes, and highlights union's efforts to achieve job security and co-exist with automation, rather than making traditional demands for more wages and benefits. Commercials, stressing history of UAW and striking patriotic theme, will be carried on spot TV through Sept. 6. Network emphasis will be on evening news shows of ABC-TV and NBC-TV on Aug. 26 and Labor Day, Sept. 2. Commercials were produced by Bianchi Films, New York. Agency for UAW is Greer & Associates, Washington.

Club Med □ As part of image campaign for resort during 1984-85 season, Club Med will spend about \$10 million on advertising, including TV coverage of U.S. Tennis Open in New York from Aug.



31 through Sept. 8. Campaign also will include spot television, starting Sept. 2, in New York, Los Angeles, San Francisco, Chicago, Philadelphia, Washington and Hartford, Conn., for varying lengths of time ranging up to 10 weeks. Commercials will run in sports

and news programs and in other dayparts. Target: adults, 25-54. Agency: N W Ayer, New York.

RADIO ONLY

British Caledonian Airways □ Fall campaign has begun in two markets and will add at least eight more in coming weeks, with flights lasting from four to 10 weeks, depending on market. Commercials will be presented in all dayparts. Target: adults, 25-54. Agency: Winus-Brandon Advertising, Bellaire, Tex.

Elanco □ Remensin feed additive used to increase animal weight will be advertised for six weeks in late September in about 15 markets. Commercials will be carried in periods with programming appealing to farmers. Target: farmers, 25-54. Agency: Kenrick Advertising, St. Louis.

Bak-N-Serv Inc. □ Company's Rhodes frozen dough will be advertised in four-week campaign in six markets in Midwest, starting in early September. Commercials will be carried in drive time

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

PRE-SEASON PICKS — AP previews the upcoming football season by taking a close look at the NFL clubs, as well as the nation's top college teams. Find out who's hot this year, as the season begins to heat up. 10-part college series runs the week of 8/26. One NFL script runs each day the week of 9/2.

THE SPORTSMAN — Charles Morey introduces listeners to the people who play for pay in this regular sports personality feature. This three-take feature runs about three minutes and moves on weekdays.

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

AIRCHECK: AP RADIO NETWORK

TUNING IN TO VIDEO TECH — Bob Moon delivers news about the latest developments in home video equipment, from recorders to games. Plus, he tells you what to watch for when choosing and maintaining your video equipment. 60-second feature shows run Monday-Friday at 10:32 a.m. ET.

HOW TO JUDGE A BOOK — Each day, in his series of 90-second shows entitled Best Sellers, Martin Levin reviews one of the hottest books on the shelves. Plus, he tells you which new authors have the best shot at making the best seller list. Feature shows are fed Mon-Fri at 10:32 a.m. ET.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

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N.I.W.S. explains what's current in the news, telling the "why" behind the "what" of a news story.

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THE SERVICE

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When it comes to news services, N.I.W.S. stands alone. Going into its 6th year, N.I.W.S., the original news cooperative, still leads the pack, providing quality

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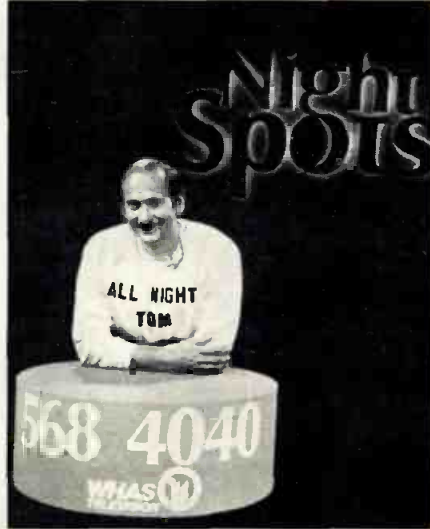
© 1985 Telepictures Corporation

AdVantage

Short and sweet. Schick, division of Warner-Lambert Co., gets to point in brief and direct product message on television to introduce its new Personal Touch twin blade disposable razor for women. Schick uses 15-second TV commercial that employs only eight words: "Now there's a beautiful disposable—Personal Touch disposable." Spot shows close-up of young woman's leg emerging from bath and view of razor gliding over leg. Agency is J. Walter Thompson/New York.

□

Late-night dealing. WHAS-TV Louisville has launched early morning project (2 a.m. to 6 a.m.) called "Night Spots," offering opportunities to individuals or businesses to advertise personal items or products and services. After one month on air, undertaking is being called "highly successful" by Kerry DeMuth, "Night Spots" producer and executive sales director. She reports that about 30 individuals and firms have appeared in commercials taped at station, including head of travel agency, leader of local dance band, used car dealer and official of Kentucky State Fair. Spots are 30-second or two-minute commercials that cost advertisers as little as \$25. DeMuth says project is form of classified advertising and can accommodate personal messages such as lost and found, love letters and garage sales, as well as traditional real estate listings, situation/help wanted advertising and car sales. Viewers who want to buy advertised items or receive more information about services can call telephone number listed by station. Commercials are taped at station.



and early afternoon. Target: women, 25-54. Agency: Bryan/Donald Inc., Kansas City, Mo.

Fruitex Enterprises □ Four-week flight in support of Appletise apple drink will begin in five markets, including Minneapolis and Albany, N.Y., in late September. Commercials will be carried in all time periods. Target: adults, 18-49. Agency: Gumpertz/Bentley/Fried, Los Angeles.

Delco Electronics □ Car radios will be highlighted in campaign starting in October in 10 to 12 markets. Flights will begin with three-week effort, take hiatus of two weeks and wind up with two more weeks. Commercials will be placed in drive time and on weekends. Target: men, 18-49. Agency: Campbell-Ewald, Detroit.

RepReport

Wisc-TV Madison, Wis.: To Harrington, Righter & Parsons from Blair.

□

WCFF-TV Tuscaloosa, Ala.; wdam-TV Laurel, Miss.; KYEL-TV Yuma, Ariz.; KCBD-TV Lubbock, Tex.; KBIM-TV Roswell, N.M.: To Katz Continental Television from Avery-Knodel Television.

□

WKBT-TV La Crosse, Wis.: To Harrington, Righter & Parsons from Avery-Knodel Television.

□

KTVH-TV Helena, Mont.: To Adam Young from Avery-Knodel Television.

□

WMDT-TV Salisbury, Md.: To Seltel from Avery-Knodel.

□

WJTO(AM)-WIGY(FM) Portland, Me.: To Republic Radio Sales from Masla Radio Sales.

□

KMGH(FM) Seattle: To Republic Radio Sales (no previous rep).

□

KOTL(AM) Tucson, Ariz.: To Caballero Spanish Media (on-air date: late August).

□

WIBA-AM-FM Madison, Wis.: To Katz Radio from Blair Radio.

□

KLSF-FM Amarillo, Tex.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

From English to Spanish. WPCK(AM) West Palm Beach, Fla., which has been English-language station, switches to Spanish on Sept. 15. It has named Caballero Spanish Media as its national representative. Caballero now represents 90 Hispanic radio stations.



"That's right—I don't know how much they cost, I don't know where they're kept, I don't know who uses them—but of course we get SRDS. Doesn't everyone?"

SURVIVAL RADIO

It really *is* a jungle out there. And in that jungle, Otari's MTR-10 audio machine gives you the ammunition you need to stay alive—like three speeds, micro-processor control, a built-in cue speaker, and an optional ten-memory autolocator.



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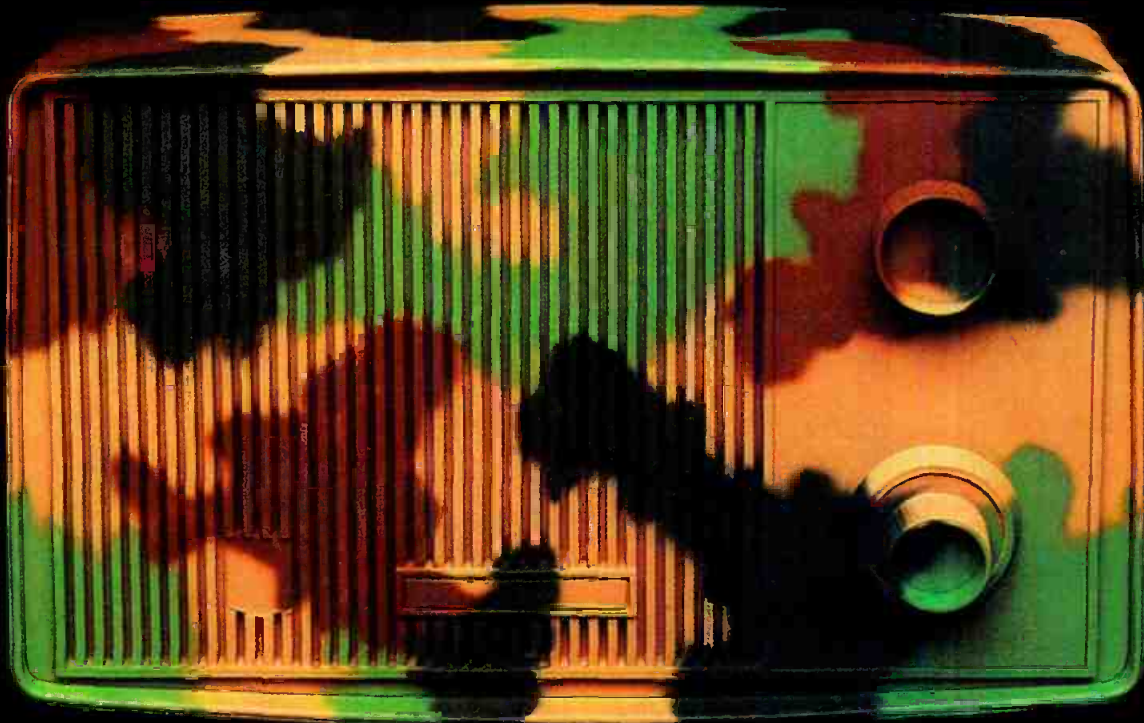
Whether you're doing spots, editing, or working "live", this rugged machine provides the features you'll need for the recording tasks of tomorrow. As one of our customer's put it, "Everything I even *think* I want to do, I *can* do on this machine."

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OTARI



Datebook

This week

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta.

Aug. 26-28—*Television Bureau of Advertising/Sterling Institute* performance management program for account executives. Georgetown Inn, Washington.

Aug. 27—*Ohio Association of Broadcasters* news directors' workshop. Columbus Marriott Inn North, Columbus, Ohio.

Aug. 30-Sept. 8—International Audio and Video Fair Berlin. Exhibition grounds, Funkturm (Radio Tower), Berlin. Information: AMK Berlin, Messedamm 22, D-1000, Berlin 19; (030) 30-38-1.

September

Sept. 5—*Cabletelevision Advertising Bureau* local advertising sales workshop. Quality Inn, Vernon, Conn.

Sept. 5—First meeting of land mobile radio/UHF television technical advisory committee. FCC, Washington.

Sept. 6—Deadline for entries in 1985 Gabriel Awards competition, sponsored by *UNDA-USA*. Information: Jay Cormier, Merrimack College, North Andover, Mass.; (617) 683-7111.

■ **Sept. 6**—Deadline for station management entries in New York area Emmy awards, sponsored by *New York chapter, National Academy of Television Arts and Sciences*. Information: (212) 765-2450.

Sept. 6-7—"Radio Station Ownership and Management," seminar sponsored by *UCLA Extension* in cooperation with *Southern California Broadcasters Association*. Sheraton Plaza La Reina hotel, Los Angeles.

Sept. 6-10—*International Institute of Communications* 16th annual conference, "Communications: The

Crossroads of Culture and Technologies." Keio Plaza. Intercontinental hotel, Tokyo. Information: (01) 388-0671.

Sept. 7—37th annual prime time Emmy Awards presentation banquet, primarily for creative arts categories, presented by *Academy of Television Arts and Sciences*. Beverly Hilton hotel, Los Angeles.

Sept. 8-10—*Illinois Broadcasters Association* annual convention. Eagle Ridge Inn, Galena, Ill.

Sept. 9—Deadline for entries in 28th annual *International Film & TV Festival of New York* awards competition. Information: (914) 238-4481.

Sept. 9-10—*Television Bureau of Advertising* group heads meeting. Hyatt O'Hare, Chicago.

■ **Sept. 9-12**—Co-op conference, sponsored by *Advertising Checking Bureau*. Americana Great Gorge Resort, McAfee, N.J.

Sept. 10—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hyatt Regency, Minneapolis.

■ **Sept. 10**—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington. Information: (703) 644-3013.

Sept. 10-11—*Television Bureau of Advertising* board of directors meeting. Hyatt O'Hare, Chicago.

Sept. 11-14—*Radio-Television News Directors Association* annual convention. Awards banquet speaker: CBS's Dan Rather. Keynote speaker: ABC's Peter Jennings. Opryland hotel, Nashville.

Sept. 11-14—"Radio '85: Management and Programming Convention," second annual conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

Sept. 12—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton International at O'Hare, Chicago.

■ **Sept. 12**—*Society of Motion Picture and Television Engineers* meeting of committee on video recording and reproduction technology. 3M Co., St. Paul.

Sept. 13—Deadline for applications in *American Film Institute's* independent filmmaker program. Information: (213) 856-7679.

■ **Sept. 13**—Deadline for independent, or nonstation entries in New York area Emmy awards, sponsored by *New York chapter, National Academy of Television Arts and Sciences*. Information: (212) 765-2450.

Sept. 13-14—Rocky Mountain Film and Video Exp '85, project of *Colorado Film and Video Association*. Regency hotel, Denver. Information: (303) 837-8603

Sept. 13-15—Latin American conference for journalists, co-sponsored by *Foundation for American Communications, Tinker Foundation* and *Institute of the Americas*. L'Enfant Plaza, Washington. Information: (213) 851-7372.

Sept. 14—Deadline for entries in International Emmy Awards, sponsored by *National Academy of Television Arts and Sciences, International Council*. Information: (212) 308-7540.

Sept. 15-17—*National Religious Broadcasters Association* Western regional meeting. Los Angeles Marriott, Los Angeles.

Sept. 16—Comment deadline on FCC's AM technical rules. FCC, Washington.

Sept. 17—*Southern California Cable Association* luncheon. Speaker: Neil Austrian, chairman and chief executive officer, Showtime/The Movie Channel. Mar del Rey Marriott, Marina del Rey, Calif.

Sept. 17—Presentation of second annual Cable Awards for Programming Excellence of *Cable Television Network of New Jersey*. Bally's Park Place, Atlantic City, N.J.

Sept. 17—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Inn, Portland Airport, Portland, Ore.

Sept. 17-18—*Society of Broadcast Engineers* Tri-State convention, hosted by SBE chapters from Indian Ohio and Kentucky. Cincinnati Marriott hotel, Cincinnati.

Sept. 17-20—*Telocator Network of America* annual convention and exposition. Speakers include Congressmen Al Swift (D-Wash.) and Matthew Rinaldo (F

■ Indicates new entry

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

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta.

Sept. 11-14—*Radio-Television News Directors Association* international conference. Opryland, Nashville. Future conventions: Aug. 26-29, 1986, Salt Palace Convention Center, Salt Lake City, and Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

Sept. 11-14—"Radio '85: Management and Programming Convention," second annual conference jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

Sept. 18-20—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 27-Nov. 1—*Society of Motion Picture and Television Engineers* 127th technical conference and equipment exhibit. Convention Center, Los Angeles.

Nov. 10-13—*Association of National Advertisers* annual meeting. Boca Raton hotel, Boca Raton, Fla.

Nov. 20-22—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Major Meetings

Dec. 4-6—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 5-9, 1986—*Association of Independent Television Stations* 13th annual convention. Century Plaza, Los Angeles.

Jan. 17-21, 1986—*NATPE International* 23rd annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

Feb. 1-4, 1986—Sixth annual Managing Sales Congress, sponsored by *Radio Advertising Bureau*. Amfac Airport hotel, Dallas.

Feb. 2-5, 1986—*National Religious Broadcasters* 43rd annual convention. Sheraton Washington, Washington.

Feb. 7-8, 1986—*Society of Motion Picture and Television Engineers* 20th annual television conference. Chicago Marriott, Chicago.

Feb. 27-March 1, 1986—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville.

March 15-18, 1986—*National Cable Television Association* and *Texas Cable Television Association* combined annual convention. Dallas Convention Center. Future conventions: May 17-20, 1987, Las Vegas.

April 13-16, 1986—*National Association of Broadcasters* 64th annual convention. Dallas Con-

vention Center, Dallas. Future conventions: Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

April 27-30, 1986—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles. Future conference: April 26-29, 1987, Marriott Copley Place, Boston.

April 28-29, 1986—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

May 14-17, 1986—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 18-21, 1986—*CBS-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

May 21-25, 1986—*American Women in Radio and Television* 35th annual convention. Westin Hotel Galleria, Dallas.

June 8-11, 1986—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

June 11-15, 1986—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Loew's Anatole, Dallas. Future conventions: June 10-14, 1987, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

June 14-18, 1986—*American Advertising Federation* national convention. Grand Hyatt, Chicago.

June 19-22, 1986—*NATPE International* second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 757-7232.

Katz Continental Television

**Identifying Opportunities
Setting Strategies
Producing Sales Results**
for network affiliates in medium
and smaller television markets



Katz. Katz Stations. The best.

A DIVISION OF KATZ COMMUNICATIONS INC

N.J.). MGM Grand hotel, Las Vegas. Information: (202) 467-4770.

■ **Sept. 18**—"Freedom of the Press Today," commemorating John Peter Zenger, lecture in series, "Focus on the First Amendment," sponsored by *National Archives Volunteers, Constitution Study Group*. Lecturer: Floyd Abrams, partner, Cahill Gordon & Reindel, and lecturer, Columbia University Law School. National Archives Building, Washington.

Sept. 18-20—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Sept. 18-20—*Television Bureau of Advertising* sales advisory committee meeting. Rye Town Hilton, Rye, N.Y.

Sept. 18-21—Sixth *Midwest Radio Theater Workshop*, sponsored by noncommercial KOPN(FM) Columbia. Mo. Information: (314) 874-1139.

Sept. 18-21—*American Women in Radio and Television, North Central area*, conference, including management seminar conducted by Bill Brower Associates. Marc Plaza, Milwaukee.

Sept. 19—*Cabletelevision Advertising Bureau* local advertising sales workshop. Los Angeles Airport Hilton, Los Angeles.

■ **Sept. 19**—Third annual Everett C. Parker Ethics in Telecommunications lecture, sponsored by *United Church of Christ's Office of Communication and Communication Commission of National Council of Churches of Christ*. Speaker: FCC Commissioner Henry Rivera. Interchurch Center, Washington.

Sept. 19-20—*CBS Radio Network* affiliates convention. Waldorf-Astoria, New York.

■ **Sept. 19-20**—35th annual Broadcast Symposium, sponsored by *Institute of Electrical and Electronics Engineers Broadcast Technology Society*. Speakers include Richard Wiley, Wiley and Rein, Washington; James McKinney, FCC Mass Media Bureau; Michael Sherlock, NBC operations and technical services, and Michael Rau, National Association of Broadcasters. Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 19-22—National Video Festival, "Intersections:

Video and Film/Cinema and Television." Presented by *American Film Institute* and sponsored by *Sony Corp.* AFI campus, Los Angeles. Information: (213) 856-7705.

Sept. 20—*Association of Federal Communication Consulting Engineers* annual fall social, riverboat cruise of Potomac. Washington Boat Lines, pier four, Washington.

Sept. 20-22—*Maine Association of Broadcasters* annual meeting. Sebasco Estates, Sebasco, Me.

Sept. 20-22—Economics II, conference for journalists, sponsored by *Foundation for American Communications*. Keystone Conference Center, Keystone, Colo.

Sept. 21-24—Intelevent '85, fourth annual telecommunications conference, sponsored by *Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey; E.F. Hutton; Peat, Marwick, Mitchell & Co.*, and *International Herald Tribune*, and produced by International Televent Inc. Speakers include Richard Butler, ITU; Richard Colino, Intelsat; Andrea Caruso, Eutelsat, and Mimi Dawson, FCC commissioner. Hotel Montfleury, Cannes, France. Information: (202) 857-4612.

Sept. 22—Presentation of *Academy of Television Arts and Sciences'* 37th annual prime time Emmy awards, on ABC-TV, originating from Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 23—Presentation of National Distinguished Achievement in Communications Award to Thomas Leahy, executive vice president, CBS/Broadcast Group, CBS Inc., on behalf of *American Jewish Committee*. Waldorf-Astoria, New York. Information: (213) 751-4000.

■ **Sept. 23**—*Museum of Broadcast Communications* celebration of 25th anniversary of Nixon/Kennedy debate. Co-chairmen: Newton Minow of Sidley and Austin and Arthur Nielsen Jr., A.C. Nielsen Co. WBBM-TV, studio one, Chicago.

■ **Sept. 23**—Banquet honoring Oliver Gramling, founder of AP Broadcast Services, sponsored by *Associated Press Broadcasters*, during fall meeting of board of directors. J.W. Marriott hotel, Washington.

Sept. 24—*International Radio and Television Society*

newsmaker luncheon, with FCC Chairman Mark Fowl Waldorf-Astoria, New York.

Sept. 24—*Cabletelevision Advertising Bureau* local advertising sales workshop. St. Louis Airport Marriot St. Louis.

■ **Sept. 25**—"Telecommunications Opportunities for the Minority Entrepreneur," forum sponsored by *Congressional Black Caucus Foundation* and *FCC*. Wasington Hilton, Washington. Information: (202) 54-8767.

Sept. 25-27—*National Religious Broadcasters Association* Southeastern conference. Ritz Carlton, Atlanta.

Sept. 25-27—Great Lakes Cable Expo, sponsored by *cable TV associations of Indiana, Illinois, Ohio and Michigan*. Keynote speaker: Ed Allen, chairman, National Cable Television Association. Indianapolis Convention Center and Hoosier Dome.

Sept. 26—*Cabletelevision Advertising Bureau* local advertising sales workshop. Cleveland Airport Marriot Cleveland.

Sept. 26-28—International Mobile Communication Show and Conference, sponsored by *Electronic Industries Association*. Washington Convention Center, Washington.

Sept. 26-29—Southeast area conference of *American Women in Radio and Television*, including management seminar conducted by Bill Brower Associate Ritz Carlton Buckhead, Atlanta.

Sept. 27-28—19th annual South Dakota Broadcaster Day, sponsored by *South Dakota State University* South Dakota State University and Holiday Inn, Brookings, S.D.

Sept. 27-29—*North Dakota Broadcasters Association* annual convention. Sheraton-Galleria hotel, Bismarck, N.D.

Sept. 28-Oct. 1—*Texas Association of Broadcasters* radio-TV engineering conference/fall convention (management conference). Registry hotel, Dallas.

Sept. 29-Oct. 1—*Minnesota Broadcasters Association* fall convention. Holiday Inn, Winona, Minn.

Sept. 29-Oct. 1—*Washington State Association*

Stay Tuned

A professional's guide to the intermedia week (Aug. 26-Sept. 1)

Network television □ **ABC:** *U.S. Amateur Golf Championship*, Sunday 4:30-6 p.m. **CBS:** *U.S. Open Highlights* (begins 36½ hours of tennis championship coverage), Tuesday 11:30 p.m.-midnight, continuing through Sept. 8. **NBC:** *Heart's Island* (comedy), Wednesday 9:30-10 p.m. **PBS** (check local times): *Kate & Anna McGarrigle in Concert with Linda Ronstadt & Maria Muldaur* (performance), Wednesday 10-11 p.m.; *Form Comes Out of Chaos* (documentary), Friday 10:30-11 p.m.



Salzburg festival over NPR

long episodes of *Cavalcade of Stars*, Tuesday-Saturday at noon, 1:45 p.m., 3:30 p.m., 5:15 p.m. and 7 p.m., now through Sept. 26.

*denotes series premiere

Network radio □ **CBS Radio Network:** *College Football Kickoff Classic* (live coverage), Thursday 7:50 p.m.-conclusion; *U.S. Open Tennis Championship* (32 three-minute reports), Saturday through Sept. 8, at 15 minutes before the hour. **CBS RadioRadio:** *The Spirit of Summer* (three-hour nostalgia special), Saturday or Sunday (check local times). **NPR** (check local listings): *Live From Salzburg: The Pittsburgh Symphony Orchestra* (festival broadcast), Saturday 1:30-3:30 p.m. (or until conclusion), on 170 stations.

Cable □ **Arts & Entertainment:** *Fidelio* (opera), Thursday 8:30-10:30 p.m. **HBO:** "Tightrope" (suspense), Sunday 8-10 p.m. **Satellite Program Network:** *Vegas Sports Line** (football handicapping series), Thursday 8-8:30 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Discovery: Rare Honeymooners*, 75 rereleased *Honeymooners* half-hours, screened with hour-

Errata

Description of **National Cable Television Association's scrambling plan** in Aug. 19 cable scrambling story (page 34) incorrectly reported that cable operators consortium's computer facility would control descramblers at cable headends. Also, **SPACE-instigated, anti-scrambling bills were introduced before NCTA convention**, not after as indicated in story.

□ **Recoton Corp. is maker of stereo television decoder** described in Aug. 19 "In Sync." Item on TV set-top units incorrectly identified Long Island City, N.Y.-based consumer product manufacturer.

□ **Clyde Gray**, from WBAL-TV Baltimore, joins **WLWT-TV Cincinnati** as reporter, not Tom Kuelbs as reported in "Fates & Fortunes" Aug. 12.

□ Caption for picture of **U.S. delegation to Space WARC** in Geneva on page 74 of Aug. 5 issue omitted **Steven A. Levy** of Arent, Fox, Kintner, Plotkin & Kahn, Washington.

□ July 29 "Fates & Fortunes" on KQED(FM) San Francisco should have listed **Robert Johnston** as **station controller**, responsible for entire KQED Inc. finance department.

'Super radio' reaction

EDITOR: Your "Round One" editorial in the Aug. 19 issue was nothing less than superb in its analysis of NRBA's proposal for the consideration of the creation of a single radio organization. It's both saddening and a disservice to the rank and file of radio broadcasters for the carefully orchestrated meeting on Aug. 16 to have dismissed, almost without discussion, a revolutionary opportunity to improve radio's representation and effectiveness.

Your editorial headline was right on the button. This is only "Round One."—*Abe Voron, senior vice president, National Radio Broadcasters Association, Washington.*

□

EDITOR: I hear that the enthusiasm for your Aug. 19 editorial about the "super radio" concept is less than overwhelming in some quarters. I'm not surprised, given the reception accorded the NRBA delegation in Washington that Friday. On the other hand, I should be surprised that even the consideration of this idea should meet with so much resistance. If my sense of grass-roots feelings is anywhere near correct, the idea—and your editorial—will be applauded in Peoria. As for me, you can probably hear me clapping all the way from San Francisco. Your piece was not only well-reasoned but beautifully written.—*Bill Clark, president, radio division, Shamrock Broadcasting Co., San Francisco.*

□

EDITOR: BROADCASTING's Aug. 19 editorial ("Round One") concerning the recent, historic meeting at the National Association of Broadcasters of nine trade associations reminds us once again of the urgent necessity of drawing our wagons in a circle of cooperation and respect.

You have thoughtfully and fairly focused the attention of our industry on an issue whose time appears at last to have come. You also properly reflect the growing frustration of our colleagues that the elders of NAB, the National Radio Broadcasting Association and the Radio Advertising Bureau have not moved more aggressively, creatively and generously toward a rapprochement.

The radio (and, indeed, the television) broadcasters of America have a right to expect that the posturing, bickering and name-calling will stop and that out of this will finally emerge the unified industry we've sought for so long.

The issue belongs not alone to the current leadership of the three organizations or to any self-appointed or would-be "industry statesmen." The questions of structure, title and organization, as you suggest, should be properly referred to a forum of industry leaders and also to the attention of the hard-working, dedicated broadcasters in this

country.

My fellow NAB director, Willie Davis (KACE[FM] Los Angeles), a member of the Pro Football Hall of Fame, admonished our NAB board during a coast-to-coast conference call last week that we should "see to it that NAB is the one they choose" in the event that present misunderstandings cannot be resolved. That's good, practical advice. I hope, however, that broadcasters don't have to choose.

It is time to continue the discussions begun last week in Washington. And it is time as well to put aside the shibboleth that NAB is a good, grey but lumbering and ineffective behemoth. NAB is today a respected, responsive national trade association, growing in age and wisdom and improving with each passing day. It is a very democratic organization with tremendous integrity in its election process and with broad representation on its board.

NAB showed what it can do when our integrity was confronted with a possible ban on beer and wine. It is brighter, quicker and more decisive than ever in its history. Our national association is also more flexible and more sophisticated as witness its enlightened accommodation of the daytimers and, more recently, the major-market operators. The telling is in the numbers, and it is not at all surprising that NAB's radio membership is showing very significant gains. And last year's \$300,000 surplus is a further indication that NAB is now a tight, lean and well-managed organization.

It is also high time to listen to and acknowledge the cries of NRBA. This organization will not go away. Nor should it. It comprises a lot more than those few swash-buckling, colorful entrepreneurs whose frustration has now led them to call for a "super" radio association. If by a super radio association NRBA envisions a strong radio organization to deal with the marketplace and pocketbook issues like sales and promotion and to serve as the advocate and drum beater for radio, who among us can deny them? However, the central issue is that the NAB must survive as the one, strong, national entity that deals with the cosmic issues affecting both radio and television.

Radio and television—free over-the-air broadcasting—are still inextricably linked in the minds of the Congress and the FCC and among most of our critics and regulators. There can thus be only one clear, strong, certain voice as the great issues and challenges arise in Washington at the federal level.

The vagaries of the marketplace and fluctuations in the economy can cause inconvenience. But neither Madison Avenue nor Main Street can inflict mortal damage to our calling which can only come from the federal government.

Out of any discussions or deliberations must come a strong, influential NAB to enable us to continue to deal effectively with

the Congress, the FCC, the prevailing mood of the current or future administrations, the Justice Department, the Supreme Court, the federal courts, the Copyright Tribunal, special interest lobbies such as the National Black Media Coalition, foreign governments (Canada, Mexico, Cuba, et al) and international management and control of the spectrum. Only the NAB can deal with something as onerous as the fairness doctrine or as precious as the First Amendment.

Perhaps we *should* hear more of a super radio association... as long as its proponents can assure our industry that there on the Potomac will still remain—proudly, properly and strategically—the National Association of Broadcasters, stronger and more effective than ever.

Your own founder, the late Sol Taishoff, that wise, true, beacon of our industry, saw this so clearly decades ago when he called for a federation of the Fifth Estate. Only one voice can speak with clarity and certainty at the federal level on those larger, cosmic issues.

Which does not mean that radio might not deserve a stronger advocate in the promotional, sales and consumer area.—*William O'Shaughnessy, president, WVOX(AM)-WRTN(FM) Westchester, N.Y., and member, NAB radio board.*

Unintentional

EDITOR: Your story on page 60 of the Aug. 19 issue is quite unfair to Los Angeles County Sheriff Sherman Block. It assumes that Sheriff Block initiated or sought White House contact with the FCC. This is simply not the case. The sheriff did not initiate the correspondence with Mr. Daniels of the White House staff but was merely responding to Mr. Daniels' letter concerning his new assignment as director of the White House Office on Intergovernmental Affairs and requesting the sheriff's input as to federal/local intergovernmental cooperation apart from the budget process.

In responding to Mr. Daniels, it is not at all unusual that the sheriff would identify as one of his most serious federal government/local government problems the lack of radio frequencies to support the communications system needed for the protection of the public in Los Angeles county, an area of over seven million people. But the sheriff's letter did not suggest or request that his letter be forwarded to the FCC. We have recently learned that, as a matter of routine handling, letters received by the White House which mention a government agency are forwarded by White House counsel to the agency's counsel with a carefully prepared cover memo indicating that is for information purposes only. If the sheriff had been aware of this practice he would have requested that his letter not be forwarded.—*John D. Lane, attorney for Los Angeles County Sheriff's Department, Wilkes, Artis, Hedrick & Lane, Washington.*

Editor's note. Mr. Lane picked the wrong target. BROADCASTING's story was based entirely on an exchange of correspondence between the White House and FCC and made public by the FCC.

A local television journalism commentary from Richard Sabreen, The Newsfeed Network, New York

News is no longer enough

The day of the traditional television news director is over. It used to be that to be successful at TV news, a news director had to know how to produce a newscast, be able to hold on to a good anchor team, recognize worthwhile news stories and stay on budget. That's not enough any more.

Today's successful television news director must be a strong generalist, with effective skills not only in journalism, but also in marketing and business. To win the rating battle, his job has become more akin to that of a newspaper publisher than to that of a traditional television news director. He needs skills that once were the sole province of the sales and programming departments, understanding and utilizing such concepts as product positioning, audience flow and negotiation.

While once it was rare to see a former news director in the ranks of senior station or corporate management, it's not unusual anymore. Skills that this new generation of news managers is acquiring are applicable far beyond the newsroom. Sophisticated news directors have succeeded by taking a "market approach" to their news product. They've learned that it's not enough to simply cover the news. They know how to package it, how to present it and how to promote it to the public. They know how to satisfy audience needs.

After all, ratings are all about satisfying audience needs. I'm not talking about putting more "glitz" or "hype" into newscasts. There's probably too much of that now, with too little attention being given to content. In fact, if a station isn't capable of producing a first-rate news product, there's no point in going on to the marketing exercise. I am suggesting, however, that the successful news managers of the future will understand why an audience chooses one newscast over another. They'll appreciate that channel selection is a complicated equation, involving many factors such as content, style, personality, pacing, packaging, flow and history.

News is crucial to most stations' success. The news department—which often controls only two hours or less of an 18- or 20-hour broadcast day—may be responsible for most of the station's community image, and much of its profit. But the implications of maintaining a well-rated news operation go beyond the actual revenue that the news department might generate. News can be the major way that the community distinguishes one station from another. Moreover, news success seems to have a "halo" effect, affecting other programs on the broadcast schedule. A station that wins at news tends to win during the entire broadcast day. Conversely, news losers tend to underperform in other dayparts.



Richard Sabreen was named vice president and general manager of Group W's Newsfeed Network in 1981, following his appointment in 1979 as vice president of television news operations for Group W. Prior to joining Group W, Sabreen was director of the television group of Frank N. Magid Associates, one of the nation's largest television and market research consulting firms. Previous positions include: reporter/anchor/producer, WPLG-TV Miami; national correspondent, Group W Washington news bureau; staff assistant, NBC-TV's *Meet The Press*, and reporter/producer, WHYY(TV)-WUHY-FM Philadelphia.

A marketing approach demands that we treat a newscast as a consumer durable good, a commodity that a viewer "purchases" by spending time watching it. We must understand that when a viewer watches a specific television program, the viewer really is spending a precious resource: time. And time for many people is spent as carefully as money. When a news director asks viewers to "purchase" newscasts—by watching them—he has to understand that the programs will not be watched just because they're good. The programs will be watched only if they satisfy the audience's needs.

It's easy to learn about how the audience reacts to news products by doing market research. That's a fairly straightforward exercise. The tough part is taking the data and defining the newscast to take advantage of market voids. The exercise of audience-building goes far beyond the creation of an audience-satisfying news product. The process must also pay attention to audience flow and the concept of "product positioning."

Product positioning is creating an overall sense of a news broadcast that will define the newscast and the station differently from every other station or cable opportunity in the market, and appeal to the widest possible audience. Positioning is a commercial marketing and advertising concept that has been used successfully for product differentiation over the years. It works for television news,

too.

In many markets, much of the actual news content is largely the same on all stations on any given night. Yes, news departments get beat by their competition from time to time and, yes, some stations do a better job of covering their communities than others. But in many cases, all of the stations in the market do a good coverage job. It is in these markets, particularly, that positioning is crucial if you want to be the ratings leader.

The successful television station of today—and especially the successful television station of the future—will be the one that's positioned properly, one that satisfies unmet audience needs.

News tends to define the station because news is the station's major outreach to the community. If you don't believe its image building power, just ask viewers what comes to mind when they think of your station. If you do a good job with news, more often than not the viewers' first comments will have something to do with your anchor people. In fact, in many cases the talent is the major differentiating element between the market's various newscasts. Performers become important pieces of the positioning process and should substantively reflect both the station's journalistic and positioning goals.

While the rating performance of the news department seems to disproportionately affect the fate of the station, news cannot stand alone. News lives in the environment of the entire broadcast day, and it cannot be out of sync with everything else that's going on at the station. It must be positioned both to contribute to and benefit from the total broadcast schedule. The station as a whole should be positioned so that syndicated programming, promotional and cosmetic elements on the station will reinforce the station's positioning goals.

Viewers tune in television to satisfy a variety of needs. Those needs may be information, entertainment, distraction or simply companionship. If part of the broadcast day is positioned so that it conflicts with other elements, you'll be sending viewers confusing signals about just what kind of a television station you're trying to be. You'll be defocusing your station's position in the market—and, you'll probably be less effective in creating a product that is consistent throughout every minute of the broadcast day.

While the skills to implement positioning goals in the market may be new to many news directors, increasingly, today's successful news managers are learning these skills so that they can generate rating success. By broadcasting their understanding of marketing, business and audience behavior, they are becoming more valuable managers in this highly competitive business. ■

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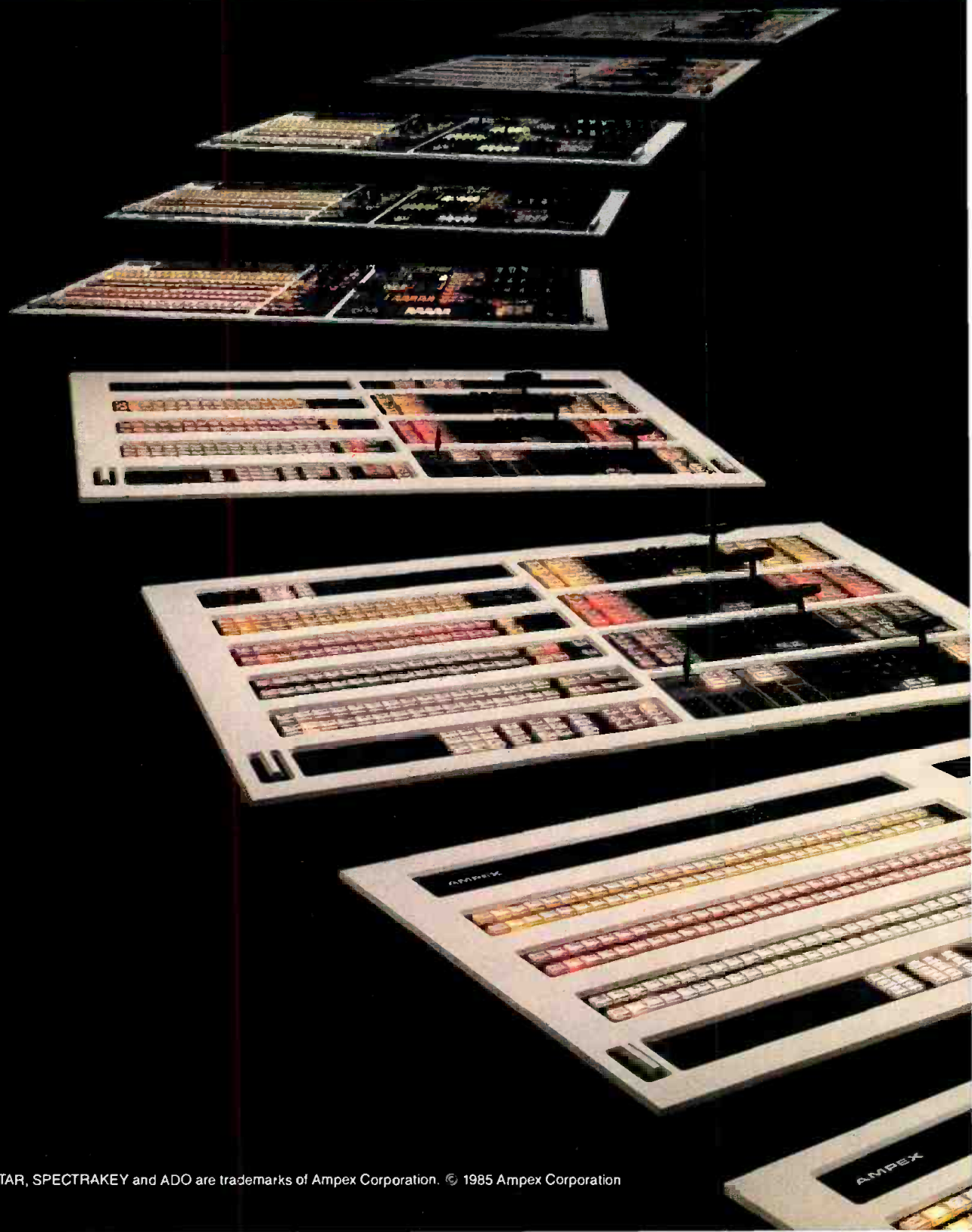
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Broadcasting Aug 26

Vol. 109 No. 9

TOP OF THE WEEK

The axeman cometh at ABC; and other bad news

Belt-tightening continues to be the order of the day at ABC, CBS and, to a lesser extent, NBC.

At ABC, where it's most conspicuous, a "large majority" of the 350 employes to be let go as part of a companywide program to reduce costs in the coming year will be laid off this week. ABC sources said that most of the layoffs would be over by Labor Day. Some departments, such as human resources (personnel) and management information systems (computer operations), have already released portions of their staffs.

The ABC action is but one of several among the networks to deal squarely with the expectation of lower growth in the coming year. With the rate of inflation expected not to exceed the low single digits, network executives are directing operating and division heads to hold 1986 annual cost increases to 4% or less.

In July, McCann-Erickson's vice president for forecasting, Robert Coen, revised downward his estimates for advertising expenditures in 1985 and 1986. Last December, Coen projected that total advertising expenditures would climb 9.7% in 1985, but he now estimates that rise to be but 9.1%—about a \$500 million difference. He now expects network television to rise 3%, down from his earlier projection of 5%.

The networks are forsaking no cost-cutting opportunities. Over the past year, the news divisions at all three networks have experienced staff cutbacks, and managers are looking harder at sending crews out into the field when the story does not absolutely warrant it.

All three networks are in the midst of preparing their budgets for 1986. ABC President Frederick S. Pierce told department heads in staff meetings at the end of July that he wanted budget submissions to come in below the rate of inflation next year; he directed a cap of 3% on cost increases. ABC executives were told that line budgets—including money for travel and entertainment—would be held at 1985 levels.

Pierce has said repeatedly that the employe layoffs were being made to improve efficiency and would not affect program development and investment in entertainment, news and sports.

At CBS, Broadcast Group President Gene F. Jankowski has targeted a 4% cost increase in 1986 over 1985. "The U.S. econo-

my is in a slow-growth period, which means consumer-oriented companies and advertisers are in slow growth," said a CBS source. As a result, the executive said, advertisers are not paying huge price increases "and in order to maintain our profit margins we have to cut our cost side."

The source said that holding to or under a maximum cost increase of 4% probably could not be achieved without some employe layoffs at CBS, but the cutbacks would not be to the extent reported for ABC. The source said that Jankowski gave the 4% maximum directive, and how individual division heads achieve it is up to them. For the first six months of 1985, costs at the CBS/Broadcast Group rose 6%.

At ABC, there may be more layoffs after the acquisition/merger with Capital Cities Communications is completed because of duplicative functions, although because Capital Cities has a corporate staff of only 33, corporate-level layoffs are not expected to be many, sources said. Another factor: the huge interest payments ABC/Capcities and CBS will be paying in the coming year as a result of the major financial restructurings of those companies. When CBS announced its 21% share repurchase program as a defense to Ted Turner's proposed hostile takeover, officials said it would raise the company's long-term debt from \$300 million to \$700 million. According to the proxy filed by Capital Cities Communications relating to its acquisition of ABC, Capcities said it would incur long-term borrowings of \$1.8 billion, compared to long-term debt of \$215 million for Capcities before the proposed deal, and \$140 million for ABC. The heavy interest payments in servicing the debt will only put more pressure on network budgets, analysts explain.

Although not immune from cost-cutting measures, the squeeze appears less threatening at NBC. According to Robert Butler, group executive vice president, NBC is locked into certain union contracts that will keep budget increases in the 6%-7% range next year. But he said that NBC has been in a "strict cost containment regimen" for the past five to six years, and there will be "no major head-count reductions" at NBC next year. Butler declined to be specific, but he suspected one of the reasons might be that NBC has fewer employes than either ABC or CBS.

NAB, broadcasters ask for stay of execution of must carry

denied, court decision killing rule is effective Sept. 3

The National Association of Broadcasters and 13 other broadcast interests last week petitioned for the time they need to carry their fight for preservation of the FCC's must-carry rules to the Supreme Court. They asked the U.S. Court of Appeals—which in July held that the rules violated the First Amendment—for a 30-day stay of the order that is scheduled to go into effect on Sept. 3. If granted, the stay would remain in effect pending Supreme Court review of the case. The NAB backed its request with a thick

sheaf of 23 exhibits provided by broadcasters to document its contention that the rules, which for 20 years have required cable systems to carry the signals of local stations, are essential to the economic health if not to the survival of many stations. Denial of the request for stay, NAB says, would cause broadcasters "irreparable harm." Cable systems, on the other hand, NAB said, would not be harmed by an extension of the effectiveness of the rules, with which many have lived for years.

The NAB and its allies are in a race against time. Those opposing the request, as well as any other parties supporting it, are

scheduled to file by today (Aug. 26). The NAB would have an opportunity to reply to such pleadings later in the week. As a result, it may be difficult for the appeals court—actually, the three-judge panel that ruled unanimously in the case—to decide on the request before the mandate becomes effective Sept. 3. If the court denies the request, the NAB said it would appeal to Chief Justice Warren E. Burger, the Supreme Court justice for the D.C. district. In that event, the rules would be inoperative unless Burger granted a stay. Absent a stay, they would remain inoperative while the Supreme Court considers the NAB's petition for review.

That is to be filed by Sept. 18.

The appeals court panel, in the case brought by Quincy Cable TV Inc. and Turner Broadcasting System Inc., held that, as written, the must-carry rules violate cable systems' First Amendment rights. It found they are far too broad and extensive in their reach, applying to every station, regardless of local circumstances (BROADCASTING, July 22). Cable operators had argued that the rules denied them the opportunity to choose the material they transmit.

The NAB, in outlining the hardships it said broadcasters would suffer if a stay were not granted, suggested that cable systems across the country are prepared almost instantly to drop signals they now carry—or at least to start charging stations to carry their programs. The petition notes that, as of November 1984, 208 cable systems serving several million households were represented at the commission by petitions seeking waiver of the must-carry rules that had been invoked by 248 stations.

NAB also says a survey of 125 stations—more than half of them UHF—revealed that 27 had been notified that their signals will be dropped by cable systems or that they will be "forced to pay for carriage." More than 50% of the stations surveyed by NAB believe revenue will decline an average of 47% if must-carry protection is denied them. As a result, NAB says, 41 stations would be forced to

make substantial cuts in their news, public affairs, local or other programming. "In some cases," NAB added, "the public would be deprived of its *only* local television station."

As an example, it cited the exhibit offered by Donald Sterling, president of KTIE-TV (ch. 63) Oxnard, Calif., which became the first station in Ventura county when it went on the air earlier this month. Sterling said that because of the appeals court decision, the station has been denied cable carriage on local systems which account for almost 30% of the total households in the market. Sterling said that elimination of the must-carry rules means that Ventura county and other communities "will face the loss of their independent, local television stations, which depend on cable carriage."

In arguing that cable television systems would not be harmed by a preservation of the *status quo*, NAB said that the operators and programmers "have functioned and prospered dramatically under the must-carry rules for as long as 20 years." NAB cited an Arthur D. Little study showing that cable system revenues increased from \$1.7 billion in 1978 to \$8.4 billion in 1984 and are expected to double to \$16.5 billion by 1995 (BROADCASTING, June 10). Accordingly, NAB said, it is "idle to contend that a delay of several weeks (if [review] is denied) or months (if it is [granted]) would cause "irreparable" harm to cable interests."

The NAB argued that a stay would be appropriate since "there is a reasonable likelihood" the Supreme Court will grant the request for review, the standard used by the court in deciding whether to grant a stay. The petition said the appeals court's decision "strikes down a system of regulation" that had been approved by the Supreme Court; notes that in the *Southwestern Cable Co.* case, in 1968, the high court held that the commission had jurisdiction to regulate cable television carriage of broadcast signals to insure the survival of free, over-the-air television service. The NAB also said that the decision conflicts with a decision of the U.S. Court of Appeals for the Eighth Circuit, issued in 1968, rejecting cable's argument that the rules violated the First and Fifth Amendments.

Despite the major effort by NAB and its allies, the odds against success are considerable. The private parties are handicapped by the decision of the FCC, the respondent in the case, not to appeal. Normally, the Supreme Court seems inclined to deny review when the government is the respondent and chooses not to press its case. Indeed, the commission, in the must-carry case, has even announced it will not accept what appeared to be the appeals court's invitation to rewrite the rules in an effort to meet its objections. The commission is prepared to see the rules pass into history.

MTV purchase by Forstmann falls through

Warner Communications Inc. and Forstmann Little Co. said last Friday (Aug. 23) they had terminated negotiations for the latter to take MTV Networks private for more than \$470 million (\$31 per share). The announcement came as some surprise, because only a week before executives privately acknowledged they favored the Forstmann bid and expected it to go through. American Express, WCI's partner in Warner Amex Cable, which owns MTVN, approved the Forstmann bid last Tuesday (Aug. 20).

Theodore J. Forstmann, a founding partner in Forstmann Little, released a long statement last Friday, saying, in effect, the company broke off talks because WCI continued to shop around for another bidder after giving Forstmann assurances that once American Express approved the proposed buyout, it would be final.

WCI had entered into a 90-day option agreement with Viacom several weeks ago, a few days after the Forstmann bid was submitted to WCI. The agreement with Viacom gives WCI the right to require Viacom to purchase the two-thirds of MTVN now held by Warner Amex Cable, also for \$31 per share. WCI has until the first week of November to exercise that option. If it does, Viacom can either buy the two-thirds of MTVN or elect instead to purchase the 50% stake in Warner Amex Cable that WCI is in the process of acquiring from American Express. WCI owns the other half.

The Forstmann Little bid was submitted to WCI on Aug. 6 and was initially due to expire the following Friday (Aug. 9). It was subsequently extended twice, first to Aug. 14, and then until 5 p.m. last Thursday (Aug. 22). That deadline passed without any immediate word, with many expecting another extension. But last Friday word came that talks had been terminated. "It's fair to say they were definitely eager to close the deal as soon as possible," said one WCI source, of the Forstmann Little group, which included top MTVN executives David Horowitz, president and chief executive officer, and Robert Pittman, executive vice

president and chief operating officer.

"We were advised Aug. 9 that the board of directors of WCI had approved our offer that day, subject to receipt of American Express's consent," said Forstmann. "In a meeting of representatives of American Express on Tuesday (Aug. 20) we were advised that American Express consented to the proposed Forstmann Little purchase of MTV." Forstmann said that after that meeting, in an effort to "permit the transaction to be completed promptly," the group sweetened its offer by \$2 per share, to \$33 per share. But in order for the sweetener to take effect, WCI had to agree "not to take certain actions after the completion of the transaction that could be damaging to MTV." A Forstmann spokeswoman said she did not know what actions MTV would have been barred from taking.

Forstmann went on to say that WCI did not let his company know the offer had been rejected, "or of the fact that negotiations with others for the sale of MTVN were continuing," until after the offer expired last Thursday. "Under the circumstances," he said, negotiations with WCI were halted. Except to confirm that the Forstmann deal fell through, WCI officials had no comment.

The Forstmann buyout, had it gone through, could have been used to finance WCI's buyout of American Express in Warner Amex. WCI said it was not dependent on the Forstmann deal for capital to buy out American Express, and that it has arranged financing through a bank consortium led by the Bank of Boston.

WCI's next move is unclear. According to John Reidy, media analyst and vice president, Drexel Burnham Lambert, "a lot of it revolves around [Herbert J.] Siegel [chairman of Chris-Craft Inc., the largest single stockholder in WCI] and [WCI Chairman Steve] Ross and how they collectively come up with a solution to their problems." Ideally, said Reidy, WCI "wouldn't mind owning two-thirds of MTVN and all of Warner Amex." But that isn't likely to happen, he said, "in view of the fact there is not total agreement at the board level."

NBC ponders plan for cable news service

It's still in exploratory stage, but it's seen as way to use new satellite techniques, share news costs and meet competition

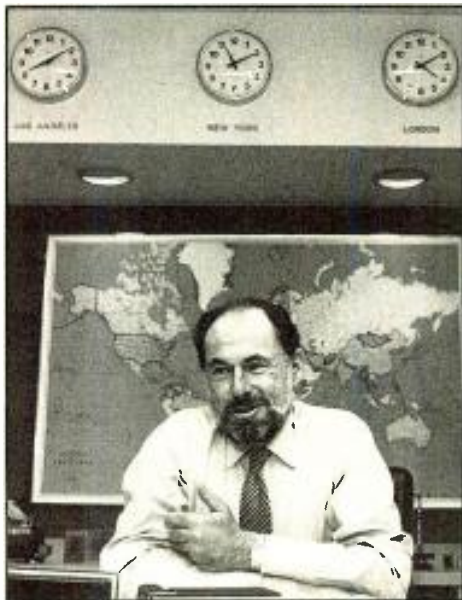
NBC is thinking of launching a 24-hour cable news network that would compete with Turner Broadcasting System's CNN and TNN Headline News.

The concept has not yet been approved by either NBC or the network's parent, RCA Corp., and a go-no-go decision at NBC is not expected for another two months. NBC President Larry Grossman is spearheading the exploration and briefed members of the NBC affiliate board and news committee two weeks ago on the concept. The reaction was guarded, because so much is still unknown about how the concept would be applied, although as a group they approved the network's exploration of such opportunities.

It cost \$20 million to launch CNN six years ago. Cable executives estimated it would take perhaps \$40 or \$50 million to launch a competitive 24-hour cable news channel now. In discussions with cable operators about a possible news channel, NBC has said it would not proceed with the project without a commitment for a universe of at least 16 million cable subscribers at launch.

Grossman received a proposal for a new cable news network from Reese Schonfeld, the first president of CNN, about three months ago. The primary motivations for examining the idea, said Grossman, are to see whether there are certain "synergies" that can be exploited that would not only spawn a new and profitable business but also amortize the costs of the existing news organization, which generates a lot of material, much of which never appears in the limited air time allotted to NBC News.

Another reason offered for NBC's interest in cable news is that the development of satellite technology has fostered the development of outside news sources such as Conus Communications, Newsfeed and regional networks that provide services many affiliates deem valuable. Those outside sources of news are seen as competitive with the networks and are straining the traditional relationship between them and their affiliates, said Mike Kettenring, president and general manager of NBC affiliate WSMV-TV Nashville. "All of the networks have some fear that Conus and some of the other regional networks are beginning to fracture the normal affiliate loyalties," said Kettenring, who sits on the NBC affiliate news committee. He said that WSMV-TV participates in an "informal" regional network with stations in Memphis and Knoxville, Tenn., both of which are CBS affiliates, as well as with an ABC affiliate in Chattanooga and an NBC affiliate in Bristol, Tenn. In forming alliances with outside news sources, said Kettenring, television stations more and more tend to seek out the best sources regardless of affiliation. "To stop what he believes the networks see as an "erosion" in the tradition-



Grossman

al affiliate dependence on networks for news material, NBC is looking for ways "to start supplying what outside sources are supplying."

According to those who were briefed by Grossman and other NBC News executives about the cable news project, Grossman stressed that the timing was right for such a venture because many CNN affiliates have expressed displeasure with announced increases in carriage fees to take effect in January 1986 and January 1987 (three cents each year, boosting the average monthly per-subscriber cost of CNN to 26 cents). Also, Grossman said, if a decision to proceed with the project is made (and approval given), he wants to move quickly, before another organization beats NBC to the punch. He told affiliate representatives that it was believed CBS and Time Inc. were also considering cable news projects of their own. A CBS official said, however, that the network had considered the idea some time ago but decided it was not economically practical. Sources familiar with Time Inc. said the company also ruled out starting a competing news service, but has talked on several occasions with Ted Turner about acquiring CNN.

As to CNN's increasing affiliate fees, a TBS spokesman said that the average rate for CNN has increased by only three cents, to 18 cents, in the past five years and that the upcoming increases represent the "cost of making the business work." He said the network has evolved into a "respected news source and one of the most valuable services cable operators can offer their subscribers."

While many in the cable business agree, they also think some competition in cable news would be good for the industry. John Malone, president of Tele-Communications Inc., the largest multiple system operator, is one of them. He confirmed that NBC executives briefed him on the network's interest in the cable news business and that he "encouraged them to proceed to the next phase."

Malone said the NBC executives raised the possibility, admittedly a "trial balloon," of equity participation in the cable news service for subscribing cable operators. They also talked about a rate structure that would be competitive with CNN's, in the 15-cent range, according to Malone. He said that a news service as conceived by NBC would have a "reasonable probability of success."

Referring to the CNN rate hikes, Malone said, "there's a lot of grumbling" by cable operators, many of whom feel they are "paying for Ted's legal fees." Malone suggested that cable operator loyalty to Turner "may well be substantially less now than it was several years ago. His poverty pleas haven't been acceptable of late." Malone characterized those pleas as "inconsistent" with Turner's failed effort to acquire CBS and his current effort to acquire MGM/UA. Those considerations aside, Malone said it is "a good indication that our system is working" if companies like NBC are seriously contemplating providing competitive cable program services.

Other major cable MSO's also expressed interest in NBC's look at the cable news business. A spokesman for American Television and Communications Inc., the number-two MSO, owned by Time Inc., said that if NBC launches a service that "offers the cable subscriber a choice, we'd be glad to take a look at it." A spokesman for Cox Cable echoed those sentiments. "We're always looking for good programming," he said.

But there are others who believe NBC would be misguided to launch a competitive cable news channel. Among them is Dan Ritchie, chairman and chief executive officer of Westinghouse Broadcasting and Cable Co., which operates the third largest MSO and the third largest group of NBC affiliates. Ritchie speaks from experience: In 1982 Westinghouse and ABC launched a CNN competitor called Satellite News Channel. About 16 months later and more than \$40 million in the red, they sold the service to Turner for \$25 million, and Turner pulled the plug. SNC could not generate enough advertising revenue. It did not charge affiliates fees for carriage; in fact, it paid them for channel space.

"I honestly feel this would be an enormous mistake" for NBC to launch a cable news service, said Ritchie. "Cable operators don't need another all-news channel, especially if they have to pay for it. Turner is doing a good job, so it's not a question of inadequate product. Basically it would be taking up extra channel capacity with a duplicated service. It doesn't make sense." Ritchie said that operators add program services only to attract additional subscribers. Another all-news effort duplicating CNN "would not bring you a single new subscriber," said Ritchie.

One concern that some of the NBC affiliates had about NBC's proposal was that whatever the network decides to do, it should not launch a service that detracts from its primary broadcast network news

service. Grossman said last week that if a cable news service is launched, it would be separately funded and managed. Schonfeld said that he would likely play "some role" in the management of the cable channel if it gets off the ground. Because of union regulations, he said, it was unlikely that any NBC News staffers could participate in a cable channel but that NBC could take advantage of some exclusive arrangements it has with Reuters and Visnews for international news coverage.

The primary purpose in exploring the cable news option, said Grossman last week, "is to enable us to improve our coverage by having more sources of revenue and more outlets for what we do. That really is the genesis of why we began to look at this. Clearly, the costs of news are escalating and we have very limited access to air time to amortize those costs so if we can develop other outlets, that's a big advantage. And it's an alternative besides just slashing, slashing, slashing [our budget]."

While any cable channel that emerges would be run separately from NBC News, Grossman said he believes there would be "lots of synergies that we think may be possible between what we do now and what we would do." Affiliates, he said, would play a major role in providing domestic news coverage for the cable channel. "We now have the capacity to pull those [affiliate stories] in with our Ku band satellite system," he said. On the flip side, he added, a cable channel would "enhance the quality of our affiliate news service [A-News] because instead of having just three feeds they'll be able to excerpt from a 24-hour news channel. They will [also] have access to the [network] pool, the way Ted Turner does." The question is, he said, "just how much synergy can there be? What can we learn by trying to do things in new ways without jeopardizing the broadcast side of things?"

Referring to the possibility that NBC may

seek a partner, Grossman said he was exploring all options. But he said he felt that "if we have faith in doing something, it's better to do it without a partner. So I start from that, and if it's too high a risk you shouldn't do it altogether."

There's no doubt that the encouragement Grossman has received from executives like Malone has kept the concept alive so far. "We've talked to some of the leading cable people," Grossman said, "who I must say have been far more encouraging and enthusiastic than even I would have thought. What we have to figure out is whether that enthusiasm will be translated into a real commitment." According to Schonfeld, securing that commitment is "the key factor" in determining whether NBC will proceed. "You don't take the first step," said Schonfeld, "until the industry has signed enough contracts to put it on the air." Schonfeld said interest in the concept so far has been "far more enthusiastic" than the reaction by cable operators to the initial CNN proposal.

Grossman stressed that the concept still has a long way to go before it could become a reality. "There is still a lot of homework to be done."

Roger Ogden, a member of the NBC affiliate news committee and president, KCNC-TV Denver, said he has given the network's cable news concept his "qualified support." If someone is going to do it, he said, "I'd rather have it be NBC than somebody else." KCNC-TV was a regional news affiliate for SNC, and Ogden said the station was "just beginning to make some money" on the local SNC broadcast avails when the plug was pulled. He said he thought Group W and ABC should have given SNC more time to become competitive. He suggested that a key question this time around is whether a second cable news service is any more promising economically now than it was three years ago.

Ogden said KCNC-TV is a Conus station

and also participates in an informal four-station regional network that includes station in Salt Lake City, Wichita, Tex., and Albuquerque, N.M. Those activities would not conflict with participation in a cable network, he said. The cable network would be "resource for stories from a broader sort of base and more timely."

Amy McCombs, president and general manager, WDIV(TV) Detroit, who also sits on the NBC affiliate news committee, said the cable news concept "is a smart thing for NBC to be looking at." WDIV uses CNN as news source, she said, and it has proven to be valuable. McCombs said an NBC-owned cable service could have a negative effect on smaller-market affiliates in heavily-cable environments.

One thing is certain, said Jim Keelor, vice president and general manager, WAVE-TV Louisville, Ky., also an NBC affiliate news committee member. "They are serious about it."

Block, Rich out at Metromedia

Kluge's displeasure costs jobs despite imminent sale to Murdoch; Charles Young retires from MPC

Two top executives of Metromedia Broadcasting have been summarily dismissed, on the orders of Metromedia Chairman and President John W. Kluge and at the hand of Robert Bennett, senior vice president for TV broadcasting and production. Out without warning: Dick Block, executive vice president in charge of the company's TV stations and Paul Rich, vice president of Metromedia Producers Corp. Charles Young, president of Metromedia Producers, announced his retirement simultaneously and, it is reported coincidentally.

Adding to the surprise of the announcements was the pendency of Metromedia's sale to the Rupert Murdoch organization for \$2 billion. Barry Diller, chairman and chief executive officer of 20th Century Fox, who is expected to assume command of the Metromedia operation for Murdoch, reportedly called the general managers of Metromedia stations last week to disassociate the incoming management from the firing decision and to assure them that no personnel change are anticipated by Murdoch in the near term.

None of the principals involved could be

Share and share alike

At the same meeting two weeks ago in New York where NBC News executives briefed the television affiliate board and news committee members on the possibility of starting a new cable news service, a proposal to launch a network-wide affiliate news exchange was also discussed.

The exchange would have a separate staff and headquarters to coordinate satellite feeds among stations and from the stations to the network. There would also be facilities and designated time periods for live feeds. Affiliates would exchange material via the Ku band satellite system that NBC recently put into place to distribute its whole network service. But that supposes that each affiliate have a portable Ku-band uplink which few if any affiliates have. Comsat, as part of its original contract with NBC to install the Ku-band satellite system, is committed to deliver 50 "PUPS" (portable uplinks) to a select group of affiliates. Network executives said at the briefing that NBC was prepared to pick up some of the costs associated with installing the uplinks.

No one is sure how much it would cost to start up the affiliate news exchange, but estimates run between \$10 million and \$20 million.

The proposal is being considered by the affiliate satellite committee, headed by Robert Leider, general manager, WSVN(TV) Miami. He said the PUPS consist of a receive-only earth station equipped with a "space pack," essentially a minitransmitter for sending video signals to a transponder. He described the PUPS as "very large" portable units that could be transported with semi-trailer trucks. The intent is to eventually have all of the affiliates equipped with uplinks.



Block



Rich

Murdoch says he might have to close newspapers if FCC denies crossownership waiver

Rupert Murdoch's News America Television Inc. last week said petitions to deny its proposed acquisition of Metromedia's television stations are without merit (BROADCASTING, Aug. 12). Among other things, News America said that unless Murdoch is granted a temporary waiver of the commission's crossownership rules to retain his daily newspapers in New York and Chicago and WNEW-TV New York and WFLD-TV Chicago, the Chicago *Sun-Times* and *New York Post* might be shut down. "If sufficient pressure to sell hurriedly is exerted, the value of the physical assets of the papers—land, buildings, plant and the like—will very likely be the upper limit on purchase offers," News America said in a filing at the FCC. "In such an environment either the seller (in order to avoid transaction costs) or the buyer (in order to avoid risk) might very well cease operation of the papers and liquidate assets." News America also argued that the two-year waiver requested was reasonable. It noted that the FCC has approved waivers permitting parties to retain radio-TV combinations for up to 18 months. "Given the obvious difficulty in selling a newspaper as compared with broadcast properties, a two-year waiver period, which is only six months longer than the time the commission has virtually routinely granted for divesting broadcast properties, is both reasonable and warranted," News America said.

Also in its filing, News America took issue with the proposal of the Telecommunications Research and Action Center and others that acceptance of Murdoch's applications be vacated and that the commission postpone action on the transfer applications until Murdoch obtains U.S. citizenship. "Consummation of the transactions for which commission approval is sought is expressly conditioned on the accomplishment of U.S. citizenship by Mr. Murdoch," News America said. "To deny or delay the transactional process set in motion by the Murdoch-Metromedia sale because Mr. Murdoch is not able to control precisely the timetable of another governmental agency whose action is needed to qualify the FCC's approval would impose costs on the industry that are both unnecessary and unrewarding."

News America also contended that questions raised by the Washington Association of Television and Children about the quality of children's programming that might be broadcast represented "wholly unwarranted, naked speculations, insufficient in form and content to require detailed response or the FCC's further attention."

vice, in contrast to conventional preemptible and nonpreemptible domestic leases, is, "in effect, placed into data bases used to forecast future system requirements and [is] taken into account in the design and procurement of future satellites."

Intelsat staffers attribute the excess capacity to the worldwide economic slowdown and loss of traffic to underseas cable facilities. Demands for service are considerably lower than the forecasts of need on which the acquisition of capacity was based. Overly optimistic estimates and a remarkably successful launch rate—only one failure in the launches of Intelsat V satellites, when two or three were anticipated—were also cited. But the cost of capacity must be borne, whether used or not. And that means it is borne by those who use Intelsat services.

Hence, the interest in using excess capacity to generate revenues; noncancellable features of the plan would insure guaranteed high use levels and revenues for Intelsat. At the same time, the proposal is described as meeting the needs of member countries. An advantage for them, according to the document, is that their use of the "planned domestic service" would not be subject to preemption "to satisfy a higher priority operational or service requirement."

But while the Colino document talks of the advantages such a plan would hold for Intelsat and its members, the first reactions in the U.S. were not as enthusiastic. One of the companies that the FCC last month conditionally authorized to launch an international communications satellite system to compete with Intelsat sees the plan as an effort to undercut competition. Fred Landman, president of PanAmSat, which intends to provide domestic service in Latin America as well as service between North and South America, said the prices reportedly included in the proposal for sale or long-term leases of transponders appear to be "predatory—not cost-based," as claimed in the Colino document. (The proposal would offer a transponder with a seven-year life expectancy and a hemi/zone beam of 36 or 72 mhz for \$3,027,000.) Landman expressed the hope the FCC would be able to obtain through Comsat the data needed to determine whether the prices are cost-based, or whether Intelsat intends to depend on revenue from its international services to subsidize the proposed domestic service.

(PanAmSat has already complained to the FCC about alleged predatory pricing by Intelsat in connection with a draft agreement to sell Venezuela a 77-mhz transponder for \$1.8 million. However, an Intelsat spokeswoman said that matter has passed into history. "It would be superseded by whatever comes out of consideration of the new proposal," she said.)

U.S. officials who would instruct the U.S. signatory to Intelsat, the Communications Satellite Corp., on the position to take at the board meeting were not offering any definite views last week. Indeed, many of them were in Geneva attending the Space WARC. But the head of the National Telecommunications and Information Administration, Da-

reached last week. The speculation was that Kluge was furious with both Block and Rich, for different reasons, and that Young, who planned to retire with the change of management, may have picked a conspicuously bad time to go.

According to sources, Block raised Kluge's ire during a meeting preparing for the sale to Murdoch. It came to light that KRLD-TV Dallas, formerly an all-Spanish outlet sold to Metromedia in 1983 for \$15 million, had unreported losses even greater than those expected for 1984. The MBC chairman, described as a man with a volatile temper, apparently was caught by surprise and held Block accountable.

Rich, on the other hand, is said to have angered Kluge by releasing estimates to the press that Metromedia Producers was worth \$10 million—at a time when the company was up for sale and Rich himself was one of the bidders. MPC eventually was sold to Murdoch for a price announced to be \$40 million.

Hal Christensen, executive vice president and chief financial officer, will assume Block's responsibilities as acting head of the Metromedia TV station group, and Leonard J. Grossi, vice president at MPC, will assume Young's responsibilities. Grossi said his tenure as head of the company will presumably be determined by his performance. □

Intelsat out to sell excess capacity

But proposal may not meet everyone's approval; board is scheduled to take up matter during meeting next week

The International Telecommunications Satellite Organization, faced with excess capacity that imposes a price burden on its customers, is considering offering a "planned domestic service" that would make use of surplus transponders. According to a document describing the proposal prepared by Director General Richard Colino and distributed to the Intelsat board of governors, 162 transponders over the three oceans would be made available for sale or long-term lease to Intelsat member countries. The proposal will be a major—and possibly controversial—item on the agenda of the board meeting to be held in Washington Sept. 5-11.

The proposal marks another step in the growing use its members make of the global system for domestic service, and was developed in response to a request of the Assembly of Parties and the Meeting of Signatories to provide capacity—including nonpreemptible capacity—for domestic service. As explained in the document, a "planned" ser-

vid Markey, said the proposal raises a number of questions that require "a hard look." What impact would the proposal have on the U.S. domestic market, already glutted with satellite capacity? If Intelsat intends to compete in that market, should the U.S. retain as a part of its policy for authorizing separate international systems the prohibition on their engaging in public switched message service, the business on which Intelsat relies for most of its revenues? And in finding customers for its excess capacity, why should Intelsat limit the use to be made of it to domestic service? Why not international service, as well? "We want competition," Markey said. "But not in an unfair way." He also said it might be well for the board to postpone action on the proposal.

Markey and other observers also raised the question of why, if Intelsat is burdened with excess transponders, it plans to go ahead with its launch of four more satellites through the end of 1986, then to initiate a new series of satellites. In response, an Intelsat spokesperson said the new satellites are needed to replace satellites that are wearing out; they are needed to maintain uninterrupted international service. The spokesperson also said there is some benefit in excess capacity: It enables Intelsat to offer new services, such as video, as well as its "planned domestic service."

Involved in the new proposal are Intelsat V/VA/VB and Intelsat VI transponders that are or will be operating over the Atlantic, Pacific and Indian Oceans in the next few years. As for the orbital locations, 48 are at 307/310 degrees east, 23 at 338.5/341.5 degrees east, 54 at 359 degrees east, 12 at 60/63/66 degrees east, and 25 at 174/177/180 degrees east. The proposed sale prices, based on an assumed seven-year life expectancy, are as follows: C-band global of 36 mhz, \$3,922,000; C-band hemi/zone of 36 or 72 mhz, \$3,027,000; C-band spot of 36 mhz, \$4,075,000; Ku band spot, of 72 mhz, \$5,173,000. For satellites with remaining lives of fewer than seven years, the prices would be prorated. The annual lease rates for the same kind of service range from \$1,156,000 to \$2,938,000 for noncancellable service and from \$1,387,000 to \$3,526,000 for service that is cancellable, but cancellable subject to payment of two years charges plus 10% of the remaining charges due on the lease.

Although the proposal appears to have been generated largely by a determination to make use of surplus transponders, the Colino document indicates the proposal envisages an ongoing operation. The proposal says that "the director general believes that Intelsat must continue and expand the provision of space segment capacity to satisfy the domestic communications needs of its signatories" and to do so "on a planned, cost-effective basis." It provides no details, but says that the "director general intends to present a proposal to the board of governors for the planned provision of future domestic capacity, in conjunction with the planning of follow-on satellites beyond the Intelsat VI program."

NTIA's Markey said he was advised by

Before the flood

That new competition on the FM dial is getting closer. The FCC's first FM application window—for 167 vacant allotments and minor modifications—drew 1,181 applications, with 306 of them for minor modifications, as of the window's closing date, July 12 ("Closed Circuit," July 22). In an interview last week, Larry Eads, chief of the FCC audio services division, said the Mass Media Bureau already has completed its initial review of all the applications.

That initial stage of the processing essentially amounts to making sure the applications are complete. And Eads said about 25% of the applications for the vacant allotments have been found to be incomplete. Those are being winnowed from the ranks and returned. Antenna-site maps seem to present the major stumbling block, with many applications defective because site maps are illegible or site coordinates have not been properly specified.

Under the FCC's next processing step, the engineering of the applications will be scrutinized. The bureau is already reviewing the engineering of the applications for minor modifications. It will start reviewing the engineering portions of the applications for the vacant allotments "very soon," Eads said.

Eads said it was his "guess" that the first of the applications for vacant allotments, which fall mostly in rural areas, won't be designated for comparative hearings until January. Eads's "target date" to open the first window for the 689 Docket 80-90 allotments is October. He's hoping to open two windows a month for 80-90 allotments from that point on, putting all of them through windows within three years.

some legal representatives that the proposal for a planned domestic service might require an amendment of the Intelsat Agreement, at least if it were to apply to satellites beyond "the stuff that's up there now." But that does not appear to be the view of the Intelsat lawyers. The document says "it is clear" that the sale of transponders for domestic service "is both permissible and appropriate." The document says such sales "will not in any way impair Intelsat's ability to achieve its prime objective of providing" on a commercial basis international public telecommunications services. The document also notes that Intelsat "has always provided domestic services through lease arrangements." □

Intelsat's Colino pleased with actions of Congress on separate systems

After reviewing State Department authorization bill and appropriations bill report, director general sees adequate protection for his show when competition goes into orbit

Intelsat Director General Richard Colino has reviewed the congressional references to the establishment by the U.S. of separate communications satellite systems that would compete with Intelsat and found them to be "constructive actions."

Colino noted that Intelsat member governments (Parties) and signatories, in resolutions they adopted and in individual communications with the U.S. government, have opposed "the authorization of separate international communications satellite systems" and expressed "serious reservations" about the change in U.S. policy reflected in the presidential determination, issued in No-

vember 1984, that such separate systems are "required in the national interest." provided specific steps are taken to protect the viability of Intelsat. And he said the question of U.S. policy will "undoubtedly" be discussed at the Intelsat Assembly of Parties meeting, which convenes in Washington on Oct. 7.

But the director general said the State Department authorization bill (H.R. 2068) and the report accompanying the 1985 supplemental appropriations bill (H.R. 2577), combined with the President's determination, "appear to constitute efforts to pursue a policy of permitting additional international satellite communications systems apart from Intelsat, while balancing this policy with continuing support of Intelsat and the introduction of some safeguards to insure Intelsat's continued viability." Colino issued his statement a few days after President Reagan signed the two pieces of legislation into law.

Intelsat had waged a vigorous lobbying effort on Capitol Hill (Intelsat characterizes the effort as "educational") in connection with both pieces of legislation. Critics in the administration said the report language Intelsat was seeking would have made it difficult, if not impossible, for an applicant for a separate system to gain the authorization to launch one. (Of the six applications on file with the FCC while the legislation was pending, three were at least tentatively approved by the commission last month.) And a section of the State Department authorization bill would require the U.S. to support changes in the Agreement to afford Intelsat the greater flexibility in pricing it says it would need to compete in a competitive market. The agreement now requires Intelsat to charge on the basis of global averaging; the administration had opposed changes in that system which it said was designed to benefit developing countries located on "thin routes."

The administration and its backers in the Senate managed to soften the report language to a point where administration offi-

cials said they could "live with" it. And while the section in the State Department authorization bill regarding U.S. support for changes in pricing policy is essentially similar to that approved by the House, language was added in the Senate-House conference to prevent Intelsat from engaging in predatory pricing (BROADCASTING, Aug. 5).

What's more, in requiring the U.S. to support proposed changes in the pricing policy, the legislation allows the administration to determine, first, whether a proposed change is "appropriate."

Besides the section dealing with U.S. support for proposed changes in the pricing policy, Colino found these points in the State Department authorization bill encouraging:

- The U.S. would authorize additional space segment facilities only if the obligations of the U.S. under Article XIV(d) of the Intelsat Agreement have been met. Those require coordination with Intelsat with a view to avoiding economic or technical harm to the global system.

- Although the U.S. does not consider itself bound by a negative finding by Intelsat, the President would be required to make a specific determination that overriding a negative finding is in the national interest. The administration would also be required to report to Congress on the foreign policy reasons for the President's determination and a plan to minimize any negative effect of the President's action.

- The conditions established in the presidential determination will be applied—specifically, that competing systems will be barred from offering public-switched message service, which accounts for the major share of Intelsat business, and that one or more foreign authorities must approve use of the system consistent with that condition.



Colino

As for the report language accompanying the supplemental appropriation bill, Colino cited a statement that the Senate and House conferees believe that the "executive branch or the FCC, in any action, shall endeavor to avoid significant economic harm to Intelsat." He also noted that the report provides that the commission "shall not award construction permits without adopting appropriate measures and guidelines to enforce the presidential determination." The commission believes the rules it tentatively adopted

last month when it conditionally authorized the establishment of separate systems meet that requirement (BROADCASTING, July 29).

Colino said the international community—and the Intelsat parties in particular—do not regard the FCC as the principal policy maker in international telecommunications matters. Rather, he said, that community sees the formulation of law and policy in the U.S. as resting with the executive and congressional branches. And the executive, he said, will be expected to "continue the dialogue which is under way to explain the im-

plications of the statements of law" that have now become effective.

And there are a number of questions to be addressed before "the full implications can be evaluated." He specifically mentioned the question of the enforcement mechanisms to be developed to prohibit separate systems from engaging in public-switched message services, and the question of whether foreign correspondents have entered into agreements with U.S. organizations to establish separate systems, as well as whether other governments have authorized such actions. □

CBS rebuked, told to pay Helms's legal fees

Appeals court rules network used 'groundless litigation tactics' against former CIA director in Westmoreland defense

CBS may have considered itself a big winner when General William Westmoreland settled the \$125-million libel suit he had filed against the network. But last week, in a collateral matter that has gone largely unnoticed, CBS was ordered by a unanimous panel of the U.S. Court of Appeals in Washington to pay attorney fees and costs to Richard Helms, former director of the Central Intelligence Agency—and was sharply rebuked in the process. The panel said CBS had used "groundless litigation tactics" against Helms.

The case arose when Helms refused to be videotaped while giving a deposition to CBS lawyers preparing the company's defense against the Westmoreland suit. Helms, who had served as CIA director from 1966 to 1973, had been prepared to be interviewed, but balked when, on arriving at CBS's Washington offices, on Feb. 22, 1984, he found a camera waiting to record his testimony. CBS petitioned the district court in Washington to hold Helms in contempt.

The district court denied that petition. But it also rejected requests of CBS and Helms to recover costs from each other, as well as Helms's request for attorney fees. Helms appealed and asked that the attorney fees associated with that action be paid by CBS also. He found a sympathetic panel.

The appeals court remanded the case to the district court "for an assessment of costs, expenses and reasonable attorneys' fees incurred" both in the district court and on appeal. It found the contempt petition "so groundless" as to have violated Rule 11 of the Federal Rules of Civil Procedure, which is designed to guard against the filing of pleadings not well grounded in law or intended for improper purposes. Accordingly, the district court was directed to consider "any other sanction" it might find "appropriate, against [CBS], its counsel, or both, supported by specific findings."

Senior Circuit Judge George MacKinnon, writing for himself and Judges Abner Mikva and Kenneth W. Starr, reflected the panel's displeasure with CBS's tactics. "This case illustrates the need for imposing judicial sanctions against groundless litigation tac-

tics," MacKinnon wrote. "Mindful of counsel's duty to represent the client's interest with zeal and vigor, we encourage the creative persuasion that fosters growth in the law. However, such creativity has its bounds."

The CBS-Helms disagreement over whether his interview with CBS lawyers would be videotaped occurred eight months before the trial of Westmoreland's suit began in U.S. district court in Manhattan, on Oct. 9, 1984. Westmoreland was seeking \$125 million as a result of a 1982 documentary contending that, as commander of U.S. troops in Vietnam, he conspired to underestimate enemy troop strength in the reports he filed with Washington shortly before the Tet offensive in January 1968. Westmoreland settled the case before it was to go to the jury.

Some or all of ENA up for sale

Move comes on heels of upward revised bid by Lear, Perenchio

The Evening News Association board notified its shareholders last week that a sale of the company or its parts has become necessary to provide them with the highest possible value for their shares. Peter B. Clark, ENA president and chairman, said in a letter to shareholders that "the company's representatives and advisers are currently engaged in discussions with a number of third parties who have expressed serious interest in acquiring either the company as a whole or one or more of its operating properties."

Earlier in the week, a tender offer for the company by Norman Lear and A. Jerrold Perenchio's L.P. Acquisition Co., originally set at \$1,000 per share, was raised to \$1,250, making the purchase price for the company \$566.3 million. The revised L.P. bid expires Aug. 30.

Clark wrote the shareholders that the revised offer was "inadequate" and "not in the best interests" of ENA, its shareholders, employees, readers, viewers and the communities that the media company serves. The letter also reaffirmed that no directors or officers had decided to tender any shares to L.P.

Along with the sweetening of the L.P. bid,

another factor that reportedly contributed to ENA's decision was the purchase of 23,000 shares at \$1,300 per share through Goldman Sachs & Co. Among Goldman Sachs' media clients that might have been responsible for the purchase are A.H. Belo, Times Mirror and Knight Ridder. According to Mary Jo Zandy, vice president of Donaldson, Lufkin & Jenrette, it was "a bit risky yet" for arbitrageurs to be in on such a purchase.

Among media companies eyeing ENA properties is CBS Inc., which reportedly is interested in adding WDCM-TV Washington to its O&O division. A CBS spokesman said only that CBS always keeps an eye open to all properties up for sale and added: "I don't believe we would get involved in any bidding" war. Reportedly, however, CBS has received confidential financial information from Salomon Brothers, ENA's adviser. Other companies reported to have received similar information include The New York Times Co., Hearst Corp., The Tribune Co. and Belo. Jack Kent Cooke is also reportedly interested in the company or its parts, as are several traditional leveraged buyout players. ENA spokesman Mike Davis had no comment on the report.

At press time, there was no word on an appeal by L.P. of an earlier court decision upholding a Michigan antitakeover law. The decision from the U.S. Sixth Circuit of Appeals will decide whether a lower court ruling granting ENA protection under the Michigan law should be upheld. □

FCC offers ammo for fairness challenge

The FCC isn't likely to challenge the constitutionality of the fairness doctrine in the courts. But it has provided a formidable brief, which includes relevant case citations, for anyone else wanting to do so.

That brief comes in the form of the final report, concluding the commission's inquiry into the doctrine, which was released last week. In it, the commission steers clear of declaring the doctrine to be unconstitutional. Indeed, it noted that the Supreme Court's 1969 *Red Lion* decision upholding the constitutionality of the doctrine is controlling. Yet the report also said the commission believed that "the transformation of the broadcast marketplace and the compelling documentation of the 'chilling effect' [that the commission presents in its report] undermine the factual predicate of that decision." And, much of the FCC's 111-page report is devoted to providing a record of that chilling effect and the increase in the number and type of information sources now available.

The commission said *Red Lion* relied on a previous commission's assertion that the fairness doctrine did not operate to inhibit the coverage of controversial issues of public importance. "The evidence in this proceeding, however, compels the conclusion that this assumption is no longer valid," the FCC said. □

The commission also noted that *Red Lion* had been premised on the marketplace as it existed 16 years ago. "In recent years, there has been a significant increase in the number and types of information sources," the FCC said.

"We believe that there are serious questions raised with respect to the constitutionality of the fairness doctrine whether or not the Supreme Court chooses to continue to apply the less exacting standard which it has traditionally employed in assessing the constitutionality of broadcast regulation," the FCC said. "The compelling evidence in this proceeding demonstrates that the fairness doctrine, in operation, inhibits the presentation of controversial issues of public importance. As a consequence, even under a standard of review short of the strict scrutiny standard applied to test the constitutionality of restraints on the press, we believe that the fairness doctrine can no longer be justified on the grounds that it is necessary to promote the First Amendment rights of the viewing and listening public. Indeed, the chilling effect on the presentation of controversial issues of public importance resulting from our regulatory policies affirmatively disservices the interest of the public in obtaining access to diverse viewpoints. In addition, we believe that the fairness doctrine, as a regulation which directly affects the content of speech aired over broadcast frequencies, significantly impairs the journalistic freedom of broadcasters." □

Mood so far at Space WARC: 'contentious'

The Space WARC is proceeding in Geneva in an atmosphere that the head of the U.S. delegation describes as "contentious." And thus far—two and a half weeks into a five-and-a-half-week conference—the likely outcome appears far from clear, as what Ambassador Dean Burch says is "a sizable number" of developing countries press for a priori planning practically across the board. But the U.S. delegation is said to be pressing doggedly the proposal it has developed as a means of meeting developing countries' needs without at the same time sacrificing the flexibility of the present system of allocating orbital slots. Some U.S. officials believe they see their efforts beginning to pay off.

One of the few "provisional" decisions reached thus far in the conference to plan space services is, as expected, to limit consideration to the fixed satellite service. But the conference has not reached as tidily a decision regarding the bands. The U.S. had hoped to limit consideration to the 6/4 ghz band, but knew there was considerable support among developing countries to include the 11-12/14 ghz band. And "provisional agreement" has been reached on them. But some countries, such as Algeria, are contending that consideration should also be given to the 7/8 ghz and even the 20/30 ghz bands—and that all bands should be subject to a priori planning.

The U.S. and its allies are firmly opposed to including the 7/8 ghz and 20/30 ghz bands—and not only, in the case of the U.S., at least, because so little use is now made of them. The U.S. and other countries use the 7/8 ghz band for radar. And as for the issue of the type of planning to be employed, members of the U.S. delegation are arguing, in contacts with representatives of the developing countries, that "guaranteed access" to the orbit through a priori planning is, as Burch put it, "an illusion."

In advancing the U.S. plan—it provides for regularly scheduled multilateral meetings to coordinate C band requirements

and for reserving portions of the expansion bands that have been added to the fixed satellite service spectrum for use by developing countries—the Americans are offering "a factual guarantee," according to Burch. "We haven't made a sale yet," he said. But several members of the delegation say they see some movement. "On balance," Burch said, "our position is better understood."

Beyond the question of planning, another issue that has become controversial is whether common user organizations—such as Intelsat and Eutelsat—should be given preferences in securing orbital slots. Several developing countries, including Algeria and Iran, are arguing that they should. But their definition of such organizations appears designed to exclude American private systems, even though they could provide services to governments.

While describing the atmosphere in Geneva as "contentious," Burch said he did not mean that it was "acrimonious." But he talked of the "posturing going on here," of "the feeling on the part of countries that they have to play hardball." He also said the "suspicion" some developing countries feel about the U.S.—which, he noted, was no surprise—remains.

For all of that, there are some bright spots. One involves the U.S. effort to persuade the conference to incorporate in the international radio regulations the final acts of the 1983 Region 2 (western hemisphere) conference on the allocation of orbital slots for direct broadcast satellites. France had opposed the effort because of concern over the plan's possible impact on two French fixed satellites providing television service to French possessions in the Caribbean. But after a series of meetings between U.S. and French officials on technical and regulatory matters, Burch said he was "more optimistic" that France's problems with the plan can be resolved.



The past year has provided television stations and cable systems with a wealth of material for their newscasts. ♦ Disasters, both natural and man-made, sent stations scrambling. But there has been a change in what those stations are scrambling with. All across the country portable satellite uplinks are allowing news departments to go where and when they haven't been able to go before, and regional news networks among these stations allow almost instant sharing of a good story. ♦ Documentaries took many reporters to places of the powerful and places of the poor. They also took many far from home—Ethiopia was a frequently visited country. ♦ In the public affairs area, many hours of coverage were devoted to drunken driving, child abuse and other problems. ♦ Capsule reports on what the stations and systems have been up to in the last 12 months begin on page 40.



Newsgathering in 1955



Newsgathering in 1985

The evolution in local television journalism

TWA Flight 847 was on its way to Boston when it was hijacked in June. WBZ-TV was quick to identify the seven New England residents among the hostages. It broadcast live from Frankfurt, West Germany, when the hostages were released.

When the General Dynamics shipyard, New England's largest, closed, WBZ-TV reported live from three locations. It gathered reactions from workers and management at the shipyard in Quincy, Mass., from state officials in Boston and from federal officials in Washington.

On two occasions the WBZ-TV helicopter was a crucial spot news tool. With its microwave linking capabilities, it was used to return live pictures of a cruise ship that ran aground in July off Cuttyhunk Island, Mass. Over 100 passengers were safely evacuated from the ship. It also provided live shots of the scene in May when a freight train carrying dangerous chemicals derailed near Greenfield, Mass.

Some international issues presented a local angle for WABC-TV New York, when the archbishop of New York visited Ethiopia, Nicaragua and El Salvador.

In Ethiopia, the news team, covering Archbishop John J. O'Connor's reactions to the famine, traveled to several areas to report on the political scene, the government's role in the cause of the disaster and how American aid is being used to combat the problem. Reports, aired on WABC-TV each evening for two weeks on both the 6 and 11 p.m. news, were fed from Nairobi, after being flown in from Addis Ababa.

From Managua, Nicaragua, WABC-TV reported on a fact-finding mission conducted by the U.S. National Conference of Catholic Bishops, of which Archbishop O'Connor was a delegate. The archbishop also visited El Salvador, and the station filed stories via satellite from there for two weeks. During that trip, there was an unscheduled meeting between Nicaraguan President Ortega and the bishops' delegation, which was reported

live on the 11 p.m. news.

WLS-TV Chicago, also owned by ABC Inc., was also present in Central America. The two stations shared a news crew to report the events.

Archbishop O'Connor was again in the news for WABC-TV, when he was named cardinal. The station sent a reporter to Rome to serve as on-the-scene co-anchor for the 6 p.m. news during the week of the ceremonies. Later, the station presented a half-hour special on the event.

Other international news received first-hand attention from WABC-TV, when the station went to West Germany to cover the release of the TWA Flight 847 hostages. Plans were made in advance of the release so that when it occurred, the station could quickly send a crew. For three days, WABC-TV viewers saw satellite reports from West Germany on the 6 and 11 p.m. news.

Local events challenged WABC-TV as well, such as the crash of a helicopter in the East River and the collapse of a construction crane in midtown New York, pinning a woman underneath. The station claims to have been first on the scene for both stories. In the case of the helicopter crash, WABC-TV's coverage won first place in the spot news category of the New York State Broadcast Awards.

Medical coverage was well-rounded at WJZ-TV Baltimore last year. In June, the station aired a special report about the youngest heart transplant recipient at Baltimore's Johns Hopkins hospital, a 17-year-old named Tony Williams who received a car accident victim's heart. On July 4, WJZ-TV went live to the Maryland Shock Trauma Center, showing 6 and 11 p.m. news viewers what the busy holiday had been like. In December the subject was a strike at Baltimore's Lutheran hospital. Picketers blocking the hospital's emergency room entrance were beaten, clubbed and kicked by police officers, then dragged into paddy wagons. WJZ-TV got exclusive coverage of the scene.

And the station said it got the first video of the story of a chemical truck leak in Baltimore's Brooklyn Park area at 3 a.m. A WJZ-TV photographer traveled door-to-door with police and firemen as the neighborhood's residents were awakened and evacuated to a school for the night.

WTVT Tampa-St. Petersburg, Fla., was one of the first stations to join the Conus satellite newsgathering network. It has also joined Conus-affiliated stations in Miami and Orlando to form Florida's Newstar Network, using Conus satellite time daily at 5-5:15 p.m. to exchange regional stories. The satellite system has enabled WTVT to cover topics ranging from the Super Bowl to the presidential inauguration to a tornado in Venice, Fla. Tornado coverage included live shots during the storm, which injured dozens and left hundreds homeless.

KMTV Omaha has twice been on the scene for news even before it occurred. When officials decided to close down the Citizens State Bank in Arapahoe, Neb., the station persuaded the state's banking director to allow cameras in the bank. A news crew arrived at 2 p.m. as depositors were asked to leave the bank and employees asked to count the cash on hand for FDIC auditors who later went over the books. The station said it was one of the few times FDIC and state banking officials allowed a camera crew to stay inside a closed bank.

The station has also found success with its newly installed Doppler radar equipment. The gear correctly forecast a tornado 15 minutes before it hit David City, Neb. The National Weather Service was unable to issue a prior warning. For the next five hours that evening the station followed the course of the turbulent weather. Four news crews spread out to cover the area's weather activity, using two-way radios to provide live reporting. In additions, area spotters phoned information that was relayed to on-air personnel. KMTV set up a hot line with the NWS

to apprise it of tornado activity. Through the evening, four other tornado alerts were issued by the station, all of which turned into NWS warnings. Through the season, 15 doppler alerts were turned into 11 warnings, giving the station cause to believe that properly interpreted, the data "gives us precious minutes to seek safety."

The kidnapping of a 7-year-old Somonauk, Ill., girl prompted WIFR-TV Rockford, Ill., to air her picture and missing child reports. The month-long story covered a search for the girl, the discovery of her body, and the charging of a suspect.

WIFR-TV also reported on a major fire at a local packaging plant. The news staff produced a "road show" from the scene without the benefit of any live remote equipment, providing three reporter packages, anchor lead-ins and transitions, all delivered to the station in time for the first segment of the 6 p.m. news.

WABI-TV Bangor, Me., improved its election night coverage by combining its resources with those of the local newspaper, *The Bangor Daily*. In exchange for the immediacy of electronic reporting provided by WABI-TV, the paper offered a statewide network of stringers. TV and *Daily* reporters analyzed the returns on camera.

In covering the confrontation between Philadelphia police and the radical group MOVE, WCAU-TV had many staffers who had covered a 1978 confrontation between MOVE in which police were killed. The station's technicians set up a remote location half a block from the MOVE house. They strapped a live camera to the top of a microwave antenna on a mini-van. By raising the antenna 50 feet, the crew could show live pictures of the fortified roof of the house. When police subsequently cordoned off the area, no attempt was made to evict the van. A WCAU-TV photographer got behind police lines to shoot videotape from a third-floor window of an evacuated house. He stayed there (with the consent of the residents) for about 30 hours, filing reports by telephone to anchorman Larry Kane. The station began its coverage at 5:35 a.m. on May 13 and stayed with the story until after midnight. It also pre-empted the *CBS Morning News*. According to the station, its coverage during the evening was

one of the 10 most watched prime time programs of the week in the Nielsen overnight metered rankings.

One of Minnesota's biggest stories this year was the crash of Galaxy Flight 203, near Reno. The chartered plane was carrying a number of Minnesotans returning from last January's Super Bowl. The crash resulted in the deaths of all 70 passengers. KSTP-TV St. Paul presented fast and detailed news on the tragedy through its use of satellite technology provided by Conus Communications. Immediately after the crash, KSTP-TV flew six members of the news staff to Reno where they were met by the crew of the Newstar van owned by fellow Conus member, KRON-TV San Francisco. Together the crews sent live reports for the next five days to KSTP-TV through the Conus Control Center, located in St. Paul in the same building as the KSTP-TV studios.

The station covered other major news stories breaking at the same time. One included live reports of Minnesota angles to the inauguration of President Reagan in Washington on Jan. 21. On the same day, 10,000 Minnesota farmers held a rally on the steps of the state capitol in St. Paul. That evening KSTP-TV expanded its 10 p.m. newscast to an hour to follow all three stories.

Using its own Newstar van, KSTP-TV presented other live reports from isolated locations. During last fall's presidential campaign, the van sent pictures from Walter Mondale's remote retreat in the wooded country near the Canadian border. In July Newstar was in the upper peninsula of Michigan where scientists were using a specially equipped submarine to get more detailed videotapes of the bottom of Lake Superior. As soon as the scientists surfaced, the tapes were transmitted live to KSTP-TV viewers.

An accidental fire at a sewage treatment plant in Cedar Rapids, Iowa, forced a number of area residents to evacuate because of toxic gas. KGAN-TV covered the story throughout the day and as it got bigger at 10 o'clock, that night as winds shifted and the toxic cloud drifted back towards the city, forcing 10,000 residents to leave. News crews worked throughout the night on the story, airing numerous cut-ins in late and early morning programming. Staffers slipped

past officials who had blocked entrances to the city at 3 a.m. Morning cut-ins alerted rush-hour commuters and the station carried the appearance of Governor Terry Branstad on the scene. That evening the newscast was anchored from the scene of the fire, after the all-clear signal to return to evacuated areas had been given.

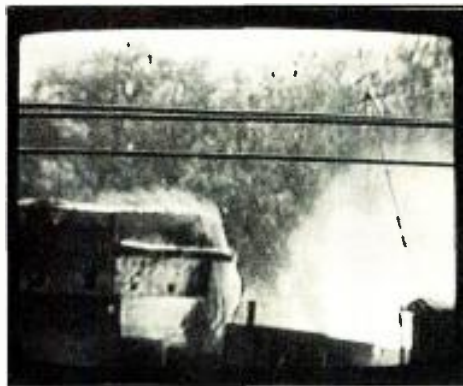
President Reagan's arrival in Macon, Ga., and speeches at city hall and the opening ceremonies of the Georgia state fair were all covered live last Oct. 15 by WMAZ-TV. Both the regular midday and 6 p.m. newscasts were also broadcast live that day from the fairgrounds.

Three news crews for WMAZ-TV followed the story of a gunman who went on a shooting spree on July 16, 1984, in the town of Warner Robbins, Ga. It broadcast a live report within seconds after the police apprehended the suspect who had crashed his car through a police barrier.

WMC-TV Memphis co-anchor Brenda Wood and photographer Mike Hernandez spent a week in Memphis, Egypt, last year, covering a visit by the mayor of Memphis, Tenn., to the late Egyptian president's wife, Mrs. Anwar Sadat. The news crew taped the mayor's meetings with Sadat, the American ambassador, the governor of Giza and the minister of antiquities, as well as footage of the pyramids, the Sphinx and the Nile. WMC-TV's tape was edited at the NBC Cairo bureau, then flown to London, fed on a Visnews satellite feed, received in New York and uplinked to Memphis.

Reports of efforts to bring the King Ramses II exhibition to a Memphis museum were also fed that way. Wood and Hernandez reported on the exhibit from its opening in Montreal, and said WMC-TV was the first station to announce that the exhibit would go to Memphis in two years.

KSDK-TV St. Louis had to contend with the breaking news of the Beirut hostages during "Life on the Mississippi" week, July 1-7. The coverage began in Hannibal, Mo., 100 miles north of St. Louis on July 1. The station broadcast segments of its 5, 6 and 10 p.m. newscasts from Mark Twain's home



WCAU-TV Philadelphia captured city police moving in on MOVE

town. The portable satellite uplink was moved the next day down river to Ste. Genevieve, Mo. That town was also celebrating an anniversary (its 200th) and the station aired segments for its news. While the uplink was in Ste. Genevieve, the hostages were released by their Lebanese captors. The station raced to Boston where the parents of a local hostage lived and sent back a one-hour interview for a special that KSDK was putting together. Technicians were busy that day, taking in local and network satellite feeds from New York, Boston, Montreal and Ste. Genevieve.

The week's coverage culminated with live coverage from the steamer President on the riverfront later that week. It featured live coverage of a parade. Newscasts for July 4 and 5 were anchored live from the President's deck.

□

KTLA Los Angeles wasted no time in covering a fire in Baldwin Hills. Reporter Stan Chambers was on the air live some 30 minutes after the first alarm was sounded, and



KTLA at the Baldwin Hills fire

within the next 15 minutes, the station's minicam team was providing live coverage from the fire area. KTLA continued to interrupt regular programming and devoted 20 minutes of its newscast to the story as it unfolded at the fire scene, hospitals and evacuation center.

Chambers is a 38-year veteran of the station's news team and is no stranger to covering unfolding disasters. In 1949, the station reported, Chambers was on the air live for 27 hours while rescuers attempted to retrieve a child who had fallen in a well. Chambers has also covered two atomic bomb tests in Nevada in 1952, the Bel Air fire in 1961, the Watts riot in 1965, the Kennedy assassination in 1968 and the earthquake in 1971.

□

With the presidential inauguration and Super Bowl XV scheduled on opposite coasts during the same week last January, **wsvn Miami** came up with an unusual way to bring news from both events to its south Florida audience. Instead of a local anchor conducting the Jan. 17 evening newscasts, the station used a complex arrangement of satellite links, microwave networks and terrestrial landlines to have two anchors open the broadcast live from several thousand miles apart.

The anchors, Peter Ford at the Super Bowl site, Oakland, Calif., and Sally Fitz in Washington, were able to speak with each

other and the Miami station, as well as complete live interviews with subjects at remote sites in south Florida. Ford had reported live from Oakland the week before the simultaneous broadcast. The \$60,000 coast-to-coast effort made extensive use not only of the station's satellite uplink and downlink technology, but also of the remote terminal capabilities of its computerized newsroom system.

American hostages released from the hijacked TWA Flight 847 earlier this summer provided the station with an exclusive interview of Mike and Judy Brown, a north Miami Beach couple who had been on their honeymoon before being separated by hijackers. A **wsvn** crew headed by Ed Rose, assistant news director, had flown to Frankfurt, West Germany, when word came of a possible release of the hostages. Then hours after the Browns were first reunited at Weisbaden Air Base, Rose and crew spoke with the two and rushed the material back to the satellite feed point so it could be broadcast less than three hours later on the station's 6 p.m. newscast.

□

When the evacuation of residents began near **San Jose, Calif.**, as a forest fire burned out of control, **KNTV** began live coverage with hour-by-hour fire watch reports from the fire line, evacuation centers and the Forestry Department's command post. The station kept viewers who had to evacuate informed of the latest details on where the fire had spread. For three days, there were program interruptions and extensive coverage on the 6 p.m. newscast. An extra half-hour was tacked onto the 11 p.m. newscast. Reports followed the fire's progress, which homes had been lost and saved and where evacuees could get help, as station staffers became the information liaison between firefighters and residents. When the fire came under control, the station gave street-by-street announcements for those who could return to their homes.

□

WGME-TV Portland, Me., reported it scored two exclusives during local election coverage, broadcasting debates between the incumbent Republican senator and his Democratic opponent and between the incumbent Republican congressman from the first district and his Democratic opponent. The one-hour debates were live and broadcast in prime time.

□

There was a day-long outbreak of riots at three Tennessee state prisons in July when a law requiring inmates to wear uniforms was put into effect. To cover the story **wkrn-TV Nashville** went to its "blanket coverage" plan. Seven crews were sent out to return live reports of the situation from points throughout the state. At the Nashville prison, inmates held guards hostage and released them when promised the chance to broadcast their grievances a TV news conference. After the guards were released **wkrn-TV** aired the news conference live. The state corrections commissioner was interviewed during the regular evening news-

cast and assessed the damage to the state prison system at over \$10 million.

□

On election night last November **wtvm Columbus, Ga.**, was on the air until 2 a.m., two-and-one-half hours after its competitors had signed off, according to **wtvm** promotion manager, Frank Williams. Due to tight races and a breakdown of the city's computer, many local contests were decided much later than expected. **wtvm's** added hours allowed it to be the first to announce winners in the city council election.

□

The poor state of the North Carolina textile industry was the subject of a three-part special report, *Laid Off at Christmas*, aired by **wral-TV Raleigh, N.C.** Reporter Fred Taylor interviewed unemployed workers, state commerce officials, employment officers, textile executives and personnel from a company that trains textile workers for positions in new fields. Most of the 14,000 layoffs occurred in early December 1984, at the end



Staying close to Diana on **wral-TV**

of a year when 38 textile plants closed.

Hurricane Diana also received **wral-TV** coverage. With the help of a transportable satellite uplink, the station broadcast live video of the storm 150 miles away, along with packages from emergency evacuation centers in Wilmington and Carolina Beach, both North Carolina **wral-TV** provided 50 live, hourly reports, partly through the microwave system of the Carolina News Network.

The surprise firing of East Carolina University head football coach Ed Emory was brought to TV with the help of the station's new satellite truck. **wral-TV** interviewed players, townspeople, school officials, and Emory himself.

□

With four months of planning and a state-of-the-art computer system, **wxfl-TV Tampa, Fla.**, brought its viewers up-to-the-minute election coverage. The computer system the station designed allowed reporters to feed vote totals from the field to the central computer at the station. The house computer matched the vote totals with graphics and pictures of the winning candidates. The computer system allowed the station to get election results on the air almost instantly after vote totals were tabulated. That system was backed by the station's Vidi-vote elec-

The latest television news technology is worthless.

Unless it delivers memorable content like this:



It took WXYZ-Detroit anchor Bill Bonds by surprise when President Reagan suddenly pulled out a Tiger's T-shirt during a One on One interview. Several major stories broke that night, but it's the T-shirt they remember in Detroit.



A bombshell dropped in Omaha when Control Data President Robert Price revealed during his interview with KMTV's Jon Teall that CDC's Lincoln plant would close. The wire services heralded KMTV's exclusive all night long.



A superstar gave women advice on aging and keeping fit. Now at the pinnacle of a distinguished acting career, Jane Fonda spent her One on One Exclusive interview talking tough—not about missiles, but muscles.

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as an interview with freed Beirut hostage Jeremy Levin in the midst of the TWA hostage crisis. And finally, One on One means entertainers and trendsetters. People like Bob Hope, Gloria Steinem, Jerry Falwell, Bob Guccione, former President Jimmy Carter and dozens more.

Whatever tomorrow's news and wherever big stories are happening, you can put *your* news team on top of the story—not just the technology—with One on One Exclusive.

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Put your anchor in the picture...



tion computers.

After an airliner bound for Tampa went down shortly after takeoff from Jacksonville, WXFL dispatched three crews—one to the airport, one to the crash site and a third to Jacksonville. By the late news the station had a live phone story and sent a truck overnight to set up live shots for the early morning reports the next day. By noon, the station was anchoring from co-owned WJKS Jacksonville, which included a live shot from the crash site. The station won awards from both AP and UPI for its coverage of the crash.

□

Election night 1984 presented a special challenge for WSPA-TV Spartanburg, S.C., since its coverage spreads to three states. Live feeds were coming in from five cities on election night. From Raleigh, N.C., came coverage of the Senate race between Jesse Helms and James Hunt, and two live feeds were coming from Greenville, S.C. In addition, the station is a participant in the Carolina News Network, which allowed it to cover more races and file more reports as it shared material with other stations. The station gathered local officials in the races in its election central studio, originating inter-

views throughout the evening as the votes come in from the precincts and were compiled by WSPA-TV.

The station went live from Asheville, N.C., when ex-hostage Richard Moon arrived from Lebanon. The station produced a special report to coincide with the arrival and followed his return from the welcoming ceremony to his first news conference.

The station is using a cover story for in-depth treatment of news stories. Usually anchored from the field, past cover stories have dealt with child abuse, breast cancer, teen-age unemployment and Vietnam veterans.

□

Brush fires that broke out in Lexington, Calif., kept KSBW-TV Salinas, Calif., busy for two weeks. Lack of equipment and the mountainous area prevented live coverage in some instances. But seven photographers and eight reporters working on a rotating schedule gathered footage and reports. One live shoot was set up in the Santa Cruz mountains using portable microwave equipment. (It was an easy shot back to the station's new 1,559-foot tower.) During that evening's newscast, the station went live

News in, as well as on, the air

By Paul Stueber, news director, WNEP-TV Scranton, Pa.

When WNEP-TV Scranton, Pa., leased its first "Skycam" six years ago, we thought it was a great toy. By the time we got around to replacing that leased helicopter with "Skycam II," a Bell Jet Ranger II, in 1984, all of us had become convinced it's not just a toy but a tool: a terrific news-gathering tool.

One thing I've noticed in other markets over the years is that when the novelty wears off, the helicopter sits on the pad—or is even sold. At WNEP-TV, we've never been bored with our helicopter. We've never stopped finding new ways to use it. And we've never thought for a second that our viewers have become tired of the unique perspective helicopter footage can lend to so many stories. Our assignment editors and producers will tell you that when the Skycam is in the shop for a day or two, they feel as if they've had their right arms cut off. Some days it's just a glorified taxi, shuttling reporters and photographers around our 22-county ADI. Other times it covers news. And once in a while it makes news: The story of the truck chase (see story, right) was "top-of-the-fold" in five local newspapers the next day. But the story of how we used the Skycam to cover the chase was also front-page news, "below-the-fold."

Having the only helicopter in the market has also been a continuing promotional tool for us. Last Christmas we had Monogram Models make us 10,000 Skycam model kits. The cost worked out to be roughly \$1.75 apiece. We sold them through a local grocery chain for \$2.50, with all the profit going to various children's charities. We sold all 10,000 in 10 days.

Some tips on care and feeding of the news bird:

■ Be prepared—Our helicopter always carries a camera. Any time our pilot has someone on board, that person can shoulder the camera and go live by flipping two switches. We also make frequent checks of the microwave.

■ Have your own pilot—and make him or her a part of your news staff. Give your pilot a desk in the newsroom. Don't make the pilot an "outsider." When your staff knows and trusts your pilot you'll get more done.

■ Trust your pilot—Jack Ruland is the captain of our ship. His word is law.

■ Don't take chances—We don't do much night flying here in the mountains of northeastern Pennsylvania. With a single-engine chopper, if you lose an engine there's no telling where you might end up. There hasn't been a story yet that's been worth a life.

■ Plan your usage—Good aeri-als can enhance many different stories. Have your assignment desk actively scouring for opportunities. Map your route so you can send one crew up to make a swing over three or four locations in one flight.

■ Train your staff—Get everyone used to flying. You'll never know when it will come in handy.

three times. About 20 to 30 minutes of the one-hour newscast was devoted to fire coverage. Other fires broke out in the area, and the station scrambled its news crews to cover them. The station rented a helicopter for a few days but got its best aerial footage from an airplane flown by the station's weatherman, who has a pilot's license.

□

A routine police bulletin turned into 39 minutes of live coverage of a chase through the streets of Scranton for WNEP-TV Scranton, Pa., as over two dozen police cars—and the station's news helicopter—pursued a truck driven by an escaped mental patient. On Jan. 10 an inmate from Farview state hospital escaped in a delivery truck. WNEP-TV sent up its Skycam II helicopter, manned by reporter Bob Reynolds and cameraman Tom Hovey, and piloted by Jack Ruland. "With the only news helicopter in the area," said News Director Paul Stueber, "we were in a unique position to cover it." At 10:20, police found the truck and the chase began. Anchor Fred Andrews broke into regular programming for what was expected to be a short bulletin. But as the chase continued, with Skycam II providing live coverage, the station stayed with it, providing a "street-by-street travel-



Following the chase on WNEP-TV

ogue" informing viewers of the location of the truck and warning residents in the affected areas to stay off the streets (the mayor later publicly credited the warnings with having saved lives). According to the station, police used the station's live pictures to coordinate blockades. The chase ended with the truck run off the road into a field and Skycam hovering overhead as the suspect was taken into custody. WNEP-TV had provided 39 minutes of live coverage as the truck ran three roadblocks, sideswiped more than a dozen cars, and was fired upon numerous times by police. The time was 11:06 and, said Stueber, "we had time to take one breath apiece, then we started on the noon newscast." Parts of the coverage were used by ABC's *World News Tonight* and a number of police training academies requested copies of the tape to use in high-speed pursuit training.

□

The 1984 general elections were covered extensively by WBSN-TV Columbus, Ohio. The station's news team arranged reports from more than 1,300 county precincts, using computers to display race results immediate-

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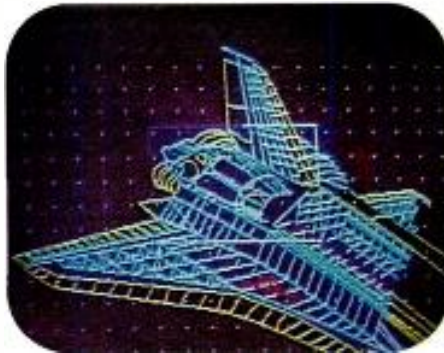
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Coverage that complements

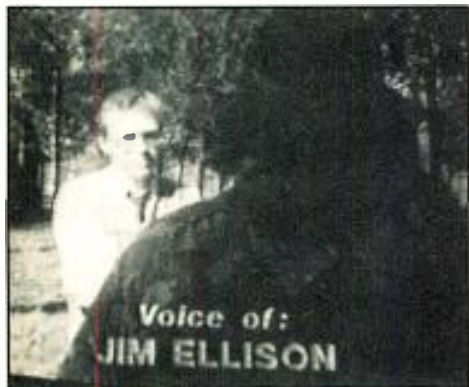


ly after they had been entered. Operators manned computer terminals, monitoring 200 races, while an election coordinator oversaw the reporting of new results.

WBNS-TV also followed local officials on an information-gathering trip to Europe.

□

When a man believed to be part of a neo-Nazi group killed a Missouri state trooper, **KYTV(TV) Springfield, Mo.**, was already a step ahead in the game. It had been investigating the sect of which David Tate had been a part for several months and had already aired reports on the Covenant, the Sword and the Arm of the Lord. After the killing, reporter Dennis Graves managed to get into the CSA



KYTV interviewing CSA leader Jim Ellison

compound and interview the group's leader who said there would not be a surrender without a bloodbath. Part of that interview plus other news reports during the week provided the foundation for a half-hour prime time special on the group. The special gave a chronology of the CSA-related events and arrests in the past few years, the views the group holds and the feelings of minorities and Jews toward the white supremacists.

Two days later, Tate was captured just before the 6 p.m. newscast. The station got a live phone report on the air and later that evening broke in with live video when the arrest was confirmed. The station later learned the FBI was planning to raid the compound even before this chain of events. KYTV reran an updated version of the half-hour special on the group that weekend and followed FBI agents on Monday when they raided the CSA compound.

□

KPIX-TV San Francisco first learned of the discovery of a mass murder site in Calaveras county in late June. For approximately a month a full crew stayed with the story as details of the murders became known. The crew traveled throughout northern and southern California following leads and, according to the station, was the first to arrive in Calgary, Canada, (sending live reports back to San Francisco) when a murder suspect, Charles Ng, was arrested. It said it broke interviews with some of the women whose pictures had been taken by Ng, and twice obtained exclusive stories at the mass murder ranch site with police investigators and was the first to talk to the family of a Bay Area victim of the murderer.

□

Coverage of the Americans taken hostage in

Beirut before the TWA hijacking became important to **WHEC-TV Rochester, N.Y.**, after Terry Anderson, an Associated Press reporter from nearby Batavia, N.Y., was captured. The station followed Peggy Say, Anderson's sister, as she went to the networks to publicize the victimization of her brother. WHEC-TV provided live coverage from Washington of her appeal to the State Department for more information. A month after the kidnapping, Say met with Jesse Jackson in Batavia where WHEC-TV filmed their joint appeal for the release of Anderson and the other captive Americans. That piece was later broadcast on Lebanese television.

□

One of the bigger stories in **Philadelphia** in the past year was the city's efforts to oust the radical group, MOVE, from their heavily fortified row house and the decision by police to drop a bomb on the group's headquarters, destroying more than 60 homes in the neighborhood and killing 11 people. **WPVI-TV** there interrupted regular programming throughout the day. In addition, the station pre-empted prime time programming for several nights to air half-hour and hour updates on the crisis.

Another big event in Philadelphia was the Live Aid concert. In addition to covering the day-long events at J.F.K. Stadium, **WPVI-TV** sent a crew to London to file live and taped reports from Wembley Stadium on the other half of the show.

□

Child sexual abuse has been an issue of special concern to Minnesotans over the past year. The Twin Cities' noncommercial **KTCATV St. Paul** has kept viewers informed by providing same-day coverage of a series of state legislative hearings on the subject. Coverage started at 8 p.m. and lasted three to five hours.

□

The story of the "subway vigilante" started out as a New York news story but soon exploded into a national debate. For more than three months, **wCBS-TV New York** covered the events following the shooting in a subway of four black teen-agers by New Yorker Bernard Goetz. The news team went to New Hampshire when Goetz turned himself in to police there, it covered the grand jury hearing in New York, interviewed the injured teen-agers, their families, local politicians, leaders of the black community and protesters and supporters of Goetz.

Another news event of national interest was the trial of New Yorker Claus von Bulow, charged with the attempted murder of his wife, Sunny. **WCBS-TV** stationed a reporter in Providence, R.I., for the duration of the trial, to provide live reports. Although cameras were not allowed in the courtroom, a correspondent sat inside with the print journalists to gain greater access to von Bulow, his attorneys and the attorneys for the prosecution, and to report reactions that took place there. The station also used a legal expert during the trial, who spoke on the air to the reporter in Providence, via a video hookup.

After the verdict was delivered, **WCBS-TV** talked to von Bulow and his girlfriend at his Fifth Avenue apartment. The station claims to have been the first local station to have secured an interview.

When General William Westmoreland sued CBS for libel, **WCBS-TV** was in a peculiar situation regarding coverage of the trial—the station is owned by CBS Inc. Despite that, **WCBS-TV** said it covered the story "aggressively, consistently and independently." The correspondent assigned to the story was in the courtroom almost daily for the duration of the four-month trial. Included in his reports were the circumstances that led to the lawsuit, explanations of the issues, interviews with the principals in the case and the



WCBS-TV's Papal odyssey

effects of the lawsuit on journalists. As in the von Bulow case, **WCBS-TV** called in its legal expert to help viewers understand the maneuverings. The station conducted a live interview with CBS correspondent Mike Wallace and producer George Crile, both named in the Westmoreland suit.

When New York's Archbishop John O'Connor was named archbishop, **WCBS-TV** sent an eight-person unit to Rome to cover the ceremonies and claims to have scored a "major coup." Using its contacts in the church and the Vatican, the station secured a "exclusive" meeting with the Pope. Its coverage also included the ceremonies, the traditional mass and interviews with church and government officials and New Yorkers present in Rome for the event.

WCBS-TV sent crews abroad to cover other international news as well, including Cardinal O'Connor's fact-finding mission to Ethiopia, the release of the hostages of TWA's Flight 847 in Germany and President Reagan's controversial trip to Germany. Coverage of the President's trip included reports on the politics behind the trip, what it is like to be a Jew in Germany today, protests and vigils by Jewish groups and an interview with a concentration camp survivor.

Dramatic local stories covered by **WCBS-TV** during the year included a hostage situation in which a woman held three children captive and demanded to talk to the reporter from **WCBS-TV**; the rescue of a woman trapped underneath a 35-ton crane, and the shooting by police of a Bronx grandmother who, resisting eviction, lunged at police with a knife.

□

When state lawmakers went to Washington to tell the federal government the problems facing Midwest farmers, co-owned **KOLN-TV Lincoln** and **KGIN-TV Grand Island**, both Ne-

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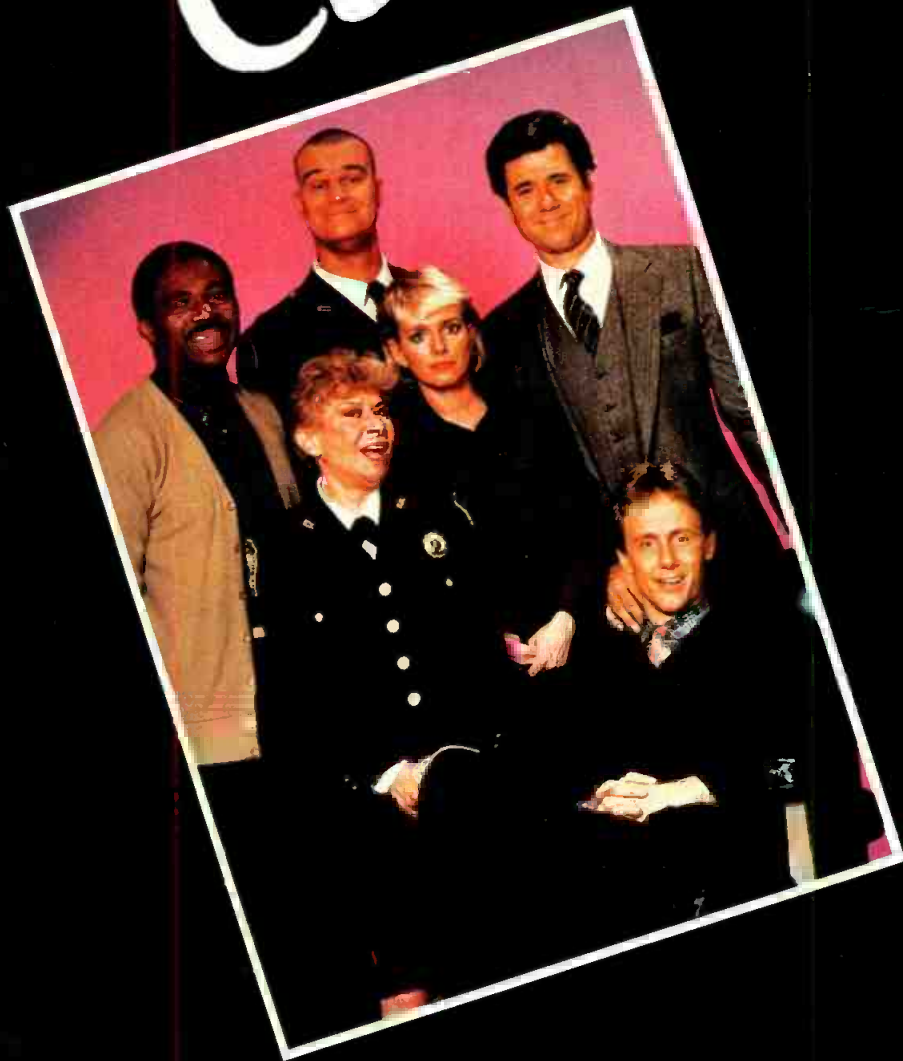


WKYC-TV is honored to accept the most awards at the 16th Emmy Awards ceremony of the Cleveland Chapter, National Academy of Television Arts and Sciences. Channel 3 outpaced the field with 13 Emmys for outstanding work in local news and programming. Thanks to the professionals at WKYC-TV for their award-winning performance.



Everyone's Wild About Harry!

Night Court





braska, went along. A news crew sent back live daily reports of congressional hearings, the lawmakers' meetings with federal officials and a visit with Vice President George Bush. When the lawmakers returned home, the stations continued their coverage of the farming issues with stories on the debates in the state legislature and talks with farmers.

□

A lighter half-hour newscast at 5:30 p.m. on WCMH-TV Columbus, Ohio, has been successful to the point that the station says it is number one in the May Arbitron book, a scant nine months after the program premiered. The show utilizes a field anchor who spends all week in one section of the station's service area. Included are live reports of the people and events indigenous to that area. The station says the tone of the show is informal. One contributor is a 15-year-old, who reports on teen-age life styles and trends. WCMH-TV uses the softer news program as a lead-in to its regular, harder show at 6 p.m.



Forest fires on KIFI

The use of stringers is still a main part of newsgathering for local stations, and it helped KIFI-TV Idaho Falls cover flooding and forest fires in Salmon, three hours from Idaho Falls. A stringer there shoots video and interviews on his home half-inch system. The tapes are bussed to Idaho Falls, where the station transfers them to three-quarter-

inch tape. The station has set up similar arrangements with other stringers.

The station also expanded and upgraded its Pocatello bureau, adding a studio and instituted live capability along with the main studio in Idaho Falls.

□

On Aug. 6, a crew from KSAT-TV San Antonio, Tex., was covering flooding near Cibola Creek, north of the city. Two men were seen stranded on top of a truck in the middle of a fast current. County officials were called, but were undermanned and unable to respond. The news desk was able to contact Dale Keller who had just completed a live helicopter report in the area. The pilot, Scott Tanner, had to maneuver between power lines and trees, but was able to position the helicopter over the truck, and the men were pulled to safety.

Photographer Rey Elizardo followed firefighters into the burning apartment complex

A day in the life of an assignment editor

By Roger Sheppard, WOVX-TV Huntington, W.Va.

8:30 a.m., Thursday, Jan. 24, 1985—A light dusting of snow is on the ground as I get to the station. It's a pretty average winter morning. Our early anchor has just finished the last cut-in for *Good Morning America* and we plan what we have going for noon.

12-12:30 p.m.—The noon news begins and goes smoothly.

2:00—Very few technical hitches today. The snow has resumed, making the roads too slick to plan any gratuitous live shots. So, the van gets the day off.

2:05—The story begins where it often does: on the scanner. It's a fire in nearby Ona, 10 miles (or, in good weather, 20 minutes) east of Huntington on Interstate 64. The initial call sounds innocent enough: volunteer firefighters are called to the scene. But as the minutes pass, more units are summoned.

2:15—We learn the source of the fire: The Holder Chemical Co. In the past six weeks, the word "chemical" has sparked fear in many tri-state residents. The reason is Bhopal, India. There, more than 2,000 people died, many in their sleep, as a deadly cloud of Union Carbide's emthyl isocyanate (MIC) crept through their streets. The only other place in the world where Carbide makes MIC is Institute, W. Va., located between Huntington and Charleston, known as "The Chemical Valley."

Many thoughts run through our minds. What kinds of chemicals are stored at Holder? Are any as deadly as MIC? How close is the plant to homes and a large shopping mall? And how are firefighters attacking the fire?

As the snowfall gets heavier, I send out our first crew.

3:00—Emergency Medical Services announces it is evacuating homes in several nearby housing developments. But for what distance? One thousand feet? One mile? Five miles? The early reports are conflicting. We begin thinking about a live shot. We consult maps, trying to figure out if the van could see the tower. We wonder how close we dare get to the scene. Our Charleston office begins checking with state officials about Holder's permits and safety record.

3:05—Unable to determine for certain that a live shot is possible, I dispatch the van with an engineer anyway. He can talk with our news crew by radio and coordinate where to set up. We interrupt programing with a bulletin.

3:15—The crew radios that traffic is at a standstill and police are letting no one through. We send a second crew by a different route. At about the same time, I check on getting a chopper to fly over the scene. We are told there is one ready to go, so I send a

videographer to meet it.

We learn that the chemical plant stores a pesticide which contains MIC. But, we are also told that after MIC becomes a pesticide, it no longer poses a threat to humans. We hope that information is correct.

3:35—John Dille, our chief videographer with the first crew, radios and says: "We're going in."

3:45—Dille and reporter Rachel Platt find a spot to shoot some video. But traffic again threatens to cut them off. With the second crew en route and time ticking by, the first crew heads back with its pictures.

4:10—Overhead, our videographer pleads with the chopper pilot to "hover, hover!" With his visibility already cut by the snow and not being anxious to breathe any unnecessary fumes, the pilot stays upwind and skirts the perimeter of the scene.

4:30—Our second crew finds a location along I-64 overlooking the plant site but (hopefully) at a safe distance. The live van arrives and begins setting up a shot.

4:45—Our first crew returns and within minutes, we show our viewers the first video from the scene. There is a lot of smoke but no one can confirm if the chemicals have caught fire. Some news reports say they have. Our sources say not. Our sources turn out to be correct.

The videographer from the helicopter returns; his video is shaky and goes by too quickly. So, we take it slo-mo.

Other station employees are lining up at the news department's glass wall. The glass keeps them a safe distance from our "organized chaos."

5:00—Our live shot is in! Anchor Bob Smith remains cool as we constantly update his information. We go to reporter Jennifer Mikell for the first live pictures from the scene. We put some of the aerial footage and some of the other crew's stuff over her report.

By now, hundreds of Ona residents are out of their homes. For some, their home-for-the-night will be a school transformed into an emergency shelter. Calls are coming in to us from ABC, CNN and elsewhere, seeking information and dubs. We do what we can, but manpower is at a premium and the story is still breaking.

6:00—The newscast begins with our live shot, newer footage sent back from the van and a taped interview with an official at the scene. Producer Michelle Pierce mixes all of the information and video into a concise package.

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WSVN 7



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Anchors away

What is 15 minutes long, employs no anchors but provides news coverage comparable to that of traditional half-hour newscasts? According to independent KSHB-TV Kansas City, Mo., the answer is its 10 p.m. newscast, *News Express*. Begun in June, and targeted to 18-49-year-olds, the broadcast employs stories "woven together by high-tech graphics, strong writing and very visual editing," according to executive news producer Rebecca Rusk. While CNN Headline News supplies most of the national and international news, Rusk said that *News Express* is more than a headline service. "We strive to produce newscasts with less fluff and more information. We concentrate on content instead of chit-chat and anchor transitions." The newscast focuses on at least one major story each night, ranging from Kansas liquor laws to pollution of a local lake.

Sometimes there will be an "Express Yourself" segment at the end of these stories, providing a man-on-the-street sample of viewer opinions. The program also features a number of news inserts: "Lifelines," on medicine, science, schools; "Business Page"; "In Style," on food, fashion; "People," on newsmakers; "Sports" and "Weather." *Express* uses animation to help transitions. The staff includes a producer, a writer, three voices, two reporters, an assignment editor, three photographers, two editors, a director, a graphics coordinator and a production staff of three to four people who take turns on camera, audio, Chyron and video editing. Graphics were designed by Television By Design, an Atlanta-based news graphics firm.

on the morning of Dec. 31, after it was hit by the worst gas explosion in the history of San Antonio. Elizardo's pictures graphically revealed the power of the explosion which killed one, injured 12 and damaged or destroyed 51 apartments. KSAT-TV sent several other crews and got an aerial view by helicopter.

The three reports, which led that day's 5 p.m. newscast, won KSAT-TV the local Sigma Delta Chi Award for spot news.

Spot news kept WFSB Hartford, Conn., busy over the past year. A burning propane tanker car jumped the train tracks and exploded next to a highway in Greenfield, Mass. The station's helicopter, SKY 3, provided live aerial footage while reporters on the ground covered fireman battling the blaze and the evacuation of nearby residents. Throughout the afternoon, the station aired live special reports, including alternate traffic routes for rush hour drivers. It also supplied a live re-



Tanker fire on WFSB

port minutes after the accident to its New England News Exchange partner, WNEV-TV Boston.

In another use of the SKY 3 helicopter, pilot Jack Mayers, reporter Celeste Ford and photographer Art Donahue were returning to the station from covering the Claus Von Bulow trial in Providence, R.I., and microwaving their story back to the station when they were told to head toward a forest fire in the Berkshire mountains. An hour later they were on the scene and filing live reports. After they landed at the fire they were pressed into service to rescue a pilot whose plane had crashed in a clearing inaccessible to ambulances. After flying the injured pilot to a hospital, they filed that story for the 11 p.m. newscast.

WFSB traveled to Pennsylvania to cover one Connecticut town's reaction to the tornadoes that ravaged northwest Pennsylvania. Residents of Beacon Falls, Conn., took clothing and food to victims in Beaver Falls, Pa., to return a favor—the Pennsylvania town had gone to the aid of Beacon Falls when bad weather nearly destroyed that town 30 years earlier.

Day after day in mid-July, KTVU Oakland-San Francisco devoted most of its resources and almost all of its hour-long *10 O'Clock News* to covering the rampaging fires that destroyed scores of homes and thousands of acres of California forest and brush lands. In some of the most dramatic footage, reporter John Fowler, cameraman John Mackenzie and a fire crew became trapped in the middle of a firestorm near Big Sur. Mackenzie's camera rolled as Fowler described their escape through a wall of flames.

The murder of 16-year-old Daniel Bridges, whose body was found in a Chicago dumpster, received unusual coverage by WMAQ-TV Chicago. The NBC O & O realized that it had access to tape of an interview with the victim, shot for an NBC News special about child sexual abuse only months earlier but never used. WMAQ-TV provided viewers with footage of the victim, along with background on the accused murderer, Larry Eyler, who was believed responsible for the deaths of numerous men and boys in the Midwest over the past two years.

During the TWA Flight 847 hostage crisis, WMAQ-TV's crew were the first local, nonnetwork reporters to interview the 19 freed hostages in West Germany. The sta-



No grass growing under their uplink. KRON-TV San Francisco didn't waste any time putting its portable Ku-band satellite uplink van into use. The station sent *T.G.I.4* co-host Patrick VanHorn, essayist Wayne Shannon and NewsCenter 4 weathercaster Mark Thompson (shown above) to Orlando, Fla. last Dec. 3 to pick up "Satellite 4" from the factory and drive it back to the station, providing live reports of the trip for the *T.G.I.4* show as well as the 5, 6 and 11 p.m. newscasts. The uplink made KRON-TV the first station west of the Rockies to join Conus Communications, the satellite newsgathering network, according to the station.

Satellite 4's itinerary: **Monday, Dec. 3**—Live from Walt Disney World's Epcot Center in Orlando. **Tuesday, Dec. 4**—New Orleans. **Wednesday, Dec. 5**—Cajun country in southwestern Louisiana. **Thursday, Dec. 6**—Johnson Space Center in Houston. **Friday, Dec. 7**—San Antonio, Tex. **Monday, Dec. 10**—Hollywood. **Tuesday, Dec. 11**—Monterey, Calif. **Wednesday, Dec. 12**—"Home Sweet Home," San Francisco.

OUTSTANDING

Newscast

OUTSTANDING

Sports Coverage

OUTSTANDING

Feature

UPI just honored us with three National Broadcast Awards for 1984, the only station ever to win three in one year, we're told. And it's the second year in a row we've won it for outstanding newscast in our division.

What can we say? Just this. A great big "thank you" and "well done" to our terrific staff of professional news people who believe in bringing the very best news coverage to our community of viewers.



WISTV
C O L U M B I A **10**

Cosmos Broadcasting Corporation. Represented by HRP



An NBC affiliate

also included profiles of the 37 Chicago area hostages, interviews with their families, reports on their communities, and follow-up coverage after they had returned.

□

When a tornado ripped through northeastern Ohio last May, killing 19 people, **WKYC-TV Cleveland's** Akron bureau chief, Paul Rae, reported from the scene in Newton Falls for 36 hours. He was joined by six crews and 10 principal reporters spread over 100 miles, following the path of the tornado. WKYC-TV claimed to be "the only Cleveland station to file live reports" throughout the evening. Other events covered by the station included



Tornado damage on WKYC-TV

a woman holding a planeload of passengers hostage for 10 hours at Cleveland Hopkins Airport, and live reports "within minutes," the station said, of a sniper incident at the Cleveland public library, in which one person was killed and two others were critically wounded.

□

Co-anchors Paula Toti and Mark Suppelsa of **WFRV-TV Green Bay, Wis.**, interviewed Barb Davis after her return from Houston. Davis went there when she learned that a brother she never knew was living in Houston and had leukemia.

The station also gained an interview with the Wisconsin family of one the TWA Flight 847 hostages, which was conducted by WFRV-TV reporter Julie Pesch.

□

A chlorine tank was bulging and about to explode in **Miami** on May 23 when **wcix** began covering the evacuation of residents and attempts to move the tank out of the area. Live reports were presented on the 10 p.m. newscast with shots by helicopter of the move. The weather computer system was used to illustrate the transport route.

Earlier in the month, brush fires cut power to 4.5 million homes in South Florida. **WCIX** reported on how and why the fires started and again used helicopter pictures to reassure viewers that the flames were under control.

□

Politics and medicine proved to be big news for **WLKY-TV Louisville, Ky.**, starting with last summer's national political conventions and continuing in earnest with the Louisville debate of presidential candidates. No live reports by individual stations were allowed from inside the auditorium, but **WLKY-TV** compensated by setting up an anchor for a

live shot outside the hall. In addition to introducing and recapping the debates, the station interviewed members of the audience as they left. The station also went live to a post-debate party of the League of Women Voters and from the Mondale and Reagan headquarters. In all, the station used six cameras from six different locations utilizing four different microwave feeds.

WLKY-TV also set up camp at the Humana hospital, site of the world's second artificial heart transplant. A full-time microwave link was installed at the hospital's briefing center. Extra staff was added and a medical specialist reporter designated to follow the operation and recovery. Special reports aired in addition to regular features on the news.

Kentucky Derby week is always big in Louisville. Through the week, **WLKY-TV** covered the mini-marathons, concerts, hot-air balloon races, receptions, dinners and dances leading up to the race. The annual Great Steamboat Race on the Ohio river once again tested the station's technical facilities. The station used five camera positions, including one overhead in a helicopter, to cover the race. On Derby Day, the station aired eight-and-one-half hours of coverage, using nine cameras, four tape machines and close to 50 people.

□

WJAC-TV Johnstown, Pa., is cooperating with a local cable system there and is producing a twice daily, five-to-five-and-a-half-minute news program that is inserted in the station's local news show that the cable system carries. The segment is specifically targeted to one particular county that the cable system serves. Cable viewers see their own local news for a portion of the regular newscast. The station has found the setup, allowing further localization of news without affecting regular news coverage, to be beneficial. A separate staff of two full-timers and four part-timers puts together the local insert.

□

Almost 1,000 residents of **Jackson, Miss.**, were forced to evacuate their homes after a gas well exploded, spreading poisonous hydrogen sulfide gas. **WJTV** reported live from the local Emergency Management Agency to give many viewers the first official information after the incident. The station stayed with the story for several weeks until the well was finally capped.

□

The proposed restart of the undamaged Unit One reactor at Three Mile Island was an important story for central Pennsylvania and **WGAL-TV Lancaster, Pa.** On the day the Nuclear Regulatory Commission was scheduled to vote on the restart, Anchor Keith Martin traveled to Washington to the NRC meeting. As soon as the third vote necessary for restart was cast, Martin left the meeting and, using a pre-arranged phone line, called the station with a bulletin at 2:45 p.m., beating another competing station and the wire services, according to the station. Meanwhile, another news team set up facilities for live coverage of a news conference by Governor Dick Thornburgh, reacting to the vote.

That evening's 6 p.m. news show began with a live three-minute segment from Mar-

tin in Washington. Footage included shots of a protester pouring symbolic blood on the NRC table at the meeting, news of a lawsuit opposing the restart and a live interview with Pennsylvania Republican Senator John Heinz. Martin also fed video to stations in the newly formed Pennsylvania News Network (**WNEP-TV** Scranton; **WJAC-TV** Johnstown; **WPVI-TV** Philadelphia; **WTAE-TV** Pittsburgh and **WJET-TV** Erie). In fact, **WJAC-TV** used its own intro and tag before Martin's live report at 6 p.m.

□

"It sounds like downtown Van Buren is on fire," is how one news producer informed



The Van Buren blaze on KHBS-TV

news director Craig Cannon of the cataclysmic accident across the river from **Fort Smith, Ark.**, and station **KHBS-TV** there. A truck had lost control, hit a station wagon full of people, and both had crashed into a local business, setting it on fire. Nine people were killed in the accident. **KHBS-TV** broke into network programming at 8:30 p.m. with a special report. According to the station, **KHBS-TV's** Miles Saunders was the first reporter on the scene. After another special report at 9:30, the station led its 10 o'clock news with a live report from the scene via two-way radio, followed by a live report from Saunders in the newsroom. The story was updated throughout the newscast. By 11 p.m., the fire had been contained and most details confirmed. **KHBS-TV** aired a special report putting the story in perspective, including comments from officials and eye witnesses to reporters at the site, in the newsroom and the studio. A final special report at midnight capped the day's coverage.

□

The dedication of the largest civil works project ever completed by the U.S. Army Corp of Engineers, the Tennessee-Tombigbee Waterway, took place on June 1. The 234-mile canal, considered vital to the economy of the **Tupelo-Columbus, Miss.**, area took 12 years to finish. **WTVA** began following the event with nightly reports from a flotilla of private boats taking a week-long trip from the waterway's north end to the dedication site at Columbus, Miss. On dedication day **WTVA** broadcast the two-and-a-half-hour ceremony live. The dedication broadcast was promoted the night before on the 6 and 10 p.m. newscasts which were also broadcast live from the Columbus dedication site.

On May 11, **WTVA** presented a one-hour special with same-day coverage of the Nint

Annual Gum Tree Race held in Tuepelo. About 2,500 runners took part in the 10-kilometer race. Along with interviews of many of the top finishers, the special also included features on conditioning, nutrition and the local business generated by visiting runners.

□

Acting on an anonymous tip, KVBC-TV Las Vegas went to Glendale, Nev., 40 miles to the north, to find a worker burying containers marked as containing cyanide near a source of water for the area. The crew notified police, who arrived with Environmental Protection Agency personnel and evacuated Glendale residents. As result of the story, a thorough cleanup was undertaken and training sessions were set up for local public safety officials on ways to handle toxic waste.

Another call only six days later came from a man who told the station's assignment editor he wanted to be shot by police or he'd shoot anyone he could find. The station traced the call and notified police. A news crew dispatched to the scene covered the five-and-a-half-hour ordeal before a police officer fatally shot the man. The three-month-old son the man had been holding was unharmed. The man's 15-year-old son, who at times joined his father outside carrying a weapon, was taken away by police. Later when the story aired nationwide, a Chicago woman recognized the man as her former husband and the 15-year-old as her son whom she had not seen in 14 years.

When it was learned that a Las Vegas man would receive the heart of actor Jon-Eric Hexum after the latter's accidental death KVBC-TV sent a news crew to San Francisco to cover the operation. Coverage included a four-part series including interviews with the man and his family and reports on his recovery.

□

Working without live or remote truck capabilities, WHSV Harrisonburg, Ill., nonetheless covered in depth a fire at a local college. The fire erupted at 2 a.m., and the station sent two ENG crews which eventually provided footage for two cut-ins that morning on *Good Morning, America*. The station's evening newscast featured more footage and a three-part report on the blaze which also ran on the late-night newscast. The first dealt with the water problem at the scene and included an interview with the local fire chief. The second went into more specifics about the water problem and the third covered a late-afternoon meeting between students and faculty on the disaster.

□

WJBK-TV Detroit reporter Ti-Hua Chang accompanied a group of Arabs who traveled to Beirut during the hostage crisis to intervene on the Americans' behalf. The group arrived during the final negotiations and Chang accompanied the freed hostages in the motor caravan to the Syria border and filed reports.

Closer to home, the station's technical team had a busy June, covering live the U.S. Open, the Detroit Grand Prix and a hydroplane race, all in a span of three weeks. Multiple camera live remotes were set up at each event for live coverage.

The station also followed the continuing

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The program's purpose is to improve the quality of American journalism by providing opportunities for outstanding mid-career professionals to broaden and deepen their understanding of the historical, social, economic, cultural and philosophical dimensions of major issues and trends shaping the nation and the world.

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For complete information and application forms, write:

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(415) 497-4937

story of General Motors' search for a site for its new car division and the final selection in Tennessee. Live satellite reports were aired from Spring Hill, Tenn., the site selected for the plant, and Chicago, where the agreement was signed.

□

One of the biggest news stories in Louisiana this past year was the indictment of the governor on mail fraud and racketeering charges. Before the indictments were handed down, WWL-TV New Orleans was busy. It purchased seven hours of satellite time and formed a statewide regional network with four other stations. The station checked the



The governor's reaction on WWL-TV

schedules of congressional, state and local leaders to get their reactions as soon as the indictments came down. Background stories on the alleged scheme and the people involved were prepared. Two news crews plus a live unit went to Baton Rouge, the state capital, to gather reaction there. Three crews, a live unit plus several producers and technicians covered the federal courthouse in New Orleans while a third live unit was used for "talkbacks" with local leaders. With all the preparation in place, WWL-TV said it gained the first public reaction from the governor, live from the lawn of his mansion. The evening and late-night newscasts were expanded to one hour to cover the story.

□

Local connections for international stories were numerous this year for WIVB-TV Buffalo, N.Y. Three members of an area family were on the hijacked TWA Flight 847. The station interviewed the family by phone in Paris just after its release and covered its arrival back in Buffalo live on the evening newscast. And the station covered the attempts of the sister of kidnapped AP photographer Terry Anderson to win his release, including her trip to the White House. Anderson is a native of Batavia, N.Y.

Weather has also played a big part in news coverage on WIVB-TV this year, beginning with a January blizzard, flooding in February and tornadoes that struck western Pennsylvania and New York in June.

□

The Maine Public Broadcasting Network examines the week's news in *Maine Reporter's Notebook*, which draws on reporters from three bureaus—Portland, Augusta and Orono. The reporters recap the top stories of the week and serve as panelists as they an-

swer other reporters' questions during the half-hour program. MPBN also occasionally airs "Canadian Connection" reports, supplied by cable systems across the border where MPBN programming is received. On-air discussions with Canadian reporters are taped separately.

□

Camera crews from KNBC Los Angeles returning from assignments noticed smoke in the Baldwin Hills area of the city. A news crew joined the camera personnel at the scene of the developing fire, as did the station's helicopter. The station interrupted regular programming at 3:20 in the afternoon with



KNBC anchoring from the Baldwin Hills aftermath

a fire bulletin and stayed with the coverage through the 4, 5 and 6 p.m. newscasts. Sports and special segments were dropped in favor of fire coverage. Reporter Bill Lagattuta interviewed an eyewitness who reportedly saw someone toss a flammable item out a car window. The house behind Lagattuta as he aired a standup began to burn and was leveled in 45 minutes. Rescue workers were also interviewed as other reporters filed from an American Red Cross disaster center. After the *NBC Nightly News*, the station preempted network programming to air a one-hour special on the fire. The next day, the station aired its 4 p.m. newscasts live from the scene, with the anchor desk set amid the rubble. Continued reporting uncovered these stories: a blind man who was unaware of what was happening and was led to safety by two young girls and a lone house that was practically untouched because the owner had installed a flame retardant roof. The budget for the coverage amounted to nearly \$100,000 and involved 10 mini-vans, one helicopter and staff of 25-30.

□

WNYT Albany, N.Y., has developed "News for Busy People," a 30-minute newscast the station says it targets to the "fast-paced 'yuppie' newswatcher." The station airs information segments using color graphics and arranged under headings such as "Money," "Health" and "People." The stories are written to illustrate their usefulness to the viewer. Although the station airs more stories per night than an average newscast, twice a week it does more in-depth features. The special segments have examined crime prevention, buying a home, colon cancer and auto insurance. The station reports its ratings are up 11% at 6 p.m. and 20% at 11.

WMDT Salisbury, Md., has invested more than \$600,000 in new equipment. Another improvement is the use of a helicopter to get an aerial view of special events. The helicopter was used for the first time in July to follow the annual "pony swim" between Assateague Island and Chincoteague, Va.

□

Bringing viewers local news coverage took on a new meaning at WYFF-TV Greenville, S.C., one night last June, when fire struck the station's studios, taking it off the air, destroying 60% of the newsgathering equipment and causing smoke damage to most



On the move at WYFF-TV

other gear. Determined not to miss a beat, WYFF-TV staffers restored the network feed to the air within two hours, and 45 minutes later, broadcast the 11 p.m. newscast from a rear parking lot.

Over the days that followed, the station aired its newscasts from the facility's front lawn and three times from the building's lobby, while local competitors and WYFF-TV's co-owned stations offered spare equipment.

Disaster coverage was also on the station's mind earlier this year when Hurricane Diana began climbing the Southern coast to South Carolina. As the storm moved landward toward Hilton Head, airports were closed, making fixed wing and helicopter transportation impossible and creating extra difficulties in bringing viewers up-to-date information on the approaching storm. Despite the area's shortage of satellite facilities, including C-band or Ku-band transportables, WYFF-TV managed to locate a satellite uplink it could share at the medical university in Charleston. It then ferried tapes and reporters back and forth from Hilton Head and later Wilmington, N.C., where the storm finally hit land.

□

Rumors were flying in July about which site General Motors would pick to build its new Saturn automobile plant. On July 25 WOTV Grand Rapids, Mich., received word that the United Auto Workers was about to sign a contract with GM for a Chicago Saturn factory. At the same time there were rumors that the town of Spring Hill, Tenn., would be chosen. The next day, as the Spring Hill stories increased, the station decided to move its crew in Chicago to Nashville, near Spring Hill. It arrived in time to do a live report for the 6 p.m. newscast. By July 28 WOTV's Neal Moore had moved into Spring Hill to

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TOP 20% - Daytime, All Syndicated Programs
TOP 13% - Prime Time, All Syndicated Programs

WNEW-TV New York Rating **UP 150%** from February 1985
KRIV-TV Houston Rating **UP 300%** from February 1985
KGSW-TV Albuquerque Share **UP 200%** from February 1985
WINK-TV Ft. Myers **#1** in Weekend Prime Access
(Source: A.C. Nielsen Cassandra, May 1985)

ARBITRON

KTTV-TV Los Angeles Rating **UP 100%** from February 1985
WGNTV Chicago **#2** in time period, 1:00 p.m. weekdays
WTTGTV Washington **#1** in time period, 11:00 a.m. weekdays
WFRV-TV Green Bay **#1** in Late Fringe
KIII-TV Corpus Christi **#1** in time period, 11:00pm weeknights
WTTE-TV Columbus OH **Highest rated prime time program**
KDVRTV Denver TV Households **UP 67%** from February 1985
(Source: Arbitron, May 1985)



THE VIEWERS

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(Source: Marketing Evaluations, Inc /TVQ 1985)

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broadcast any part of them. President Reagan, Jane Fonda, Jesse Jackson and Mario Cuomo have been among the guests that have appeared on *One-on-One Exclusive* over the past year. WCCO-TV airs *One-on-One* during its nightly newscasts.

WNEV-TV Boston covered the riots that erupted last August in Lawrence, Mass. While filming the violence, the station got footage of a jail guard striking a handcuffed man allegedly breaking the curfew while several police officers watched. The disclosure by the station prompted an investigation into the incident.

The station also traveled with Governor Michael Dukakis on a two-week business trip to China, Japan and Hong Kong. The news crew covered the itinerary of both the governor and his wife, visiting local factories, Vietnamese refugee camps in Hong Kong, a medical facility associated with Tufts New England Medical Center in Boston's sister city in Japan, Kyoto, and a trade fair featuring 12 Massachusetts businesses. In addition to daily reports from the Far East, the station aired a five-part special report on Japan, discussing American products made in Japan, quality control and the use of robotics in the Sony and Nissan factories and the lifting of the foreign car import quota.

In a different direction, WNEV-TV accompanied Archbishop Bernard Law on his trip to Rome and his elevation to cardinal by the Pope. The station aired the ceremony and ran a one-hour special on Law the next day. The special examined his rise in the priesthood, his church views and his new responsibilities.

When Quincy, Ill., set out to win the All American City contest, WGEM followed the process every step of the way. A news crew traveled to San Antonio, Tex., where the judging was done, and sent daily reports of Quincy's presentation to the awards committee. After Quincy won the award, a news crew went to Washington to cover the presentation. The trip produced four nights of coverage, including same-night coverage of the ceremony through the use of Newlink editing facilities and the Galaxy satellite. The station also aired a live 90-minute show on the Quincy waterfront in celebration of the award.

The biggest local story of the year for KMBC-TV, the ABC affiliate in Kansas City, Mo., was the hijacking of TWA Flight 847. TWA employs 7,000 people in Kansas City. Two of the captives were from the Kansas City area: Captain John Testrake from Richmond, Mo., and Judy Cox, a flight attendant from Westwood, Kan. Along with the breaking news, local reaction to the hijacking was gathered through reports on people on the street, at the TWA offices and in Richmond. KMBC-TV also talked with a psychologist who explained how the hostages might be affected and the station also talked with other pilots who had been hijack victims. Interviews were also obtained with former CIA Director Stansfield Turner and with ABC News correspondent Jerry King whose for-

PM/EVENING MAGAZINE		93	
4	THREES COMPANY	93	BENNY HILL SHOW
5	JEOPARDY	96	HEATHCLIFF
6	MID SOUTH W	96	GREAT AMERICAN HERO
7	ENTERTAINME	96	ROCKFORD FILES
7	PEOPLES COUR		BY RAPHAEL
9	JEFFERSONS		GALACTICA SQUADRON
10	BENSON		P FSHNG W/V WARD
11	FAMILY FEUD		MISSISSIPPI
11	KEY TO REBEL		
13	DIFFERENT S		
14	ONAHUE		N BASEBALL
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16	THATS INCRE		S GOSPEL SING
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20	MIDDLE-ATLANTIC WRESTLING		RAIN
20	TAXI		
20	WHATS HAPPEN	109	TALES FROM THE MARKSIDE
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34	DANCE FE	129	ANYTHING FOR MONEY
34	HOUR	129	BEVERLY HILLBILLIES
38	ANNUI	129	BUGS BUNNY AND FRIENDS
38	ONE DAY	129	DOOBIE BROS FAREWELL SPEC
38	SOAP OPERA SPECIAL		HARD ROAD GLORY-BLK ATHLETE
41	BENNY HILL SPECIAL	129	DREAM OF JENNIE
41	BLUE KNIGHT	129	INSPECTOR
41	LITTLE HOUSE ON THE	129	LEA
44	FAME	129	OF 122LY ADAMS
44	HART TO HART		PANTHER
44	NEWLYWED GAME		BARSKY AND HUTCH
44	POWER PBO WRESTLING		THREE STOOGES
48	HAPPY	129	VITAGERS
49	LOV	142	AM
50	DALLAS	142	
50	STAR		ENTERTAINMENT TONIGHT
50	WINNING HAND		IMPOSSIBLE
53	LETS GO TO THE		ONE
53	TRANSFORMERS	142	SUPER
55	DIVORCE COURT	142	WE
56	ALL IN THE FAMI		TRIC
56	HE-MAN MASTER		UNIVERSE
56	LIFESTYLES		UNIVERSE
56	TIC TAC DOUGH	149	DEWITCHED
56	TRAPPER JOHN	149	BILL DAN
61	BOY	149	BOB
61		149	ILL
61		149	LAND
61		149	NG
61		149	GRANT
61		149	NEW YORK HOT TRACKS
66	ARCHIE	149	POPEYE
66	CANNON	149	ROBO
66	MATCH G	149	OF SAN FRANCISCO
66	PUTTIN	149	OF
66	STAR SEARCH	162	MAN
66	WOODY WOOD	162	BUGS
72	ALL NEW LET	162	EMER
72	BARNABY JOH	162	FLAS
72	COUSTEAU ODY	162	GUN
72	LARRY GATLI	162	HOGA
72	POLICE STOP	162	HEROES
72	SCOOBY-D	162	I LOVE LUCY
78	HONEYMO	162	KUNG FU
78	KOJAK	162	LORNE GREENS NEW WILDERNESS
78	WILD W	162	MAKE ROOM FOR DADDY
81	BUCK ROGERS	162	MUPPET SHOW
81	CAROL BURNETT AND FRIENDS	162	PLASTIC MAN COMEDY ADVENTURE
		162	START OF SOMETHING BIG
		162	SUPERHEROES

Source: Arbitron Syndicated Program Analysis May 1985

New Excitement From
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Give that man a raise. A private plane whose landing gear could not be lowered provided some exciting video for wxjt Jacksonville, Fla., as station photographer Phil Whitley taped the successful efforts of a mechanic in a car to free the wheels.

mer assignments included Beirut and Tehran.

On July 3, newscasts at 5 and 6 p.m. were expanded to one hour to each to cover Testrake's return. During the 5 p.m. newscast, a KMBC-TV reporter appeared live from Washington's Andrews Air Force Base when Testrake's plane landed. When Testrake arrived in Kansas City his press conference was also carried live.

KOVR(TV) Stockton (Sacramento), Calif., anchors, reporters and photographers traveled to India, Ireland, Nicaragua and Japan last year. While in India, anchor Susan Blake obtained a U.S. television interview with Rajiv Gandhi in his position as Indian prime minister.

For three weeks last summer, KOVR broadcast all its news from a specially designed studio at the California State Fair. Viewers were able to watch the production of newscasts and experiment at television-related exhibits.

Sports was also news for the KOVR news team. When the Kansas City Kings basketball team decided to relocate to Sacramento, the station had the news live from the meeting in New York, including a live interview with one of the team's principal owners. KOVR was awarded the TV rights to the Kings games for the next three years.

KOIN-TV Portland, Ore., sent a crew along with an Oregon delegation, headed by Governor Vic Atiyeh, traveling to Japan to expand trade with that country and develop similar relations with China. The trip was detailed in nearly two weeks of daily reports and concluded with a half-hour special report.



Florida inferno. When wild fires devastated much of central Florida last May, WESH-TV Daytona Beach-Orlando, Fla., a member of the Conus satellite network, put its unit to work covering the blazes that raged over 30,000 acres destroying 200 homes and displacing more than 5,000 people. The station's *Newscenter 2* produced 13 program interrupts and bulletins. The Conus unit fed live pictures from areas outside the range of microwave facilities. Heaviest fires occurred on a weekend and the station called in all available personnel and maintained 24-hour coverage with nine teams reporting throughout the day.

When fires broke out some 60 miles south of San Francisco, **KICU San Jose, Calif.,** swung into action. It provided live updates every 30 minutes from the front lines during the five days of greatest devastation. Twelve other station staffers joined the 16-member news crew in logging 14-hour days to cover the blaze. Half-hour newscasts were expanded to 45 minutes as shifts in the fire's direction and changes in firefighters' strategy kept the station supplied with a steady flow of news. Live coverage began with the noon newscasts and was capped by the evening's 10 p.m. newscast, in which co-anchors Jan Hutchins and Ysabel Duron were in the field doing live reporting. The station's meteorologist kept abreast of wind changes and informed viewers what those changing conditions meant to their area.

According to independent **WTWG Washington,** it was the first station in the city to discover the identity of the U.S. Marine killed in the TWA hostage ordeal. Anchor Maury Povich contacted Robert Stethem's father two days before confirmation by Navy personnel. When the TWA flight attendant finally made the identification, Povich broke the story and was among a handful of reporters at the parents' house for an interview.

When the TWA hostages were released, the station expanded its half-hour newscast to an hour. Live interviews were set up with the Israeli ambassador to the U.S. and CNN correspondent Jeremy Levin, a kidnap victim in Beirut.

WTWG covered both the Democratic and Republican national conventions, broadcasting live updates each night from the convention floor, with a 10-20-minute update on the *10 O'Clock News*. On election night, reporters were assigned to all Maryland and Vir-

ginia congressional headquarters, and live reports via satellite were presented from the Mondale headquarters in Minnesota, Ferrarri headquarters in New York and Reagan headquarters in Los Angeles. According to the station, the extensive coverage paid off, with the station achieving a 25.7/35 in Nielsen and 22.4/33 in Arbitron for the 8-10 p.m. time period.

KPHO-TV Phoenix reporter Carlos Jurado was on his way to cover one story when he became involved in another. While en route, he heard a police report about two men trapped in a construction accident nearby. By the time he got to the scene, one man had died and the other was hysterical, trapped in a trench. None of the firemen on the scene spoke Spanish, the language of the survivor in the ditch, but Jurado did and he subsequently got into the trench and calmed the man down as firefighters fought to stabilize the walls of the trench. The effort proved successful, and the man was extricated without serious injury.

Widening the scope of its newsgathering range was the hope of **KCNC-TV Denver** when it added a Hubbard Communications Conu Newstar transportable satellite uplink truck to its news operation, and the satellite news gathering capability proved itself for the station when a plane carrying eight Denver residents crashed into the Colorado mountains. News crews in the Newstar and Copte 4 helicopter unit were able to report live from near the crash for the afternoon and new *Colorado Evening* newscasts, without the restrictions of having to drive report back to Denver or fly commercial airline from nearby mountain cities. The helicopter

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AUDIO CONTROL Yamaha PM-1000 16 x 4 audio console

- (3) UREI LA-4 Compressor/limiters
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- (2) Canon 18:1 lens
- (4) Triax CCU's
- (4) Vinten tripods, heads, & wheeled dollies, raincovers, spares, cases, & cable

Two Ikegami HL-79 Color cameras with

- (2) TA-79 Triax CCU's
- (3) Hippack/Triax adapters
- (2) O'Conner Hydropeds with wheels
- (2) O'Conner 50 heads
- (1) A.C. power unit
- (2) Studio viewfinder and lens controls
- (6) Anton-Bauer batteries, & chargers, raincovers, spares, cases & cable

ENGINEERING CONTROL (Video & Transmission)

- (6) Joystick camera controls
- Lenco dual sync, pulse, D.A., processing systems

Trompeter video normal patch bays

- (2) Ikegami TM-20 color monitors
- (1) Ikegami TM-14 color monitor
- (8) Ikegami PM-9 B & W monitors

- (6) Ikegami PM-5 B & W monitors
- (8) Tektronix 528 waveform monitors
- (1) Tektronix 520A vectorscope
- (1) Tektronix 1480R oscilloscope

- 2. **TAPE/UTILITY TRUCK** GMC 5-ton truck, 14 foot box, liftgate, gasoline, skirt boxes, dual gas tanks, side entrance with stairs, dual air conditioning, power load leveling with buck/boost transformers.

Positions for 5-1" VTR's and Chyron

Full audio/video monitoring, routing, & distribution

- (1) Tektronix 650 color monitor
- (1) Tektronix 1420 vectorscope
- (1) Tektronix 528 waveform monitor
- (1) Fernseh TSG-3000 sync generator
- (9) Lenco 1 x 6 D.A.'s

RTS intercom

Routing and matchbus switchers

Gray time code generator

Gray four channel SMPTE character generator

Roh audio D.A.'s

Full audio/video patching

- 3. **ONAN GENERATOR** 45kw 56.25 KVA gasoline generator on trailer

4. TEST EQUIPMENT

- Tektronix 454 oscilloscope
- Tektronix 520H vectorscope
- Tektronix 1503 TCR (cable test)
- Tektronix 146 test signal generator
- Tektronix 221 battery oscilloscope
- Two-Phillips 3214 25 M.H.Z. scopes
- Fluke D.V.M.
- Three-Simpson 260 voltmeters

5. ACCESSORIES

- Lowell: "D" kits, soft kits, reflectors, grip (lighting & grip)
- Sony and electrohome portable monitors
- Truck parts, spares, tools, and supplies
- Tools, test equipment, and replacement parts
- Lots of triax, audio, video, and multi cable
- Many adaptors, breakout boxes, 150 transformers, pre amps, text fixtures, shipping cases, and everything needed for complete turnkey field shop.

was also used at the scene of a Utah wilderness forest fire.

□

The anchors at **KWHY-TV Los Angeles** are involved in the news process from start to finish. The station's news contains a heavy financial, national and international slant. The three anchors-reporters constantly scan the wires and report the news in headline style, reading six or seven stories, each of which is approximately 10 seconds in length. Then stock market indices are reported, followed by more business-oriented national and international news. The anchors chose their own stories, rewrite and edit them, and select their own graphics.

□

WLS-TV Chicago's special assignment reporter, Jay Levine, played a small role in the recent hostage crisis in Beirut. Levine acted as a link between the 10 Chicago area hostages and their families, gathering notes for the hostages and then airing their replies during a 4 p.m. newscast. Levine also arranged for a live phone hook-up from a hostage farewell dinner held in Germany the night before the hostages returned. The hostages spoke to their families during WLS-TV's 10 p.m. news that night, and the next day footage from the dinner was shown.

□

Helicopters not only are reporting the news, but at times are helping to save lives. **KTSP-TV Phoenix** pilot Len Clements spotted and rescued a 13-year-old boy who had been lost in the wilderness north of Phoenix for over three days. The rescue came in the late morning, and the station carried the story on its noon newscast. In addition to the live coverage throughout the state the helicopter makes possible, it has also assisted local officials in other search and rescue calls.

□

When rioting occurred at Pendleton prison, **WTHR Indianapolis** decided to originate its early evening newscast there. But while reporting the demands inmates made after they took guards hostage, WTHR became a part of the story. A closed-circuit feed was set up so prisoners could hear and watch state officials and inmate leaders read a settlement announcement. The station covered the surrender of the prisoners and the release of two captives.



Hostage mediation on WTHR

Within 10 minutes of the shooting of two Missouri highway patrol troopers near Branson, Mo., on April 15, reporters and photographers from **KOLR-TV Springfield, Mo.**, were providing coverage from the scene. The crew made three live reports. On the night following the shooting, KOLR-TV added 10 minutes to the regular newscast to update the story. A suspect, David Tate, suspected of another murder in Idaho, was captured on April 20. KOLR-TV informed viewers of the capture with a half-hour special report, *Manhunt: The Final Chapter*. In May reporter, Sally Kernan followed the story with a six-part series on survivalist groups in Southwest Missouri called *In God We Trust*. Followers of groups called The Covenant, The Sword and the Arm of the Lord, The Children of Israel, as well as the Ku Klux Klan were questioned on their beliefs.

Other stories included live coverage of the inauguration of Missouri's governor in Jefferson City in which KOLR-TV acted as the originator in a five-station network. KOLR-TV cameras also covered the destruction of a tornado that struck the Springfield area on Oct. 16.

□

WFMZ-TV Allentown, Pa., used eight cameras and over a mile of cable to present live coverage of the two-hour address before the Lehigh County Chamber of Commerce of Allentown, Pa.'s native son, Lee Iacocca. During the night, a number of features on Iacocca's past were compiled through interviews on the banquet floor with his family, former teachers and business acquaintances.

□

Friday, May 31, was going to be a long day for news staffers at **WTAE-TV Pittsburgh** with the U.S. attorney expected to announce indictments in a drug scandal in Major League Baseball. Employees were up and going by 5 a.m. preparing to cover grand jury testimony that lasted most of the day. By late afternoon the first indications that bad weather was on the horizon appeared. By 6 p.m., tornado warnings had gone out for the area and by 9 p.m. the storms had passed. But by then 20 tornadoes had touched down, killing nearly 100 people and causing million of dollars of damage. Back came news staffers who had worked all day on the drug case. Live coverage for the 11 p.m. newscast was set up. The station dispatched overnight crews and by morning 10 reporters were gathering reports



Tornado coverage on WTAE-TV

of the devastation in eastern Ohio and northwestern Pennsylvania using the station's own helicopter, two rented choppers and a rented plane. Reports continued throughout Saturday, providing victims with information for obtaining help.

□

WDSU-TV New Orleans went live for much of the afternoon when Louisiana Governor Edwin Edwards was indicted on federal racketeering charges. The station had four crews at one time covering the courthouse and switched from there to the state capital, live, several times to gather reaction. Special reports on the background of the case had been prepared weeks earlier. The 6 p.m. newscast was expanded to one hour to cover the story.

A record freeze coupled with a local power outage caused many residents to be without electricity on the coldest day of the year. The station brought in all its staffers to cover the story, and the station set up a live discussion of the problem with utility officials and government regulators.

Station photographer Henry Vigreux became part of the story when he was arrested while shooting video of New Orleans Bridge Police arresting another man. Federal civil rights indictments were eventually handed down against the officers and all four were found guilty. WDSU followed with reports about other bad experiences residents had with the Bridge Police.

□

After a grain storage building exploded near downtown **Knoxville, Tenn.**, shortly after 11:30 a.m., **WATE-TV** there had a live remote at 11:58, just in time for its noon news. Several live reports were aired throughout the afternoon. The station's coverage earned it a first-place award for spot coverage from the Tennessee Associated Press.

□

Noncommercial **KTWU Topeka, Kan.**, has begun presenting 90-second updates on the activities of the Kansas legislature. They are shown each night immediately after the *MacNeil/Lehrer NewsHour*.

□

In January, two camera crews from **WSB-TV Atlanta** rushed to Dobbins Air Force Base after hearing a radio report that a Galaxy airplane was having trouble landing. The plane was forced to land with one wheel



Crash landing on WSB-TV

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down. The crews arrived in time to capture the scene from two different angles.

□

WJXT Jacksonville, Fla., improved its spot news coverage in the past year when it joined with other six stations in the Florida News Network. The stations use mobile Ku-band uplinks to satellite stories to one another. WJXT provided live coverage of the massive fires that raged in the central part of the state in May and followed the path of Hurricane Bob from a base in Charleston, S.C.

□

Two shooting incidents were highlights of **WKW-TV Cleveland** coverage. In the first case, a man entered the station, demanded to talk with a reporter, and then pulled two guns and pointed them at his own head. WKW-TV News Director Tony Ballew, reporter Mike O'Mara and photographer Roger Powell responded to the call from the station guard, and Powell taped the proceeding while the others waited for the arrival of the Cleveland



A shooting inside WKW-TV

SWAT team. After two-and-one-half hours of negotiation with the team the man killed himself with a shot in the head. The 6 p.m. news carried the story, which was handled by O'Mara, with reporter Carl Monday doing a sidebar on the SWAT team and reporter Mike Conway doing a sidebar on the gunman's background.

In another shooting incident, a man entered the main branch of the Cleveland library and shot randomly at patrons, killing one woman and seriously wounding two. He later said he hated women, and was convicted of murder. WKW-TV said it exposed the man's lengthy criminal record in an exclusive report the night of the shooting.

□

National stories had special significance for **WAVY-TV Portsmouth, Va.**, last year. In May, the station featured the FBI's arrest of John Walker and his son, Michael, on charges of espionage. WAVY-TV covered the arraignment of the two in Baltimore, and also aired stories on security at local military facilities.

The hijacking of TWA Flight 847 was also a local story for WAVY-TV. On board the plane were a newlywed couple from Portsmouth and a number of Navy personnel stationed in the area. The Defense Department requested that WAVY-TV not reveal the affiliation of the Navy men. Once their identities became common knowledge, however, the station

reported on the vigils of their families and friends. It also carried live reports of their return to the Norfolk (Va.) Naval Base.

□

When a Delta Airlines flight en route from Fort Lauderdale, Fla., crash-landed at Dallas-Fort Worth airport killing 133 people earlier this month, **WPLG Miami-Fort Lauderdale** chartered a Lear jet to fly two crews and a producer to the scene. WPLG, one of four Florida stations that developed specialized Ku-band satellite newsgathering facilities as part of the Florida News Network founded earlier this year, had its crews work through the night to contribute live remotes to a special report and expanded its 6 p.m. newscast the next day. Joint SNG efforts of the Florida network, which uses Dalsat custom-designed portable Ku-band uplinks and satellite time purchased from GTE Spacenet, have also allowed WPLG to bring its viewers coverage of the Pensacola abortion bombing trial, the largest outbreak of brush fires in the state's history, the discovery of Spanish treasure off Key West and other regional news events.

□

For six straight nights **WLUK-TV Green Bay, Wis.**, aired live half-hour specials from Oshkosh, Wis., during the annual fly-in and convention of the Experimental Aircraft Association. The specials included taped highlights of the air shows and convention activities and interviews with celebrities, pilots and aircraft designers. There was also a special look at the Concorde, which made its first Midwestern landing during the convention.

□

Using its Conus Newstar van, **WBTV Charlotte, N.C.**, broadcast live from the site of a collapsed tunnel on Interstate 40. Reporter John Carter reported during the 6 p.m. newscast on March 5 that a rock slide had collapsed one tunnel in mountainous Haywood county, N.C., and damaged another.

□

Investigative reporter Jim Taricani of **WJAR-TV Providence, R.I.**, got the first local exclusive interview with Claus von Bulow after his acquittal on murder charges in June 1985. Taricani had cultivated von Bulow as a source for a number of years and had gained exclusive interviews with him in the past three years during other court proceedings and the first trial. Within 90 minutes of the verdict, von Bulow was in WJAR-TV studios for the interview.

The station also covered the ongoing story of a 4-year-old found dead in Pawtucket, R.I. The child had initially been reported missing and the station was at the parents' house preparing for a live shot on the 6 p.m. newscasts when word reached the home the dead baby had been found. But in the months that followed, the parents came under investigation. The station went live from Bloomington, Ind., where the mother had been staying when her arrest warrant was issued. There were also subsequent live shots from Bloomington as the investigation continued.

□

The political season provided an opportunity for **WBNG-TV Binghamton, N.Y.**, to cover a visit of President Reagan to an IBM facility in Endicott. The station covered his arrival live at the airport, originated pool coverage at the IBM plant and provided live coverage of a political rally later at a local high school.

On the night of the election, WBNG-TV used its computerized vote tabulation system and Colorgraphics computer system to gather and illustrate election races. The tallying was aided by some 260 poll watchers stationed throughout the area. The computer system enabled the station to forecast the winners before victory statements came from the candidates. Five live remotes were set up from area campaign headquarters to report on election activities there.

□

KOB-TV Albuquerque, N.M., with its signal reaching some of the nation's most remote areas, this year extended the reach of its news department with the addition of Ku-band satellite news gathering capabilities. Since January, the station has used its new



KOB-TV at ground zero

Hubbard Communications' Conus Newstar transportable uplink to broadcast a live 40th anniversary report from the Trinity site, the military reservation near Alamogordo, N.M., where the first atomic bomb was detonated in July 1945, and also to air an entire newscast from Truth or Consequences, N.M., over 100 miles away, 34 years after the town's renaming. In addition, the SNG vehicle provided numerous variety pieces and live remotes on location at breaking news events, such as plane accidents and forest fires.

□

On the night before election day last year, President Reagan and his campaign staff decided to swing into Minnesota for a last-minute stop in his opponent's home state. Air Force One was already on the way when **KTTC Rochester** got the word. Three camera crews were immediately sent to the scene, and a three-part report was ready in time for the evening news. This effort won KTTC an honorable mention for spot news from the Minnesota Associated Press.

□

WOWK-TV Huntington, W. Va., covered live the murder trial of a woman accused of killing her young child. The inside-the-courtroom coverage was the first that presiding judges in the state allowed. The station covered the handing down of the guilty verdict and reaction to that decision.

WOWK-TV also covered the visit of ac-

cused killer Henry Lee Lucas to Huntington. Lucas had been convicted of murdering a police officer in Huntington. The station said it aired exclusive tape of his arrival in the city and gained an interview with the Texas ranger who accompanied him to town. WOWK-TV cooperated with WFAA-TV Dallas, exchanging footage on the Lucas story.

And a footnote to an investigative piece wowk-TV did last fall on the state's mail-in forms to register to vote in which two of the station's reporters were jailed (BROADCASTING, Oct. 29, 1984). The reporters filled out several cards, signing their own names but with different addresses. Although the reporters were caught and arrested, they were cleared of charges. Prosecuting attorney John Cummings said: "WOWK-TV may be commended for their interest in voter fraud and voter registration fraud, but the way to show this interest is not to intentionally violate the laws of this state." But Cummings added that the station was cooperating with his office, which eventually turned up some voter fraud cases.

□

Nearly 10 hours of unscheduled news coverage was aired by KYW-TV Philadelphia during the week of the MOVE confrontation with police. And at the end of the week a half-hour special put the events into perspective.

□

When a gunman took hostages at a junior college in Temple, Tex., KTBC-TV Austin, Tex., some 70 miles away swung into action. A news crew took the station's helicopter to the site, shot some aerial video and got additional ground video from the CBS affiliate there, KWTX. An hour and a half after the drama began, KTBC-TV was back in Austin in time for a live report on the 6 p.m. newscast. Some 13 minutes earlier, the helicopter feed got routed through the CBS loop from Austin to San Antonio and then linked by satellite to the network news in New York.

□

KWWL-TV Waterloo, Iowa, covered the pit stop in that town for an across-the-state bicycle race. A news crew had spent a few days on the road with the cyclists, shooting file video. The station went live at 6:30 the evening most of the riders and support personnel stayed in Waterloo, but coverage had to begin hours earlier when the first rider arrived in town at 9 a.m. Some 10,000 people went to Waterloo that day for the race.

□

Just 14 months after Archbishop Bernard Law was installed in the Boston Archdiocese, Pope John Paul II elevated him to the Sacred College of Cardinals. WCVB-TV Boston sent anchors Chet Curtis and Natalie Jacobson, special correspondent Clark Booth and a team of producers, photographers and technicians to cover the elevation. The station carried the ceremony live at 4:30 a.m. and produced a special two-hour program to air that evening in prime time. Live news coverage began six days before the consistory and continued until the new cardinal returned to Boston almost two weeks later.

Spot news coverage was given a boost at WCVB-TV last November when the station

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purchased a \$500,000 Ku-band portable satellite uplink van. During elections, the station went live from four New Hampshire sites and relayed the signals back to the station via satellite. It also used its "Newstar 5" to go live from the scene of a train wreck and the resulting fire in a cargo of hazardous chemicals.

The big news at KTTV(TV) Los Angeles this year has been the addition of a half-hour prime time newscast at 8 p.m. The station also has one-hour newscasts at 11:30 a.m. and 10 p.m. The new newscast has picked up a four Nielsen and Arbitron rating, the station says.

One of the local Emmys the station won this past year was for their coverage of a sniper incident in a schoolyard. In addition to covering the police and SWAT team activities, KTTV interviewed school officials, parents of students caught in the schoolyard and paramedics on the scene. Three people died in the attack.

Another award-winning portion of the KTTV news is the "Crime Stop 11" segment on the late evening newscast. Described as a "television neighborhood watch" program, it covers crimes, missing people, wanted suspects and crime prevention and safety techniques. It won an award from the Los Angeles police department this year.

Among the hostages on TWA Flight 847 was the Peel family from Hutchinson, Kan., and KWCH-TV Wichita sent a crew to Frankfurt, Germany, to cover its arrival in friendly territory. During the ordeal, KWCH-TV arranged interviews with other members of the Peel family in Kansas on CBS. From Frankfurt, the station was able to air live footage of the hostages' arrival. And KWCH-TV also got an exclusive interview with the last member of the family to be freed, Bob Peel Jr. When the hostages returned to Hutchinson, the station broke into regular programming with a live report.

The farm crisis was a big, ongoing story for KPTV-TV Sioux City, Iowa. The station arranged for a live landline from the city's municipal auditorium to provide coverage of many farm crisis rallies. And a five-member team traveled to Washington, accompanying farmers who were marching there. The station originated live, by satellite, the first half of three consecutive evening newscasts from the capital, a first for an Iowa television station, it said. In addition, two half-hour, prime time specials were aired on the crisis.

On the night of city council elections in Pensacola, Fla., WJTC there and the *Pensacola News-Journal* teamed up for live election coverage. The two set up election central in the station's newsroom and received phone reports of each precinct from the League of Women voters. Newspaper personnel tallied the results and passed them to the election anchor to air. Included in the 90-minute coverage, hosted by the station's news director and the paper's local personality columnist,

were commentary and analysis. The day before, the station gave candidates free air time to express their views on the issues.

Fourteen hours of live local coverage of the Gary Dotson rape case were provided by WBBM-TV Chicago. Daytime programming was pre-empted on three days, as reporter Phil Walters followed the story of the imprisoned rapist whose accuser, Cathy Webb, later denied the rape had happened. Walters obtained exclusive interviews with Webb's foster parents and pastor in New Haven, Conn., and was on the scene when Illinois Governor James Thompson granted Dotson clemency.

The outbreak of salmonella in Chicago received immediate news coverage by WBBM-TV. The station alerted the public to the epidemic by airing a 45-minute news special, *Salmonella: The Mystery*, with a panel of experts to answer viewer questions. Over 17,000 people were infected by the bacteria. A WBBM-TV salmonella hotline was open for viewer calls throughout the day.

Wis-tv Columbia, S.C., covered the first execution in the state since 1963. Coverage from the studio began shortly before the scheduled 5 a.m. execution and was intermixed with taped pieces on the case and live



Execution vigil on WIS-TV

reports from the prison's media room and from the death penalty demonstrations outside the prison. In addition, advocates on both sides of the issue appeared live in the station's studios for a 45-minute discussion.

The Carolina News Network, a microwave hookup among four North Carolina TV stations, has provided WFMY-TV Greensboro with the ability to make the most of major regional stories. For instance, the station said it was the only station in its market with live coverage of Hurricane Diana from the coast 200 miles away last September.

Using the Carolina Network's resources to obtain a satellite uplink for back-up feeds in case the microwave system wouldn't work in the weather (it actually did hold up), WFMY-TV carried live reports throughout the storm, while meteorologists Randy Jackson and John Bulatewicz aired hurricane advisories and tracked the storm by radar and weather computer. The station also sent out crews last month for live remotes from the coast when Hurricane Bob turned inland.

Being in the right place at the right time can turn into a beat, as WJLA-TV Washington photographer Gino Bruno found out. On his way to another assignment, he noticed a kerosene tanker leaking fuel as passing motorists signaled the driver to stop. Soon after the driver got out of the truck and cleared the highway, the truck exploded, which Bruno captured on video.

The satellite news gathering truck the station acquired (it's a part of the Conus network) has helped the station cover breaking stories far from Washington. When convicted murderer Bernard Welch was recaptured in Greensburg, Pa., a news crew in Hagerstown, Md., joined the Newstar 7 vehicle which had been covering the Redskins in Carlisle, Pa. The station aired an interview on the late news with the policemen who made the arrests and the landlord who had rented a room to Welch. The mobile satellite unit also was used for coverage of the emerging Walker spy scandal. The station traveled to Norfolk, Va., and Baltimore to cover the arrangements.

A crew from WTAJ-TV Altoona, Pa., just happened to be at the Pennsylvania state police barracks in Hollidaysburg on the night of March 27 when a woman ran in telling police that her husband had threatened her and that he was waiting for her outside in a truck. Police pursued the man back to his house where he shot and killed one of the officers. A second officer killed the man. A WTAJ-TV crew was there minutes after the incident and was able to present a report, including interviews with neighbors, for that night's 11 p.m. news. Coincidentally, a story on police training in cases of shooting incidents in the dark aired that night. The story was followed the next day with a profile of the gunman and an interview with a psychologist on violence against police. Later WTAJ-TV covered the funeral of the slain policeman and interviewed members of the gunman's family.

News crews from KENS-TV San Antonio, Tex., traveled far to cover breaking news. The station provided coverage of the national Mexican elections and accompanied local leaders on a trip to the Far East to look for companies willing to invest in the San Antonio area. Out of the trip came an hour documentary, *Present Friends, Future Partners*.

One news series KENS-TV undertook examined infant deaths across the country due to the drug E-ferol. It led to the DA's consideration of murder charges against the manufacturers.

Politics being big news in Washington, WRC-TV there set out to provide comprehensive coverage of campaign 1984, from the Iowa caucuses to the November election. Many of anchor/reporter Susan King's "cover stories" were about the campaign. Station correspondents reported live from Boston, New York and Atlanta on Super Tuesday's slate of six primaries. The station sent four anchors/reporters, three producers and seven technical assistants to each of political conventions

last summer. Exclusive live reports were aired from Philadelphia, Louisville and Kansas City the nights of the three presidential/vice presidential debates. On election night, WRC-TV reported live from nine locations including Reagan headquarters in Los Angeles.

The Home State banking crisis was a story with immediacy for WCPO-TV Cincinnati. The station reported from Columbus, Ohio; Washington, and Florida as well as the Tri-State area (Ohio, Kentucky and Indiana), covering the story from the time it broke, in March 1985, through the scheduled reopenings of the last savings and loans, in July 1985.

Anchorman Don Postles of WKBW-TV Buffalo, N.Y., with guest commentator Father Art Smith, covered the three-hour mass said by Pope John Paul II at Toronto's Downsview airport. During the papal visit to Canada, WKBW-TV was able to get a number of sidebar stories directly from viewers by setting up a Pope Hotline.

WIXT Syracuse, N.Y., made it easier for itself to cover the state fair in that city. For 10 days it moved the whole news operation to the fair site, taking a mobile newsroom, edit pack and satellite-delivered wire service to a trailer on the fairgrounds. A mobile production unit was built inside the microwave facility and another building erected for the set.

Based on that success, the station decided to cover live the two-and-a-half-hour St. Patrick's Day parade in downtown Syracuse with its two microwave units and six camera positions.

On the hard news front, the station went live when the mayor announced he would not seek re-election. The story was covered extensively in the evening newscast, and the late-night news was expanded to house the appearance of the four announced candidates for the post.

The cameras of KTVV Austin, Tex., followed Texas Governor Mark White's April trip to Honduras, near the Nicaraguan border, where he viewed military maneuvers conducted by troops from the Texas National Guard. The Nicaraguan government claimed that the Texans had tried to provoke a confrontation with their troops during the exercises and that White's trip was a tool to gain political popularity. KTVV aired reports sent by satellite and airplane for each newscast for four days.

KRIS-TV Corpus Christi, Tex., pulled out all the stops to cover the Navy's decision to dock the battleship Wisconsin in that port. The station went live both from Washington and Corpus Christi. The announcement had capped some two months of stories the station did on the site selection process, the impact on the area selected and the Wisconsin itself in its dock in Philadelphia. Satellite

coverage and video from stations in other cities along the Gulf Coast that had vied for the ship were used in covering the story.

WJET-TV Erie, Pa., sent its news director, Eric Johnson, to China, along with a trade mission from Erie that was signing a "sister city" arrangement with Zibo, in Shandong Province. Johnson arranged for live satellite transmission through the China News Agency and Bonneville Communications as a special feature on WJET-TV's 11 p.m. news.

As an inexpensive way to improve its spot news gathering WREX-TV Rockford, Ill., created the "Dateline News Network," composed of approximately 60 home video camera owners. The first submission in April was footage of an explosion and fire in downtown Rockford, which was used by both WREX-TV and ABC News.

A reporter and photographer from WPTV Palm Beach, Fla., accompanied Florida Governor Bob Graham last October during his tour of the Caribbean where he talked with leaders of various countries on trade with his state. Several live reports on the trip and interviews with the governor were sent back by satellite. In September, WPTV sent a

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 KSDO Radio

Consumer Magazine

Gold Award (First Place)
 "The Pain in the Neck That's Not Tension"
 Betty Christiansen
 Bestways Magazine



Bronze Award (Runner-Up)
 "Unlocking Pain's Secrets"
 Claudia Wallis
 Time Magazine

Bronze Award (Runner-Up)
 "Hold the Eggs and Butter"
 Claudia Wallis
 Time Magazine

Television

Gold Award (First Place)
 "The Elderly: Pills and Problems"
 David Rummel/Geraldo Rivera
 ABC-TV 20/20

Bronze Award (Runner-Up)
 "The Hidden Handicap"
 Lee Ann Soowal
 WYFF-TV

Bronze Award (Runner-Up)
 "Medical Myth-Buster"
 Abby Melamed
 KGO-TV

Newspaper

Gold Award (First Place)
 "Coming of Age"
 The Journal Staff
 The Journal

Bronze Award (Runner-Up)
 "The Bad Back"
 Diane Eicher
 The Denver Post

Bronze Award (Runner-Up)
 "Nation's Medical Cost Starts to Hemorrhage"
 Ronald Kotulak
 Chicago Tribune

Special Interest
Gold Award (First Place)
 "Editorial Cartoons"
 Dick Locher
 Chicago Tribune

Bronze Award (Runner-Up)
 "Sport's Newest Casualties"
 Jay Stuller
 Kiwanis Magazine

Special Award-Investigative Reporting

"The AMA's Conspiracy Against Chiropractic"
 R.B. Kelly Snodgrass, D.C.
 East West Journal

CLOSING DATE FOR 1985 COMPETITION MARCH 1, 1986

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camera crew up in a research plane to get pictures of tropical storm Isadore as it hit the coast of Palm Beach county.

President Reagan and Pope John Paul II were two international figures covered by WTOL-TV Toledo, Ohio. The station sent reporters to Lima, Ohio (about 75 miles south of Toledo), and to Deshler (about 55 miles away) to cover Reagan's train trip through the state and to Toronto for the Pope's visit. The President's stop in Deshler occurred during WTOL-TV's evening news, enabling the stations to

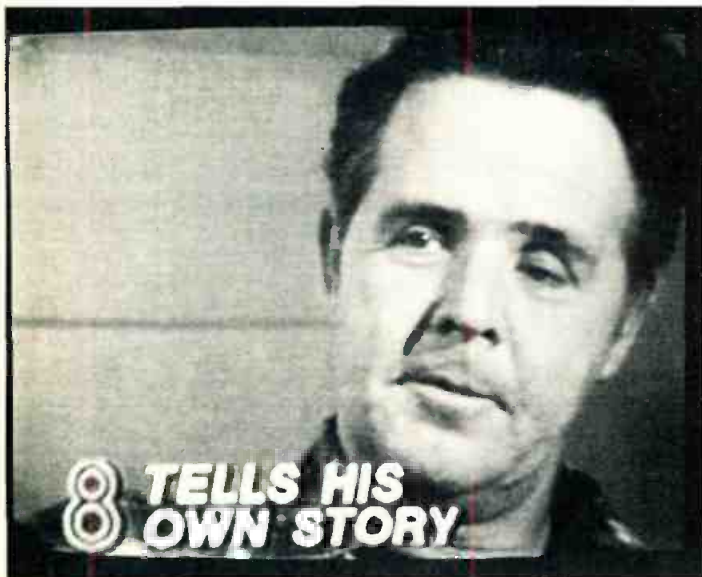
cover parts of the President's remarks live.

When a natural gas plant in Mexico City exploded and killed 800 people last November, KCBS-TV Los Angeles sent a crew there and was on the scene live for its 6 p.m. newscast. Rather than dubbing an interpreter's voice, the station let those interviewed speak in their native language with translations following the quotes. The station's commitment to the story lasted more than a week. It followed the collection of food and medicine in Los Angeles and then

returned to Mexico City with the Red Cross to show how those contributions were used in the relief effort.

A fire at a chemical company in Coachella, Calif., sent KESQ Palm Springs, Calif., to the scene, where it sent back live bulletins throughout the day. Coverage also told nearby residents of evacuation plans and emergency resource centers. The station followed its reporting that day with a half-hour public affairs special at the end of the week about the fire, with the reporters on the scene serving as guests on the program.

Investigations, documentaries: probing below the surface



Lucas investigation on WFAA-TV



Asbestos watch on WLEX-TV

WFAA-TV Dallas took the lead in investigating whether all the mass confessions of alleged killer Henry Lee Lucas were true. The station began investigating in November 1984 and turned up evidence that Lucas could not have committed all the murders authorities believed. WFAA-TV ran down information that Lucas was in one part of the country when he was allegedly committing murder in another part. The reports added fuel to the special grand jury's investigative into whether law officers helped Lucas confess by leading him on. As a result, a number of law enforcement offices reopened murder investigations attributed to Lucas.

An investigation into bingo in northern Texas turned up a number of promoters bilking millions of dollars that were earmarked for charity. The series documented the illegal activities of some bingo promoters. Newspapers and local officials also began investigation strengthened its regulations and enforcement of bingo games.

Another investigation turned up the waste of tax dollars in almost every agency of the state government. The three-month probe found elected officials using state aircraft to take private vacations at luxury country clubs on the West Coast. Board members attended meetings by traveling in a \$400-an-hour state jet. Another study turned up illegal contracts by state officials. As a result of the investigation, a number of bills were

introduced to curb the waste.

FBI tape of the president pro tempore of the Mississippi state senate accepting a bribe was shown exclusively on WJTV Jackson, Miss., according to news director, Walter Saddler. The tape showed the senator taking money, which a federal jury later found was meant to buy his influence in getting a bill passed through the state senate, from the trunk of an automobile. The man was later convicted of extortion and resigned from the senate. WJTV reported live immediately after the guilty verdict was announced.

Two WLEX-TV Lexington, Ky., reporters risked personal injury to get to the bottom of two issues. The use of stun guns by city police had been much debated in the community. Reporter Steve Collier arranged to use a local hospital emergency room and its staff, wired himself with a heart monitor and reported a first-person story after he was "stunned" by a 9 volt weapon.

Reporter/videographer Tim Weldon donned protective clothing to tape removal of asbestos, a sometimes harmful substance, from schools and office buildings. Weldon followed workmen into a school, wrapping his camera, recorder and cable in plastic garbage bags, and taped their progress in clean-

ing up the asbestos.

It was a busy year for investigative reports at WRC-TV Washington, with the station airing 37 special series and seven investigative reports. One eight-month investigative into missing children and child sex rings across the country produced information about the possible location of missing child in Florida. The station stumbled into another story on area discrimination. In 1967, reporter Jim Upshaw did a story on a court order against the discrimination practices of a Virginia restaurant. In December, Upshaw and a news crew, which included two blacks, visited the restaurant but was told coffee would cost them "\$500 a cup." Because of the ensuing story, the FBI and Justice department investigated; the owner pleaded guilty to criminal contempt and was subsequently sentenced to jail.

KRON-TV San Francisco "Target 4" reporter Mike Cerre revealed that a top Agriculture Department official helped design a crop subsidy program that allotted \$900,000 to a farm in which he was a partner. After the station aired the reports, called "PIK'd Clean," the Justice Department launched an

investigation. Despite finding violations of policy and ethics, Justice's public integrity section concluded that prosecution of Everett Rank wasn't merited. The department warned the USDA to make sure that Rank didn't violate conflict of interest laws in the future and ordered him to attend ethics orientation sessions.

KRON-TV devoted a commercial-free half-hour to a documentary on the lives of doctors, nurses and others at San Francisco General Hospital dedicated to the fight against AIDS. A three-part preview series based on the show also aired as "Cover Story" segments a week earlier.

Another commercial-free half-hour documentary on KRON-TV examined the 10th anniversary of the American withdrawal from Vietnam. *Healing the Vietnam Wounds* looked at the impact of the war through the experiences of a Vietnamese refugee, veterans, draft dodgers and interviews with Eugene McCarthy and Gerald Ford.

□

A documentary crew from KMOL-TV San Antonio, Tex., spent two weeks in the Rio Grande Valley in southern Texas to examine the plight of the residents there. In the past year, they had gone through a major freeze, drought and flood, and suffered economically because of the devaluation of the peso. The report focused on people looking for the American dream, and discovered the inability of some Texas counties to formulate regulations to help residents and developers who took advantage of local residents. The docu-



WPIX(TV) New York said it gained an exclusive interview with subway "vigilante" Bernhard Goetz after Goetz turned himself in to New York police.

mentary won the Sidney Hillman Foundation award, the first nonnetwork production in more than 20 years to win it, the station

The station is in the second year of its Call Four program, which handles problems called in by the public. The station reports that 95% of the nearly 9,000 problems logged were solved in the first year of operation. Calls have ranged from street flooding to sheep running loose on the highway. After several months of research, the program was launched. Three major civic organizations located volunteers to staff the problem-solving wing, with the station's consumer reporter airing the solutions. An independent chamber of commerce survey found Call Four to be the fourth most effective problem

solver in the area, behind the mayor's office and two local law enforcement agencies.

□

An investigative report of interest to millions of people in the New York area appeared on WCBS-TV New York. Gasoline dealers, it was revealed, were selling bootleg gasoline with octane below advertised levels, costing car owners \$200 million a year in car repairs and overcharging. The report also said major oil companies have misrepresented the gasoline they sell, but that gasoline retailers knowingly bought and sold gasoline of poorer quality and advertised it as higher quality. After the series aired, the New York state attorney general announced enforcement actions, including tougher penalties for overcharging and misrepresentation, and the New York City Council held hearings on the problem. When WCBS-TV said it had received more than 8,000 written requests from viewers for a list of the stations that sold falsely advertised gasoline, the New York City Department of Consumer Affairs compiled one. Copies of WCBS-TV's investigative report, made available by the New York State Petroleum Council, were sent to New York state senators, assembly members and employees of the governor's office.

Health code violations in New York City public schools were explored in a two-part report that traced the problem back to school custodians. According to WCBS-TV, its reporter visited schools to check out some of the health hazards listed by the department of health, including peeling paint and plaster, mice and roaches, greasy cafeteria floors

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and playgrounds piled high with lumber and broken furniture. He learned that the problem was that school custodians were not required by their contracts to do the maintenance work, and that many earn \$60,000 per year and go to work in three-piece suits. WCBS-TV says contract negotiations are now under way and that the board of education is trying to change the contract.

To illustrate the problems of apartment hunting in New York, WCBS-TV designed an animated board game showing the apartment hunter encountering traps such as phony fees, imperfect leases, sublet schemes and rent rip-offs. Part of the story also featured footage shot by a hidden camera showing landlords and rental agents asking for illegal fees and leases.

Other issues examined by WCBS-TV were teen-age crime: teen-age drinking, the "border war" between New York and New Jersey, and New York immigrants. Documentaries on the beauty of the Hudson river, local youths who made a music video and the Mets aired during the year as well.

□

Mishandled autopsies in the Cook county Medical examiners office were discovered by WBBM-TV Chicago, leading to the resignation of one medical examiner, suspension of another, institution of a peer review system and organization of a forensic unit within the morgue. *Dead Wrong*, reported by Pam Zek-



Forensic investigation on WBBM-TV

man, found that pathologists had failed to identify numerous homicides, drug overdoses and cases of child abuse, instead reporting the causes of death as "unidentified."

No Place Like Home was a one-hour WBBM-TV documentary focusing on urban poverty among women and children. After the program was aired, viewers donated \$10,000 to a Chicago shelter the news team had visited, and 2,500 people called to offer their service, clothing and furniture.

A five-part report, *Churn and Burn*, exposed banking commodities fraud. Viewers were warned about high-pressure brokers who promised quick profits at low risk, charging exorbitant management fees and commissions and then churning the accounts by making unauthorized trades. As a result of WBBM-TV's investigation, the National Futures Association has tightened its rules and is conducting its own investigation.

□

KHOU-TV Houston worked in cooperation

with the American Cancer Society in researching which aspect of cancer needed more public awareness. They decided to focus on breast cancer and the station began work on a five-part series to coincide with National Breast Cancer Week.

Part one of the series identified the problem of breast cancer (3,000 Texans would get the disease this year) and showed an actual breast self-examination. "This was a gamble," the station said, since such exams are normally not shown on the air. "However, the impact of this segment was enormous and received greatly by the public," it said. Part two covered mammography, the method of early detection and actual mammogram testing was shown. "People in the medical profession absolutely loved it as it helped to dissipate what they report as public fear and misconception about mammography testing," the station reported. Part three covered little-talked-about male breast cancer which accounts for 1% of breast cancer patients. Part four examined surgery and breast cancer treatments, focusing on the relationship between early detection and degree of radical surgery and the progress being made in surgery. Part five dealt with coping with the disease and the various programs available to patients. The series was followed with updates.

It was promoted with ads in *TV Guide*, on local radio and with on-air promos. More than 10,000 pamphlets were distributed to libraries, school districts, doctors and the Cancer Society. In conjunction with a local hospital the station set up a phone hotline; the number was announced after each series and logged more than 10,000 calls over a week.

□

Noncommercial KQED San Francisco produced a three-hour program featuring several controversial films on abortion called *The Abortion Battle*, which is scheduled to air nationwide over the Public Broadcasting Service on Sept. 18. According to KQED, public stations will have the option of airing either a "finished" three-hour package produced by KQED, including the six major pieces acquired by KQED and wrap-around segments; or, a "do-it-yourself kit" which enables individual stations to produce their own more localized version. The latter includes the major films, background information on abortion, a list of related resources and films, and suggested guest experts to be interviewed.

□

The crew for *Evening Edition*, the six-minute documentary series shown nightly on noncommercial KCTS-TV Seattle, traveled to the sites of last summer's Republican and Democratic conventions. The crew included two reporters, a videographer, an audio technician and an engineer. Each night the reporters rotated, with one at the convention site and the other in the hotel suite editing video tape which was later transmitted by satellite back to the KCTS-TV studio.

□

To mark the 10th anniversary of the withdrawal of U.S. troops from Vietnam, WBZ-TV Boston sent reporter Dennis Kauff to Bank-

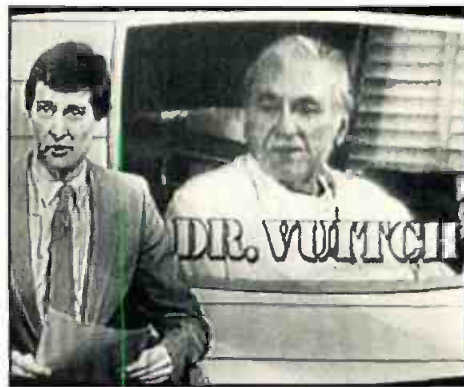
kok, Thailand, to report on the state of Southeast Asia today. Along the Cambodian-Thai border he found refugees fleeing from continued fighting in Cambodia. Among the refugees are children of American servicemen, Amerasians, who have escaped from Vietnam. Kauff followed the story of one teen-aged girl who was reunited with her father in Boston after a 15-year fight to get her out of Vietnam.

A March WBZ-TV investigative report revealed a scheme involving gun-running between Boston and Ireland. It was learned that the suspect in a federal investigation, believed to be a hit man for organized crime, was allegedly smuggling drugs to finance the gun-running operation. Reporter Joe Bergantino went to Belfast and Dublin in April to meet with officials of the IRA and the British government. His four-part report followed the smugglers, their cargo and the victims of the violence in Ireland.

Jeanne Blake learned in September 1984 of "packs," a new drug that was believed to be responsible for 10 deaths in New England. Packs is a combination of three drugs: Dorden, Tylenol and Codeinde. The ring that was allegedly selling packs was broken up in October.

□

WDVM-TV Washington won its fifth George Foster Peabody award in nine years for a segment on an unlicensed abortion clinic in the city. Reporter Mark Feldstein undertook



WDVM-TV's Peabody winner

a six-month investigative which resulted in the clinic's closing, criminal charges being brought against its owner-operator and emergency legislation being passed by the city.

The investigation began with confidential memos the station secured from the District government, which cited repeated health and safety violations. Despite repeated complaints and a number of malpractice suits filed by patients against the doctor, the clinic's license had been renewed by District officials until 1982. Since then, it had been operating without a license. The station found no trouble in talking to the doctor and five women who said they suffered medical problems because of their treatment.

As part of the investigation, a station staffer went to the clinic for a pregnancy urine analysis and abortion counseling. The woman was told her test was positive and she could come in for an abortion that afternoon. The urine sample submitted, however, was that of a man. Within three weeks after

was that of a man. Within three weeks after the three-part series was aired, the District Attorney closed the clinic and filed criminal charges against the doctor.

□

An investigation by **KTBC-TV Austin, Tex.**, turned up a child pornographer. The station received a tip that an area man was printing and distributing child-sex pamphlets from his home. **KTBC-TV** located his address and went for the booklet. When it was received, the station turned over the material to the county attorney's office. The man was arrested and his trial is pending.

□

WMAR-TV Baltimore undertook a number of documentary projects in the past year, tying the past, present and future together. In one nine-part report, the station contrasted the graduation class of 1985 with that of 1965. Twenty years ago the nation was going through the civil rights movement, urban student unrest, and the Vietnam war. The effect it had on that generation was compared to goals of this year's graduation class, gleaned from MTV and computers.

In May, a six-part report examined the future of the city, *Baltimore 2001*. The station previewed what the skyline, neighborhoods and urban transportation would look like along with the trends in present education, medicine/health and economics. Computer graphics and illustrations helped give viewers an idea of what the city would look like in the next century.

Last February, a news crew roamed the state, from inner city Baltimore to mountainous western Maryland to the Eastern shore suburban counties, to determine the life styles and attitudes of black people. The stories, which showed the advancements blacks had made but also pointed up continuing discrimination, aired during black history month.

□

WHAS-TV Louisville, Ky., spent nine months examining the divisions within the Southern Baptists, with the station's reporting culminating in live coverage from the Baptists' summer convention. **WHAS-TV** interviewed members of the fundamentalist movement in Dallas and talked to local parishioners and pastors. In Nashville, interviews were done with the Baptist Sunday School Board as well as with convention officials. Interviews with those running the seminaries in the South and Southwest were also included. During the week of May 13, the station aired a series of reports delving into the convention fight and what effect it would have on the local church, the seminaries and the national political agenda.

□

An investigation by **wkbw-TV Buffalo, N.Y.**, found that spending abuses in the city-funded **MUNY** baseball league. Cash meant to pay for maintenance of the playing fields was spent on expensive dinners for league officials. The **wkbw-TV** story led to a city investigation and the eventual disbanding of the league and the formation of a new one in its place.

□

Political Parasites, a **WMAQ-TV Chicago** investigative series, uncovered "widespread waste, corruption and cronyism within the Illinois state legislature," leading Illinois Governor James Thompson to sign a bill eliminating 54 "study commissions" that had cost taxpayers \$7 million. The commissions had been created by the legislature to study citizen concerns, but were actually being used, according to **WMAQ-TV**, "to pay for domestic and foreign junkets, to dine lavishly at expensive restaurants, to hire friends and family members, to keep former legislators who had been voted out of office on the state payroll, and to reward political cronies." Thompson signed the bill on the air at the **WMAQ-TV** studios, saying credit for the saving of taxpayer money went to **WMAQ-TV**.

Chicago taxpayers also benefitted from a **WMAQ-TV** report. *No Police Available* showed that, while the police department had its largest budget in history, there was a severe shortage of officers in Chicago. The news team found that the police failed to provide protection 20% of the time, because there were no cars available. The report led to the hiring of 500 new officers, the first in more than two years.

□

An expansive look at the declining timber industry by **KING-TV Seattle** turned into a 30-minute documentary. The show explored the reasons behind the disappearance of jobs and mills in the Pacific Northwest. Thriving industries in the south and Canada were juxtaposed with those in Washington. The per-

sonal economic aspects of the story, interviews with those who had lost jobs or were in transition to other jobs, were also explored. Senator Slade Gorton and Weyerhaeuser executives were also interviewed.

Another investigative story looked at toxic pollution on Puget Sound. Industrial dumping over the years has created a bed of poisonous sediments in the sound's floor. Reports surfaced on toxic deposits being linked to cancer in fish. PCB levels recorded in harbor seals were the highest in the hemisphere. A news crew from the station donned scuba gear and dove to the bottom of the sound to view the pollution. And the crew went to Chesapeake Bay to compare the political problems plaguing the cleanup there with those in Seattle. The documentary **KING-TV** aired explored how widespread the trouble was, what was being done and the future consequences of inaction. The report discovered that homeowners also contributed with industries to polluting the sound. Input from scientists, environmentalists and government officials were included in the special.

□

An investigative report by **wdiv-TV Detroit** into the Highland Park government and police force uncovered alleged corruption that resulted in the suspension of two town officials and a federal drug raid. The investigation aired in news reports and a half-hour documentary and won a state political reporting award.

Another I-Team report examined the

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widespread use by criminals of false identification across the city, state and country. The investigation uncovered innocent victims who had no idea their credit cards were aiding criminals. The report also found problems along the Canadian border with names being sold to people who wish to move to the U.S.

The station also uncovered the activities of Detroit's Young Boys Inc., a group of boys who "are basically drug runners and front people for drug dealers." The report found that the concept had been so successful it had been franchised in other cities.

□

A special five-part investigation by **wis-TV Columbia, S.C.**, into a man accused of child molesting uncovered his long history of such crimes. The six-week investigation turned up attempts to befriend young boys—as a YMCA coach in Rock Hill, S.C.; as a pee wee football coach in Charleston, S.C.; as a sporting goods merchant who hired young boys in Gastonia, S.C., and as a supposed movie producer seeking young talent in Beverly Hills and Miami.

Wis-TV found that although he had been arrested many times, the man had had little counseling or therapy. The reluctance of parents to subject their children to court trials benefitted him after arrests.

A lighter documentary on the University of South Carolina football won a national UPI sports reporting award for the station. After the team got off to a good start the station decided to start putting the show together, gambling the team would continue winning. It did and the effort paid off. The university has used the documentary to help recruit top high school football players.

□

Complaints of unnecessary deaths due to poor care at the city indigent care hospital's emergency room prompted **wtlv Jacksonville, Fla.**, to begin an investigation and expand its half-hour 6 p.m. newscast to an hour to present its findings. Reporter Derek Hayward obtained copies of University Hospital medical records that had been altered to cover up records of actual treatment. Hayward interviewed a medical expert who examined the quality of care based on the hospital records and three of the four cases he looked at resulted in lawsuits against the hospital. Families of the deceased were interviewed, in one case that meant tracking a

woman who had moved to Maryland and left no forwarding address. The station's Washington stringer interviewed the woman who had no idea there was anything unusual about her mother's death. "She was shown documented evidence from doctors and nurses showing that her mother should have lived, but instead of receiving regular medical treatment, a doctor ignored fundamental procedures and then altered documents to cover up his mistake," Hayward said. The show opened with the 12-minute expose and then featured a live rebuttal by hospital spokesmen. Executive producer Nelson Pugh said, "We used our second live truck for a recognized emergency room specialist familiar with University Hospital's emergency room procedures." Two city councilmen who represent districts where most of the hospital's patients live were interviewed live from City Hall via microwave link.

Another **WTLV** investigation examined the problem of teen-age suicide. It aired "Kids Calling It Quits" as a four-part series that began the day after the ABC Sunday Night Movie, *Surviving*, that dealt with the same topic. The station's series included interviews with a family of a suicide victim and a high school student who had tried to kill himself. The station also commissioned a group of psychologists, psychiatrists and counselors to list warning signs. In addition to listing the signs during the broadcast, it placed a check-off list in newspaper ads and printed several thousand brochures that were distributed through the station's regular mailing list and through a local crisis center.

□

Hundreds of foreigners are illegally listed on the Sacramento, Calif., voting rolls, and many have voted, according to **KOVR Stockton (Sacramento), Calif.** As a result of the station's investigation, the Immigration and Naturalization Service has begun prosecuting the illegal voters and is working with the California Secretary of State's office to remove the foreigners from the rolls.

KOVR's news team also discovered fraud in Sacramento county's home building industry. A local firm had violated building codes in five new home subdivisions to save money on concrete. The report led the State Board of Contractors to seek revocation of the firm's license.

The abuse of state regulations giving minority and female-owned firms greater bidding opportunities for state contracts was the subject of another **KOVR** report. After the news team showed that many families put 51% of their business in the wife's name to qualify for the program, the state tightened its eligibility requirements and improved its record-keeping.

□

Forty years after the end of World War II, **wisn-TV Milwaukee** traveled to West Germany and other parts of Europe to report on the effects of the war. (Milwaukee has a large German population.) During the news crew's eight-day stay in Europe, it interviewed the German relatives of a Milwaukee family and veterans of the war. Other stops

included battlegrounds where Milwaukeeans had fought and concentration camps where they had been imprisoned.

Another investigative report took the station to South America on a story on cocaine. A news crew flew to Ecuador and interviewed Drug Enforcement Administration officials, representatives of the Ecuadorian government and Interpol. Included was a trip to the jungle where the cocoa plants are grown. Back in Milwaukee, **WISN-TV** interviewed cocaine users, dealers and law enforcement officials and aired an audio tape of a \$200,000 cocaine bust.

Another news series examined ways to cut down on car thefts. Although the nationwide rate was down last year, auto thefts were up in Milwaukee. The series focused on the methods used to steal cars and what is done to them after they are pilfered. In the late 1970's, the state lessened the penalty for auto theft, but due to the increased problem and the **WISN-TV** series, lawmakers are pushing legislation to strengthen the law.

□

The proposed sale of the New Orleans Saints football team gave **wwl-TV New Orleans** a chance to upstage the newsmakers. City officials and the governor held a press conference on Feb. 14 to discuss what they thought would be a final deal for the team with Chicago businessman. But **WWL-TV** was investigating and found that the deal was dead. A report the governor and mayor had refused to believe until Saints owner John Mecom confirmed it. Later that night, the station discovered the identity of the local businessman with whom Mecom was negotiating and who eventually bought the team.

Another report uncovered the brutalities stowaways suffered in the port of New Orleans. Reporter/anchor Bill Elder received a tip that 16 Jamaican stowaways had been hoisted down in their cells by harbor police one night when it was 40 degrees. Several had to be hospitalized for chills and fever. After Elder's report, the FBI began investigating. When it was learned the stowaways were to be shipped back to Jamaica, Elder chartered a helicopter and found the barge carrying the stowaways downriver. After calls to authorities, the barge was stopped and the stowaways taken into custody. A federal grand jury is investigating the incident.

With the headlines of the governor's indictment, the bankruptcy of the World's Fair and the point shaving scandal at Tulane University, the area's economic woes took



WTLV's hospital investigation



Stowaway story on WWL-TV

back seat. WwL-TV decided to bring them to the fore with a 32-part series of four-to-five-minute reports on the late-night news. Reports examined the erosion of manufacturing jobs, the public education system, attempts to bring major league sports franchises to the area and the effect of coastal erosion on the fishing industry. Businessmen, politicians and residents discussed the problems and possible solutions to the area's problems.

□

At the invitation of NHK (the Japanese state television service), noncommercial **WNET New York** spent about a month in Japan, collecting footage for the station's weekly health, science and technology series, *Innovation*. The series' two-part report from Japan marked its national debut on public television and included coverage of the Tsukuba Expo '85 (a world's fair of science and technology, taking place outside Tokyo). About 20 hours of raw film were shot, WNET said, including material for use in programs on computer development, air pollution, shipbuilding and earthquakes.

Closer to home, WNET's weekly half-hour public affairs program, *Currents*, concluded its first season with a special hour-long special on America's values, *Looking Out for Number One: The Ethics of the 80's*. According to the station, the program examined the "struggle between social conscience and individualism," and included a look at gourmet food stores, a health spa and a senior prom, where most of the students arrived in limousines. Those segments were contrasted to a university antiapartheid protest and a profile of a New Jersey family so poor it lives out of a pick-up truck.

□

Medicare overbilling was the subject of an investigative report by **WTHR Indianapolis**, which eventually had repercussions in Washington. The station's I-team found a Cincinnati-based business charging \$2,400 per lift chair which sold wholesale for \$450. Medicare's limit was \$1,200 but since future Medicare allocations are based on past costs, the inflated billing would lead to greater future health costs. Because of the reports, Indiana Congressman Dan Burton recommended the House Ways and Means Subcommittee investigate. The House Care Finance Administration also took action to lower the limit on what could be charged after the report aired.

Public housing in the area also came under the scrutiny of WTHR. It found that nearly 50% of the public housing was substandard or uninhabitable, yet tax dollars continued to pour in. Included in the one-hour documentary were interviews with HUD officials in Washington and comparison with Tampa, Fla., as WTHR interviewed public housing officials there. The five-month investigation found the disappearance of supplies, 67% of the maintenance work undone, and a gym shut down because the wrong construction materials were used. *Shelter of Shame* won a number of state AP, UPI, SPJ/SDX awards along with a national Unity award and Ohio State award.



KCBS-TV in Vietnam

According to **KCBS-TV Los Angeles** in April, it was the only American television station permitted into Vietnam during the observance of the 10th anniversary of the American withdrawal from Vietnam. After 18 months of negotiations with the Vietnamese government, a four-person crew spent three weeks there and in Thailand and produced a multipart news series and special. At the last minute, one of the station's visas requests fell through so it had to leave one person behind—the sound technician. The producer had to learn audio on the plane ride over. Once the crew was in Vietnam, the station was unable to contact it. In the three weeks the station received only a brief telegram (telling when the team would return and asking for tape and money).

A **KCBS-TV** investigation into alleged medical negligence by an orthopedic surgeon and the medical administration at his county facility resulted in county and state inquiries and the suspension of the doctor's duties.

A month-long investigation by **KCBS-TV** revealed that for 20 years, chemical wastes such as DDT, PCB and cyanide had been dumped, with the knowledge and permission of government agencies, into Santa Monica Bay. The report, based on information from government documents and marine biologists, showed that the dumping, which began in 1947, poisoned fish, killed birds and posed a health hazard for beachfront homeowners. The station had earlier aired a nine-part report on toxic waste in three Southern California counties. It showed hidden and previously unknown hazardous waste sites. It also examined the

historical perspective of toxic waste and looked at the future implications for the areas involved.

In observance of the 20th anniversary of the Watts riots, **KCBS-TV** aired a news series, a half-hour special and a series of public service spots. The special featured local guests who reviewed the factors leading to the riots and what has happened to the community since. The news series went into the neighborhood to talk with residents and incorporated old footage. The public service spots profiled the achievements of leaders of the generation that has grown up in Watts following the riots.

□

The growth of Cuban organized crime in the U.S. was the subject of a special news series aired over several weeks by **WPLG Miami** last March. The special, entitled "Los Criminales: The New Mob," traced the influence from Florida to New York, New Jersey and Pennsylvania of the Cuban mob, which, according to the station, some law enforcement officials believe will soon rival other, more established U.S. organized crime groups. For another series, "Marriage for Sale," the station travelled to Costa Rica for an examination of how foreigners, with little risk, pay Americans to marry them so they can obtain U.S. citizenship.

□

In a three-part special on mental health, **KPIX-TV San Francisco** reporter Barbara Rodgers reported that nearly 50% of San Francisco's 1,000 homeless people are mentally ill. Part one examined how the California mental health system handles clients who are potentially violent or dangerous to themselves and others. Part two looked at the effects of the deinstitutionalizing of mental health care in 1967. With fewer than 6,000 people in mental hospitals today, many mentally ill people live in the streets and Rodgers looked at the costs to taxpayers to care for the street people. Part three examined the options for care available to mentally ill people in the Bay Area including one of California's best board and care homes located in San Francisco and run by a family that cares for 25 mental patients.

In another three-parter produced by **KPIX-TV**, "Serial Killers," Sherry Hu reported that there had been an increase in random, un-



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solved murders without apparent motives. In many cases, a single killer claims a number of victims, sometimes over a period of years. In part one, Hu visited the FBI Academy in Quantico, Va., to view the latest techniques in crime fighting, including the Violent Criminal Apprehension Program which provides a national clearinghouse for unsolved violent crimes. In part two, Hu traveled to Nevada State Prison to talk with serial killer Eddie Cole who received the death penalty for killing two women in the late 1970's. He told her: "I would kill again and that's the reason why I don't want to get out." In part three, she talked with the families of victims of serial killers in the Bay Area.

□

There were few places **KCRA-TV Sacramento, Calif.**, did not go this past year for a story. Anchorman Stan Atkinson slipped into Afghanistan to report on the war-torn country. He traveled in disguise, bearded and dressed like an Afghan, and reported on the plight of



KCRA-TV in Afghanistan

the freedom fighters. He also stumbled across an American doctor and documented his travels working in that country.

China and Hong Kong were also destinations for KCRA-TV reporters. A five-part series on Hong Kong explored its capitalistic nature and previewed the future when in 12 years Communist China takes over running it. The report examined what the future will be like when the changeover occurs, since many items made in Hong Kong reach America. In China, the station chronicled the changes in that country as it tries to catch up with the industrialized world. Sacramento signed a sister city agreement with Jinan, allowing for trade and technology and cultural exchanges.

Part of KCRA-TV's news format is the use of special assignment reports. The political correspondent covers the state capital and was used in covering the two national conventions and the inauguration in Washington. The station aired a special report on one the city's former residents, Ronald Reagan, reviewing his first term in office and looking at the prospects of his second.

The station's crime beat report covers breaking crime stories and does serial special reports. One five-part series examined how to prevent home burglaries. Another looked at the dangerous situation in many of the state's prisons.

The station also has a consumer reporter who handles viewer complaints. The station

broke the story of a chain letter scam run by an employee of the state's justice department. And a report on a misleading real estate promotion caused the state attorney general to shut down the operation.

□

KABC-TV Los Angeles newsman Wayne Satz reported on child sexual abuse charges against a Manhattan Beach preschool a full two months before final indictments were handed up. The station has also been on the scene covering the 11-month preliminary hearing process and continued investigations into other defendants at the school and six other schools in the area.

The station also aired a nine-part series on child abuse which found that the number of reported cases nearly doubled in 1984. The report examined problems in the bureaucratic system as it tried to cope with the overload. Problem areas included the court system which determines a child's fate, foster care, emergency shelter programs, child protective services, detection and reporting in schools and hospitals and law enforcement responses and judicial treatment. The KABC-TV coverage spurred even more cases of child abuse to be reported and caused a shakeup by the Los Angeles County Children's Services Department.

The plight of the homeless was also explored in a six-part report. It found that problems in the general relief program were actually causing more homeless to be on the street. Following the report, corrective changes were made in the program.

□

Reporter Marta Watson and photographer Robb Jones of **WNDU-TV South Bend, Ind.**, went to Ethiopia in May to follow the activities of a local famine relief group, Serving Hands International. They toured relief camps and interviewed Americans who live and work in Ethiopia. During the entire 11-day stay, Watson and Jones were constantly accompanied by an official of the Ethiopian government, a "minder," who monitored all interviews and taping. Watson reported on the trip in an 11-part news series which aired in June and a 30-minute special which was broadcast in June.

□

A series on spouse abuse aired by **WRAL-TV Raleigh, N.C.**, led to the institution of special briefings for law enforcement officers in Durham and Wake counties. The station also headed a major fund-raising drive to raise money for a shelter for battered women, and continues to air PSA's soliciting funds.

Another series aired by WRAL-TV focused on North Carolina children living in poverty. The report, "Mama's Little Pauper," mainly used visuals to convey the fact that child poverty in the state has increased 31% in only four years.

And education was the subject of a third series, "Equal Education: A Broken Promise," which found a disparity of as much as 60% in per-pupil spending among the state's 142 public school systems. Series reporter Shelley Kofler also reviewed the case of a Connecticut parent who went to court to change the financing of Connecticut public schools.

□

A series of stories by Eric Mason of **KOIN-TV Portland, Ore.**, reported on an investigation by the Oregon attorney general into an out-of-state pyramid scheme. A company was selling "culture kits" for \$350. The investor was given instructions for growing a milk and cheese culture which the company promised to buy for use in the manufacture of a facial cream. Mason followed the story for nearly six months as the company was accused by the attorney general of using "deceptive means to entice members" and finally agreed to stop doing business in the state.

□

A series of reports by a **KMOX-TV St. Louis** investigative unit uncovered abuses by county mechanical inspectors who were sitting at home or taking care of personal business while they were being paid by taxpayers to perform crucial safety inspections. The inspectors were supposed to be making examinations of equipment such as elevators, hydraulic lifts, generators, air condi-



KMOX-TV worker probe

tioning units and amusement rides. Instead, the unit found three of the six inspectors trimming grass, washing cars or gardening during working hours. In addition, it found that many of the daily work reports and mileage records filed by the inspectors had been falsified. Following the report, the three inspectors were fired and their supervisor was demoted.

Another investigative piece on KMOX-TV uncovered abuses in a federal grant program designed to help renovate the homes of elderly poor people in Kinloch, Mo. The station found contractors who were paid hundreds of thousands of dollars for work that was either never done, never completed or done so shabbily as to be almost worthless. In addition, thousands of dollars of grant money were also inappropriately used for purchases at several stores and for traveling expenses for city employees.

□

WEEK-TV East Peoria, Ill., followed a team of doctors and nurses to Honduras to treat natives there. The station's crew battled rugged terrain and its own bouts of sickness to film the story. Because of the remote location, generator power was used to recharge batteries and run lights.

Other investigative reports focused on the transition of local farmers from small businessman to international traders and the state's battle to bring in new industry.

Former Pennsylvania Insurance Commissioner Herb Denenberg is an investigative reporter for WCAU-TV Philadelphia. One of his undercover stories examined allegations of deceptive practices in the city's jewelry



Undercover with WCAU-TV

district. Denenberg disguised himself and took a producer with a camera concealed in a piece of hand luggage to make some transactions. Denenberg was sold "precious topaz" which turned out, on inspection, to be cheap synthetic sapphire. He bought a lapis lazuli necklace whose brilliant blue color was created by dye. He attempted to sell a \$3,000 diamond ring and was offered \$10 and then \$200 by one merchant.

The day after the death of longtime conductor of the Philadelphia Orchestra, Eugene Ormandy, WCAU-TV pre-empted regular programming to run a special, *Ormandy Remembered*. The show drew upon file footage, including a special documentary the station made of the orchestra's visit to the People's Republic of China, recollections of anchor Alan Frio and correspondent Bill Baldini and interviews with some of the conductor's colleagues.

The economic problems in Mississippi were the focus of a special eight-part series on WLBT-TV Jackson, Miss. The series looked at the poorest state in the union as it tries to climb the economic ladder. The series examined the history of the state and prospects for the future through interviews with leaders in business, education and politics. The station did another economic profile, a three-part series on Tunica county. In addition to the coverage, the station sponsored a Thanksgiving dinner for the entire county.

While working on an unrelated story, reporter Phil Bayly of WTAJ-TV Altoona, Pa., was searching through land deeds and he came across a document for a lot called the "colored cemetery." Having never heard of the place, Bayly decided to go to the lot with photographer Steve Crandell. Under overgrown grass and garbage they found grave markers dating back to the 1860's. He discovered that it was the Eastern Light Cemetery, where Altoona blacks were buried before their burial in white cemeteries was accepted. Further research of city records revealed that about a hundred graves were located there, some of war veterans, and that the last caretaker of the land died in the 1940's. Bayly checked with leaders of the

oldest black church in the city and found they had never known of cemetery's existence either. Community groups organized, after the story was aired, cleared away trash and set up toppled grave stones. Altoona city officials and community leaders met to find a way to transfer the title to the land to a local black church to insure continual upkeep of the landmark.

The Bhagwan Shree Rajneesh in central Oregon has been the subject of many local and national reports, but KGW-TV's Portland, Ore., received a Peabody award for its coverage. Last summer, KGW-TV traveled to Western Europe to find the Bhagwan's religious devotees there. And the station gathered information in Oregon on the organization's principles, and where it was getting the financial sources it needed to run its commune. All that was put together in a special series and the Peabody-winning documentary, which aired last November. The documentary looked at its origins in India, its growth in this country, its role in local politics and its importation of many of the nation's homeless in an effort to sway local elections.

KGW-TV also examined the effect the faltering timber industry was having on some areas in the state. *South Coast Blues* was a five-part special that looked at that region's problems—young couples who lost union jobs and scambled to find minimum wage work, a woman who was beaten by her unemployed husband and fishermen with no

boats. The station balanced the report with efforts to establish new industry and attract tourists and retirees.

In addition, KGW-TV followed the happy reunion of a Cambodian couple who discovered their two sons they had left behind 10 years ago in Cambodia. A three-man news




A transcontinent reunion on KGW-TV

crew accompanied the two to Bangkok and waited through bureaucratic and travel delays before they were allowed to visit refugee camps. In addition to the reunion, the station gathered footage of the camp and developed a five-part series on the experience.

KUHT Houston undertook an examination on child abuse by focusing on pedophilia. The four-person staff spent weeks compiling the hour-long report. The station discovered a nationwide underground computer bulletin

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board which "matched subscribers with others interested in sharing similar sexual experiences" including teens and children.

Using a hidden camera, the station taped interviews with child prostitutes and documented a police arrest of a child pornographer who had posed as a news photographer to children. The documentary resulted in hundreds of callers and requests for further information, and kudos from parent and police organizations.

□

Investigation into the working habits of Cleveland street repairmen by **WJKW-TV Cleveland** uncovered blatant misuse of time. The station found one worker earning \$24 an hour for drinking beer and having sex



WJKW-TV repairman investigation

with a prostitute in a vacant building. The man and his supervisor were subsequently fired, and Cleveland Mayor George Voinovich reactivated "The Mayor's Action Center" to field calls from citizens who spot city workers not doing their jobs.

The station also uncovered scandal in the upper levels of Cleveland government. Seven members of the City Council's Finance Committee, including City Council President George Forbes, were found delinquent in payment of city water bills. **WJKW-TV's** news team found that hundreds of businesses were behind on water payments, and \$30 million had gone uncollected. The series helped speed up the water department's plans to implement a computerized billing system.

In addition, **WJKW-TV** reporter Tom Meyer had a number of grocery store items tested in a private lab for the presence of Ethylene Dibromide (EDB), a cancer-causing pesticide found in grain-based products. Meyer's test results showed EDB levels exceeding government safety standards, and the State Agriculture Department removed several products from store shelves.

□

Reporter Hollis Grizzard traveled from Phoenix to Montreal to unravel an organized crime story for **KTVV-TV Austin, Tex.** *Land, Money and Murder* was the resulting investigative series which told the story of two men who arrived in Austin and bought up large tracts of land which they immediately sold at huge profits. When one of the land purchasers, a Canadian company, sued the two men, the chief witness against them was found murdered. Eventually, organized crime figures were arrested and convicted. However, the **KTVV** report revealed that one

of the original speculators was free and had become a respected member of the Austin business community.

□

Florida's first fight against citrus canker in 50 years was aided by the investigative reporting of **WTVT Tampa-St. Petersburg.** The station sent a crew to Argentina to study that country's attempts to control the disease, and **WTVT's** reports "helped convince Florida farmers that eradication was the only way to escape long-term loss."

The station also covered a federal grand jury's indictment of local attorneys and former county commissioners on racketeering charges, and was first on the air with the reports.

□

An investigation by **KTSP-TV Phoenix** in the quality of air in commercial airlines brought to light some disturbing news. The station hired an air quality expert and performed tests on actual commercial flights. It found high levels of bacteria, sometimes up to 15 times the levels found in public places, and air quality levels below Federal Aviation Administration standards.

The station went to Hawaii, headquarters for many air quality experts, and Washington, where legislation on air quality control was being considered. The station also interviewed flight attendants, health officials and political experts, including Arizona Senator Barry Goldwater (R).

After a fatal accident at the state fair, the **KTSP-TV I-Team** found many violations of electrical codes in amusement rides at the fair. The investigation discovered that there was no official electrical inspection before the fair began. An expert the station hired to check the rides at the fair found 25 code violations, four of which posed "an imminent threat to life." Follow-up reports found that neither city nor state officials had inspected the wiring before the fair opened. As a result of the investigation, the governor set up guidelines for fair inspections and the hazards the station found were remedied by fair officials.

□

Two investigative reports by **WJAC-TV Johnstown, Pa.**, have proved popular. One examined solid waste disposal, anti-pollution laws and suitable waste sites. A company involved in landfill site development requested the tape to study before attending a national seminar on waste management. Another report on public education and taxation examined alternatives to funding escalating education budgets. The station interviewed teachers union and school board officials and legislators. That tape also was used outside the station by one school district superintendent in his report to the school board.

□

Fire hazards aboard cruise ships were the subject of an investigative series by **WTVJ Miami.** Station reporters Tim Minton and Mark Jones went undercover on cruise ships, asking ship personnel what to do in the event of a fire, and receiving comments such as: "I can get you towels and soap."

Minton and the news team also reported on sugar exporters who cheat the government. Using customs records obtained through freedom of information, they showed that some freighters were claiming to carry more sugar than they could possibly hold, and were actually filling their ships with lighter materials and taking advantage of the government subsidies.

□

After gaining the trust of instructors and students, Vince Wade of **WXYZ-TV Detroit** went to the site of a secret Michigan training ground for mercenaries. Wade's crew was allowed to tape students being taught to kill with their bare hands.



WXYZ-TV at a military training site

□

WSoc-TV Charlotte, N.C., said it broke the story of Coca-Cola's "All American" line of clothes made in Hong Kong and Macau. In an area heavily populated by textile mills, some of which had gone out of business due to foreign competition, the story generated a storm of protest and caused several mills to pull Coke products from their factories.

□

This summer, **wcvb-TV Boston** introduced "The Investigators," the station's investigative unit. Its first story was a half-hour special on heroin trafficking. It featured video of actual heroin transactions while an undercover narcotics agent described the action. The report focused on the desperate court situation and a judicial system unable to handle a swarm of addicts whose names repeatedly appear on the dockets.

A **wcvb-TV** documentary on the Massachusetts mental health care system, *No Safe Asylum*, profiled three former state hospital patients including a homeless man, a severely retarded man who had been wrongly diagnosed as mentally ill and a woman whose court-supervised care exemplified what properly funded deinstitutionalization could achieve.

WCVB-TV sent a crew from its *Chronicle* nightly prime access magazine to China to examine the modernization of the rapidly changing country. In addition to visiting major cities, Peking and Canton, the show went to many rural villages and farms.

□

Kyv-TV Philadelphia sent anchor Jack Jones and cameramen Tom Haas and Jim Mullen to cover a four-day congressional tour of Ethiopia. The resulting series of reports aired the

week of Dec. 3, 1984, on the evening news and as a half-hour special. After the reports were broadcast, the station said it was flooded with calls, including offers of help from major corporations.

Countdown to Live Aid was a one-hour special that was also syndicated to 10 other stations. Shot across the country and in Philadelphia and London, the show contained interviews with (and musical clips of) some of the groups scheduled to appear along with other musicians connected with the cause.

When a major employer in the Syracuse, N.Y., area closed down, WSTM-TV swung into action. Two reporters and two photographers produced a half-hour program on the history of the firm, its relationship with the community and the impact its closing would have. The station interviewed families affected by the shutdown and had the program on the air in three days, completing final editing seconds before it was broadcast.

Wbsu New Orleans conducted its own investigation into alleged mass murderer Henry Lee Lucas. Its three-month investigation found Lucas to be working as a roofer in Florida when police said he was murdering a woman in Texas. Using maps and mileage charts, the station showed how Lucas would have to have driven nonstop to commit the murders he was linked to. The station located neighbors who said Lucas rarely left his home at the same time police claimed he was committing murders in other parts of the country, and a grocer who said he cashed Lucas's checks every week. Further investigation found that he could not have committed murders in Louisiana as officials have alleged.

When the station talked to Lucas, he discussed how state officials gave him details of murders and showed him pictures of crime scenes. Because of the investigation, murders attributed to Lucas in Jefferson and St. Tammany Parishes have been re-opened. In the later, the district attorney has appointed two special prosecutors to investigate how the police handled the case.

A series on medical malpractice aired on WTOL-TV Toledo, Ohio, after a local judge rejected an attempt by lawyers for one of the doctors interviewed to prevent its broadcast, the station said. The five-part series, *Medical Check-up*, which examined medical malpractice in the Toledo area, was criticized by both the Lucas County Academy of Medicine and the Toledo Bar Association, but won a television reporting contest sponsored by the Ohio Bar Association, WTOL-TV said.

WJZ-TV Baltimore was at the forefront of the Maryland bank failure story. Before the attorney general's office began its investigation of Old Court Savings and Loan, WJZ-TV had reports of "inflated assets and questionable loans" gleaned from research of property records in a suburban county.

The station's news team discovered cor-

ruption in the alcohol education classes of convicted DWI (Driving While Intoxicated) drivers. Some attorneys and health department employees opened schools and then didn't require attendance if they were paid off. As a result, Maryland's courts and legislature began searching for methods of monitoring the punishment system.

And insurance fraud was discovered by WJZ-TV in the story of a salesman who shot the boss that fired him. Two insurance managers and six agents had been selling customers additional policies at "no additional premium," borrowing on the value of an old policy. As a result of the investigation, the corrupt dealers were fired and had their licenses revoked.

An inside look at Russia was provided by WNEW-TV New York after a six-person production team traveled to that country. The station went to two negotiating sessions in Moscow to set up the three-week trip that included 4,000 miles of travel and visits to five cities in the Soviet Union. Although the crew was accompanied by three Russian "technical" advisers, the crew was allowed to move freely and interview any Soviet citizens it wanted. The station interviewed dissidents on their views of Russia and teenagers on their views of Western culture.

The station traveled to farm and resort regions of the country and spent time in Moscow, observing its counterparts deliver-

ing the evening news. The material provided the station with a five-part series on Russia and the one-hour documentary, *Inside Russia*, which was syndicated.

Another issue that first came to light in a five-part news report and later made into a documentary was the plight of Ethiopian Jews. The station spent three months investigating attempts to rescue the Jews and went to Israel to cover those Ethiopian Jews who had come to Israel and documented the difficulties they face in their new homeland. Part of the report included exclusive footage shot by an Israeli news team of rescue efforts beginning in Ethiopia and ending in Tel Aviv.

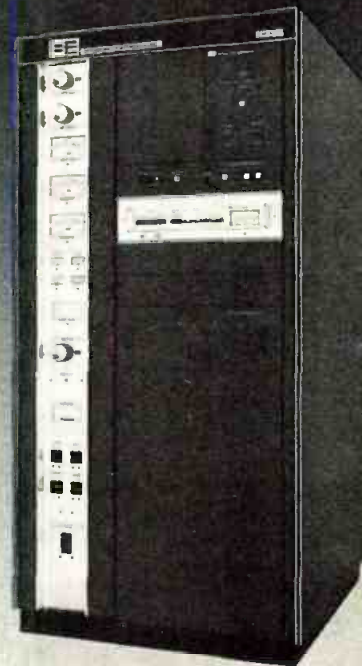
An eight-part report on cocaine smuggling in Mississippi by WAPT Jackson went beyond interviews with local law enforcement officials to discussions with admitted and suspected drug dealers and users. The station said it got the first interview with two men associated with a plane carrying drugs which crashed in the state several years earlier.

KFMB-TV San Diego has eliminated its mini-documentaries in favor of special assignments, usually one-part stories, five to seven minutes in length. Story ideas for the pieces come from various sources, from producers to management to photographers. The specials air twice a week throughout the year.

One of WNEV-TV Boston's investigative efforts was a five-part series on the famine and

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forts was a five-part series on the famine and strife in Ethiopia and Eritrea. The series examined the civil war and the political and social conditions that caused it. The station's four-man crew spent three weeks in Africa, first covering Senator Edward M. Kennedy's (D-Mass.) fact-finding mission and then traveling to rebel-held territory, Eritrea, for six days. Part one dealt with the needs of the region—materials, equipment, foodstuffs and the means to transport them. Part two focused on the organized groups undertaking relief efforts. Part three examined the political ramifications of the civil conflict. And part four looked at how that conflict was affecting the people of the region.

In February the station launched a year-long public service campaign on health with a documentary, "The Miracle Workers," focusing on the two-week visit by doctors and nurses to a children's hospital in Ecuador. The Boston doctors perform corrective surgery in Ecuador and videotape the operations for the benefit of the doctors there. It was the sixth year the doctors traveled to Ecuador. Part of the coverage included fundraising efforts for an orphanage in Ecuador and follow-up reports on Ecuadoran children flown to Boston for medical treatment.

Another documentary looked at the life of Celtics general manager Red Auerbach. The one-hour special aired in January and reviewed his life through the remembrances and anecdotes of friends and players.

□

For the second straight year, **WNCT-TV Greenville, N.C.**, won the regional RTNDA investigative award, this year for a police incident. The story began with a high-speed chase of three teen-age runaways by police, which the station had taped in progress. The story grew as the teen-agers' parents charged the police with brutality. The district attorney investigated, several officers resigned and assault charges were filed against the deputy sheriff.

In March, the station returned to victims hit hard by a tornado one year before. The half-hour special report examined how the victims dealt with the disaster and with their recovery.

□

The increase in teen-age suicides in central Indiana and across the nation prompted **WISH-TV Indianapolis** to produce a one-hour program dealing with the subject. Hosted by weeknight anchors Mike Ahern and Debby Knox, *Teen Suicide: Breaking the Silence*, focused on suicide intervention and preven-

tion. Guests included counselors and survivors of suicide attempts. Multiple remote locations were linked via microwave, including a student group at a local high school and a suicide telephone counseling center. A help-line number appeared on the screen throughout the show for troubled viewers or concerned parents. The program contributed to a sharp increase in telephone calls to the suicide crisis line, and prompted requests for presentations on suicide from schools, churches and other groups. The Indianapolis Mental Health Association gave the station an award for its efforts.

Another award winner from **WISH-TV** was *Roger-9*, about a local heart transplant patient. Roger Crayford was the ninth person at Methodist hospital in Indianapolis to receive a heart transplant. The 30-minute report focused on the medical process, beginning with a profile of the patient in his home, throughout the operation and during recovery. The report concluded several months after the operation with a look at how the transplant had affected Crayford and his family.

The documentary won the Blakeslee award, given by the American Heart Association to journalists who aid in better understanding of heart and blood vessel diseases. It also won first place in the documentary category for both UPI and AP of Indiana. The operating room footage won first place from the Indiana News Photographers Association.

□

Dan Medina of KHJ-TV Los Angeles investigated complaints that the noise levels of certain cordless telephones had been the cause of temporary and permanent loss of hearing. In a three-part report, Medina gave the results of tests on cordless telephones purchased by KHJ-TV. He found that rings of some phones sounded at higher decibel levels than the noise caused by firing a pistol or operating a jackhammer. After Medina's report, Representative Henry Waxman (D-Calif.), the chairman of the House Subcommittee on Health and the Environment, called for hearings on the dangers of cordless telephones.

□

The housing squeeze in **Boston** prompted **WGBH-TV** there to do an in-depth look at the situation. Various departments, including the news and community affairs units, were brought together to work on the half-hour special, with reporters on their respective beats contributing to the assignment. Issues raised included real estate development, rising property values, displacement and the housing shortage. The station examined the plight of relocated Cambodian refugees, first-time buyers searching for affordable housing and established residents facing gentrification of their neighborhood as newcomers buy in. Production lasted 20 days and provided both news and production personnel an opportunity to do a story beyond their usual beats.

□

One investigation undertaken by **WDAM-TV Laurel-Hattiesburg, Miss.**, produced a week-long series on baby adoptions adver-

tised in the classifieds. A local university student who gave birth decided to answer an ad in the local paper for someone looking for a child to adopt. The ad was placed from Florida but she had to travel to Oregon to turn the child over to an attorney. She later decided she wanted the baby back and the station traveled with her to Portland, Ore., in order to recover her child. The attorney she turned the baby over to was eventually disbarred as a result of an investigation by Oregon officials.

□

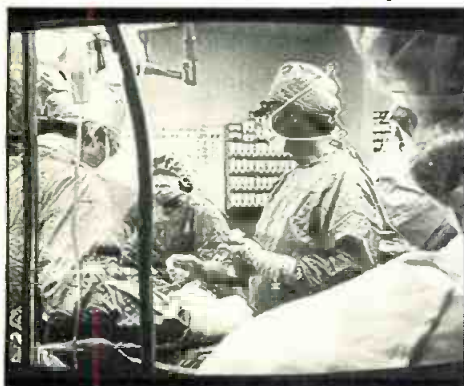
WABC-TV New York examined "high tech modern miracles," such as artificial organ transplants, and other innovations in health care. It was pointed out, however, that the cost of such procedures is so exorbitant that many people are unable to afford them. The five-part series took first place in the New York State Broadcasters Awards.

Two stories covered by **WABC-TV's Bob Blanchard** caught the attention of New York City's district attorney. In one, Blanchard examined conditions of homes in Coney Island, many built with city and federal assistance. He found leaky ceilings, seeping windows, water-damaged walls and mildewed rugs. According to the station, New York City Mayor Ed Koch criticized the report as "yellow journalism," but nevertheless, the Brooklyn district attorney launched an investigation as did the company that insured the development. Six months later, **WABC-TV** revisited the "fixed" homes and reviewed the company's study.

The other report that caught the attention of the district attorney's office, and caused a change in policy, concerned the police department. When arrests are made after midnight, police are required to report to the D.A.'s office, which is closed at night. Police officers were videotaped by a hidden camera as they napped outside the D.A.'s office, waiting for it to open. The police received "time-and-a-half" salary as they waited, amounting to \$7 million a year to be absorbed by taxpayers. Four weeks after the report aired, the district attorney changed policy to keep the office open 24 hours a day.

Using infiltrators and undercover video, **WABC-TV** produced a series of reports on Neo-Nazi groups and other extreme groups. It took three months to research the story, which included interviews with leaders of the groups and "trigger men," conversations conducted in prisons and background information from authorities.

In another report, "Your Mind Is Powerful Medicine," one of **WABC-TV's** correspon-



Heart operation on WISH-TV



Walking on fire on WABC-TV

ants, Dr. Storm Field, walked on hot coals. His report examined the power of the mind to overcome physical, mental and emotional problems, such as using hypnosis to treat kidney failure, arthritis, MS and pain. Though therapy was also mentioned in the report, as was using hypnosis to help people stop smoking.

□

Life in China was brought to viewers of **CNC-TV Denver** through a seven-part series on the experiences of Denver high school students visiting the country as part of a singing group in May. Accompanying the 35 Cherry Creek high school students on their two-week tour were Karen Layton, KCNC-TV education specialist, and Glen McReynolds, chief photographer. The series used the perspective of the students and their reactions to the country and its traditions, highlighting as an interaction between the Americans and Chinese. The series required nearly two months of planning, shooting and editing, and a half-hour documentary is currently being prepared for airing in September.

□

A two-month investigation of south Florida child shelter homes by reporter Ralph Page of **WSVN Miami** disclosed serious inadequacies at the facilities, according to the station. The three-part series led to a grand jury investigation and a gubernatorial initiative to improve funding for the program.

Although Florida law prohibits any disclosure of information regarding abandoned and abused children, Page was able to uncover cases of overcrowding, faulty medical care and other violations at the state-supported homes, **WSVN** said, as well as the state legislature's initial plans not to fund a diagnostic clinic and care center for the program.

□

The *Wisconsin Magazine* program on the **Wisconsin Public Television Network** has expanded its scope this past year to include documentary reports. Productions have examined mental health issues, the rebuilding of a Wisconsin town after a tornado hit and a pesticide containing DDT which was still being sold in the state. The state's extension agents were encouraging the product's use, but after the report aired the state legislature banned the product. The program won some awards in the past year, including a Gabriel.

□

The seven-person news staff of **WMGT-TV Macon, Ga.**, led by co-anchor Nancy Marshall, spent more than 25 hours covering the murder trial of a 24-year-old parolee and construction worker, Johnny Frank Evans. Evans, charged with the slaying of 28-year-old Pam Sikes and her 5-year-old daughter, Katie Lancaster, was sentenced to life in prison by a jury in Jones County, Ga., where the case had been moved at the request of the defendant's attorney. **WMGT-TV** obtained exclusive interviews with Evans and with two of the jurors (on camera and in spite of the district attorney's protests), and claimed to be the only station to follow up on the case.



Emergency care on WTTG

WTTG Washington reporter Mary Norton explored emergency care, what it takes to save a victim's life, and what the critical points were in an emergency situation. She found ambulance crews to be overworked and understaffed. Following the series, the D.C. Health/Fire Department added between 100 and 150 ambulance workers.

Investigative reporter Dick Krantz documented almost a million dollars in wasted and misused funds for several local contracts for disposal and recycling of waste at an area sewage treatment plant.

WTTG has conducted a number of telephone polls on its 10 p.m. news on subjects ranging from school prayer to old Coke vs. new Coke. Each poll has averaged over 10,000 calls in approximately 40 minutes.

□

A series of reports in June 1984 on **WMAZ-TV** helped remove a business called Slendertone

from **Macon, Ga.** The company advertised a device that when inserted in the ear would cause vibrations that would reduce the desire to eat. The product was sold with a money-back guarantee. Hearing many complaints about Slendertone, **WMAZ-TV** arranged for an interview with the company's management. When the crew arrived an out-to-lunch sign was on the door. After the reports aired, Slendertone disappeared.

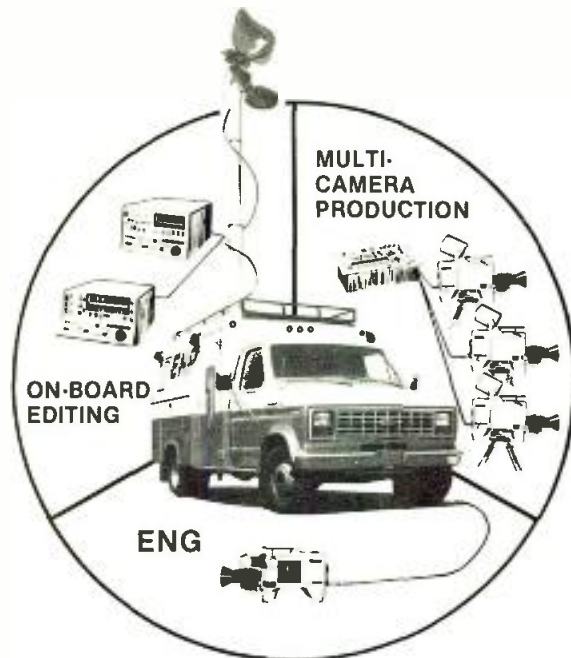
□

Glen Loyd, consumer reporter for **WFRV-TV Green Bay, Wis.**, was instrumental in helping residents of Wisconsin gain refunds when he reported that Thorpe Finance was adding insurance charges to loans without its customer's knowledge.

□

WFMV-TV Greensboro, N.C., claims to have become the first station in the Carolinas to send a full news team to Africa to cover famine issues. The four-person crew of anchor/reporter Vicki Babu, a field producer, photographer and engineer, traveled for several weeks last February in Togo and through the Sudan in upper Niger using the station's new Sony Betacam to capture footage of the region. The trip, which covered North Carolina Baptist missionaries and Carolina Peace Corps members who worked in communities teaching farming, building and other skills to adults and children, eventually resulted in a three-week long series and a half-hour documentary for the station.

WFMV-TV's news team is airing a semi-investigative report once a week on its 6



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p.m. newscast. Written and reported by anchor Bill Kopald, the segment has, according to the station, exposed questionable dealing of a company that offers time-share vacations, traced the cause of a fatal airplane crash and helped county authorities find information in murder cases.

WBAL-TV Baltimore provided its viewers with a first-hand look at new technology for glaucoma problems. Cameras went inside a doctor's office to document eye surgery using lasers. The surgery was performed in less than 30 minutes and parts of it were



Eye surgery on WBAL-TV

shown live on the air. Included in the report was a discussion of the intent of the surgery and the patient's account of the operation and his condition after it was over.

Another investigative report delved into the problems with air masks the city fire department had purchased. The connection between the death of a fireman and the possible failure of his mask was probed, along with other investigations of mask safety. Following the reports, federal regulators issued special alerts to fire departments across the nation and the National Institute of Occupational Safety and Health ordered the manufacturer to correct the problem.

An investigative report on child abuse brought many accolades for WHBQ-TV Memphis, including awards from both wire services and three local civic honors. The report involved nearly a year's worth of research and interviews with victims and their families. The series prompted changes in the state's sexual abuse laws.

Dangerous train crossings were the focus of another investigative report. The station filmed one crossing where petroleum trucks routinely tried to beat trains across the tracks. The station found that many of the trucks were loaded with various fuels from a nearby storage complex.

A report on abortions resulted in a number of doctors facing criminal and civil charges for alleged violations of the law. The report examined the moral questions behind abortions and the changing attitudes toward the issue today. Undercover taping from unmarked vans was used in the gathering of material for the report.

Through cooperation with local police, WFMZ-TV Allentown, Pa., was able to put together a five-part series of interviews with a

professional deprogrammer. The man had been arrested for kidnapping a local boy from a cult, allegedly under the instructions of the boy's parents, and taking him to Iowa for deprogramming. During the interviews, the man claimed to have taken part in over 200 deprogrammings worldwide and told shocking stories of cult life.

Another series of reports centered on problems with radon gas, a health-related issue of importance to the area. WFMZ-TV found a number of new facts on the sources of clean-up funding and proposed sites for testing of radon gas. In the course of the investigations the station gained access to testing sites which had earlier been denied to the networks.

After a woman was slashed in a subway, WPVI-TV Philadelphia investigative reporter Dave Frankel went to check on the system's security. He found emergency phones that did not work, were missing or that rang 40 or 50 times before being answered by the non-emergency trained operators at the City Hall switchboard. After the report aired, Mayor Wilson Goode promised that within 30 days all emergency phones would be repaired or replaced, connected directly to police department operators and answered by the second ring.

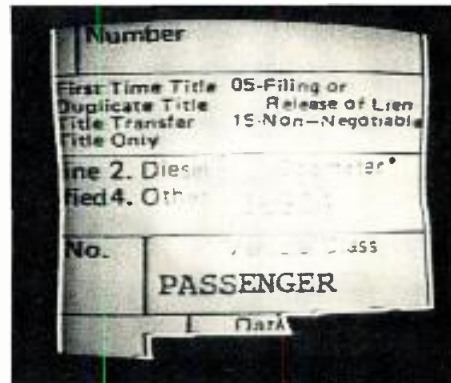
Another investigation by Frankel showed widespread abuse of Pennsylvania's system of issuing handicapped license plates. Able-bodied drivers were illegally getting the plates and reserved, private handicapped parking zones in front of their homes. After the piece, the city and state toughened their regulations.

Charleston, S.C.'s, annual Spoleto Festival and the corresponding festival in Spoleto, Italy, were given extensive coverage by South Carolina Educational Television. SCETV had 15 staffers using portable switchers and Sony 800 editing systems to produce eight half-hours of in-the-field video during the two-week festival in Charleston. Each report used a magazine approach with multiple inserts and was uplinked for use by public stations throughout the South. In Italy, SCETV shot 18 hours of tape over 10 days, covering the other half of the "Festival of Two Worlds." A Sharp 900 was used, along with a CMX 340 computer editing system with an ADO digital effects unit.

KGTV San Diego has made extensive use of polling to gather information on topics of local concern. Each week 500 adults are asked a variety of questions. The results are broadcast during three different newscasts. Sometimes the poll is used as a sidebar to an investigative report. The material is also released to radio, newspapers and local businesses and government offices. Questions have ranged from Reagan's tax plan to handgun laws to local politics to the National League Padres. Last November the poll was used during election day and provided rough voting tallies which later proved to be accurate.

"Season of Sharing" was the name KGO-TV San Francisco gave to a Bay Area fundraising project it undertook in December 1984. The station made known the plight of the starving in Africa and solicited donations. KGO-TV guaranteed that all money contributed would go directly to those suffering, and the station sent a five-person crew with reporter Lee McEachern to Ethiopia to document the dispersal of the money. KGO-TV raised more than \$500,000.

Investigative reporter Larry Barker of KOAT-TV Albuquerque, N.M., spent two months searching through thousands of car titles to



Car title scheme on KOAT-TV

find a forged document scheme. His investigation found that wholesale car dealers in New Mexico were selling cars with forged titles to buyers from throughout the nation. He found they had been able to carry on the fraud through the negligence of the New Mexico Department of Motor Vehicle. Barker's report resulted in the firing of DMV supervisor, state police investigation by order of Governor Toney Anaya, loss of the license to do business in New Mexico for six wholesale dealers and an FBI investigation.

KOAT-TV's other "Target 7" reporter, Corey Chino, exposed a corrupt small-town police department in a series of reports entitled "Highway Robbery." Chino followed a town wagon that the two-man police force of the town of Wagon Mound, N.M., had been operating an illegal speed trap. Looking deeper in the matter, Chino found hundreds of civil rights violations committed by the Wagon Mound police and that the chief of police had lied about his prior law enforcement experience when he was hired. Soon after the series ended, both policemen were fired and then arrested, and the mayor of Wagon Mound resigned.

Public station WNED Buffalo, N.Y., has found a successful formula with its minidocumentaries. These six-minute versions allow the station to explore more complex issues. The producing unit alternates with two reporter producers in shooting stories.

The station looked into the issue of diverting water from the Great Lakes to the U.S. Sunbelt and Southwest. The report examined the Canadians' attitude toward the proposed shift. The effect of the diversion on shipping, water conservation, power generation and the ecology was probed.

Among the six half-hour documentaries broadcast this past year on **KERO-TV Bakersfield, Calif.**, was one on space flight. The station is near Edwards Air Force Base, which served as a backdrop for the report. The station sent crews to New York and Cape Canaveral to gather information and material, which included shuttle landing footage and interviews with Chuck Yeager and other aviation pioneers.

The station also has added a noon newscast with a light twist. It has hired a local disk jockey to do the weekend weather and host the noon news. After his intro, the station switches to two regular anchors. The host then returns for the weather segment, followed by other features.

□

Ethiopia wasn't the only country with famine conditions this past year. **WJLA-TV Washington** sent a news crew to the Karamoja region in Uganda to investigate famine and drought there. In addition to a five-part news series and a half-hour special, the station joined UNICEF in raising funds for the region. Over \$125,000 has been raised to date.

One investigative series on X-rays found violations of state regulations which had been resulting in patients being overexposed to radiation. During the two-month investigation, the station said it found overexposures, X-ray machines that were rarely inspected and personnel operating machines with little or no training. Because of the series, the Food and Drug Administration distributed reports to the health departments in all 50 states on safe operations of the machines. Hospitals requested information and thousands of viewer letters were received. The outcry led to a number of legislative proposals for training and licensing operators and better inspection procedures.

Another investigative report probed ani-



WJLA-TV's animal probe

mal research in laboratories and uncovered professional thieves and animal pounds which have made millions of dollars nationwide selling animals to labs. Working undercover, the station found one local pound willing to sell dogs illegally. As a result of the investigation, one local animal warden was fired and another reprimanded. A Senate committee was formed to look into the nationwide problem.

□

Bridges in various states of disrepair were exposed by **WTNH-TV New Haven, Conn.**, in a project entitled *Connecticut Bridges: A Question of Condition*. The resulting six-part

series of reports and half-hour documentary showed that two years after three motorists died due to the collapse of a bridge on Interstate 95, Connecticut still had not acted to repair its dangerous bridges. It was shown that some bridges had been inadequately repaired due to the lack of proper materials and tools. State workers hired to fix bridges were found doing less important tasks, such as cleaning graffiti, with only a small portion of their time spent repairing bridges.

□

The story of reported sexual abuse of students at the Ohio School for the Deaf was first broken by **WBNS-TV Columbus, Ohio**. The station used sign language interpreters to interview the students and to report the story to the deaf audience.

□

The only television interview with Raymond Luc Lavoisier was obtained by **WGME-TV Portland, Me.** Lavoisier, one of the FBI's 10 most wanted criminals, was a Maine native arrested in Cleveland on charges of bank robbery and the bombing of corporate and military buildings. The **WGME-TV** news crew flew to New York on a day's notice to conduct the interview, which was given to CBS for cutting and feeding so that it would be ready to air in time for the **WGME-TV** 6 p.m. news.

□

WKEF Dayton, Ohio, broke a story on alleged hazardous waste dumping near city water wells. Reporter Dan Tambellini stayed on the story, filing updates for months. His efforts were rewarded with a grand jury investigation into the matter. The story was also picked up by other media, including *The Los Angeles Times*.

□

Since the collapse of his banking empire on Feb. 14, 1983, Jake Butcher had refused any television interviews about his pending charges of bank fraud and income tax evasion. On Oct. 21, 1984, **WATE-TV Knoxville, Tenn.**, reporter Sam Brown taped an extensive interview with Butcher. It aired as a series the week of Nov. 12-16 and as a 30-minute documentary on Nov. 19.

□

Coverage of the Gary Dotson/Cathleen Crowell Webb rape story began with a news tip given to **WLS-TV Chicago** reporter Jim Gibbons. Gibbons was told of an alleged rape victim who wished to recant her testimony, and was given only the first name—Gary—of the man who had been convicted and sent to jail and the name of the Chicago suburb where the case had been tried. Six days later, Gibbons reported the exclusive story on the **WLS-TV** late news. According to **WLS-TV**, his interviews with Dotson and Dotson's family aired nearly four days before the other media began following the case, and for six days Gibbons was the only media source who knew Webb's name and whereabouts.

□

A half-hour special and a five-part series were the result of **WCPO-TV Cincinnati's** investigation into Hamilton county's Fernald uranium processing plant. The station's news team of reporter Dave Fehling and vi-

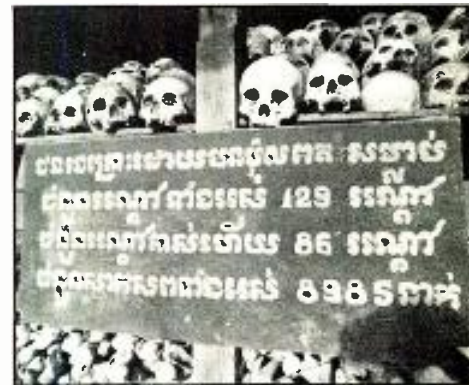
deographers Terry Helmer and Mike Williams uncovered previously unpublished records detailing the release in 1966 of enough radioactive material to have exposed one billion people to the maximum safe level of radiation. The reports also examined public health and safety implications and the government-owned plant's procedures for storage of deadly material. Newspaper, magazine and CBS News reports were inspired by the coverage of **WCPO-TV**, according to the station.

□

News crews for **WCCO-TV** have traveled the world to make residents of the **Minneapolis-St. Paul** area aware of global issues. Anchor/reporter Pat Miles and a crew of three traveled to the Sudan. They ate and slept in refugee camps to "put a human face" on the state of hunger. The six-part news series and 60-minute documentary, *A Time to Weep*, which resulted from the crew's three weeks in Africa, also examined the relief efforts and political complications involved. Upon return, Miles appeared before a committee of the Minnesota state legislature on the crisis and has spoken for several local charity organizations. **WCCO-TV** also produced a public service campaign promoting a hotline set up by **WCCO-TV** in cooperation with local relief agencies. The hotline raised about a quarter of a million dollars.

Four **WCCO-TV** personnel were granted a 35-day visa in October to tour Vietnam. In partnership with **WGBH-TV Boston**, a one-hour documentary, *The Hollow Victory: Vietnam Under Communism*, was produced for the Public Broadcasting Service's *Frontline* series. The one-hour documentary was also seen Dec. 3 on **WCCO-TV's Moore Report**.

The show looked at the lasting effects of the Vietnam War on the people there and living conditions today. American cameras



WCCO-TV in Vietnam

were allowed into parts of the country that have been cutoff since the war ended. **WCCO-TV** also presented *Vietnam '85* for its nightly 10 p.m. newscasts. This series looked at issues such as the impoverished state of the Vietnamese economy and the problem of Amerasian children. In an interview, an American father expressed his hope to someday be reunited with his Vietnamese son.

□

One of the theme week documentaries undertaken by **KBDI-TV Broomfield, Colo.**, this past year was entitled *Vision of Central America*. Through a combination of acquired programing, special station-produced

features and host introductions, KBDI-TV examined the history and present condition of Central American countries, and U.S. policy toward the region. The final night of the week the station aired a live panel discussion on the subject interspersed with special features.

After local police made an arrest on the charge of stealing pets and selling them for scientific research, KTRC Rochester, Minn., ran a report on the problem. Information for owners of missing pets on how to contact the Mower County sheriff's department was also given. After viewing the show, a family phoned a description of their 10-year-old family dog, Rex, to the sheriff. The description helped lead officers to the research facility where Rex was one of nine stolen dogs recovered.

A WJXT Jacksonville, Fla., investigative report detailed the storage of hundreds of nuclear weapons in the Jacksonville area, making it, according to some, a prime target for nuclear attack. The series was followed by a half-hour program with military and citizen opinion and reaction.

In April, reporter Susan Wallace, producer Nancy Shafran and photographer Don Flynn travelled to Korea to profile two young Korean children who were coming to Jacksonville for a life-saving heart operation. The station followed up with an hour

special on the plight of Korean children with serious medical problems and how a Jacksonville hospital and the city helped.

Last November WCPX-TV Orlando, Fla., began a drive for food and money for Ethiopia, using all the stations resources—public affairs programming, PSA's, news stories and a mini-telethon—and set up an American Relief Account at a local bank. During the months that followed, concern developed on whether the food and donations would actually reach the hungry. The station decided to send three members of the news staff to accompany the shipment.

The negotiations to secure permission to enter Ethiopia and to arrange air transportation for the food and blankets were complex and time consuming but were eventually completed. The news department needed three times the normal gear used for a news story and spent \$15,800 for travel.

With the money collected, 39 metric tons of food and more than 6,000 blankets were purchased. The plane arrived in Addis Ababa in January, and according to the station, was the first shipment of relief for Ethiopia donated solely by the people of an American community.

The planned four-day trip for the news team turned into three weeks as the promise to make certain the supplies reached the people who needed it took longer to fulfill. Back

in Orlando, news from the WCPX-TV team was sketchy. There are no satellite uplinks in either Ethiopia or the Sudan. Telephone service is primitive, but daily phone calls kept the audience informed of progress. When the crew returned, a six-part series was on the air within a week. The series was later edited into a 20-minute documentary and offered to public schools, libraries, civic groups and churches.

The relief fund continued to grow after the series and the station provided office space and guidance to local women coordinating a Children for Children relief effort.

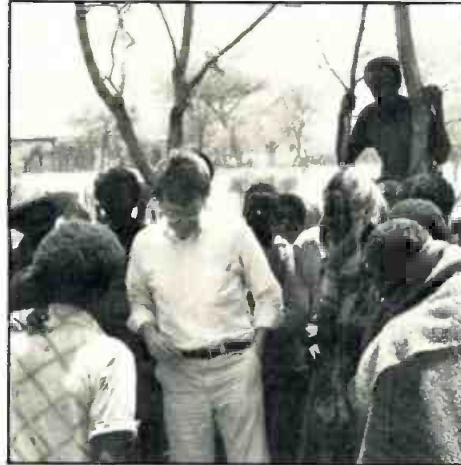
A one-hour special examining "the use of deadly force in the protection of life and property" was produced live at the studios of KPNX-TV Phoenix. *Up in Arms* featured guests Steve Twist, Arizona assistant state attorney general, and James Jarret, weapons and self-defense expert, answering questions from the studio and television audiences, along with discussion led by station anchor Linda Alvarez. Taped segments of actual Arizona court cases in which force had been used by crime victims were shown.

KPNX-TV also produced documentaries in three foreign countries. Reporter Rick DeBruhl and photographer Shaun Donahue traveled to Korea for a five-part series on the International Human Assistance Program,

Face to face with famine: local news in Ethiopia



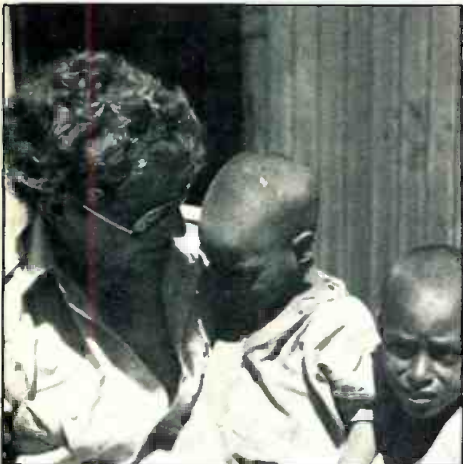
WFMY-TV Greensboro, N.C.



WLWT Cincinnati



KYW-TV Philadelphia



WCPX-TV Orlando, Fla.



WCVB-TV Boston



WBTV Charlotte, N.C.

which brings child heart patients to Phoenix for surgery. Reporter Kathy Kerchner and photographer Howard Shepherd traveled to a city on the Brazilian Amazon for a four-part series and a half-hour documentary on Esperanca, a world health organization based there. And reporter Lin Sue Shepherd and photographer Colin Donahue followed the Phoenix Air National Guard to Seville,

Spain, to create a three-part series on the group's routine military exercises.

Last year the Marline Uranium Co. announced that it had discovered a large deposit of uranium in Pittsylvania county, Va., and began seeking approval from state and local officials to begin mining. Many local residents opposed the plan claiming that a urani-

um mine could result in health and economic problems for the area. To find out what dangers might exist, WSET-TV Lynchburg, Va., sent reporter Sharon Collins to a Marline-owned uranium mine in Texas. Collins interviewed both government officials and local residents there, and compared their views with the concerns of Pittsylvania county citizens.

BROADCASTERS CARE.....

**"DON'T KILL
YOUR FUTURE"**



WANE's drunk driving campaign



KNBC-TV's "Profiles in Pride"

Offering hope and help with public affairs programming

KNBC-TV Los Angeles has expanded its one-minute vignettes, "Profiles in Pride," on ethnic accomplishments to include all types of individuals. Included in the profiles is an 80-year-old who climbs mountains for recreation and charity, collecting more than \$10,000 by collecting a dollar for every mile; a woman who was once told by school officials she was mentally retarded but proved them wrong by earning her PhD, and a 7-year-old girl who lost her arm and shoulder to cancer but returned to become a star centerfielder for her Little League baseball team.

The station also has created an entertainment magazine geared to junior high and high schoolers. Shot with a 26-week budget of \$360,000, the premiere show featured a fashion piece on "hip" hair and shoes and an interview with a teen-age cast member of "Cats." The direction the show would take was taken from research conducted among young people.

WLIW Plainview, N.Y., worked just as hard as the participants in covering last summer's international Games for the Disabled. Despite very little underwriting support, the public station went ahead with plans to cover the games. Every staffer, including summer interns, was put to work. Two camera crews shuttled back and forth between events and interviews with participants. Each day's footage was rushed back to the station and edited for a half-hour roundup, which aired at 7:30 and was repeated at 11 p.m. In addition, other programming during those two weeks dealt with the disabled.

After receiving complaints about the dearth of "good news," WISH-TV Indianapolis decided to feature several upbeat stories each week. Reporter Ruthanne Gordon profiles local people and what makes them special in her *Indiana's Own* reports. One such report was on a paraplegic who raced in the Boston Marathon and Indianapolis mini-marathon.

In 1984, WISH-TV aired a series of public service announcements on "social drinkers." With the backing of the Indiana Governor's Task Force to Reduce Drunk Driving, WISH-TV created a series of spots featuring local VIP's with "Sobering advice can save a life" announcements. Each spot featured a different piece of advice, such as serving high protein food along with drinks at a party, or making soft drinks as accessible as alcohol. Over 16% of the spots aired in prime time.

The station is continuing the campaign in 1985, with spots that show what happens to someone convicted of drunk driving. An additional spot, "Drunk driving is no picnic," suggests that alcohol intake be moderated not only behind the wheel of a car, but of a boat also, and during swimming and other summer activities.

Prayer in schools, mercy killing and nuclear disarmament are some of the topics discussed on *Call Raiford*, a live half-hour news-talk show airing weeknights at 11 on WPCO-TV Charlotte, N.C. Newscaster Bob Raiford covers a single topic each night, offering his opinion, and then inviting viewers to call in and give their views. Also featured on the show are man-in-the-street interviews

and short video pieces describing the show's topic. Crew for the program comprises two executive producers, producer, director, associate producer-floor director, production assistant and cameraman.

WANE-TV Fort Wayne, Ind., tackled some major problems this year, both on its own and in conjunction with national efforts. The station has been involved in the Missing Children Network and instituted an Ident-A-Kid project at the annual Three Rivers Festival. An estimated 5,000 children were given fingerprint cards and pictures, and parents received a dental chart, a brochure from the MCN and list of tips from the police department.

The station joined the Second Chance campaign, originated by KDKA-TV Pittsburgh, to raise awareness of the need for organ donation. During National Organ Donor Week, reports on local donors were in the evening newscasts. PSA's were aired urging viewers to sign donor cards, which were displayed in 40 local drugstores.

Last December, WANE-TV joined area churches in a Foodbank drive, which provides assistance to the city's poor and homeless. The station aired PSA's on the drive, provided food barrels at shopping centers and solicited donations. Each Thursday, the weather was done live from the shopping center, where food and supplies were donated.

For the fourth year, the station co-sponsored a CPR Saturday, which trained over 300 people in cardiopulmonary resuscita-

tion. The station was responsible for promoting the event through station promos and logo designs. It aired a five-part series on the subject leading up to CPR Saturday.

WANE-TV also joined in the NAB Operation Prom/Graduation campaign against drunk driving, which included on-air promotion, PSA's, public affairs and news programming. The station's interest in the subject had been heightened earlier in the year when station photographer Ron Harmeyer was struck by a drunk driver while shooting an accident scene caused by an earlier drunk driver. Although he was not permanently injured, he was disabled for a month.

The best way to observe fire prevention week in October 1984, thought Bill Wallace, news director of WTVC(TV) Chattanooga, would be to burn down a house. In cooperation with the fire department in nearby Dalton, Ga., WTVC filmed the burning of three houses that were being used for fire training exercises. During the filming of the three-part series, *Fire Escape*, photographers Richard Simms and Rick Forester and anchor John Gilbert always wore protective suits as provided by the Dalton fire department.

The first report, which aired Oct. 10, used time-lapse photography to show a small, wooden house being burned to the ground. Explanations of the different stages in a fire's progression were given by firefighters. In the second report, Simms, Forester and Gil-



Gilbert on WTVC

bert were shown in the second house when the fire began. This controlled fire simulated a nighttime blaze since that is when most fires occur. Gilbert was given step-by-step instruction on how to safely escape a burning house. The crew then re-entered the burning building to demonstrate ways to locate and rescue other family members. Oxygen masks were required for shooting of the final report in which firefighters battled the largest fire. There was a demonstration of the correct way to use home fire extinguishers. To conclude the series, there was a review of nine lifesaving tips in case viewers should ever find themselves in a burning house.

Each night WXYZ-TV Detroit devotes five to seven minutes of its regular 5 p.m.-to-7 p.m. newscast to business news. *Money Talks* is the name of the segment which Bob Rowe, assistant news director, describes as

"a newscast within a newscast." It begins with a lead story of local interest followed by three to five business news-in-briefs. It ends with another local business story. The segment is geared toward the average viewer, providing information on improving finances.

KPNX-TV Phoenix aired a half-hour documentary, *Hear Your Heart*, examining hunger in Arizona and starvation in Africa. The program was narrated by station personality Pat Finn, who also acted as chairman of the FAAN Band (Feed Arizona and Africa Now), a nonprofit organization made up of Arizona media, business and government personalities. FAAN Band members—entertainer Glen Campbell, Governor Bruce Babbitt, cartoonist Bil Keane and others—recorded the "Hear Your Heart" single, which was broadcast simultaneously over all Phoenix television and radio stations at 5:25 p.m. on April 19. The records were available at Arizona Circle K convenience stores for a \$2 donation, with half the proceeds going to the Arizona Food Bank and the other half to UNICEF for African starvation relief.

With only a week's notice noncommercial KUAT-TV Tucson, Ariz., put together a week-long series of reports on Mexico on its daily newsmagazine, *Arizona Illustrated*, to complement a series broadcast nationally on the *MacNeil/Lehrer NewsHour*. When the news of the *MacNeil/Lehrer* piece came, a KUAT-TV crew had just returned from Mexico City. The decision was made to put together a series to bring out Mexican issues which affect Arizona and show it along with the national perspective on *MacNeil/Lehrer*. Along with the Mexico City footage, KUAT-TV assembled and updated old video and contacted experts in several fields to appear in live and taped segments. They discussed such topics as the effect of the Mexican economy on Tucson, copper smelters along the border and tourism. Other issues of importance to Arizona were illegal immigration, the black market of Latin American antiquities and the plight of Mexican farm workers in Arizona.

KUTV Salt Lake City is now in the midst of its "Project 2000: Utah in the Year 2000 and Beyond, a KUTV Commitment to Our Future." This year-long series of documentaries, town meetings and special news reports is looking at problems facing Utah and their potential impact on the state's future. In April, a five-part "Project 2000" series of news reports looked at population growth, youth, employment, poverty and education. In June, a 60-minute documentary on the growth rate was presented. In coming months, documentaries on the other four other topics will also air. Designed to combine news reporting with community involvement, KUTV set up a "think tank" of local community leaders to monitor and make recommendations on the "Project 2000" material.

A video health fair sponsored by WINK-TV Fort Myers, Fla., brought 125 physicians to man a

phone bank for 14 hours on Friday, April 11, answering some 2,300 questions from viewers on health and medical related topics. WINK-TV also aired three hours of live health-related programming at 10 a.m., 4 p.m. and 8 p.m. The first program examined aging and cardiac care. The second dealt with cancer and mental health and the third with health issues of interest to young families—pediatric care, etc. Two medical pamphlets were distributed, one on drug abuse and the other on emergency phone numbers, health agencies and area hospitals. Over 750 requests came in for the booklets.

Over \$2.3 million was raised this past year by WHAS-TV Louisville, Ky., in its 32d annual telethon to raise money for the area's handicapped children. Some 200 fire department



accounted for nearly half of that total as the lead parade of local leaders who appeared for 27½ hours on WHAS-TV on Sunday and Monday, May 19 and 20.

Drug and alcohol abuse has been the center of a number of news reports and special by the station. Last October it aired a week-long series of news reports on the abuse problem. Statistics and symptoms of abuse were revealed. A look at treatment available to young people and the reaction of the people around them about their problem were explored. That was followed up with a one-hour special program which featured a panel of experts who answered questions on chemical abuse. Members of MADD, SADD, local police officials and parents of children with abuse problems made up the audience. A similar program with a panel of experts and a studio audience was aired in April of this year.

A two-part report aired by WBBM-TV Chicago *Mammography: The Breast's Best Defense* resulted in 43 diagnoses of malignant tumors out of 9,300 women examined in a special program. The Illinois division of the American Cancer Society had offered a special reduced rate of \$50 for screenings in conjunction with WBBM-TV's report, and 18,500 women had called to ask about the exam

The past was brought to life by WJZ-TV Baltimore. Its hour-long documentary about the Baltimore Colts football team featured interviews with Hall of Fame players and film clips and highlights, while the half-hour *Up on Pennsylvania Avenue* featured the storied

nd memories of famous Baltimoreans who ad gotten their start on the street between ie 1920's and 1950's.

□

Wcsc-TV Charleston, S.C., responded to a local minister's call to raise funds for the amine victims in Ethiopia. Over \$250,000 was raised in less than a month and the station made plans to accompany the cargo jet carrying the supplies to Africa. Because of a ravel snag at the last minute, the station elied on a Visnews crew to cover the distribution of the food and clothing by Charleston residents. The coverage of the food and lothing drive and its disbursement in Ethiopia formed the nucleus for a half-hour documentary. The station's operations manager, a former singer, gathered musicians and singers from the area and recorded a song for the documentary. Staffers worked overtime and t times through the night to pull the special together, which aired adjacent *60 Minutes*. The effort spurred another fund-raising campaign, this time to send supplies by boat.

WCSC-TV has also undertaken an expansive campaign on child abuse and neglect. Included were school awareness campaigns, brochures, news stories, special reports, fingerprinting and videotaping "safepainting" sessions in shopping malls and schools. The station also brought missing children specialist John Walsh to address the state legislature, which eventually passed legislation on missing and abused children.

□

Hawaii celebrated its 25th year as a state last August. Using its large video library, **KGMB-TV Honolulu** marked the occasion with a 30-minute historical documentary recalling the Hawaii of 1959 and its progress since. Hawaiians who supported statehood 25 years ago appeared and gave their opinions on life on the islands since it entered the union.

In February another historical documentary was presented, this one commemorating the 100th anniversary of the first migration of plantation workers from Japan to Hawaii. Reporter Bob Jones and cameraman Grant Honching spent several weeks taping in both Hawaii and Japan on this 90-minute show which traced the history of families on an island in Japan's Inland Sea that decided to move to the Hawaiian sugar plantations. It also told how Hawaiian King Kalakaua went to Japan to find laborers because of his own belief that there was a blood relationship between Hawaiians and Japanese. The following migration of thousands of Japanese changed Hawaiian culture and helped poverty-stricken parts of Japan when money earned in Hawaii was sent home. Although the descendants of those immigrants are in their third and fourth generations, Jones and Honching found that ties are so strong that some of them still return to Japan in their old age.

□

Tobacco, the number-one cash crop in the coverage area of **WPDE Florence, S.C.**, was the focus of an hour-long program, *T Is For Trouble*. The station recruited 12 experts

from the Carolinas to discuss with two congressmen and an administration official the tobacco industry and its problems. The panelists spoke via satellite with the Washington contingent as they attempted to form and analyze scenarios for tobacco's future.

When a Florence woman needed a \$100,000 for a heart transplant, **WPDE**, four area radio stations and area McDonald's sponsored "Ann Poston Day" to help her raise the money. Throughout the day, the station cut in with reports from McDonald's and wrapped up with a live, half-hour segment from the studio which featured a telephone conversation with Poston, as she awaited her heart transplant at Johns Hopkins hospital in Baltimore.

□

WTTG Washington's commitment to public affairs programming took a number of forms in 1985. A job-a-thon on its *Capital Magazine* reported over 200 jobs available in the D.C. area, and resulted in employment for a number of viewers. In another *Capital* special, "Racism in America," as part of black history month, Dr. Charles King from the Urban Crisis Center in Atlanta and a Mr. Kahl from The New Order, a white supremacy group, discussed racism. The show, before a live audience, "became very heated."

On its weekday *Panorama* program, host Maury Povich visited a local high school and held an open discussion with students about issues affecting them. And in a segment, "Kids on Drugs," Michael DeSisto, of the DiSisto Schools for drug abusers, was participating in a live call-in discussion when a boy called threatening suicide. They talked on-air, and then the program's executive producer, Jane Stoddard, helped keep the boy on the line until the program was over, when DeSisto convinced him to come to the station. By the end of the day, DeSisto and the boy were going to speak to the boy's parents about getting help.

□

An electronic town meeting was used by **KWWL-TV Waterloo, Iowa**, as it attempted to ascertain the future of Iowa. For two hours the station broadcast live from four Iowa cities with nearly 30 panelists from business, agriculture and government present to answer questions posed by KWWL-TV reporters, and viewing and studio audiences. Preproduced background segments help set the

stage for the discussions. NBC News Anchor Tom Brokaw gave his perspective through a live satellite feed from New York. Among the panelists were Senator Charles Grassley (R) and numerous state and local representatives.

□

In a six-part news series, **WKRN-TV Nashville** examined one of the leading causes of death of American teen-agers, suicide. In the February series, families of teen-agers who had committed suicide and teen-agers who had tried to kill themselves were interviewed. In an hour-long studio-discussion show, *A Cry For Help*, a studio audience of students, parents and teachers questioned a panel of mental health experts and families victimized by teen-age suicide. WKRN-TV also produced public service announcements for the local Crisis Intervention Center.

During the last week of the 1984 campaign, the five-part *Tennessee—A Political Profile* was presented. WKRN-TV Executive Producer Mike Cavender, along with reporter Jeff Eller and photographer Randy Scheuer, traveled throughout Tennessee to record opinions on the presidential and congressional candidates. Among those interviewed were people from the mountainous area of eastern Tennessee where some did not know or care who was running for President.

□

As part of its year-long effort, "To Your Health," **WNEV-TV Boston** undertook to relieve hunger in the state. The station aired editorials and PSA's and sponsored an all-star softball game to benefit the hungry. Among those playing was former Red Sox great Carl Yastrzemski. The hunger campaign culminated with a one-hour documentary on July 8.

An interview with Jesse Jackson by Roger Wilkins ran over three nights last December. The series followed Jackson's career, his thoughts on the presidential campaign and his views of future America. PBS picked up an option to run the interview.

□

In response to public concern following the discovery of President Reagan's cancer, **WKYC-TV Cleveland** set up a cancer hotline. Beginning during the station's 6 p.m. news-

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cast, and running until midnight, a team of medical specialists answered calls from more than 1,000 viewers during the call-in.

Another public concern covered by the station was missing children. Every Monday, the station features a different child, running his or her picture and history, as well as telling viewers where to call with information. The reports are broadcast by NBC affiliates nationwide, WKYC-TV said, which added that more than 12 missing children have been found in the past 18 months.

WSOC-TV Charlotte, N.C., said it broke a story of a Charlotte fire dispatcher who talked a woman through CPR techniques over the phone to save her baby's life. The story was told with a recording of the phone conversation and follow-up interviews with the people involved. The station then offered CPR classes for mothers of infants.

Twice each year WTOG St. Petersburg, Fla., devotes its public affairs time to an "Impact" month. The station deals with specific issues in documentaries and during its regular newscasts and public affairs shows. Last fall WTOG presented "Impact: The Future," a look at how growth in Florida will affect the future of its residents. The month was ended with an hour-long documentary, *The Tampa Bay of Tomorrow*, which covered the problems caused by uncontrolled growth in the Tampa area.

Prime of Your Life is a new weekly public affairs program on WTOG this year. It is a 30-minute magazine serving the senior population. Along with discussions and video reports, the show selects an area senior citizen of the month.

In 1984, the University of North Carolina Center for Public Television's nine stations conducted "Campaign '84," which included 15 hours of candidate interviews, three hours of debates and news coverage of statewide elections. In all, 48 candidates, including those for the U.S. Senate, 11 for U.S. House, the governor, the lieutenant governor and judges for the State Supreme Court and State Court of Appeals, were covered. For the candidates "unable or unwill-

ing" to meet face to face, the center said, it held "electronically assembled debates," in which opposing candidates were given sets of identical questions and an allotted time for response. The individual tapes were then edited together.

Last August and September, KCBS-TV Los Angeles developed a campaign on a cholesterol diagnosis and treatment. It aired a three-part series and a subsequent half-hour news special, public affairs stories and, in conjunction with the American Heart Association and the United Way, produced an information pamphlet. Using libraries, fire stations and health facilities as distribution points, one million pamphlets in English the station gave away; 50,000 in Spanish, and 10,000 each in Chinese, Japanese, Korean and Vietnamese.

Last month, KCBS-TV introduced *Heart of the Matter*, a live segment offering opposing expert viewpoints on news stories. The 10-minute segment features two to three guests either on the set or on a remote. It opens with a taped piece providing background on the day's subject; anchor Jess Marlow then begins the discussion between the guests. A recent topic was an examination of media coverage of AIDS, in light of the disclosure by Rock Hudson, and featured a media critic, a journalist and a gay rights activist.

In an effort to expand its outreach efforts, noncommercial WQED Pittsburgh produced several community-oriented specials that provided for viewer call-ins and mailings of information. In April, the station brought together five private industry councils in the Pittsburgh area to form the "Job/Help Network" and discuss unemployment in the area. In preparation for the hour-long program, the station distributed and printed in newspapers a viewer check list for requesting job-related information. In all, about 5,500 checklists were sent to the station, requesting 20,000 pieces of information; about 1,000 calls were received during the program requesting help and referrals, the station said. As a follow-up, WQED also aired job listings provided by the Pennsyl-

vanita Job Service. In the first six weeks, the Job Service was able to document 365 people who came in because they saw the listings, WQED said.

Another project of the station was a cooperative effort with commercial KDKA-TV Pittsburgh. Following the broadcast of a hour-long documentary on organ transplant produced by KDKA-TV, the noncommercial station aired the program a second time in prime time three nights later and followed with a call-in and panel discussion.

The farm crisis in Kansas and the state's various sectors of the Kansas economy were two of the many issues covered on *Stat House*, the weekly, half-hour public affairs program on KTWU Topeka, Kan. Another show examined the rights of the mentally ill and changes in procedure taking place in the commitment of mental patients.

Sunflower Journal is a monthly magazine program that reports on issues, people and events of interest to the people of Kansas. One recent show, for example, contained history of radicalism in Kansas and a feature story on a nationally broadcast Big 8 basketball game. Many of the features in *Sunflower Journal* are produced by other public television stations and local universities.

WDIV-TV and noncommercial WTVS, both Detroit, joined for a 10-week project on drunk driving during prom and graduation week. The stations published a pledge in area newspapers on codes of conduct for students and parents on prom night and combined to air four hours of special prime time programming on the topic.

WTVS devoted a week of programming to drunk driving. It included a live, prime time talk show discussion with high school students, another talk show panel with high school journalists discussing the problem at their schools and a local video show where students wrote and performed songs on the dangers of drunk driving.

For its part, WDIV-TV aired 500 PSA's, editorials, programming series and news features on the subject over a two-month period. The station visited the prom nights of 60 area schools which logged the highest pledge rate for the drunk driving campaign. Taped messages from students promoting the "don't drink and drive" theme aired and the two stations aired an honor roll of schools which attained a 50% pledge rate. The effort paid off. For the first time in 10 years, there were no teen-age drinking-related traffic deaths during the prom season.

WTVS also produced *Forum on Blacks in America*, which was presented across the PBS network. Six black opinion leaders gathered representing labor, government and the private sector in a town meeting forum with commentator Roger Wilkins. Discussion revolved around solving the economic problems of blacks in America.

The station also examined blacks at the other end of the scale, in *Blacks in Corporate America: No Room at the Top?* It looked at blacks in corporate America, how they rose to the positions they held, roadblock

Donation surprise

Local efforts to gather food, money and clothing for the needy are commonplace. But the ending to a story supplied by Alan Oldfield, news director, KGAN-TV Cedar Rapids, Iowa, is different. "In early December of 1984, the postmaster in Hale, Iowa, received a letter from a young boy in Stinnett, Ky. The boy said his family was poor, and if anyone in the village of Hale had any items they could spare, the people in Stinnett could surely use them. The story spread quickly through the area, and KGAN-TV aired a story about the letter. Eventually, a semi-truck was donated by a local firm, and the trailer, loaded with donated food and clothing, took off for Kentucky. Beth Moore and photographer Dave Sibert followed the truck to Kentucky. What they found when they arrived was surprising. The donated goods were destined not for the needy. . . Instead, two groups of residents greeted the truck, fighting over who was supposed to get the material. Eventually, the truck was unloaded. As Moore talked to county officials and many residents, they found that a well-organized group of individuals each year would write to a town, asking for donations. When the donations arrived, they quickly ended up in area garage sales, not in hands of the needy." The station series on the episode earned it a state news association award.

hey encountered and the possibilities of advancement.

There was no shortage of other public affairs programming at WDIV either. As part of coverage of the 10th anniversary of the fall of Vietnam, the station honored the 1,326 area residents killed or missing in action by listing their names on the screen during a how on veterans. Included in the special was footage from the Vietnam Veterans Memorial in Washington. A five-part news series on veterans who returned to Detroit examined their efforts to help rebuild some neighborhoods in the city.

□
What's Your Attitude?, a live, 90-minute public affairs special, launched **WCVB-TV Boston's** year-long prejudice awareness and reduction project entitled, "A World of Difference." *What's Your Attitude?* examined the subtle and not-so-subtle characteristics of prejudice through the use of seven pre-taped dramatic vignettes. Viewers and members of the audience could measure their attitudes toward racial, religious and ethnic prejudice by responding to questions. The questions were published in the Boston newspapers on the day of the telecast to assist viewers in some participation. A national expert on prejudice joined anchor Natalie Jacobson and station legal expert Arthur Miller to analyze the vignettes and the responses to the questions.

□
KIRO-TV Seattle put up a \$100,000 reward for a two-month period to help police in their search for the Green River killer, who has been linked to 29 deaths over the past three years. The station produced and aired PSA's urging citizens with information to call authorities. The spots included people whose lives had been touched by the case, including family members and police and public officials. Police are now running through the 1,300 tips that were received but so far the killer has not been apprehended.

In addition to the PSA push, the station aired news reports on the progress of the case, and produced two half-hour specials, one probing the specifics of this case and another examining serial killers.

KIRO-TV airs "Special Events" several times each month, half-hour and hour programs examining both controversial issues and lighter fare of interest to viewers. One show examined abortion and included speakers on both sides of the issue. As part of the special, **KIRO-TV** aired portions of the anti-abortion film, "Silent Scream."

□
A public service campaign highlighting the achievements of young people constitutes the Young Stars project on **KGAN-TV Cedar Rapids, Iowa**. The series has run for over 16 months and began with students reading 30-second PSA's they wrote on various topics, including smoking, drinking and driving, seat belt use, talking to strangers, gun safety, ethnic differences, teen-age pregnancy and peer pressure. An outgrowth of the campaign has been the "Young Star of the Month," selected by the station for an out-

standing achievement. Winners receive a plaque, a \$125 savings certificate and a free pizza party at a local Pizza Hut. The station has saluted a newspaper boy who saved an elderly woman's life, a 7-year-old who alerted authorities when his father became involved in a farming accident and a girl who began a Students Against Drunk Driving chapter in her school and carried the project to other schools.

□
KDKA-TV Pittsburgh, plus the other Group W television stations, created and produced the Second Chance campaign, a nationwide public service effort to solicit donations for organ transplant surgery. In addition to the *Second Chance* documentary, which aired on over 113 stations nationwide, a bevy of public service announcements was provided.



Second Chance on KDKA-TV

Stations were urged to individualize the program with stories pertaining to their markets.

At **KDKA-TV**, a news series on the organ donation process was aired—what it was like to wait for an organ, the emotions of the families involved, the race to save lives and the success of some transplant recipients. The station also held a Second Chance day promotion with the Pirates baseball club on June 2. Included in the score card for the game was an organ donation card.

The station's Christmas benefit to raise funds for a local children's hospital raised more than \$563,000 in three hours. The telecast originated live from five locations and was staffed by over 300 television and radio staffers.

The station's tradition in helping raise money for turkeys for the needy at Thanksgiving this year continued, with some

\$325,000 raised just for that purpose. The birds were distributed throughout a three-state area.

□
Betty Lou Varnum, director of public affairs, and investigative reporter Mark Mills of **WOI-TV Ames, Iowa**, worked nearly six months to present *Bitter Harvest, Grains of Hope*. The hour-long documentary, which aired last fall, set out to be a comprehensive look at farm credit problems.

□
The problem of working parents with small children—latchkey children—was tackled by **WCAU-TV Philadelphia** in an unusual way. In addition to the traditional documentary program that opened the project and the roundtable discussion program that ended it, "Latchkey Families" offered two uncommon features. To illustrate many of the problems—and solutions found—by working couples with children, **WCAU-TV** produced an original docudrama about a day in the life of a latchkey family. Dramatic vignettes performed by Philadelphia area actors were followed by narrative and interview segments. The station produced an original game show, "The Kid's Survival Game," in which a panel of latchkey children (whose last names were withheld for their own protection) participated in a contest to find the proper way to behave for a child who finds himself in any one of a number of situations common to latchkey children. Featured on the show were several area celebrities. According to the station, "the project succeeded in fostering public awareness that the 'latchkey child' was no longer a monopoly of the poor—he is fast becoming the rule among the middle class."

□
Reporter Toby Gold and associate producer Cindy Allenbrandt make up the "Action Team" for **WHYC-TV Rochester, N.Y.** The team was established three years ago to provide regular consumer information on newscasts. Through both on-air and behind-the-scenes efforts, the Action Team has, according to news director Al Holzer, helped solve hundreds of individual consumer problems. The popularity of the segment became so great that the station started getting up to 60 calls a

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day from disgruntled consumers. To meet this demand, the Action Team teamed up with Rochester community organizations to set up a volunteer-operated "Actions Line."

Evening Edition is a six-minute documentary series that airs on noncommercial **KCTS-TV Seattle**. On special occasions, KCTS-TV uses several segments of *Evening Edition* and edits them into 30-minute documentaries. This was done with shows aired last year on juvenile prostitution in Seattle. The resulting half-hour show followed the cycle of sexual abuse of children that leads to teenage prostitution. It profiled victims of serial murders of teen-aged prostitutes in Washington state. The five six-minute segments that had run earlier on *Evening Edition* helped promote viewership of the documentary.

Who are the people living at the top of New Hampshire's frigid Mount Washington? Geoff Fox, weatherman for **WTNH-TV New Haven, Conn.**, traveled there to meet them on a February day when the temperature was five degrees and the wind was blowing at between 90 and 100 miles an hour. Overcoming several technical problems due to the cold and the TV towers that are located on top of the mountain, Fox returned a profile of the men who work at the Mount Washington's weather station who must go out into the cold many times a day to record statistics.

Fox also provided viewers with a look inside a hurricane last year when he joined the crew of a plane tracking Hurricane Diana.

Eight Vietnam veterans were featured in a Memorial Day special, *Heroes at Home*, broadcast by **WLS-TV Chicago**. The veterans talked of the war and of the abandonment they felt on returning home, occasionally answering off-camera questions put to them by WLS-TV program director Charlotte Koppe, the host and producer of the show. The documentary also featured the founder and president of Vietnam Veterans of America, Robert Muller, and provided names and numbers of referral services where veterans could obtain help.

WLNS-TV Lansing, Mich., pulled out all the stops for an antidrunk-driving campaign on the eve of prom and graduation season. It met with representatives of local restaurants, floral houses and tuxedo shops plus Mothers Against Drunk Driving. The station aired PSA's, a six-part news series during prom week, editorials and a one-hour show, "Arrive Alive in '85."

To prepare for the series, a news crew spent time interviewing teen-agers at local hangouts and followed police who arrested several under-age drinkers. To cap the series, the entire Saturday night newscast was anchored live from the high school prom. (Local automobile dealers donated cars and vans to transport those too drunk to drive during prom night.) "Arrive Alive" consisted of a panel discussion with four teen-agers involved in their school chapters of Students

Against Drunk Driving.

In cooperation with **WCCO-TV Minneapolis**, its 1984 "Project Abuse" series was presented on **WFRV-TV Green Bay, Wis.** Over a two-week period reports were done by coanchors Mary Smits and Jay Johnson each night on regular newscasts. Three WCCO-TV-produced documentaries were shown. *The Betrayal*, an hour-long program meant for adults, was shown during prime time. *Touch and No Easy Answers* were shown in the morning so that about 60,000 students in cooperating 60 school districts could view them.

WEVV Evansville, Ind., decided to get involved in a big way with "Operation: Prom/Graduation," the anti-drinking-and-driving campaign sponsored by the National Association of Broadcasters. It produced over 200



10- and 20-second PSA's. Two students each from 28 Evansville-area high schools appeared in the spots. Ten were aired each day for about two months beginning in April.

The Multiple Sclerosis Golf Classic was covered in its entirety by **WMGT Macon, Ga.** Two crews of two men taped the three-day event from video-loaded golf carts, using a zoom lens, slow motion, fade outs, close-ups, long shots and a boxed video to highlight the action of the game. *Hill Street Blues* star Kiel Martin was flown in by WMGT, which filmed the actor as he was acknowledged by city officials. Coverage also included shots of professional golfer Bill Glasson conducting an exhibition for junior players; interviews with underwriters and players at an evening reception; filming of a "bloop" segment, and an interview with a multiple sclerosis patient.

In April, **KPRC-TV Houston** launched "Operation Child Safe." The effort began with a series of two-part special reports on stranger abductions, parental abductions, runaways and prevention. The station also ran photographs of missing children at the end of all news and public affairs programs; a safety tips poster was created and offered free as well as distributed to schools. KPRC-TV teamed up with Pepsi, Safeway and the Houston Police Department, Houston Area Missing Child Program and the Harris County Constables to launch a city-wide child fingerprinting program. The free finger-

printing took place at area Safeway store for five consecutive weekends. Fingerprinting was also offered during the same time the Houston Astrodome during Houston Astros baseball games. Additionally a tip sheet was distributed at the fingerprinting station to help parents prepare their children to deal safely with strangers. More than 24,000 children were fingerprinted during the five-week program. Then the station, in cooperation with Houston's transit system, placed posters of missing children in more than 800 buses. The mayor declared May 6-12 "Operation Child Safe Week."

There was no shortage of political and election race coverage on **WJAR-TV Providence, R.I.**, last year. After the mayor of Providence resigned, the station aired a live, in-studio debate among the candidates for mayor three weeks before the special election. There was one twist, as the station said it used an experimental free-for-all format instead of traditional debate setup.

The station also used the debate format to showcase the views of the two Democratic candidates running for governor. Later in the campaign, WJAR-TV broadcast live the debate between the Democratic and Republican contenders, the only such meeting, said, televised throughout the state.

All that served only as a prelude to the station's election night coverage last November. WJAR-TV leased two fully equipped production vans from ESPN and stationed them at the local headquarters of both political parties. Field producers in the vans were in constant touch with a producer at the station, who oversaw the three hours of coverage. In addition, a local pollster was hired to conduct exit polling and a Telesource computer was utilized to tabulate vote totals. The station said the year-long election effort produced successful Nielsen numbers: 23/3 for election coverage that night.

Chris Treston and Joe McTague of the sport department at **WTVM Columbus, Ga.**, hosted a one-hour local sports special, *Summer Warm-Up Games*. The show aired last August in cooperation with Columbus area high school and college coaches with the purpose of interesting children between the ages of 7 and 13 in different sports. Young participants in the show were instructed in swimming, track and field, basketball and baseball.

City hall reporter Cathy Teague and photographer Dave Tarr were sent by **KSAT-TV** to follow **San Antonio, Tex.**, Mayor Henry Cisneros on a 16-day tour of the Far East. Cisneros traveled to Japan, Korea and Taiwan with a trade delegation that sought to develop oriental contacts for future investment in the San Antonio. The tape sent back was used to produce *San Antonio: Looking East*, a documentary aired June 21. Economic systems in the Far East and the U.S. were compared.

With representatives from the United Way, KSAT-TV developed *Good Neighbors*, a new public affairs show. Each week reporter Jessie Degollado profiles a needy San Antonio

nio individual, family or nonprofit organization. At the end of the program, viewers who wish to make donations are given a number for a phone bank staffed by United Way volunteers.

□

Almanac is a live, one-hour, current events program shown weekly on noncommercial **KTCA-TV St. Paul**. Hosted Joe Summers, a district judge, and Jan Smaby, head of the economic assistance department of Minnesota's largest county, it seeks to cover stories of state and national importance from unusual angles. Guests have included former President Jimmy Carter. A telephone interview with South Korean diplomat Kim Dae Jung was held soon after he was placed under house arrest. Starting this summer, *Almanac* has been showing segments of newscasts from the Soviet Union. This feature will be presented as a separate monthly program beginning in October.

A 10-part series on the effect of economic change on Minnesotans, *Survive*, was completed with the cooperation of several state and educational organizations including the University of Minnesota's Extension Service. The show profiles individual Minnesotans who have faced problems such as unemployment, inadequate nutrition and the depressed farm economy.

□

Voter participation and alcohol and drug abuse among the young were some of the public affairs issues addressed by **KING-TV Seattle** this year. The voting drive included coverage of local and national candidates throughout their respective races. A documentary, *Backroad Ballots*, was aired. The station sent a news crew throughout the state for three weeks, gathering people's reactions to the presidential campaign and the candidates. Two voter vans sponsored by the station traveled the state, stopping at schools, shopping centers and fairs, registering voters. Some 15,000 new voters were signed up, including 3,500 high school and college students the station had specially targeted.

On the drug and alcohol abuse front, the station produced a half-hour documentary, which was followed by a live studio discussion. The public affairs department produced a follow-up PSA campaign, which included information on crisis hot lines, treatment programs and parent support groups. The station's children's show, *Flash*, also got into the act with a live audience of children asked questions of two teen-age recovering abusers.

□

When **KIFI-TV Idaho Falls** decided to institute a health series in its news, it went to top officials at local medical societies and sent forms to 120 doctors, asking if what topics should be covered and whether they would consent to be interviewed on the series. From that inquiry, it came up with enough topics to keep them busy for three months, with reports ranging from AIDS to beating the heat. Each week the station does a two- or three-part series.

□

A comprehensive "kick the habit" program, *Freedom From Smoking in 20 Days*, was broadcast by **WMAQ-TV Chicago** in conjunction with the American Lung Association. Health reporter Dr. Barry Kaufman offered viewers encouragement and highlighted techniques for quitting smoking on the 4:30 p.m. and 10 p.m. news. Free brochures were made available, and five sample smokers were selected to complete the program on camera. An estimated 70,000 people participated in the campaign, according to the Chicago Lung Association. Kaufman ended with a half-hour special, *Freedom From Smoking at Last*, that recognized the accomplishments of the new nonsmokers and offered encouragement for those still trying to quit.

□

Promising Age, a talk show with the goal of providing valuable information to senior citizens, was presented by noncommercial **KAWE-TV Bemidji, Minn.** Some of the topics covered were arthritis treatments, free legal services and senior sexuality. Volunteer work by local senior citizens was instrumental in the show's production.

□

The proposed sale of Conrail, a railroad and major employer in the **Altoona, Pa.**, area, led **WTAJ-TV** there to put together a live special to discuss its possible impact on the local economy. Reporters Phil Bayly and Dennis Buterbaugh hosted the show which gathered officials of Conrail with local and federal legislators and a studio audience of local business leaders in the **WTAJ-TV** studio. A live satellite feed from Washington added Pennsylvania Senators Arlen Specter and John Heinz to the discussion. There was also a remote from a local railroad workers' union headquarters.

□

With the cooperation of Rockford College and ABC News, **WREX-TV Rockford, Ill.**, put together a special report after the local college announced that it had bought Regents College in London. **WREX-TV** will travel to London later this year when the first Rockford College students will study there during the fall semester.

□

WMBD-TV Peoria, Ill., joined with the Meth-

odist Medical Center of Central Illinois to produce 31, *One Minute Housecalls*, which covered a new medical subject every day during May. The 60-second segments were supplemented by the Medical Center's mailing of 5,000 pamphlets summarizing the 31 segments and providing a calendar of each day's topic. Additionally, the printed material was made available to doctors' offices and medical clinics in a three-county area, the station said. On another front, **WMBD-TV's** *Somebody's Child* (which premiered in November 1984) continues to feature adoptable children from the community. Airing bi-monthly on Sunday nights and Monday afternoons, the program has been responsible for placing more than 40% of the children aired, **WMBD-TV** said. The station has also joined with other local organizations to examine teen-age pregnancy and drunk driving.

□

For the third year, noncommercial **WMHT Schenectady, N.Y.**, broadcast a weekly, half-hour, call-in program, *Live Line*. Expanded versions of the program aired during prime time, when controversial topics or noteworthy guests were featured. *Live Line* specials included a discussion of abortion, an interview with G. Gordon Liddy and an examination of alcoholism hosted by recovered alcoholic Dennis Wholey, host of *Latenight America*.

□

Town meetings were the order of the day for **WEAU-TV Eau Claire, Wis.**, and it used that forum to examine drunk driving and the plight of state farmers. In April the station gave 100 farmers the chance to question a panel of U.S. congressmen and state agricultural officials. Viewers of the 90-minute telecast were also encouraged to call in with their questions. Topics covered declining farm product prices, government price supports, property taxes and interest rates.

The drunk driving meeting discussed alcohol abuse and the impact of raising the state's drinking law to 21. That 90-minute program was broadcast live from a school auditorium with a panel of experts and 25 representatives from alcohol related fields.

□

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ham, Ala., and local doctors worked together to establish "Healthline," a service developed to improve health awareness. A phone bank manned by doctors was set up to answer viewer questions on any medical issue. During its five-night run, the Healthline answered more than 5,000 phone inquiries. In conjunction with this service, WVTM-TV's health reporter, Judy Burleson, appeared each week night to present reports on the changing relationships between doctors and patients.

Burleson reported in November 1984 on the Alabama rate of cervical cancer, which leads the nation. In *People Helping People: Fight Cervical Cancer*, a week-long series of reports, she informed Birmingham women of the deadly effects of the disease and of the simple methods of early detection. Cooperating with local hospitals, WVTM-TV provided low-cost testing for cervical cancer. Over 2,000 women took advantage of the tests. Fifty-seven received positive results and were advised to see their own doctors.

The working woman was in the limelight for three weeks at **wCBS-TV New York**. The station devoted its early morning discussion program to the topic for two weeks and featured it on other regular public affairs programs. *Working Woman Moments*, 30-second spots, aired throughout the three weeks, showing vignettes of politician Bella Abzug, artist Louise Nevelson, *Essence* magazine editor Susan Taylor and comedienne Elaine Boosler, among others. A free booklet was also produced by the station offering advice on choosing a career, money management, equal wages, pregnancy discrimination, sexual harassment and child care.

But the highlight of the project was a one-hour prime time special that explored the sociological, psychological and economic effects of the increase of women in the labor force. The station reports that the special was reviewed by the *New York Daily News*, which called it "a comprehensive, first-rate documentary."

Eight days in April were devoted to "Project Mental Health" on **wcco-TV Minneapolis**. Each day the station aired documentaries, news reports and public service announcements on mental illness to help viewers understand its victims. "Project Mental Health" was launched on April 22 with *Central Manor*, a 90-minute documentary on the lives of mentally ill adults living in a St. Paul half-way house. The idea of the show was to allow the patients talk about their problems rather than have experts analyze mental illness. After *Central Manor*, WCOO-TV's Pat Miles and Don Shelby hosted a live, 60-minute "Town Meeting," to discuss mental health issues with professionals.

A certain type of mental illness was covered in a 60-minute special, *Depression: Dark Night of the Soul*, on April 30. Included in the show were phone inquiries by viewers and a panel discussion on signs, causes and potential cures of depression.

There was also a self-assessment survey for viewers to determine whether they suffer from depression and need professional help.

During each day of "Project Mental Health," the station operated a 24-hour hotline to provide information on crisis counseling, referrals, half-way houses and volunteer opportunities. On April 28, WCCO-TV sponsored open houses in mental hospitals in the Twin Cities area to give people the chance to meet staff and residents and learn about the service provided.

The "Special Moments" series on **wxmi-TV Grand Rapids, Mich.**, contains two-minute snippets of western Michigan life aired frequently each week. The moments are roughly drawn into four categories. One category includes area events and the people who make them happen. A recent example featured Mickey Rooney, who was touring the area with his musical, "Sugar Babies." Another category spotlights "good newsmakers" and their community contributions. A third is events, such as fairs, parades and festivals. The fourth is an open forum for viewers to express their views on issues of the day.

Noncommercial **kcet Los Angeles** joined with the Santa Barbara-based Center for the Study of Democratic Institutions in covering a forum of Salvadoran leaders. The resulting two-hour debate was held at the station's studio, and united Salvadoran leaders from across the political spectrum. The coverage was fed via satellite to Public Broadcasting Service stations that same day. No press was allowed to attend the actual in-studio debates, KCET said. Instead, reports were in a room "nearby" equipped with monitors, phones and mult boxes. A small audience was seated around the Salvadoran delegates during the event and allowed to ask questions.

Reporters were sent to Minneapolis and Toronto by **wkbw-TV** to demonstrate how other northern cities have been able to exploit their cold climates and how **Buffalo, N.Y.**, could do the same. The news series inspired the local chamber of commerce to form a winter festival which will be held in downtown Buffalo this year.

When funds for the Baltimore city youth baseball program were about to be cut, **wBAL-TV Baltimore** pitched in with a donation to help cover the program's expenses. The program provided city youths with summer activities and jobs maintaining baseball fields.

The station is paired with an area middle school in an adopt-a-school program that seeks to bring business and education systems together. The station, for its part, has donated television production equipment and sets to the school, making it the only public school in the area to have its own operational closed-circuit TV system. Students produce a daily news program at the

beginning of each day. Station news staffers visit the school throughout the semester. In addition, groups of students tour **WBAL-TV** studios.

The station also processed 20,000 children through its identification card system done at local shopping malls in conjunction with the county police, Polaroid and J.C. Penney.

ABC affiliate **WHOI Peoria, Ill.**, used network prime time movies to help focus attention on teen-age problems. Preceding the broadcast of ABC's *Surviving* (a television movie about teen-age suicide) and later *One Too Many* (about teen-age drinking), WHOI aired a mini-documentary on both subjects. In addition, WHOI presented an hour-long program following *Surviving*, in which a studio audience questioned the parents of children who had committed suicide, and public health officials who had appeared in the station's mini-documentary. Immediately after the broadcast of *One Too Many*, the station aired a syndicated program that tested whether people were alcoholics. Following both movies, viewers were invited to call the studio and "especially troubled" parents and teen-agers were able to speak to off-camera counselors, the station said.

Cincinnati Business Weekly, produced by noncommercial **wcet Cincinnati**, is entering its third season. The show reviews the week's business news and includes segments on business trends, innovations, new makers and new businesses. The show is taped on location and shown on Friday, 7:30. It is shown live when there is breaking business news.

Over 50 staffers at **WTAE-TV Pittsburgh** gave up their July 4 holiday to produce the city Independence Day celebration. The day marked the culmination of the station's Project Helping Hand which raised over a half million dollars for the unemployed. On July 4, the station did live cut-ins throughout the day and on all the newscasts, and produce two live specials—a half-hour Laura Branigan concert and the two-and-one-half-hour finale with the city's symphony orchestra and the traditional fireworks display.

One successful public affairs effort for **wf Charlotte, N.C.**, has been *Ask the Mayor*, one-hour call-in show featuring Charlotte Mayor Harvey Gantt. Every three months the mayor takes calls from viewers. The programs aired to date have focused on bond issues, the city's budget, a payroll tax proposal and transportation issues. The mayor also has guests from city hall, citizen groups and other interested parties to give representation to all sides of a given issue. Each program cost the station about \$2,000. Local savings and loan underwrote the series.

KRON-TV San Francisco joined with Emergency Airlifts International in a campaign to collect food and medical supplies for Africa.

with Bay Area volunteers. Reporter Vic Lee and cameraman Ken Swartz accompanied 12 doctors, nurses, medicines and relief supplies to Sudanese refugee camps. They traveled nearly 1,300 miles in the drought-stricken land. "Airlift: Africa" raised more than \$550,000.

□

Hero is a weekly public affairs feature of **WJON-TV Portland, Ore.** Each week Sandy James presents a videotaped profile of a community volunteer in Oregon or southwest Washington who has contributed to the community without public recognition or reward.

□

A growing problem was covered in *Leaving It All Behind: The World of Adult Runaways*, a documentary that aired Jan. 25 on **WBZ-TV Boston**. It was reported that as many as one million adults in the United States have reached points of such stress that they have simply left their homes, families and jobs without a trace. Often families have claimed that they had no idea anything was wrong. Experts appeared to discuss the circumstances that drive people to run away and families that are affected.

The one-hour **Boston's Changing Face** in November looked at racial issues in Boston. **WBZ-TV** anchor Liz Walker hosted the program which focused on business, politics and housing. These issues are of increased relevancy since the election of Mayor Raymond Flynn who has increased minority appointments to city political positions.

□

WDVM-TV Washington began a year-long community awareness campaign on children and drugs last summer with a two-part, two-hour live special designed to draw attention to the area's drug problems. Included in the program was an hour interview with First Lady Nancy Reagan. An all-day hotline designed to provide drug counseling took more than 1,000 calls and People's Drug Stores distributed 50,000 brochures on counseling and referral services printed in cooperation with the station.

Because of the initial response, **WDVM-TV** devoted an entire Saturday morning in September to a live talk show with teen-age drug abusers, rehabilitation specialists and viewer call-in segments.

Following that special, the station spent \$65,000 on three "Hollywood" production-style PSA's on teen-age drunk driving and drug abuse. The spots premiered during the station's drug awareness week in March. Local governments joined with the station to draw attention to local drug abuse that week and to highlight services and programs offered by drug awareness groups.

□

Elected officials and "key thought leaders" were questioned by a panel of reporters each week on **WABC-TV New York's** "Eyewitness News Conference." The mayor of New York, governors of New York and New Jersey, police commissioner, transit authority resident and Cardinal John O'Connor are among the guests who have appeared on the Sunday program. The station notes that the

newsmakers' remarks on the show are often quoted in publications.

The station also features several ethnic public affairs programs, focusing on the concerns of the city's Hispanic and black population. *Like It Is with Gil Noble*, says **WABC-TV**, is the "longest-running black-produced television program in the country." **WABC-TV** says the program has received 350 community awards and seven New York area Emmy awards. Several of the programs have been distributed to schools and colleges. Subjects have included voter registration, blacks who have made history, musicians, congressional hearings in Harlem on police brutality, apartheid in South Africa and U.S. involvement in Nicaragua. In one report, claims **WABC-TV**, Noble uncovered the story of air trafficking of drugs through U.S. military installations.

Tiempo, although primarily for the large Hispanic population (more than two million) in New York, offers information of interest to everyone. Guests have included the singing group Menudo, Spanish dancer Antonio Gades, singer/actor Jose Luis Rodriguez and entrepreneurs and politicians. Issues covered on *Tiempo* have included housing, unemployment and alcoholism.

□

WLUK-TV Green Bay, Wis., sent Danielle Kegel and photographer Mark Hrubesky to the remote parts of northern Wisconsin to report on the efforts of state officials to preserve its four endangered species: the timber wolf, the loon, the osprey and the bald eagle. While they were there, the state learned that two packs of timber wolves had been infected by canine parvo virus, a disease that has struck dogs and foxes in the United States for several years.

As a summertime special report, **WLUK-TV** went on a search for the perfect bratwurst. For decades the German and Belgian populations have been arguing over who made the better sausage, so the station sent reporter Jeff Strei to some of the local bratwurst makers to report on recipes. **WLUK-TV** also polled its audience and received 1,400 post card responses on which was the best brand.

□

WLWT Cincinnati twice sent a news crew to famine-stricken Ethiopia to document the disbursement of medical supplies donated

by the Cincinnati community. After a week in the African nation during the first trip in March, the **WLWT** news crew produced a week of reports, culminating in a one-hour prime time special. The second trip, which began Aug. 2, documented the delivery of 30 tons of medical supplies and filmed the proposed site of the Cincinnati Clinic, which is to be built, staffed and stocked with money, personnel and medical supplies donated from a Cincinnati relief effort.

□

KITN-TV Minneapolis received favorable response from a one-hour program on alcoholism. The program, which was shown live, included an alcoholism test and an interview with a panel of experts. Local phone bank numbers of alcohol treatment-related centers were run on the screen during the broadcast. The main switchboard with 10 circuits was backed up for 90 minutes following the program. The station began promoting the program a month before it was aired.

□

To demonstrate that **WYFF-TV Greenville, S.C.**, is "Ernest" about reducing drinking and driving, the station began a Christmas campaign featuring promotional personality Ernest P. Worrell. The campaign received commendations from both Mothers Against Drunk Driving and the Greenville County Commission on Alcohol and Drug Abuse, the station said.

A spring effort on the topic aimed at teenagers included a one-hour prime-time special anchored by sports personality J.D. Hayworth and news anchors Carl Clark and Carol Anderson, which brought Greenville County high school students together to watch a film on teen-age responsibility for drunk driving and then discuss questions raised by the documentary. A local man convicted of homicide after driving under the influence of alcohol also spoke with the teen-agers during the program.

□

WFSB Hartford, Conn., features regular "Health Team 3" reports by State Commissioner of Health Dr. Douglas Lloyd, University of Connecticut Health Center professor and surgeon Dr. Derrick Woodbury and nationally syndicated physician Dr. James (Red) Duke on its evening newscast. A week-long news and public service cam-

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week-long news and public service campaign on colon and rectal cancer discussed preventive measures, warning signs of the disease and included distribution of free screening kits. Of the 55,000 people who picked up the kits, 40,000 returned completed kits for processing. And for the fifth consecutive year, WFSB's Health Expo brought together more than 100 public and private groups to offer free health fairs in more than 35 communities.

Audience participation is encouraged at **KTVI(TV) St. Louis**. During a news series on child rearing, the station distributed a booklet written by local university experts in the field, "The Parent Test." Viewers could also take the test by watching the news series. Questions were given during the evening news and answers during the late news.

While doing a series on organ transplants, **wcix-TV Miami** discovered there was a great shortage of organs from black donors. It followed with a series in April on special needs for black transplant patients, such as matching tissue types. Viewers were informed of ways they could help solve the problem.

Nearly \$100,000 was raised by **wbtv Charlotte, N.C.**, during its on-air relief campaign, "Water for Africa." Loonis McGlohon, special projects director, organized the drive to help especially hard-hit parts of Africa which have not had rain in over two years. A WBTv crew, led by anchor Diana Williams, went to Africa in June to find out how the relief money was being used. In several communities they found that donations by North Carolinians were being used to dig wells and build water systems.

Mercy killings were the subject of a five-day report by **wsvn Miami** weekend anchor Stephanie Stahl. The series was highlighted by an exclusive interview with 76-year-old Roswell Gilbert, imprisoned over the shooting of his wife, whom he claims he wanted to free from suffering caused by Alzheimer's disease and a degenerative bone condition. The reports, which explored medical, legal and moral issues surrounding the killing, also included an interview with Gilbert's daughter, who believed him innocent.

Thirteen Tonight, the monthly, prime time, public affairs program broadcast by **KOVV(TV) Stockton (Sacramento), Calif.**, has covered topics from adult literacy to headaches to Californians and their automobiles. Shot in the field on one-inch tape, the half-hour program looks at problems facing individuals or the community.

Call-in shows are not new to television, but a call-in segment during a newscast is unusual. That's what **wkef(TV) Dayton, Ohio**, has done. It expanded its 5:30 edition of *22 Alive News* to an hour and included in the expansion a nine-minute segment in which view-

ers are invited to call in live with questions to the newsmaker of the day. Topics and guests have included Dayton's mayor discussing a sewage problem; a state official answering questions concerning highway construction that failed to meet state standards, and a school superintendent who resigned earlier that day.

KGO-TV San Francisco features a medical reporter, Doctor Dean Edell, who appears in a daily phone-in segment during the 5 p.m. newscast. In the live eight-minute segment, Edell answers general interest questions from viewers.

Every week during the three months the Maryland state legislature is in session, **Maryland Public Television** airs a half-hour news magazine program devoted to issues before that body. The stations try to personalize the story by showing how legislative actions will affect the general public. For instance, several bills surfaced to control child abuse by authorizing criminal background checks on potential day care center employees. After explaining the bills, the report interviewed day care center workers and a mother whose child had been sexually abused.

Two major issues were the focus of **wavy-TV Portsmouth, Va.**, public affairs campaigns. The post-traumatic shock syndrome of Vietnam veterans was examined through the airing of a film, "The War Within," and interviews with veterans, who spoke of problems with their jobs, families and friends. A panel discussion featuring a psychiatrist, a veteran and a social worker from the Veteran's Center followed the broadcast.

The second WAVY-TV project addressed the problem of interfamily domestic abuse, the goals being to raise awareness and to provide a list of available services and resources. A two-hour special "depicting types and causes of abuse, as well as intervention and prevention techniques" was the centerpiece of the project. Following the broadcast, a panel of experts and counselors was available to accept telephone calls. WAVY-TV also aired four other reports within regular programs, and sponsored a symposium for social workers, educators and ministers.

Child sexual abuse was the topic of one special report done by **wgme-TV Portland, Me.** The report was followed by a live call-in show featuring a panel of experts, and was supplemented by pamphlets listing agencies that offer help. More than 5,900 pamphlets were distributed through a local grocery store chain.

A live call-in also followed a series on the need for transplant organs. After the station's broadcasts, the Kidney Foundation of Maine reported a 500% increase in requests for donor cards.

WGME-TV won two first-place national awards for its medical reporting, one from

the Arthritis Foundation for a five-part series on that debilitating disease, and one from the American Osteopathic Association for five-part series on osteopathic medicine.

Eagle Communications, which owns **KECI-TV Missoula, Mont.**, and **KCFW-TV Kalispel Mont.**, has undertaken a long-term program where journalists from Radio Television Malaysia work with the station's news teams. In June, five RTM personnel finished a two-month tour of duty at the stations, where they reported stories, undertook ENG camera and editing duties, and even delivered newscast in their native language. The selection of a smaller market gives the Malaysians a greater chance to perform editorial duties than they might find in larger markets the stations said.

During the mayoral elections in Hattiesburg and Laurel, both Mississippi, **wdam-TV Laurel-Hattiesburg, Miss.**, staged live mini-debates between the candidates during the evening newscast. In the case of Hattiesburg, although both candidates agreed to a debate, only the incumbent mayor showed. While the challenger decry that the static had given the mayor an unfair platform, the challenger won with 60% of the vote.

Topics such as the death penalty in California and the growing practice of buying babies were covered on *Camera Nine*, the on-hour news magazine presented every week on **knx-TV Los Angeles**. In April *Camera Nine* looked into the growing number of teen-age gangs practicing devil worship. (In an earlier show, the moral issues involved transplant operations, ranging from the common kidney operations to the more controversial case of the implantation of a boon's heart in a human child were discussed.)

The farm and news departments of **wibw-Topeka, Kan.**, co-produced *The Kans Farmer: At a Crossroad*, a report focusing on the situation in that state's farming community. The half-hour presentation, hosted by Farm Director Kelly Lenz and statehouse reporter Ken Murphy, showed both the political policy and personal experience aspects of the issue. Footage from an Atchison, Kan., hearing attended by Kansas Second District Representative Jim Slatte was supplemented by interviews with farmers attending the hearing in Atchison, which is primarily a farming community.

In January, **kstp-TV St. Paul** aired *Free as Forgotten*, an examination of the care received by the mentally ill in Minnesota. Reporter Tom Steward and producer Pete Peterson found evidence during their three-month project that the practice of deinstitutionalization by the state's mental hospitals was some cases a failure. The show also raised the question of whether large institutions, small, group homes in communities were better method of treating the mentally ill. *Matters of Life and Death*, a documenta-

resented in April, was on the dilemma presented by improved methods of life support or the critically ill. Along with the opinions of experts who were given the task of deciding fates of patients in hypothetical cases, there were comments from local families who were facing the choice of losing their loved ones to death or sustaining them through modern medical methods. Over 1,500 people responded to a telephone poll about the issue and the results were given on the 10 p.m. news that night.

□

On April 11, **WVTV Milwaukee** presented an hour-long show, *The Endless Journey*, on alcoholism. The first half-hour of the show was a taped narrative by Dick Johnson in his first appearance on Milwaukee television in 10 years. Johnson was a popular TV personality in Milwaukee in 1975 when he killed two women in an accident while driving drunk. The second half of the show was a live panel discussion with phone calls from the audience. Members of the panel were Johnson; Victor Manian, Milwaukee county circuit court chief judge, and Dr. Roland Herrington, director of the McBride Center for Impaired Professionals at the Milwaukee Psychiatric Hospital.

□

A 30-minute report on drunk driving was presented on **WTRX Waterbury, Conn.** To follow up the report, the station went to the local chapter of R.I.D. (Remove Intoxicated Drivers) and interviewed families who had lost someone to an accident involving a drunk driver. In a series of 30-second spots, sound bites of families presenting their feelings accompanied pictures of the victims and the date and location of the accidents.

In January, **WTRX** aired a telethon to help feed the starving in Africa. The eight-hour project, produced in cooperation with a local organization called the Father Nadolny Good Jews Fund, raised \$387,000. In May the station produced and aired its own public service announcements on the subject of African hunger.

□

During the final days of the Illinois legislative session, **WTTW Chicago** originated live from Springfield its *Chicago Tonight with John Callaway* public affairs program. The legislature was considering bills on the governor's "Build Illinois" program, education reform and lights for Wrigley field. In addition to arranging interviews for each show, the crew did background pieces relating to issues for the general assembly. Guests on the program included state senators and representatives, school board officials and Chicago Mayor Harold Washington. *Chicago Tonight* also went on the road the weeks of the two national political conventions, broadcasting live from each last summer.

□

KOTV Tulsa, Okla., is using the theme "Spirit of Oklahoma" in its news and public affairs programming. In newscasts, individuals and organizations that have made contributions to the community are recognized. KOTV

showcased the state's air national guard after the station spent a week with it during NATO exercises in England. And local efforts to send food to Ethiopia are also highlighted in "Spirit" reports. KOTV's volunteer telethon set a tentative goal of 10,000 hours pledged to local agencies. The two-hour telethon brought in pledges, however, of 100,000 volunteer hours.

□

KWGN-TV Denver has found success with its *Town Hall Tonight* programming. Each quarter, the station chooses a topic of concern (ranging from gun control to sexual abuse of children) and airs a 90-minute program. The first 45 minutes are occupied by a documentary on the subject, followed by a live studio discussion with a panel of experts who answer questions from an audience of 50. The program is aired in conjunction with a PSA campaign and news segments devoted to the subject under review.

□

"Coming Home" is the name of a series developed by **WATE-TV Knoxville, Tenn.**, to celebrate the 200th anniversary of Tennessee's statehood. The profiles, shown every Monday evening, cover a different east Tennessee city or town, "from the corner drug store and five-and-dime, to the barber shop and bowling alley." The series will continue into 1986.

Local cable news: better than before

When it comes to local journalism, cable still has a long way to go to catch up with broadcasting. Yet, judged on its own terms, the medium seems to have come a long way. Numerous cable systems around the country are committed to regular productions ranging from daily newscasts to public-affairs talk shows to investigative documentaries.

It hard to gauge how pervasive local cable journalism is today. But considering that only about one-fourth of all cable headends produce local programming of any sort, it's safe to say that local journalism is the exception, rather than the rule in cable.

Since the news departments of major-market television stations cannot adequately cover the happenings of all the communities within the range of their signals, some local cable systems are stepping in to fill the void.

Cablevision, a system serving the two New York suburban counties on **Long Island**, last January began offering a daily one-hour newscast aimed at the counties. *Cablevisionews* is an expansion of the five-minute updates on the counties' news that the system had been inserting into CNN Headline News since September 1984.

The newscast, which is anchored by for-

mer ABC News correspondent and CNN anchor Bill Zimmerman, has two half-hour parts. The first comprises the news, reported by five reporters; a local business report; the sports scores, and a brief weather forecast. The second, according to Cablevision, is a "in-depth examination of the day's top news stories" featuring interviews with the newsmakers. The newscast now has a staff of 25.

Cablevisionews points to its coverage of the efforts to build a nuclear power plant on Long Island as an example of the resources it's willing to commit to an important story. Over a five-week period, it said, it devoted some 20 hours to the issue. The heavy coverage began after the county executive suddenly dropped his opposition to the plant. For the continuing coverage, reporters traveled to Albany (for an exclusive interview with the county executive), New York (for an interview with Mayor Ed Koch) and Washington (for a Nuclear Regulatory Commission hearing).

A regular (and what Cablevision feels is an unusual) feature of *Cablevisionews* are mini-documentaries in which stories are told without comment by reporters. Sights and sounds and comments from "real people" tell the stories, which can be about anything

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from the the long lines at the Motor Vehicle Bureau to what's happening at the Belmont Park Racetrack.

Like Cablevision, **Cox Cable Jefferson Parish (La.)** is trying to serve its subscribers by presenting a newscast about people and events in its franchise area. The newscast is part of WCOX-TV2, the system's local origination channel.

And not only can the newscast focus on the news of Jefferson parish, it can devote much more time to a particular story than the New Orleans stations, the system said. Last month, for instance, it telecast a 10-minute report on bingo operations in the area. The investigation, according to the system, led to indictments of bingo operators for illegal gambling.

Several of **Colony Communications'** cable systems produce local newscasts and documentaries: **Lowell (Mass.) Cable TV** sponsored and telecast a live debate last summer among candidates for a local state senate seat. It also produced documentaries on the criminal justice system in the state and on battered women. **Greater Fall River (Mass.) Cable TV** provided continuous election coverage of the state's primaries last fall. **Greater Boston Cable Corp.**, which serves the Woburn, Mass., area, produced a one-hour documentary on teen-age suicide that focused on the death of a local high-school cheerleader. **Dynamic Cablevision of Florida** marked the 40th anniversary of the ending of World War II by recording the reunion of the Army's 30th Infantry Division in Europe for a one-hour documentary.

In February, Colony's systems in California, Florida, Rhode Island, New York and Massachusetts presented *Under the Influence*, a half-hour docudrama about the legal consequences of teen-age drunken driving. The program was produced by Greater Boston Cable in cooperation with the Wilmington, Mass., police and schools.

The Right to Know, a weekly program emanating from **Suburban Cable's** studios in **Avenel, N.J.**, has made a name for itself in the world of investigative journalism. Since its inception three years ago, it has tackled a number of heavyweight issues—from violence and underage drinking at Meadowlands Stadium in East Rutherford to the influx of Cuban refugees to the desegregation of the Newark suburb of Hillside. Last January, the latter became the first story by any cable news operation—including Cable News Network and C-SPAN—to win an Alfred I. duPont Award sponsored by Columbia University.

The program is the creation of Allan Wolper, a former newspaper reporter and television producer who now heads the journalism program at Rutgers University in Newark. Although the show has a regular staff, Wolper's students also pitch in, often doing much of the legwork the investigative reports require.

According to Wolper, the *Right to Know* plans to begin its 26-show season this fall with a investigative report on the Abscam

investigation and trials. The show will feature excerpts from a lengthy interview with former New Jersey Senator Harrison Williams, who was one of those caught in the Abscam net.

The program reaches a wide audience. In addition to the 175,000 subscribers of Suburban Cable, it is distributed to cable systems serving another 1.2 million homes throughout the state by the Cable Television Network of New Jersey. And, starting this fall, it will be broadcast throughout the New York metropolitan area by noncommercial WNYC-TV New York.

Half of **Group W's** 135 cable system produce local programming and many of them have made substantial commitments to public affairs. The **Florence, Ala.**, system telecasts a daily 15-minute community soft-news program as well as two weekly half-hour shows, one of which devoted entirely to real estate. Among the public-affairs programming produced by the system in **Southgate, Calif.**, are two weekly half-hour talk shows about local issues. And, in **Manhattan**, the system has produced a series of documentaries, including *SRO*, a half-hour look at the plight of poor people living in single rooms on New York's upper west side. It won a local Emmy.

Group W in **Skokie, Ill.**, traveled to Milwaukee to take a look inside—figuratively and literally—the Belarus Machinery Inc., a Soviet-owned manufacturer of tractors, and produce a documentary on the company, *Soviet Workhorse*. Because the company had been the subject of unfavorable press, Group W had to work to win its confidence. After a month of negotiations, a Group W camera crew was allowed to shoot inside the assembly plant. The documentary concluded that the Soviet tractor was an economical alternative to tractors made by U.S. companies. It also pointed out that since the Soviet government is buying tons of U.S. grain, the sale of Soviet tractors in the U.S. helps keep the balance of trade in line.

The local programming arm of **Cox Cable Tidewater**, which serves 120,000 subscribers in the Virginia cities of Norfolk, Portsmouth and Virginia Beach, produced a two-part program earlier this summer that dealt with a topic of more than local interest—terrorism.

The two parter, which was first shown July 30 and Aug. 2, was, in essence, a two-hour panel discussion. Retired Admiral Harry Train helped organize the panel and served as the program's moderator. In addition to Train, the panel included Navy Captain Donald Sharer, who was one of the Americans held hostage in Iran in 1979-80; Ray Emanuelson, a retired airline pilot; Ervin Kapos, Kapos Associates, a firm specializing in anti-terrorism; Jack Wagner, a special agent with the FBI; Steve Hinkle, news director, WAVY-TV Norfolk, and Ed Offley, associate editor, Norfolk *Ledger Star*.

Cox Cable San Diego offers its subscribers a weekly, one-hour talk show, *Speak Out!* Radio newscaster Stephanie Donovan is the show's creator, host and producer. Since its debut last fall, it has addressed crime victims' rights in the context of the massacre at

a McDonald's restaurant in San Ysidro; AIDS epidemic; tensions at the San Diego-Tijuana border, and the conditions that forced officials to shut down a geriatric hospital.

Rogers Cablesystems of Multnomah, Ore., has adopted the news-magazine format for its weekly half-hour public affairs program, *East County Reports*. Many of its news reports that appear on the show each week are taped by all-volunteer news crew. According to the system, a popular regular feature of the show is "Sports Update" which reports scores of area high-school games.

Birmingham (Ala.) Cable Communications offers a public platform with its hour-long public affairs program, *Cable Cast*. Each show features separate interviews with five people: a government official, a representative of a public service organization, a representative of one of the cable system's producers of community programs and a Birmingham Cable employee. The system also produces a regular five-minute newscast that highlights community events and one-minute commentaries by Birmingham residents.

Syracuse (N.Y.) NewChannels did its part for the city's Not Me anti-alcohol-abuse campaign last spring. It produced two 9-minute shows in which viewers were invited to call and discuss alcohol abuse with law enforcement officials, students, victims of drunk drivers, a drug-alcohol rehabilitation expert, a liquor merchant and an educator. The shows featured pre-recorded interviews with members of Students Against Drunk Driving (SADD), drunk driving victims and offenders and others.

The psychological problems of some Vietnam veterans was the focus of another 90-minute *NewChannels'* public affairs program. The show was a compilation of videotape of veterans in group therapy at a local rehabilitation center for Post Traumatic Stress Reaction (PTSR). According to *NewChannels*, the sessions were taped not only to inform the public, but also as a form of therapy for the veterans.

Proving that public-affairs programming can be more than talking heads, **UA-Columbia Cablevision, Oakland, N.J.**, telecast 12 hours of the New Jersey Special Olympics from William Patterson College in Wayne. The three-day event attracted 1,200 athletes, 400 coaches, 150 officials and more than 1,000 volunteers. To facilitate the production, UA-Columbia constructed a complete production center on one of the athletic fields. When rain forced events indoors on the second day, the center was also moved inside. Some of the coverage was elaborated. For the live coverage of the one-and-a-half-hour opening ceremonies, for instance, UA-Columbia used seven cameras.

UA-Columbia is distilling the videotape into a half-hour show for telecast on the Madison Square Garden Network and the Cable Television Network of New Jersey.

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BROADCASTING

ABC	114	7/8	115	1/4	-	3/8	-	0.33	17	3,339
Capital Cities	212	1/4	211	1/2	-	3/4	-	0.35	20	2,736
CBS	111	3/4	112		-	1/4	-	0.22	19	3,327
Clear Channel	18	1/4	18	1/2	-	1/4	-	1.35	25	53
Cox	75		75						23	2,116
Gulf Broadcasting	15	3/8	15	3/8					140	685
Jacor Commun.	3	7/8	3	3/4		1/8		3.33		22
LIN	32	1/2	31	1/2		1		3.17	24	856
Malrite	13	5/8	13	7/8	-	1/4	-	1.80	17	114
Malrite 'A'	12	1/2	13	3/8	-	7/8	-	6.54	15	53
Orion Broadcast		1/32		1/32						2
Price Commun.	10	3/4	10	5/8		1/8		1.18		64
Scripps Howard	47		44	1/2		2	1/2	5.62	28	485
Storer	86	1/2	85	3/4		3/4		0.87		1,423
SunGroup Inc.	3	5/8	3	5/8						5
Taft	80	1/2	78	3/4		1 3/4		2.22	15	726
United Television	22	3/8	22	3/4	-	3/8	-	1.65		245

BROADCASTING WITH OTHER MAJOR INTERESTS

Adams Russell	26		25	1/2		1/2		1.96	18	159
Affiliated Pubs	47	3/4	46			1 3/4		3.80	21	584
American Family	22	3/4	22	1/2		1/4		1.11	12	679
Assoc. Commun.	25		26			-	1	-	3.85	119
A.H. Belo	50		51	1/4	-	1 1/4	-	2.44	17	578
John Blair	16	7/8	17	1/4	-	3/8	-	2.17	84	135
Chris-Craft	50	3/8	49	3/4	-	5/8	-	1.26	321	
Gannett Co.	59	7/8	60	1/4	-	3/8	-	0.62	21	4,800
GenCorp	44	7/8	45	1/2	-	5/8	-	1.37	50	983
Gray Commun.	105		104			1		0.96	18	52
Jefferson-Pilot	44	1/4	41	1/2		2 3/4		6.63	7	1,357
Josephson Intl.	8	3/8	8	1/2	-	1/8	-	1.47		40
Knight-Ridder	37	1/2	36			1 1/2		4.17	17	2,092
Lee Enterprises	41	3/8	39	3/8		2		5.08	20	535
Liberty	30		29	1/2		1/2		1.69	14	303
McGraw-Hill	45	3/4	46	3/4	-	1	-	2.14	16	2,304
Media General	78	1/4	78	5/8	-	3/8	-	0.48	15	546
Meredith	63		64	1/4	-	1 1/4	-	1.95	14	595
Multimedia	58	7/8	58	5/8		1/4		0.43	29	982
New York Times	45	1/4	44	3/8		7/8		1.97	17	1,810
Park Commun.	36	1/2	36	3/4	-	1/4	-	0.68	23	336
Rollins	25	1/2	24	7/8		5/8		2.51	35	373
Salkirk	23		23						50	187
Stauffer Commun.	80		80						13	80
Tech Operations	66	3/4	67	7/8	-	1 1/8	-	1.66	15	54
Times Mirror	50	7/8	51	3/4	-	7/8	-	1.69	15	3,652
Tribune	45	1/2	46	1/8	-	5/8	-	1.36	17	1,841
Turner Bcstg.	17		18		-	1	-	5.56	35	370
Washington Post	114		115	1/2	-	1 1/2	-	1.30	16	1,462

PROGRAMING

American Nat. Ent	1	1/2	1	1/2						8	4
Barris Indus	16	1/2	14	7/8		1 5/8		10.92	27	106	
Coca-Cola	72	1/4	71	5/8		5/8		0.87	15	9,452	
Disney	89	1/4	87	1/2		1 3/4		2.00	60	2,948	
Dow Jones & Co.	43	7/8	42	7/8		1		2.33	22	2,821	
Four Star	4	3/4	5			1/4	-	5.00	5	4	
Gulf + Western	40	7/8	38	1/8		2 3/4		7.21	13	2,867	
Fries Entertain.	10	1/2	10	5/8	-	1/8	-	1.18	150	36	
King World	21		21						17	107	
Robert Halmi	2	1/16		2 5/16	-	1/4	-	10.79		35	
Lorimar	35	3/8	35	7/8	-	1/2	-	1.39	9	270	
MCA	62	1/4	62	1/2	-	1/4	-	0.40	33	3,079	
MGM/UA	26		24	7/8		1 1/8		4.52		1,292	
Orion	10	7/8	10	1/2		3/8		3.57	38	103	
Reeves Commun.	11	1/8	10	5/8		1/2		4.71		138	
Sat. Music Net.	15		15	1/2	-	1/2	-	3.23		102	
Telepictures	24	5/8	23	1/2		1 1/8		4.79	18	192	
Warner	29	3/8	29	3/4	-	3/8	-	1.26		1,789	
Wrather	19	1/2	19	3/4	-	1/4	-	1.27		137	

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SERVICE

O BBDO Inc.	47	5/8	46	3/4		7/8		1.87	14	301	
O Compact Video	6	5/8	6	1/2		1/8		1.92		29	
N Comsat	34	1/4	34			1/4		0.74	11	620	
O Doyle Dane B.	23		23						15	121	
N Foote Cone & B.	54	1/2	53	7/8		5/8		1.16	12	193	
O Grey Advertising	185		190			-	5	-	2.63	11	112
N Interpublic Group	41	5/8	41	1/4		3/8		0.91	14	452	
N JWT Group	32	1/4	32	1/8		1/8		0.39	17	291	
A MovieLab	7	5/8	8	1/8	-	1/2	-	6.15		12	
O Ogilvy & Mather	44	3/4	44	1/2		1/4		0.56	16	410	
O Sat. Syn. Syst.	6	1/2	5	3/4		3/4		13.04	11	37	
O Telemation	5	1/2	6	1/8	-	5/8	-	10.20	5	6	
O TPC Commun.			3/8							4	
A Unitel Video	7	3/4	7	3/4					26	17	
N Western Union	14	3/8	14	3/8						351	

CABLE

A Acton Corp.	2		2	3/8	-	3/8	-	15.79		12
O AM Cable TV	2	5/8	2	3/4	-	1/8	-	4.55		9
N American Express	42	3/4	43	1/2	-	3/4	-	1.72	15	9,318
N Anixter Brothers	16	3/8	16	1/4		1/8		0.77	18	298
O Burnup & Sims	7	5/8	8			3/8	-	4.69	7	68
O Cardiff Commun.	1	1/8		15/16		3/16		20.06	113	5
O Comcast	17	7/8	18			1/8	-	0.69	27	348
N Gen. Instrument	17	1/4	16	7/8		3/8		2.22		559
N Heritage Commun.	17	3/4	17	1/8		5/8		3.65	37	258
O Jones Intercable	6	3/4	6	5/8		1/8		1.89	13	62
T Maclean Hunter X	13	1/2	13	3/4	-	1/4	-	1.82	19	497
A Pico Products	3	1/4	3	1/4						11
O Rogers Cable	10	1/8	9	1/4		7/8		9.46		231
O TCA Cable TV	23		23						32	154
O Tele-Commun.	32	3/8	32	1/2	-	1/8	-	0.38	294	1,511
N Time Inc.	57	1/2	58	3/4	-	1 1/4	-	2.13	17	3,494
N United Cable TV	31		31	3/8	-	3/8	-	1.20	48	312
N Viacom	50	1/8	49	1/8		1		2.04	22	782

ELECTRONICS/MANUFACTURING

N Arvin Industries	23	1/4	23	1/4					9	270
O C-Cor Electronics	7	1/2	7	1/2						22
O Cable TV Indus.	3	1/8	2	7/8		1/4		8.70	20	9
A Cetec	7	1/8	7			1/8		1.79	9	16
O Chyron	6	3/8	6	1/2	-	1/8	-	1.92	12	59
A Cohu	9	5/8	9	5/8					9	17
N Conrac	13	5/8	13	1/2		1/8		0.93	6	82
A CMX Corp.	2		1	5/8		3/8		23.08		8
N Eastman Kodak	44	1/4	44	3/8	-	1/8	-	0.28	12	10,098
O Elec Mis & Comm.	12	1/4	12			1/4		2.08		36
N General Electric	61	5/8	61	1/8		1/2		0.82	12	28,032
O Geotel-Telemet	1	5/8	1	5/8					20	5
N Harris Corp.	26	1/8	26	7/8	-	3/4	-	2.79	12	1,051
N M/A Com. Inc.	20		20	3/8	-	3/8	-	1.84	20	870
O Microdyne	6	1/2	6	5/8	-	1/8	-	1.89	81	29
N 3M	77		78	3/4	-	1 3/4	-	2.22	12	8,840
N Motorola	36	3/8	35	1/4		1 1/8		3.19	12	4,326
N N.A. Phillips	35	1/8	34	1/2		5/8		1.81	7	1,013
N Oak Industries	1	1/4	1	3/8	-	1/8	-	9.09		25
N RCA	44	1/4	43			1 1/4		2.91	13	3,632
N Rockwell Intl.	41	1/2	40	3/8		1 1/8		2.79	11	6,181
N Sci-Atlanta	14	3/8	13	1/8		1 1/4		9.52	22	334
N Signal Co.s	41	3/4	41	3/4					16	4,618
N Sony Corp.	16		15	1/4		3/4		4.92	13	3,695
N Tektronix	63		62	3/4		1/4		0.40	9	1,227
A Texscan	1	3/4	1	5/8		1/8		7.69	29	12
N Varian Assoc.	30	3/4	30	3/8		3/8		1.23	15	679
N Westinghouse	34	3/4	33	1/4		1 1/2		4.5	111	6,083
N Zenith	18	7/8	19	1/8	-	1/4	-	1.317		436
Standard & Poor's 400	210.22		208.29			1.93		0.93		

Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share or the previous 12 months as published by Standard & Poor's or as obtained by

BROADCASTING'S OWN RESEARCH. Notes: * Last week's closing quote for Satellite Music was incorrect. The correct close should have been 15 1/2. This week's Stock Index takes the correction into account.

'Light' AC a heavy hitter in radio

Transtar's 'Format 41' satellite-fed 24-hour service coming on strong; Drake-Chenault unveils 'Evergreen'

With affiliations in 24 of the top 50 markets, including Los Angeles, Transtar Radio Networks' one-year-old, "light" adult contemporary "Format 41" has emerged as one of the more successful 24-hour satellite-delivered services.

The format is designed to attract 25-to-54-year-olds, the most sought after demographic by advertisers, said Bill Moyes, chairman of the Seattle-based Research Group, which conducts research for "Format 41" (and, like Transtar, is owned by Colorado Springs-based Sunbelt Communications). The format's primary target demographic, according to Moyes, is 33 to 48, with a median age of 41, which led to its title. "We don't expect the big 12-plus share numbers because of our target audience," he said.

Moyes observed that, during the next 10 years, the shift in the age range of the baby boom listeners will go from 25-34 to 35-44, which, he said, will contribute to the format's longevity and future success. That 35-44 bracket also represents the biggest earning years for adults, he added.

"Format 41," which some see as a bridge between mainstream adult contemporary and traditional easy listening, features origi-

nal vocal material from such artists as Neil Diamond, Kenny Rogers, Ann Murray and Phil Collins. It is fed to nearly 60 stations each day via Telstar 301. The vast majority of these stations, however, have opted to do their morning drive-time show locally from 6 to 9 a.m., said Moyes.

Among the stations that now air "Format 41" are: KIQQ(FM) Los Angeles, which recently switched from contemporary hit radio citing "erosion of the audience base on the CHR format" ("Riding Gain," Aug. 12); WJQY(FM) Fort Lauderdale, Fla.; WTKS(FM) Washington; WLTJ(FM) (formerly WDRQ(FM)) Detroit; WLTQ(FM) Milwaukee, and WYLT(FM) (formerly WYYD(FM)) Raleigh and WOJY(FM) (formerly WGLD(FM)) High Point, both North Carolina. The last two outlets are owned by National Radio Broadcasters Association President Bernie Mann.

Mann said he switched WGLD(FM) from easy listening to "Format 41" on March 18. "We sensed that there would be good audience reaction coupled with a better ability to get clients we couldn't secure with beautiful music," he said. Mann added that "before the first ratings book came out," he also signed WYYD(FM) to receive the format because he was impressed with its sound.

The development of "Format 41" was a collaborative effort of Sunbelt Communications and Viacom. (Viacom's light conten-

porary WLTW(FM) New York and WLAK(FM) Chicago are affiliates, but only clear network spots.) Transtar, which also offers an other adult contemporary format as well as country offering, is sold nationally to advertisers by Katz Radio.

In a separate development, Drake-Chenault Enterprises, a Canoga Park, Calif.-based radio program syndicator and consultant has unveiled a new soft adult contemporary tape-distributed format (BROADCASTING July 22) called "Evergreen." It is similar to "Format 41" in that its core target demographic is adults 35 to 44. However, Drake-Chenault President Denny Adkins noted that besides the method of distribution—tape versus satellite—there will be some subtle differences in sound between the two formats, both of which are background. Adkins said he plans to target easy listening stations as prospective clients.

(The broad category of adult contemporary music was the most popular last year among the top 10 stations in the top 50 markets, according to a BROADCASTING survey based on spring 1984 Arbitron metro rankings for persons 12-plus in the average quarter hour, Monday to Sunday, 6 a.m. to midnight [BROADCASTING, Sept. 17, 1984]).

The addition of "Evergreen" brings to nine the number of full-service syndicated format offerings from Drake-Chenault. □

Syndication Marketplace

Solid Gold has been cleared in 220 markets by **Paramount Domestic Television and Video Programming** for its debut Sept. 7-8, when it brings out a new format and musical emphasis, featuring a new "performing" hostess, Dionne Warwick. Frank Kelly, Paramount vice president, said that while the show will not change its basic approach, it will now be oriented to an older demographic, 25-54. And he said that instead of rock 'n' roll, more "of a middle of the road approach" will be emphasized. He also said there will be less comedy, and that instead of five to six songs, seven to eight will be performed. According to Kelly, the growing number of music shows, including video shows, triggered the change. Forty regular episodes, along with three two-hour specials, are produced annually. Sales are on a cash-plus-barter basis with Paramount and stations both getting six minutes. The show is commonly aired at 6-8 p.m. NYT. In major markets, **Solid Gold** appears on WPXI(TV) New York, KCOB(TV) Los Angeles, WFLD-TV Chicago, WTAF-TV Philadelphia, KTVU(TV) San Francisco and WBZ-TV Boston. ■ **20th Century Fox Telecommunications** has cleared **Dance Fever**, going into its eighth season and its first in stereo, on 123 stations covering 87% of the country. Sales are on a barter basis with stations getting three-and-a-half minutes and Fox getting two-and-a-half. Hosted by Adrian Zmed, the show appears on stations such as WPXI(TV) New York, KCBS-TV Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KTVU(TV) San Francisco. ■ **LBS Communications** says it is approaching 100 stations, or 80% of the country, in clearances for its **Second Annual MTV Video Awards**. The two-and-a-half-hour show will be carried live on MTV on Sept. 13. In syndication, stations get two runs from Sept. 14-30, with the first in prime time. Terms are barter, with stations and LBS each getting 15 minutes to sell over the length of the

show. Among clearances is the entire Metromedia group as well as WKBD-TV Detroit, WTUV(TV) Miami, KMSP-TV Minneapolis, KSTW(TV) Seattle and WTOG(TV) St. Petersburg, Fla. ■ **Multimedia Entertainment** is going into its 11th season with its **Young People's Specials**, now cleared in 90% of the country. The package of 10 half-hours begins in September with **Crazy Carlita**. Produced in association with the NBC O&O's, the specials are distributed on a barter basis with stations and Multimedia each getting two-and-a-half minutes. Campbell Soup is the national sponsor. Along with the NBC stations, the specials have been cleared on WPVI-TV Philadelphia, KGO-TV San Francisco, WDIV(TV) Detroit, KXAS-TV Dallas and KTXH(TV) Houston. ■ **Inside Soaps**, a weekly half-hour series that keeps pace with the news surrounding day and nighttime serials, is being sold for a Jan. 6 debut by the Jeff Allen Organization. The show will include features and news segments, including ratings reports, as well as information on the personal lives of soap stars. The show will be a joint production of **Soap Opera Digest** and Michael II Productions, whose Michael Catalano is an agent for a number of soap opera stars. Actors from different shows will act as correspondents for the show. Sales began three weeks ago and are on a barter basis with two-and-a-half minutes being sold by Jeff Alan and three-and-a-half going to the stations. Deals with two network O&O groups are reported to be in the works. Sales will be for 26 first-run episodes and 26 weeks of repeats that will include updates. ■ **Syndicast** has cleared two one-hour specials featuring Shirley MacLaine on 45 stations covering 40% of the country. **Every Little Moment**, being sold for the fourth quarter of 1986, originally did a 13.8/24 on CBS-TV when it aired on May 22, 1980. **Where Do We Go From Here**, being sold for the first quarter of 1986, originally aired on March 12, 1977, on CBS-TV and got a 16.9/32.

How to handle takeovers: FCC asks opinion

Commission notice of inquiry seeks suggestions to help it form policy, but notes that it already has procedure for tender offers

The FCC last week released the text of its notice of inquiry seeking counsel on what it would be doing about attempts to take over corporations holding commission licenses.

In its notice, the commission said parties may make whatever suggestions for handling tender offers and proxy contests they want. It made clear, however, that it already has a procedure it "views favorably at this time" for handling tender offers, as it pointed out when it agreed to issue the notice more than a month ago (BROADCASTING, July 15). It also implied that, with appropriate encouragement from commenters, it might not require parties to get prior approval to launch proxy contests for licensee corporations.

The commission's favorably viewed approach for handling tender offers—it came up with the framework when it gave interim approval to Jack Kent Cooke's aborted effort to take over Multimedia Inc. (BROADCASTING, July 22)—calls for the use of an independent trustee. The FCC is obligated under the Communications Act to give prior approval to transfers of broadcast licenses. When a transfer reflects a "substantial change in ownership or control," the law requires long-form review—that is, the public is supposed to be permitted to petition to deny. The FCC's idea: permit the trustee to collect tendered shares and take control of the licensee while considering the ultimate buyer's qualifications in a long-form review.

In the notice, the commission said its initial view was that the trustee must be independent, and it requested comment on what powers the trustee should have. "The trustee might properly be viewed as a caretaker, with no ability to carry out the buyer's wishes, for example, to liquidate the corporation

or sell its media assets prior to our full review of the buyer's qualifications," the FCC said. "On the other hand, the trustee should also be able to protect the buyer from unwarranted or imprudent actions by the existing board or management, such as voting themselves overly generous benefits or wasting corporate assets."

The FCC noted it had addressed proxy contests in effectively stepping out of the way of an attempt to take over Multimedia (BROADCASTING, April 15). In clearing the way for a group of stockholders to attempt to get its own slate of directors elected to the board of Storer, a majority of the commissioners ruled that approval of a short-form transfer application—modified to require some rudimentary additional information on the citizenship, other media interests and legal record of the proposed new board members—was sufficient for that proxy contest to go forward. Short-form transfers are not subject to petitions to deny.

In the notice, however, the FCC said its

"initial inquiry" was to whether the prior consent obligation of the Communications Act applied to proxy contests. "If these views prevail, there is also a question as to what procedure should be followed," the FCC said. "That is, should we await information on the qualifications of the new directors until the annual ownership report (FCC Form 323) is filed in due course, or should we call for the accelerated filing of such a form?"

In a concurring statement, Commissioner Henry Rivera said it was "premature to favor, as the NOI [notice of inquiry] does, any specific procedure at this time."

The commission, in a footnote, also makes clear that parties won't have to shelve takeover plans pending resolution of the inquiry. "While this notice is outstanding, we shall continue to make any case-by-case determinations that may be required," the FCC said.

Comments are due Sept. 19; reply comments are due Oct. 4. □

U.S.-Mexican AM agreement

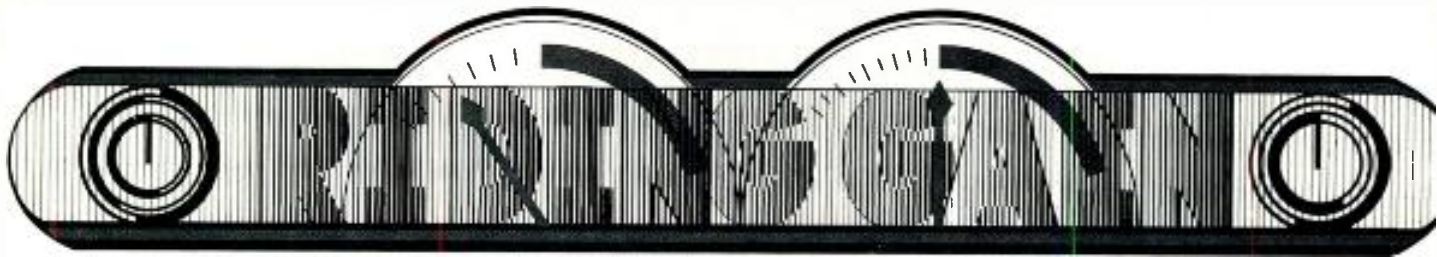
The United States and Mexico have reached agreement in principle on a new AM broadcasting pact between the two countries. Among other things, the agreement will permit AM daytimers to operate past 6 p.m. It will permit fulltime operations on the Mexican clears. In addition, it will permit Mexicans to operate on U.S. clear channels, as long as full protection is provided. In a public notice last week, the FCC said it hoped that the agreement would be signed and put "into provisional effect" by late fall.

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The week's worth of news and comment about radio

Optimistic for '85

"In the first five months of 1985, radio advertising in the aggregate [network, national spot and projected local spot] is up 14.5% over the same period in 1984. If the rate of spending continues along this track, we should close the year with growth of 15% or about \$6.7 billion."

So says Radio Advertising Bureau president and chief executive officer, Bill Stake- lin, in a midyear outlook report prepared for the association's board of directors. (Net- work data is from Ernst & Whinney and national spot information from Radio Expendi- ture Reports). "We are growing at double the rate of GNP [gross national product] growth and about triple the rate of increase for retail sales," he said.

The report was particularly bullish on automotive advertising for fall 1985: "Pon- tiac, a long-time radio holdout, has com- mitted \$1 million to a network campaign and supplementary spot overlay. Chrysler, Plym- outh and Dodge show evidence of heavying up radio buys as well as targeting buys to

link specific models with specific demo- graphic targets. Chevrolet, which was a big success story for 1984 new model intro- ductions, expects to be back with larger and longer buys. And Ford Motor should pour \$7 million new radio dollars into the medium to introduce selected models including their Aerostar Van."

Stakelin's report also cited two major categories—the computer industry and consumer electronics—that have declined dramatically in radio advertising over the past year.

As for general business trends and possi- ble effects on radio, Stakelin's report noted that "megamergers in oil, package goods and diversified corporations will probably have less of an impact on radio advertising than they will on television, since in many of these cases agencies will have added clout to control media and rate of expenditure."

Promotional best

The National Radio Broadcasters Associ- ation is accepting entries for its 1985 "Best

of the Best" promotion contest until Oct. 1. Promotional campaigns must have been conducted between Aug. 1, 1984, and Aug. 1, 1985, and all entries should include "a detailed description" of the station's promo- tion, any logo, photos or artwork, news re- leases, press clips and public feedback asso- ciated with it, NRBA said. Last year's winner was WFOX(FM) Atlanta, which en- tered that market with a multimedia cam- paign featuring the station's record-high tower and new format to 1,000 media buy- ers, planners, account executives and com- munity leaders, NRBA said.

Radio classics

Radio adaptations of the works of Voltaire, A.A. Milne and Mark Twain will be present ed on National Public Radio this summer in the *NRT Sampler*, created by the Nation- al Radio Theater of Chicago. The half-hou- dramatizations include Twain's "The Stole- White Elephant," Voltaire's "The Goo- Brahmin," Kenneth Robbins's "Dynamit- Hill" and Milne's "The Ugly Duckling." The will air on the noncommercial radio networ- in August and September. Funding for the series came from NPR's Satellite Program Development Fund, the Illinois Arts Coun- cil and the Alaska Humanities Forum.

Mad over music

SESAC Inc. has instituted legal action for alleged copyright infringement against the Space/Time Broadcasting Co., the licensee of KZIQ(AM) Ridgecrest, Calif. The suit, which was filed in U.S. District Court in Fresno, Calif., is based on allegations of five in- fringements, and seeks \$50,000 for each in addition to legal costs. Trial date has been set for Sept. 3.

Thompsons time

Radio International, a New York-based pro- gram supplier, will offer stations a one-hou- Thompson Twins special targeted for broad- cast the week of Sept. 23. The show, ac- cording to a company spokesman, will focus on the group's new album, *Here's To Futur- Days*, which is scheduled for release about the time the show is aired.

Radio International, which just turned year old, also distributes the *Rock Over Lon- don* series, a one-hour weekly British im- port music showcase hosted by Capital Radi- o (London) personality Graham Dene, to ap- proximately 175 stations as well as *Dan- International*, a one-hour weekly broad- cast hosted by WLIB(AM) New York personal- ity Gary Byrd, to about 75 stations. Sales for Radio International, which now has a full time staff of 20, are handled by Horizo- Communications, New York.

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- ✓ BRING TOM TURNER BACK TO RAR BY END OF MONTH.

APRIL

- ✓ EXPAND BLAIR RADIO'S STATION LIST. SIGN ON: WOHO, WWWM, TOLEDO WGNT, WAMX, HUNTINGTON, W.VA. KRQQ-FM, LOS ANGELES
- ✓ ANNOUNCE BOB LION AS VP, GENERAL MANAGER, BLAIR RADIO NETWORKS, BLAIR'S RECOMMITMENT TO UNWIRED NETWORK REPRESENTATION.
- ✓ RECRUIT MARISA KESHIN AS AE, NY NETWORK SALES.

MAY

- ✓ TRANSFER SCOTT LAZARE AS VP, GENERAL MANAGER, TO STRENGTHEN BLAIR RADIO'S NEW YORK OFFICE.
- ✓ ADD KAREN WALD AS WEST COAST DIVISION/VENDOR SALES MANAGER.
- ✓ LAUNCH SPORTS & SPECIALS SALES DEPT WITH FRANK KELLY AS HEAD.
- ✓ BLAIR RADIO SIGNS UP WABY, WWOM, ALBANY.
- ✓ ADD NEW AE'S TO BLAIR RADIO, NY SALES STAFF-ROSEMARY ZIMMERMAN & ELISE RANDALL.

JUNE

- ✓ MAKE OFFICIAL BLAIR RADIO REPRESENTATION DIVISION AND CBS NEW UNWIRED RADIO NETWORK DEAL.
- ✓ BLAIR/RAR ADDS: KQKT (FM) SEATTLE
- ✓ GROUP W STATIONS SIGNED UP FOR VENDOR SALES PROGRAM.
- ✓ FOR JULY: RECRUIT GREG D'ALBA FOR NY SALES, BLAIR RADIO
- ✓ ORDER NATIONWIDE ARBITRON
- ✓ START UP BRN/DIRECT MAIL

DOROTHY LANCASTER 25TH ANNIVERSARY. NEW BIZ PRESENTATIONS

Washington Post purchase creates new MSO

Capcities cable systems go for \$350 million, or \$1,000 per paying subscriber, considered fair deal; transaction makes Post major player in cable business, with 53 systems

Capital Cities Communications, in yet another deal setting the stage for its merger with ABC, signed a "definitive agreement" Aug. 16 to sell 53 cable systems serving 350,000 homes to the Washington Post Co. for \$350 million ("Closed Circuit," June 17).

The sale is the latest and largest of many Capcities and ABC are making so that the company resulting from their merger will conform to the FCC's various multiple ownership rules. The spin-off of the cable systems, in particular, was precipitated by rules barring a broadcast network from owning cable systems.

The deal includes Capcities' entire cable television division, except for systems serving the Detroit suburbs of Plymouth (16,500 subscribers) and Saline (3,200 subscribers), both Michigan. FCC rules prohibit common ownership of cable systems and television stations in the same market, and Post intends



Post President Richard Simmons and Publisher Katharine Graham

to hang on to its WDIV(TV) there.

The purchase price seems in line with industry norms. At \$350 million, the Post Co. will be paying \$1,000 per paying subscriber or between 10 and 11 times anticipated 1985 cash flow of \$33 million. (According to Capcities' 1984 annual report, the cable division had \$2.5 million in operating income and \$25.6 million in operating cash flow on revenue of \$76.3 million for the year.)

"It's a very equitable price for both Capcities and the Post," said Rick Michaels, chairman, Communications Equity Management "It's certainly in keeping with fair market values."

Capcities began building its cable division in 1980 when it purchased seven companies with unbuilt franchises. And it became a major player the following year when it bought Cablecom-General (43 systems serving 231,000 subscribers and a chain of movie theaters valued at \$10 million) from RKO General for \$139.2 million. The division has grown over the past four years through construction of new systems and acquisitions.

According to a Post spokesman, Post Vice President Howard Wall has been tapped to head the cable division. The Post Co. plans to retain current management of the system, he said, with the exception of President William James, who will remain with Capcities.

The Washington Post, which has prospered in the newspaper publishing and broadcasting businesses, has been interested in buying into cable systems for a long time. But, according to Washington Post President Richard Simmons, the Post waited until its entry would cause a splash, not a ripple. "What we wanted to do was become a significant participant in the industry," he said. "To build up a position one [cable system] by one just didn't seem feasible."

The Post also felt it was a particularly good time to buy. The prices of systems did not yet "fully reflect" their increased value brought about by the Cable Communications Act of 1984, which deregulated the industry and changed the economics of the business.

The Post is already entrenched on the programming side of the cable business. It is one-third owner of a group of regional sports networks, The SportsChannel New York, SportsChannel New England, SportsVisic (Chicago) and Prism (Philadelphia). Its partners are Rainbow Programming Services and CBS.

The Post will spend \$30 million by the end of 1987 to complete Capcities' multiyear

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0-million rebuilding program. "Ultimately the success of this program will be important in determining the overall success of our [able] activities," Simmons said. "Unless we can give subscribers and potential subscribers diversity [by expanding channel capacity], we are not going to be able to price accordingly."

The Post plans to finance its purchase through borrowing. Simmons said it was too early to say just how. "Rates are fluctuating wildly both domestically and in the international market and the mix between short, medium and long-term rates will be a factor," he said.

Because the purchase will add considerable debt to the Post balance sheet, Simmons said, the company may have to pay slightly higher interest rates for money to buy the systems than it did to buy back some of its stock earlier this year. But, he said, "we took those factors into consideration in determining what it was we could bid."

The purchase should dilute the Post's per-share earnings by \$1.85 in the first year. The Post reported earnings of \$6.11 in 1984 and, prior to the announcement of the cable deal, analysts were predicting earnings of about \$6.60 in 1985, excluding extraordinary gains.

The Post's cable division will probably grow, according to Simmons, but not by leaps and bounds. Although the Post has no expansion plans, he said, it would consider purchases of systems contiguous to its original systems so that it could enjoy the economic benefits of operating systems in clusters. The Post would also be willing to swap for contiguous systems, he added.

There are conflicting stories on the origin of the deal. According to some sources, Capcities offered the systems to the Washington Post shortly after the announcement of its merger plans for what it considered a fair market price, honoring a long-standing promise between top executives of the two companies to give the Post first crack at the systems. That the systems were never offered on the open market supports the story.

But that's not the way Post President Simmons tells it. "When we became aware that Capcities was going to spin off these properties [early this summer], we analyzed the properties and made an offer to Capcities chairman Thomas Murphy which he found acceptable," he said. He said he was aware of no promises by Capcities to deal with the Post first.

Regardless of which side initiated the deal, once it was struck, Capcities wasn't open to any other bids.

Had the Washington Post deal fallen through, however, Capcities would have had at least one other offer to consider immediately. Capcities Cable President William James was prepared to acquire the division through a leveraged buyout, having lined up Telecommunications Inc. to help finance the deal.

James declined to talk about the deal last week, calling it "history." But TCI President John Malone said, "We pretty well had an understanding that if the Washington Post didn't put its deal together, then we would have an opportunity to put ours together."

At \$350 million, Malone said, the systems were "well priced." "We might have

done a little bit better, but we would not have done materially better," he said.

Malone said he understood why Capcities gave the Post first dibs on the cable systems. "It was critical to Murphy that he was sure he could close the deal timely so it wouldn't get in the way of the closing of the ABC deal," he said. If Capcities had listed the systems with a broker, it would have had to pay a commission. What's more, he said, "you've got a situation where you're not sure that the flaky guy who makes you an offer is going to close."

One source indicated that a leveraged buyout would be difficult since much of the systems' cash flow was committed to capital improvements and would not have been available for servicing the debt created by the LBO. □

C-SPAN: Senate hopeful

Poll conducted by cable network shows senators becoming more inclined to allow TV in chamber

C-SPAN, which bills itself as "America's Network," appears to have been given reason for hope its long-held ambition to provide television coverage of the Senate as it does of the House will be realized in the next session of Congress. A new C-SPAN poll indicates the idea is gaining ground among senators.

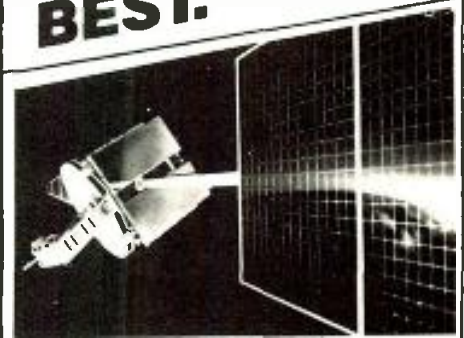
The nonprofit cable network reported last week that its latest poll of the 100 senators showed that 62 supported television coverage in some form, while 18 opposed it in any form and 15 were "leaning against" it. The remaining five had not yet taken a position. Those results reflect a gain of eight positive votes over a C-SPAN poll taken in late 1982, as well as a sharp reduction in the number of undecideds. That category included 29 three years ago.

The evident shift in opinion may have been reflected by Senator Wendell Ford (D-Ky.), ranking minority member of the Senate Rules Committee. In 1982, he had been recorded as "leaning against" and when polled recently was among the 18 opposing television coverage. But C-SPAN noted he had recently observed that cameras were "soon to be in the Senate." And in a follow-up report, C-SPAN said Ford's office told it: "Senator Ford has always supported informational programming (i.e., radio coverage) from the Senate and is currently re-evaluating his position on televised coverage of the Senate."

Indeed, a healthy majority of the Rules Committee, which would provide the first hurdle for the proposal, was found to favor television coverage. C-SPAN said 10 of the 15 members of the committee reported themselves as favoring or "leaning yes." The remainder declared themselves as "no" or "leaning no." C-SPAN also reported that the 15 senators counted as "leaning no" said "they might support Senate TV if certain conditions could be met that would retain the Senate's structure as a deliberative body."

The issue is not a partisan one, if the poll results are valid. They show that of the 53 Republicans, 28 voted "yes" and another

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five said they were leaning in that direction. Nine said they opposed television coverage while another seven were "leaning no." Four were undecided. As for the 47 Democrats, 17 said they favored television coverage while another 12 were "leaning yes." Nine were counted as against such coverage while eight were "leaning no." Only one Democrat was "undecided."

Two resolutions providing for television coverage of the Senate were introduced early in the first session of the current Congress, one by the minority leader, Senator Robert Byrd (D-W.Va.), and one by Senator William Armstrong (R-Colo.). And the Senate Rules Committee, headed by Senator Charles Mathias (R-Md.), has scheduled a

hearing on the resolutions on Sept. 17. C-SPAN viewers will be given an opportunity to express their views on the issue during a viewer call-in program on Aug. 29, beginning at 9 p.m.

C-SPAN, which is based in Washington, has provided live coverage of the House since March 1979. It also offers a variety of other public affairs programming, including coverage of Senate and House committee hearings, as well as of such events removed from Washington as the Republican and Democratic national conventions. The programming is carried by some 2,000 cable systems serving 21.5 million households in the continental U.S., Alaska, Hawaii, Puerto Rico, the Virgin Islands and Canada. □

KGOL(FM) Lake Jackson, Tex. □ Sold by Jo Brown Broadcasting Inc. to Houston F Communications Inc. (80%) and Houst Broadcast Holdings (20%) for \$8,750,000 cash. **Seller** is subsidiary of John Brov University, nonprofit, educational instituti headed by Dr. John E. Brown. It owns thr AM's and three FM's. **Buyers** are owned John Frankhauser and John Rich. Rich ow KKMJ(AM)-KEZB(FM) El Paso and KLRB-A FM Lubbock, Tex. Frankhauser owns KE D(AM)-KLLL(FM) Lubbock and KAMA(AM) KAMZ(FM) El Paso. KGOL is on 107.5 m with 100 kw and antenna 986 feet abo average terrain.

WRKZ-AM-FM Wilkes-Barre, Pa. □ Sold Reliance Group Holdings to Osborne Cor munications Corp. for \$7.6 million. **Seller** limited partnership of over 60 invest whose general partner is Saul P. Steinber **Seller** is headed by Stan Gurell, broadca consultant and former president of gro owner, National Science Network In Steinberg is president of Reliance Gro Holdings Inc., New York-based investme firm. It purchased stations in 1984 for 3 million. **Buyer** is principally owned Brownlee Currey, chairman, and Frank l Osborn, president. Currey is chairman *Nashville Banner*. Osborn is former vi president of Price Communications, stati group. WRKZ is on 1340 khz with 1 kw d and 250 w night. WRKZ-FM is on 98.5 ml with 5 kw and antenna 1,180 feet abo average terrain.

KKCI(FM) Liberty/Kansas City, Mo. □ Sold Golden East Broadcasting Co. to TransC lumbia Communications Inc. for \$4 millio **Seller** is owned by Larry Sanders and Di Lamb, who also own WWDE-AM-FM Ham ton, Va. **Buyer** is owned by Robert Her and Eric Hauenstein, who also own KLZI-FM Phoenix, KVTE-FM Salt Lake City and WZK FM Murphreesboro, Tenn. KKCI is on 106 mhz with 100 kw and antenna 850 feet abo average terrain. *Broker: Blackburn & Co*

WSTC(AM)-WYRS(FM) Stamford, Conn. Sold by Radio Stamford Inc. to Cha Broadcasting of Stamford Inc. for \$4 millic cash. **Seller** is owned by Alphonsus Don hue and family, who have no other broadca interests. **Buyer** is principally owned by D vid T. Chase. It also owns WTIC-AM-FM Har ford, Conn., WLW(AM) Cincinnati at WSKS(FM) Hamilton, Ohio (Cincinnati); KB Q(AM) Kansas City, Mo., and WCVI(TV) B: City, Mich. His son, Arnold Chase, ow WTIC-TV Hartford, Conn. D.T. Chase al: has interest in cable systems in South Hill borough County, Fla., and Waukesha, Wi WSTC is on 1400 khz with 1 kw day and 2 w night. WYRS is on 96.7 mhz with 3 kw at antenna 365 feet above average terrai *Broker: Richard A. Foreman Inc.*

WSUB(AM)-WQGN(FM) Groton, Conn. □ So by Lightfoot Broadcasting Co. to H& Wireless Inc. for \$2.9 million, comprisir \$1.4 million cash and remainder notes. **Ser** is owned by Richard Lightfoot, who al: owns WAZY-FM Lafayette, Ind. **Buyer** owned by Joel M. Hartstone and Barry Dickstein, who also own WDOV(AM)-WDS FM Dover, Del., and WUHN(AM)-WUPE(FI Pittsfield, Mass. WSUB is daytimer on 91

Changing Hands

PROPOSED

WKZO-TV Kalamazoo, Mich.; KMEG(TV) Sioux City, Iowa, and KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska □ Sold by Fetzer Television Corp. to Gillett Communications Co. for \$80 million. **Seller** is subsidiary of Fetzer Broadcasting Co., which is principally owned by John E. Fetzer. It also owns WKZO(AM) Kalamazoo; WJFM(FM) Grand Rapids and WKJF-AM-FM Cadillac, all Michigan. Radio stations will be spun off to Fetzer Broadcasting president, and general manager of WKZO-TV, Carl Lee, in exchange for his shares of stock. **Buyer** is

Nashville-based station group of one AM and five TV's owned by George Gillett. WKZO-TV is CBS affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 1,000 feet above average terrain. KMEG is CBS affiliate on channel 14 with 380 kw visual, 75.9 kw aural and antenna 1,152 feet above average terrain. KOLN-TV is CBS affiliate on channel 10 with 316 kw visual, 36.3 kw aural and antenna 1,530 feet above average terrain. KGIN-TV is CBS affiliate on channel 11 with 316 kw visual, 55 kw aural and antenna 1,010 feet above average terrain. *Broker: R.C. Chrisler & Co.*

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hz with 1 kw. WQGN is on 105.5 mhz with 3 w and antenna 275 feet above average terrain. *Broker: Avpro Inc.*

WGAA(AM) Cedartown, Ga., and WBCA(AM) Jay Minette, Ala. □ Sold by Faulkner Radio nc. to Faulkner University for \$1,144,375 or 69.66% of stock, with remaining shares donated by seller. **Seller** is Bay Minette, Ala.-based station group of three AM's and two FM's, principally owned by James H. Faulkner and family. **Buyer**, formerly Alabama Christian College, is headed by James I. Faulkner, chairman, and Ernest Cleinger, president. It has no other broadcast interests. WGAA is on 1340 khz with 1 kw day and 250 w night. WBCA is daytimer on 110 khz with 10 kw.

VABJ(AM)-WQTE(FM) Adrian, Mich. □ Sold by Southeastern Michigan Broadcasting Inc. to Central Broadcasting Corp. for \$1.1 million cash, including \$100,000 noncompete agreement. **Seller** is owned by Donald Spacher, who has no other broadcast interests. **Buyer** is Richmond, Ind.-based station group of four AM's and three FM's, principally owned by William Quigg, president. VABJ(AM) is on 1490 khz full time with 1 kw. WQTE is on 95.3 mhz with 3 kw and antenna 100 feet above average terrain. *Broker: Blackburn & Co.*

WOPC(TV) Altoona, Pa. □ Sold by John R. Bowley to Evergreen Broadcasting Corp. for \$1,030,000, comprising \$500,000 cash and remainder note. **Seller** owns WHGM-FM Bellwood, Pa., and WTIM-TV Iron Mountain, Mich., and has CP's for new TV's in Logan, Utah, and Helena, Mont. **Buyer** is equally owned by Robert N. Smith and William S. Keyner. Smith has interest in WCTI(TV) New Bern, N.C., and WREX-TV Rockford, Ill. Keyner has interest in WRGB(TV) Schenectady, N.Y. WOPC is independent on channel 13 with 21.1 kw visual, 2.1 kw aural and antenna 942 feet above average terrain.

(SKN(TV) Spokane, Wash. □ Sold by Vision Television, a limited partnership, debtor-in-possession, to Sun Continental Group for \$880,000, comprising \$400,000 cash and remainder note. **Seller**, headed by Lee Schulman, president, has no other broadcast interests. **Buyer** is owned by Eugene D. Adelstein. It also owns KBNY-FM Nampa, Idaho; KMGX-FM Hanford, Calif., and has interest in KADQ-FM Rexburg, Idaho. KSKN is independent on channel 22 with 1,396 kw visual, 139.6 kw aural and antenna 2,100 feet above average terrain.

WTKC(AM) Lexington, Ky. □ Sold by Group M Broadcasting to L.M. Communications Inc. for \$880,952.37. **Seller** is owned by Walter E. May, who also owns WPKE(AM)-WDHR-FM Pikeville, Ky. **Buyer** is owned by Lynn M. Martin, who also owns WCOZ(FM) Paris, Ky., and has interest in WKAZ(AM)-WKLC-FM St. Albans, W. Va. WTKC is on 300 khz with 2.5 kw day and 1 kw night.

(RCQ(AM) Indio, Calif. □ Sold by Burning Sands Broadcasting Corp. to Southern California Communications Corp. for \$650,000, comprising \$175,000 cash and remainder note. **Seller** is owned by Glenn E. Thompson (70%) and Terry Ayers (30%). It has no other broadcast interests. **Buyer** is owned by Jerome P. Maltz. It also owns KCKC(AM) San

Bernardino, Calif. KRCQ is on 1400 khz full time with 1 kw. *Broker: Hogan-Feldmann Inc.*

WECQ(FM) Geneva, N.Y. □ Sold by Astro Radio Communications Ltd. to WECQ Inc. for \$550,000 cash. **Seller** is principally owned by Joseph Weinfeld. It has no other broadcast interests. **Buyer** is owned by Leonard I. Ackerman (80%), David Bates and his wife, Loraine (15%), and Jarvis Collins (5%). It also owns WMLB(AM) West Hartford, Conn. WECQ is on 101.7 mhz with 3 kw and antenna 125 feet above average terrain.

WPAX(AM) Thomasville, Ga. □ Sold by The Oliva Company to LENROB Enterprises Inc. for \$295,000 plus assumption of liabilities. **Seller** is principally owned by George Oliva, who has interest in WERE(AM)-WGLC(FM) Cleveland. **Buyer** is owned by George L. Robinson. Robinson is administrator for Georgia Vocational-Technical Schools. He has no other broadcast interests. WPAX is on 1240 khz with 1 kw day and 250 w night.

For other proposed and approved sales see "For the Record," page 112.

Eastern Cable Show shows its stuff in Atlanta

The Eastern Cable Show gets under way this week in Atlanta, structured around the theme of improving profitability. Some 3,500 attendees are expected at the Georgia World Congress Center for the three-day show, Aug. 25-27. Panels will focus on cable advertising, pay per view, marketing techniques, business and personnel strategies and theft of service. Today's (Aug. 26) keynote luncheon speaker will be Representative Patrick Swindall (R-Ga.) The following is a list of exhibitors, with an asterisk denoting a product new to the market.

Adams Russell 515
1370 Main St., Waltham, Mass. 02154

Automation systems for cable operations, automatic advertising insertion systems. **Staff:** Linda Arnold, Tim Evans, Sarah Potter, Tracie Smith, Roger Strawbridge.

AMC Specialty Advertising 423
2130 Kingston Ct., Marietta, Ga. 30067

Premiums/gifts, promotional incentives, advertising specialties, awards. **Staff:** Anna Cunnane, Bill Cunnane, Janet Wilson.

Anixter Communications 623-625
4711 Golf Road, Skokie, Ill. 60076

Associated Press 618
1825 K St., Suite 615, Washington 20006

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Atlanta Tomberlin Inc. 705
3061-A Kingston Court, Marietta, Ga. 30067

AT&T 314
6701 Roswell Road, Atlanta 30328

Bigham Cable Construction 419-421
Box 903, Gulf Breeze, Fla. 32561

Belden
Box 1980, Richmond, Ind. 47375
Staff: Phil Pennington, Ron Madsen, John Fienning, Tom Beane.

BET 610, 711
1232 31st Street, N.W., Washington 20007

Brad Cable Electronics Inc. 300
Box 739, Schenectady, N.Y. 12301

Brink Security Boxes Inc. 125
Box 1154, Port Neches, Tex. 77651

Broadcasting Publications
1735 DeSales St., NW, Washington 20036

Bunting Inc. 402
46 Beatrice Street, Bridgeport, Conn. 06607

Burnup & Sims 329
420 Athena Drive, Athens, Ga. 30601

Business Systems 824-826
One Marcus Dr., Greenville, S.C. 29615
Computerized in-house subscriber management and billing system with addressable interfaces and automatic PPV capability. **Staff:** Larry Edwards, Janet Ratts, Jack Sunderman, Mike Shultz, George Pupala, Lee Maynard.

Cable Auto Showcase Inc. 219
Suite 809, 4360 Georgetown Square, Atlanta 30338

Cable Communications Media 701-703
203 East Broad Street, Bethlehem, Pa. 18018

Cable Security Systems Inc. 409-411
621 Stage Road, Auburn, Ala. 36830

Cable Television Business Magazine 626
6530 S. Yosemite, Englewood, Colo. 80111

Cable TV Supply 302
10801 National Blvd., Suite 606, Los Angeles 90064

Headend electronics, subscriber installation materials, underground construction hardware, Panasonic converter*. **Staff:** Richard Hunt, Steve Brazil, Bill Martin, Greg Renfroe, Keith McMichael, William Dankers.

Cable Viewer Magazine 822
181 Elm Street, Holyoke, Mass. 01040

CableTEK 601
833 Mendino Blvd., Lexington, Ky. 40578

Cableview Publications 117
111 Eighth Ave., New York 10011
Program guides, digests, magazines, guide packaging program*. **Staff:** Richard Sullivan, Evan Messinger.

Catel Telecommunications 311
4800 Patrick Henry Drive, Santa Clara, Calif. 95054

CATV Subscriber Services Inc. 429
108 State Street, Suite 102, Greensboro, N.C. 27408

CBN Cable Network 815
CBN Center, Virginia Beach, Va. 23463

C-COR Electronics 304
60 Decibel Rd., State College, Pa. 16801
Active failsafe trunk amplifier*, stand alone status monitor*, LNA amplifiers*, AB switch*, conventional distribution amplifiers, feedforward amplifiers, main line passives, RF modems, power supply. **Staff:** Mike Crofts, John Hastings.

Channel Master 425
Box 1416, Smithfield, N.C. 27577

Comex Systems 221
Mill Cottage, Mendham, N.J. 07945
Video and textbook reviews for SAT/ACT, CLEP, GED, GRE and GMAT. **Staff:** Leo Prybylowski, Doug Prybylowski.

Communications Technology 735
12200 E. Briarwood, Englewood, Colo. 80112

Computer Utilities of the Ozarks 624
Box 1062, Harrison, Ark. 72601

ComSonics Inc. 909
Box 1106, Harrisonburg, Va. 22801

Control Com Inc. 619-621
430 10th St., NW, Dept. S-008, Atlanta 30813

Country Music Television 915
30 E. 40th St., Suite 507, New York 10016
Advertiser supported, 24-hour stereo music channel. It will move to Telstar 303 on Sept. 1. **Staff:** Jim Cavazzini, Larry Norber, John Isbell, Marianne Weiss.

Creative Management Systems 809
230 Main St., Box 10, Toms River, N.J. 08754
On-line, in-house customer service and billing system, including addressability link, PPV, trouble call scheduling and dispatching. **Staff:** Morris Adler, Richard Alfonso, Barry Stigers, Raymond Maxwell, Ivan Dieu.

CWY Electronics 727
405 North Earl Avenue, Lafayette, Ind. 47904

Digital Products Corp. 127
4021 NE 5th Terrace, Fort Lauderdale, Fla. 33334

Discovery Channel 307
8201 Corporate Drive, Landover, Md. 20785

Disney Channel 615
4111 Alameda, Burbank, Calif. 91505
Family premium programming service. **Staff:** Bob Mason, Lance Jones, Steve Porter, Peggy Grover, Almee Freeman, Elizabeth Ruhland, Kathleen Smith, Joe Orrrender, Elizabeth Vogel, Amy Innman, Teena Chakalos, Joanne Crawford, Dean Waite.

Ditch Witch 633
Box 66, Perry, Okla. 73077

DLM Enterprises 717
590 Commerce Park Drive, SE, Suite 160, Marietta, Ga. 30060

Dow Jones Cable News 107
Box 300, Princeton, N.J. 08540

Eagle Comtronics 415
4562 Waterhouse Rd., Clay, N.Y. 13041
Converters, addressable descramblers, super traps, decoding filters, directional taps and passives. **Staff:** Joe Ostuni, Chet Syp, Tom Quirk, Kent Lewis.

Eastern Microwave 600-02
112 Northern Concourse, Box 4872, Syracuse, N.Y. 13221
WOR-TV New York superstation. **Staff:** Gil Korta, Ann Marie Russell, Laurie Portzline.

Electrochome Electronics 311

ESPN 114, 211, 15
355 Lexington Ave., New York 10017
24-hour sports network including coverage of the College Football Association, plus college basketball, NHL hockey, tennis boxing, auto racing, bowling and golf. **Staff:** Roger Williams, Bill Zaccheo, Michael Nickerson, Chris Petersen, Cissy Hanemayer, Mark Noon.

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ORLANDO, FL 32802 P.O. Box 2991 (305) 423-9426/1-800-328-3500

Falcone International Inc. 311

Flrst Data Resources 306

10815 S. Old Mill Rd., Omaha, Neb. 68154

Micro Delivery Option, a micro-based billing service a part of its cable control system, Profitrack. **Staff:** Bob Hall.

Clifton Gardiner & Associates 417

87 Oak Way, Evergreen, Colo. 80439

General Cable Co./CATV div. 501

One Woodbridge Center, Woodbridge, N.J. 07095

General Cable/Apparatus div. 101-03

5600 W. 88th Ave., Westminster, Colo. 80030

Aerial lift for splicing, maintenance and construction of CATV aerial plant. **Staff:** Leo Nowak, John Carroll.

Gilbert Engineering Co. 404

Box 23189, Phoenix 85063

C. Harrison Associates Inc. 522-26

6290 McDonough, Suite E, Norcross, Ga. 30093

HBO 521

1100 Avenue of the Americas, New York 10036

Home Shopping Channel 733

1529 U.S. 19 South, Clearwater, Fla. 33546

Home Theater Network 533

465 Congress St., Portland, Me. 04101

Family programing service. **Staff:** Jan Robert Pearce, Milt Inderwood, Monika Schaafl.

Hughes Aircraft Co. 604

3100 Fujita St., Torrance, Calif. 90505

AML microwave systems for terrestrial distribution of signals including microwave line extender, long-life klystrons, power amplifiers, LNAs. **Staff:** Arthur Heiny, Robert Stanton, James Rushing.

Jerrold Division 113

2200 Byberry Road, Hatboro, Pa. 19040

Kennedy Cable Construction 833-835

Box 760, Reidsville, Ga. 30453

KMP Computer Systems

135 Longview Dr., Los Alamos, N.M. 87544

Cablestar billing and management system. **Staff:** Eldon Pequette.

Lifetime 318-20

1211 Avenue of the Americas, New York 10036

O.W. Lindberg Assoc. 837

6111 Porter Way, Sarasota, Fla. 33582

Riser bond TDR*, standby power supply*, heat shrink cable installation and drop materials. **Staff:** Bill Lindberg, Brad Lindberg.

Lindsay Specialty Products 311

Line-Ward Corp. 923

157 Seneca Creek Rd., Buffalo, N.Y. 14224

Cable line layer, boring attachment*.

Staff: Gene Ward, Kurt Ward, Bob Ward, Lee Spencer.

Little Giant Industries Inc. 119

2241 South Larsen Parkway, Provo, Utah 84601

LRC Electronics/Microsat 614

Box 111, Horseheads, N.Y. 14845

Coaxial cable connectors, RF leakage detectors, single, dual and multichannel traps, amplifiers.

M/A-Com Cable Home Group 842

Box 1729, Hickory, N.C. 28603

Comm/Scope coaxial cable, M/A-COM converters, Prodelin TVRO, video cipher scrambling/descrambling equipment.

Staff: Gene Swithenbank, Stan Lincsay, Jim Oldham, Mickey Smith, Frank Logan, Larry Nelson, Chuck Uhl, George Bell, Mike Ellis, Paul Wilson.

Magnavox CATV Systems 511

100 Fairgrounds Dr., Manlius, N.Y. 13104

Actives and passives, Isis—600 mhz integrated subscriber/institutional system*, Magna 440 line extender for apartment houses*. **Staff:** Sam Landis, Jim Kazda.

Manufacturers Hanover 118

270 Park Avenue, 33d floor, New York 10017

Melita Electronic Labs Inc. 223

3731 Northcrest Road, Suite 29, Atlanta 30340

Micro-Sat S/E Inc. 614-616

3609 Longfellow Trail, Marietta, Ga. 30062

MTV 832

75 Rockefeller Plaza, New York 10019

Nashville Network 432

Box 10210, Stamford, Conn. 06904

National Photographic

Wholesalers 520

Box 936, Smyrna, Ga. 30081

Northern CATV Sales 400

202 Twin Oaks Dr., Syracuse, N.Y. 13206

Positive and tier traps, 100 RFI splitters and other passives. **Staff:** Doc D'Alfonso, Jeannie Weller, Andy Tresnes.

On Cable Magazine

25 Van Zant St., Norwalk, Conn. 06855

Cable program listings magazine. **Staff:** Paul Waring, Peter Funt, James Ballard.

Panasonic Audio-Visual Systems 105

1854 Shackelford Court, Suite 115, Norcross, Ga. 30093

Pioneer Communications 632-34

2200 Dividend Dr., Columbus, Ohio 43228

Standard, tuneable and one-way/two-way addressable converters and systems. **Staff:** Larry Shredl, Ron Coppock, Alice Soltysiak, Lorri Tremer, Glenn Sigler.

Power Guard div.-

Audioguard Inc. 308-310

Box 549, Hull, Ga. 30646



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Suite 650
Washington, D.C. 20037

Production Products Co. 522
133 W. Seneca St., Manlius, N.Y. 13104

CATV connectors for TX*, QR, MC2 and CX cables. **Staff:** Dan Mezzalingua, Andy Szegda, Dave Hayes, Ed Manley.

PTL—The Inspirational Network 115
Charlotte, N.C. 28279

Pyramid Industries 311

Quality Cable Contractors 926
5113 McConnell Road, Whiteh, N.C. 27377

Quality RF Services 311

Rainbow Programing 128-32
100 Crossways Park West, Woodbury, N.Y. 11797

Reeves Ratings Inc. 719
24065 Five Mile Road, Detroit 48239

R.F. Analysts 505-507
112 E. Ellen St., Fenton, Mich. 48430

Converter repair, line equipment, head-end gear, test and satellite equipment, FCC testing and computer-aided test system. **Staff:** Dena Barcome, Jack Hooper, Duane Lipp, Louis Edmondson.

Ripley Co. 715
46 Nooks Hill Road, Cromwell, Conn. 06416

R.L. Drake Co. 503
Box 112, Miamisburg, Ohio 45342

RMS Electronics Inc. 109
50 Antin Place, Bronx, N.Y. 10462

Satellite Syndicated Systems 111
8252 S. Harvard, Tulsa, Okla. 74137

Satellite Program Network, Starship Stereo, wtbs Atlanta. **Staff:** Mark Dempsey, Terri Turk, Stephen Taylor.

Scientific-Atlanta 433
3845 Pleasantdale Rd., Atlanta 30340

8550 and 8555 set-top terminal, system manager III, C* data, add insertion, stereo/TV, feed forwarding stations, low cost apartment amps, stars monitoring demo, coaxial cable. **Staff:** Sid Topol, Jay Levergood, Solomon Webb, Larry Bonder, Pat Miller Steve Havey, Perry Tanner, Steve Necessary, Jeanette Perry, Tina Mayland.

Showtime Entertainment 825
1633 Broadway, New York 10019

Showtime and Movie Channel pay programming services. **Staff:** Mike Wheeler, Jim Hall, Sally Santana-King, Rob Senn, Alan Pagels.

SRP Electronics 311
317 NW 27th Street, Fayette, Ala. 35555

Studioline Cable Stereo 321
11490 Commerce Park Drive, Reston, Va. 22091

Superior Satellite Engineers 311

Telecorp Systems Inc. 721
5825-A Peachtree Corners, Atlanta 30092

Tele-Engineering Corp. 121
2 Central Street, Framingham, Mass. 01701

Texscan Corp. 606-608
3102 N. 29th Ave., Phoenix 85017

Distribution equipment, system monitoring equipment, character generators, commercial inserters and test equipment. **Staff:** Dick Taylor, Gail Vaughn, Jan Pappas, Dave Allen, Arv Whitney, Brenda Gentry.

The Nostalgia Channel 443-445
Two Dallas Communications Complex, Irving, Tex. 75039

Times Fiber Communications 732-34
358 Hall Ave., Wallingford, Conn. 06492

Low loss trunk, feeder and drop cable, corrosion resistant drop cable, TX series, RG-611 and lifeTime drop cable Mini-Hub II, off-premises star-switched addressable system. **Staff:** Ab Potter, William Fanning, Frank Hamilton, Carroll Oxford, Tom Christensen, Joe Schuder, Robert Canny, Robert Plonsky, Jeanne Murphy, John Hall, Dave Tamulevich.

Toner Cable Equipment 408-410
969 Horsham Rd., Horsham, Pa. 19044

Headend equipment, character and video graphics generators, standby power supplies, distribution equipment, multi-taps, antennas, earth stations, towers and apartment house security cabinets, computer system, prepackages head-ends and turnkey jobs. **Staff:** Steve Deasey, Phil Young.

Triple Crown Electronics Inc. 120-122
4560 Fieldgate Drive, Mississauga, Ontario, Canada LAW 3W6

Turner Broadcasting System 901
1050 Techwood Dr., NW, Atlanta 30318

WTBS(TV) Atlanta, CNN I and II. **Staff:** Terry McGuirk, Marty Lafferty, Julia Sprunt, Judy Hettler, Catherine Paderick, Tyrone Thompson, Bud Sutherland.

TV Decisions (United Media) 406
200 Park Avenue, New York 10166

TV Guide 508-510, 609-611
4 Radnor Corporate Center, Radnor, Pa. 19088

TV Host Inc. 725
3935 Jonestown Road, Harrisburg, Pa. 17109

TVC Supply Co. 324-326
1746 E. Chocolate Avenue, Hershey, Pa. 17033

TVSMM 229-31
201 Gibraltar Rd., Horsham, Pa. 19044

Cable programing guide. **Staff:** Allen Turner, Irv Kalick.

U.S. Cable Inc. 927
2911 N. Ballard Road, Appleton, Wis. 54913

United Industries Inc. 707
1200 Belle Avenue, Winter Springs, Fla. 32708

United Video 207
3801 S. Sheridan, Tulsa, Okla. 74145

WGN(TV) Chicago, electronic program guide, WFMT(FM) Chicago, WPIX New York, KTVT Dallas, Zephyr weather transmission service, SportsTracker. **Staff:** Virgile Smith, Terri Sontag, Sandy Neuzil, Leisha Haworth, Rebecca Woods, Reuben Gant, Leanne Knowles, Morgan Lambert.

Vibra King Inc. 340
Box 247, Kingswood Road, Mankato, Minn. 56001

Video Systems Inc. 924
54 Harvard Road, Fair Haven, N.J. 07701

Wavetek 311
Box 190, Beech Grove, Ind. 46107

Test and measurement equipment, signal level meters, sweep systems, system analyzers. **Staff:** Tony Shortt, Jon Lander, Steve Windle.

Weather Channel 401-03
2840 Mt. Wilkinson Pkwy., Atlanta 30339

Weather Channel. **Staff:** Sandy McGovern, Ron Qurashi, Nicole Browning, Kathleen Thompsen, Wendy Holbrook, Lance Dickens, Ame Rogers, Leslie Oliver, Lynn Hamilton, Jan Tyler.

John Weeks Enterprises 311
Box 645, Lawrenceville, Ga. 32045

W & S Systems 344-346
6 Gateway Center, Pittsburgh 15222

Zenith Electronics Corp. 405-07
1000 Milwaukee, Glenview, Ill. 60025

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Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

Digital VTR ballot

Members of a Society of Motion Picture and Television Engineers technical committee are now voting on draft standards for digital ideotape recorders. The SMPTE working group on digital TV tape recording completed the standards at a July 24 meeting in New York and mailed letter ballots for six raft documents on Aug. 15, with a Sept. 6 closing date.

The six documents cover digitally recorded video and audio signal content, analog cue and time code tracks, properties of the 9 mm tape format used with the system, location of the data on the tape and tape transport geometry, as well as nomenclature. A seventh document on the tape cassette mechanism, delayed by several late rawings, will also be sent out within several weeks.

Balloting comes 14 months after the group first reached a consensus in May 1984 on the 19 mm tape format, and a year and a half after the reorganization of the committee under chairman Fred Remley, television and radio technical director at the University of Michigan.

According to Remley, consensus on the documents within the SMPTE group followed June 22-28 meetings of the European Broadcasting Union's Magnum committee also examining digital VTR standardization in Bodo, Norway, where agreement was reached on two remaining issues: channel coding and shuffling.

Channel coding, the conversion of digital data to a waveform for recording on tape, will be of the standard NRZ (nonreturn-to-zero) type. One of the major VTR manufacturers involved in the standards effort had originally advocated testing of an alternative partial-response coding method. On shuffling, where data is reordered to lessen errors, participants concluded there were eight advantages to shuffling over two tracks, instead of one.

Once approved by the SMPTE group, the documents will undergo further review by the parent Committee on Video Recording and Reproduction, the SMPTE Standards Committee and finally the American National Standards Institute, before the recommended practices can be adopted as voluntary U.S. standards.

The proposals have already been forwarded to the U.S. Department of State for presentation before the United Nations-sponsored world standards body, the International Radio Consultative Committee (ICIR), which is expected to agree on the new system at its quadrennial Geneva gathering in October.

Hot topic

Radiofrequency radiation from satellite uplink earth stations was the topic of a WOR-TV Secaucus, N.J., morning talk show, *Straight Talk*, last Monday (Aug. 19). The 16-minute segment for the hour-long program focused on charges from residents in rural Vernon, N.J., 60 miles outside New

York, that microwave radiation from a 14-dish satellite antenna farm operated by RCA Americom, Western Union and American Satellite Co. is causing birth defects.

The area, with the highest concentration of uplinks in the U.S., was the subject of a New Jersey Department of Health study released in September 1984 and criticized by a local Citizens Against Towers (CAT) group because it initially found no evidence of a high incidence of birth defects.

The state later agreed, however, to revise the study when several unreported cases of Down's syndrome infants were discovered, creating a statistically high cluster.

Health officials earlier this summer also asked the federal Centers for Disease Control to review the situation, while the state Department of Environmental Protection, brought in by health officials to conduct measurements at the site, has asked the U.S. Environmental Protection Agency to assist in further site studies.

According to one guest on the *Straight Talk* segment, Elise Kriendler, co-founder of CAT, the area has "horrendous health statistics" in those places in line with the microwave beams from the uplinks.

But in a statement made to WOR-TV host Jane Crawford before the show, RCA Ameri-

com said: "There has never been any evidence linking health disorders with communications microwaves of the type and levels used at satellite earth stations."

Public health consultant Herb Pollack, MD, invited on the show as a panelist at the request of the Washington-based industry organization Electromagnetic Energy Policy Alliance, also argued that the microwave frequencies in use by the uplinks (6-12 ghz) were well above those that can be absorbed by humans (60-300 mhz).

Other guests on the show included Gerard Nichols, radiation protection bureau chief, N.J. Department of Environmental Protection, who conducted site measurements at Vernon in 1984. Nichols said the study found no radiation levels above 10 microwatts-per-centimeter-squared, approximately one-five-hundredth of the 5,000 microwatt maximum exposure level standard set by the state in August 1984.

Although a fourth guest, Dr. Leah Ziskind, assistant commissioner of local and community health services, N.J. Department of Health, acknowledged the evidence of birth defect clusters could not yet be explained. Nichols suggested the group of chromosome-damaged infants was a "statistical anomaly."

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As compiled by BROADCASTING, Aug. 15 through Aug. 21, and based on filings, authorizations and other FCC actions.

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

Ownership Changes

Applications

- KRCQ(AM) Indio, Calif. (1400 khz; 1 kw-U)—Seeks assignment of license from Burning Sands Broadcasting Corp. to Southern California Communications Corp. for \$650,000, comprising \$175,000 cash and remainder note. Seller is owned by Glenn E. Thompson (70%) and Terry Ayers (30%). It has no other broadcast interests. Buyer is owned by Jerome P. Maltz. It also owns KCKC(AM) San Bernardino, Calif. Filed Aug. 15.
- WCFI(FM) Daytona Beach, Fla. (101.9 mhz; 100 kw; HAAT: 581 ft.)—Seeks assignment of license from S&F

Communications Corp. to Duffy Broadcasting Corp. of Florida for \$7,350,000 cash. Seller is owned by Stephen Seymour and Stuart Frankel. It owns WNVZ(FM) Norfolk, WTJZ(AM) Newport News, both Virginia, and WMKR-FM Baltimore, Md. Buyer is Dallas-based station group of three AM's and three FM's owned by Robert J. Duffy, Martin Greenburg and Patrick J. Delaney. Filed Aug. 1.

- WTKC(AM) Lexington, Ky. (1300 khz; 2.5 kw-D; 1 kw-N)—Seeks assignment of license from Group M Broadcasting to L.M. Communications Inc. for \$880,952.37. Seller is owned by Walter E. May, who also owns WPKE(AM)-WDHR-FM Pikeville, Ky. Buyer is owned by Lynn M. Martin, who also owns WCOZ(FM) Paris, Ky., and has interest in WKAZ(AM)-WKLC-FM St. Albans, W. Va. Filed Aug. 12.
- KLCL(AM)-KHLA(FM) Lake Charles, La. (1470 khz; 5 kw-U; FM: 99.5 mhz; 33 kw; HAAT: 400 ft.)—Seeks assignment of license from KLCL Radio Inc. to Holder Communications Corp. for \$2 million, comprising \$750,000 cash and remainder note at 9.5% over 10 years, with balloon at end of fifth year. Seller is principally owned by Perry J. Samuels, who has no other broadcast interests. Buyer is owned by Harold E. Holder, who also owns WJOR(AM)-WTUF(FM) Thomasville, Ga., and WHBB(AM)-WTUF(FM) Selma, Ala. Filed Aug. 13.
- WECQ(FM) Geneva, N.Y. (101.7 mhz; 3 kw; HAAT: 125 ft.)—Seeks assignment of license from Astro Radio Communications Ltd. to WECQ Inc. for \$550,000 cash. Seller is principally owned by Joseph Weinfeld. It has no other broadcast interests. Buyer is owned by Leonard I. Ackerman (80%), David Bates, and his wife, Loraine (15%), and Jarvis Collins (5%). It also owns WMLB(AM) West Hartford, Conn. Filed Aug. 5.
- KOKF-FM Edmond, Okla. (90.9 mhz; 3.3 kw; HAAT: 234 ft.)—Seeks assignment of license from Oklahoma Foun-

ation for Research and Development Utilization Inc. RDM Broadcasting Enterprises for \$43,000 cash. Seller nonprofit corporation headed by James P. Dawson. It has other broadcast interests. Buyer is nonprofit corporation headed by Ron Dryden. It has no other broadcast interest. Filed Aug. 5.

- KGOL(FM) Lake Jackson, Tex. (107.5 mhz; 100 kw; HAAT: 986 ft.)—Seeks transfer of control of John Bro Broadcasting Inc. from John Brown University to Hous FM Communications Inc. (80%) and Houston Broadcast Holdings (20%) for \$8,750,000 cash. Seller is nonprofit educational institution headed by Dr. John E. Brown. owns three AM's and three FM's. Buyers are owned by Jc Frankhauser and John Rich. Rich owns KKMJ(AM) KEZB(FM) El Paso and KLRB-AM-FM Lubbock, T. Frankhauser owns KEND(AM)-KLLL(FM) Lubbock & KAMA(AM)-KAMZ(FM) El Paso, Tex. Filed Aug. 2.
- WIZN(FM) Vergennes, Vt. (106.3 mhz; 710 w; HA. 554 ft.)—Seeks transfer of control of Radio Vergennes I from Russel P. Kinsley (20.7% before; none after) to Art J. La Vigne (24.5% before; 55.2% after) for \$64,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 1.
- KQBE(FM) Ellensburg, Wash. (103.1 mhz; 3 kw; HAAT: minus 188 ft.)—Seeks assignment of license from Lord Broadcasting Co. to Kittitas County Broadcasting I for \$225,000, comprising \$50,000 cash and remainder n at 11% over 15 years. Seller is owned by Brian J. Lord, v has no other broadcast interests. Buyer is owned by Niles Fowler (90%) and Martin C. Rowe (10%). It also owns KBAE(AM) Everett, Wash. Filed Aug. 2.

New Stations

FM's

- Citronelle, Ala.—Citronelle FM Group Ltd. Partners seeks 101.9 mhz; 3 kw; HAAT: 327 ft. Address: P.O. F 1031, 36522. Principal is principally owned by Charles Withers and five others. It has no other broadcast interest. Filed July 12.
- Humnoke, Ark.—Small Market Minority Radio se 101.7 mhz; 3 kw; HAAT: 202 ft. Address: 6161 Oakey, Vegas 89102. Principal is owned by Shara Whitney, who no other broadcast interests. Filed July 12.
- Humnoke, Ark.—Franklin Broadcasting Co. se 101.7 mhz; 3 kw; HAAT: 298.8 ft. Address: 237 West Blvd., Jacksonville, N.C. 28540. Principal is owned Charles E. Franklin, who owns WJIK(AM) Camp Leju N.C., and WETC(AM) Wendell-Zebulon, N.C., and is a for nine new FM's. Filed July 12.
- Humnoke, Ark.—Indian Nation Communications se 101.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box Sheridan, Ark. 72150. Principal is owned by Frances Sol and Kenneth Austin. Austin is engineer with five station Sheridan and Pine Bluff, Ark. Filed July 12.
- Humnoke, Ark.—Radio Four Inc. seeks 101.7 mhz; kw; HAAT: 328 ft. Address: 2300 Sheridan Park Dr., F Bluff, Ark. 71603. Principal is equally owned by Carol Sims, Connie R. Hill, Mary Lou Cox and Eloise Boucher. Sims and her husband, Shelton, have interest KCLA(AM)-KZYP(FM) Pine Bluff, Ark., with Cox's band Boucher's husband, and Hill's husband, Johnnie, v also owns KBSF(AM)-KTCK(FM) Spring Hill, La. F July 12.
- Coalinga, Calif.—Harris Farms Inc. seeks 100.1 mhz; kw; HAAT: 328 ft. Address: Route 1, Box 777, Coalar Calif. 93210. Principal is owned by John C. Harris. It has other broadcast interests. Filed July 12.
- Aspen, Colo.—Ute City Broadcasting Inc. seeks 10 mhz; 500 w; HAAT: 244 m. Address: 615 E. Bleeken P.O. Box 1561, 81611. Principal is owned by Catherin Smith and seven others. It has no other broadcast interest. Filed July 12.
- Aspen, Colo.—Spanish Aural Services Co. seeks 10 mhz; 350 w; HAAT: 228.6 m. Address: 839 Timber C Drive, Seabrook, Tex. 77586. Principal is owned by I Henderson, who also owns KYND(AM) Seabrook, T

Entertainment Communications, Inc.

BALA CYNWYD, PA

has acquired

Radio Station WXCR-FM

SAFETY HARBOR, FL

from

Tampa Bay Concert Radio, Inc.



We are pleased to have served both parties in this transaction. May we serve you next?

Donald K. Clark, Inc.

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id is app. for seven new FM's. Filed July 12.

Aspen, Colo.—Aspen FM Inc. seeks 107.1 mhz; 470 w; HAAT: 804 ft. Address: P.O. Box 3884, 81612. Principal is vned by Martha Tapias (76.2%) and Cynthia Chardonny 3.8%). Tapias is account executive with SIN Television stwork. Chardonny is employed by *Aspen Daily News*. pplicant has no other broadcast interests. Filed July 12.

Aspen, Colo.—Aspen Skywave Inc. seeks 107.1 mhz; 40 w; HAAT: 255 m. Address: 557 Addison, Palo Alto, alif. 94301. Principal is principally owned by Rosanna ascon. It has no other broadcast interests. Filed July 12.

Grand Junction, Colo.—Mid-America Gospel Radio etwork seeks 107.9 mhz; 38.9 kw; HAAT: 2,878 ft. Adess: One Parkside Plaza, 1430 Olive St., St. Louis, Mo. 1103. Principal is controlled by Harold S. Schwartz, but is vned by Gary Morse and Burt W. Kaufman. It owns seven v's. Filed July 12.

Grand Junction, Colo.—Penny Drucker seeks 104.3 hz; 37.5 kw; HAAT: 2,952.1 ft. Address: 5275 Hatch Dr., zengreen, Colo. 80439. Principal is also app. for five 2TV's. Filed July 12.

Grand Junction, Colo.—Beacon Broadcasting seeks 104.3 hz; 100 kw; HAAT: 1,310 ft. Address: P.O. Box 008, Columbus, Ga. 31908. Principal is owned by William itchen, who also owns KBQN(AM) Pago Pago, American moa, and WOCD-TV Amsterdam, N.Y. Filed July 12.

Grand Junction, Colo.—Nancy Cappelto seeks 104.3 hz; 45.7 kw; HAAT: 2,912 ft. Address: 2145 N. 17th rcle, 81501. Principal has no other broadcast interests. lded July 12.

Grand Junction, Colo.—Monument Broadcasters seeks 104.3 hz; 100 kw; HAAT: 1,385 ft. Address: 486 Tiara Dr., 503. Principal is equally owned by James G. Spehar and s wife, Bonnie. It has no other broadcast interests. Filed July 12.

Grand Junction, Colo.—Echonet Corp. seeks 104.3 hz; 37.5 kw; HAAT: 2,952.1 ft. Address: 1925 W. Dartouth, Englewood, Colo. 80110. Principal is equally vned by Candy M. Ergen; her husband, Charles, and Tom rtoif. It owns LPTV in Nacogdoches, Tex., and is app. for er 60 other LPTV's. Filed July 12.

Grand Junction, Colo.—Susan Lundborg seeks 104.3 hz; 100 kw; HAAT: 1,003 ft. Address: Suespath, Quogue, Y. 11959. Principal is also app. for new FM's in Reno. lded July 11.

Silverton, Colo.—San Juan Christian Broadcasting eeks 99.3 mhz; 790 w; HAAT: 577 ft. Address: 225 W. 14th ., Silverton, Colo. 81433. Principal is owned by Steven P. gham and his wife, Nancee. It has no other broadcast erests. Filed July 11.

Eastpoint, Fla.—Sun & Sand Broadcasters seeks 100.9 hz; 3 kw; HAAT: 300 ft. Address: 1591 Boyle Rd., Hamiln, Ohio 45013. Principal is owned by Clair D. Plessinger 7.5%); her husband, Richard (37.5%), and Ann Maribona 5%). It has no other broadcast interests. Filed July 12.

Marco, Fla.—Marco Minority Associates seeks 92.7 hz; 3 kw; HAAT: 328 ft. Address: 3736 Winkfield Pl., slumbus, Ga. 31909. Principal is owned by Margaret R. rnell (20%), Enrique S. Rivera (20%) and Angell's mothRita (60% ltd. partner). It has no other broadcast interests. Filed July 12.

Marco, Fla.—Dee Whitmore seeks 92.7 mhz; 3 kw; HAAT: 300 ft. Address: P.O. Box 18524, Tampa, Fla. 609. Principal has no other broadcast interests. Filed July 12.

Marco, Fla.—Maranatha Broadcasting Co. seeks 92.7 hz; 3 kw; HAAT: 328 ft. Address: East Rock Road, Allenwn, Pa. 18103. Principal is owned by Richard C. Dean 2%) and David G. Hinson (8%). It owns WFMZ-FM-TV lentown, Pa. Dean is also app. for four new FM's. Filed July 12.

Marco, Fla.—Television Systems Inc. seeks 92.7 mhz; 3 w; HAAT: 328 ft. Address: 1085 Bald Eagle Dr., B-503, arco Island, Fla. 33937. Principal is owned by Esther B. rcelles (80%) and Christa A. Garlitz (20%). It has no other adcast interests. Filed July 12.

Marco, Fla.—Affirmative Broadcasting Corp. seeks 92.7 mhz; 3 kw; HAAT: 201 ft. Address: 2036 Canal St., rt Myers, Fla. 33901. Principal is owned by Edward ung, who has no other broadcast interests. Filed July 12.

Mexico Beach, Fla.—Wooten Broadcasting seeks 99.3 hz; 3 kw; HAAT: 328 ft. Address: P.O. Box 4183, Panama ty, Fla. 32401. Principal is owned by Charles T. Wooten 3%); his wife, Merri (26%); Tanna M. Farrell (25%), and bert E. King (20%). Wooten is contract engineer. Farrell is ffic director at noncommercial WJGC-AM-FM Panama ty, Fla., where King is also on board of trustees. Filed July 12.

Kanoche, Hawaii—Gila Monster Broadcasting Co.

seeks 104.3 mhz; 100 kw; HAAT: 1,000 ft. Address: 2517 W. Calle Padilla, Tucson, Ariz. 85705. Principal is owned by Homero Serapio Pacheco, who has no other broadcast interests. Filed July 12.

■ Kanoche, Hawaii—Betty Fossbind seeks 104.3 mhz; 100 kw; HAAT: minus 308 ft. Address: 3095 Aldercrest Dr., Tillamook, Ore. 97141. Principal has no other broadcast interests. Filed July 12.

■ Kanoche, Hawaii—FM Kanoche Ltd. Partnership seeks 104.3 mhz; 63 kw; HAAT: 2,211 ft. Address: 629 Elepaio St., Honolulu, Hawaii 96816. Principal is principally owned by George L. Lindemann. It has no other broadcast interests. Filed July 12.

■ Kanoche, Hawaii—Kanoche FM Ltd. Partnership seeks 104.3 mhz; 79.4 kw; HAAT: 2,182 ft. Address: 1015 Gayley Ave., Box 347, Los Angeles, 90024. Principal is owned by John P. Marcom and Maile Meyer. It is also app. for over 40 LPTV's. Filed July 12.

■ Kanoche, Hawaii—Kanoche Radio seeks 104.3 mhz; 66 kw; HAAT: 2,127 ft. Address: 240 Kuuhale St., Kailua, Hawaii 96734. Principal is equally owned by Sally Ann Blanchard, Anthony P. DiGiovanni and Franklin J. Diminio. They are also app.'s for new FM in San Clemente, Calif. Filed July 12.

■ Kanoche, Hawaii—Tropic-Aire Ltd. seeks 104.3 mhz; 87.1 kw; HAAT: 2,086 ft. Address: 1018 Cedar Grove Rd., Lynnewood, Pa. 19096. Principal is owned by Karen J. Gross, who is also app. for new FM in Reno. Filed July 12.

■ Kanoche, Hawaii—Betty Conway seeks 104.3 mhz; 5 kw; HAAT: 1,007 ft. Address: P.O. Box 711, New Albany, Ind. 47150. Principal has no other broadcast interests. Filed July 12.

■ Kanoche, Hawaii—Windward Broadcasting Inc. seeks 104.3 mhz; 63 kw; HAAT: 2,150 ft. Address: 122 Mallard Ave., Bel Air, Storm Lake, Iowa 50588. Principal is principally owned by Yolene May Fekel and Evaristo P. Conselva. It has no other broadcast interests. Filed July 12.

■ Kanoche, Hawaii—Brenda R. Tanger seeks 104.3 mhz; 100 kw; HAAT: 1,064.2 ft. Address: 35 Fox Lane, Newton Centre, Mass. 02159. Principal, with family, owns WTMI(FM) Miami, Fla. Filed July 12.

■ Preston, Idaho—Cache Country Inc. seeks 96.7 mhz; 105 w; HAAT: 225.6 ft. Address: P.O. Box 235, 83236. Principal is owned by Michael Lish, who has no other broadcast interests. Filed July 12.

■ Blackfoot, Idaho—Sandra Lee Walton seeks 101.5 mhz; 100 kw; HAAT: 1,468 ft. Address: 611 E. 135th St., Glenpool, Okla. 74033. Principal has no other broadcast interests. Filed July 12.

Summary of broadcasting as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Blackfoot, Idaho—Clare Marie Ferguson seeks 101.5 mhz; 100 kw; HAAT: 1,004 ft. Address: 168 Pierce St., Twin Falls, Idaho 83301. Principal is also app. for new FM in Baker, Ore. Filed July 12.

■ Blackfoot, Idaho—Small Market Minority Radio seeks 101.5 mhz; 100 kw; HAAT: 1,468 ft. Address: 6161 Oakey, Las Vegas, 89102. Principal is owned by Shara Whitney, who has no other broadcast interests. Filed July 12.

■ Blackfoot, Idaho—Radio Representatives Inc. seeks 101.5 mhz; 100 kw; HAAT: 1,513 ft. Address: P.O. Box 660, Santa Ynez, Calif. 93460. Principal is owned by G. Dawn Delgatty (33.3%) and four others at 16.6% each: her brother, N. James Patterson; his wife, Sharon A. Patterson; his brother, Sherwood H. Patterson, and his wife, Myrlyn. It owns KGDP(AM) [CP] Santa Ynez, Calif. Filed July 11.

■ Blackfoot, Idaho—Rebecca Radio of Idaho seeks 101.5 mhz; 100 kw; HAAT: 1,003 ft. Address: 3530 N.E. 25th Terrace, Fort Lauderdale, Fla. 33308. Principal is owned by Rebecca Ann Fulton (60%); her husband, Peter (10%), and Kathleen D. Walker (30%). It is also app. for new FM in Marco, Fla. Walker is business manager of WNWS(AM) South Miami, Fla. Peter Fulton is consultant to Metroplex Communications Inc., Cleveland-based station group of two AM's and five FM's. Filed July 11.

■ Blackfoot, Idaho—Q Prime Inc. seeks 101.5 mhz; 100 kw; HAAT: 1,893.9 Address: 212 11th St., Hoboken, N.J. 07030. Principal is equally owned by Clifford N. Burnstein and Peter D. Mensch. It is app. for five new FM's. Filed July 12.

■ Blackfoot, Idaho—Michelle Anderton seeks 101.5 mhz; 100 kw; HAAT: 1,511 ft. Address: 1612 Harvard Ave., Salt Lake City 84105. Principal is app. for new FM in Stephenville, Tex. Filed July 12.

■ Blackfoot, Idaho—Richard P. Bott seeks 101.5 mhz; 100 kw; HAAT: 1,646 ft. Address: 8603 Buckingham Lane, Kansas City, Mo. 64138. Principal is owner of Bott Broadcasting, Kansas City-based station group of four AM's. Filed July 11.

■ Van Buren, Ind.—Central Broadcasting Corp. seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 120 North Miller Ave., Marion, Ind. 46952. Principal is principally owned by William M. Quigg. It also owns WBAT(AM) Marion, WBIW(AM)-WFIF(FM) Bedford, Ind., and WBEX(AM)-WKJ(FM) Chillicothe, Ohio. Filed July 11.

■ Van Buren, Ind.—Charles J. Saltzman seeks 99.3 mhz; 3 kw; HAAT: 276.5 ft. Address: 20355 N.E. 34th Ct., #2421, North Miami Beach, Fla. 33180. Principal is app. for six new FM's. Filed July 2.

■ Van Buren, Ind.—Keymarket Communications of Indiana seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 1 Tall Pine Court, Augusta, Ga. 30909. Principal is station group of eight AM's and eight FM's, equally owned by Paul Rothfuss, Kirby Confer and Donald Alt. Filed July 12.

■ Van Buren, Ind.—Umberger Radio seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 1001 Ridge Ave., Clearwater, Fla. 33515. Principal is owned by Ben L. Umberger and family. It owns WKX(AM) Immokalee, Fla. It has interest in WGGG(AM) Gainesville, Fla., and WGLV(AM) Micanopy, Fla. Filed July 11.

■ Van Buren, Ind.—Randall L. Huston seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 1202 Three Rivers East, Fort Wayne, Ind. 46802. Principal is anchorman for WPTA-TV Fort Wayne. Filed July 12.

■ Van Buren, Ind.—Douglas G. Harding seeks 99.3 mhz; 3 kw; HAAT: 309.5 ft. Address: 10009 Harlech Lane, Jeffersontown, Ky. 40299. Principal has no other broadcast interests. Filed July 5.

■ Van Buren, Ind.—Robert A. Weaver seeks 99.3 mhz; 3 kw; HAAT: 309.5 ft. Address: 510 West Main St., Portland, Ind. 47371. Principal is general manager of, and has interest in, WPGW-AM-FM Portland, Mich. He also has interest in WBUT(AM)-WLER(FM) Butler, Pa. Filed July 11.

■ Baraga, Mich.—Mary Verkest seeks 104.3 mhz; 100 kw; HAAT: 987 ft. Address: Route 8, Hayward, Wis. 54843. Principal, with her husband, James, owns WFCL-AM-FM Clintonville, Wis. Filed July 12.

■ Harbor Springs, Mich.—Harbor Springs Radio Ltd. seeks 103.9 mhz; 1.8 kw; HAAT: 400 ft. Address: Box 11101, Lansing, Mich. 48901. Principal is owned by William J. Dickson (30%), D.C. Schaberg (50%), John A. Yaroch (10%) and Steven Dougan (10%). Filed Aug. 12.

■ Harbor Springs, Mich.—Margaret Keon seeks 103.9 mhz; 3 kw; HAAT: 328 ft. Address: 591 Redwood Highway, Mill Valley, Calif. 94941. Principal has no other broadcast interests. Filed July 12.

■ Pentwater, Mich.—M-S Communications Inc. seeks 103.1 mhz; 3 kw; HAAT: 328 ft. Address: 1883 Eloise Dr., Muskegon, Mich. 49444. Principal is owned by Mark L.

Facilities Changes

■ **Grifton, N.C.**—Jan B. Greene seeks 99.3 mhz; 3 kw; HAAT: 269.6 ft. Address: 502 Tower Dr., Jacksonville, N.C. 28540. Principal has no other broadcast interests. Filed July 12.

■ **Grifton, N.C.**—Raymond C. Battle seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: Route 3, Box 112, 28530. Principal has no other broadcast interests. Filed July 12.

■ **Grifton, N.C.**—Campbell Radio seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1151, Raleigh, N.C. 27602. Principal is owned by A. Hartwell Campbell, who, with his son, Thomas, owns WGAI(AM) Elizabeth City and WVOK(FM) Columbia, both North Carolina. His son, L. Ann Campbell, owns WGTM(AM) Wilson, N.C. Filed July 12.

■ **Fargo, N.D.**—Evelyn Kay Wiggins Morton seeks 107.9 mhz; 25 kw; HAAT: 113 ft. Address: 5103 N. Cherry, Lawton, Okla. 73505. Principal has no other broadcast interests. Filed July 12.

■ **Fargo, N.D.**—PrimeMedia Inc. seeks 107.9 mhz; 100 kw; HAAT: 1,016 ft. Address: 1230 29th St., Washington, N.C. 20007. Principal is principally owned by John Mesliski and H. Kenneth Merritt. It has no other broadcast interests. Filed July 12.

■ **Rapid City, S.D.**—William H. Payne Jr. seeks 104.3 mhz; 100 kw; HAAT: 1,711 ft. Address: 3405 E. Louisville, Broken Arrow, Okla. 74014. Principal is president of TFX(AM) Tulsa, Okla. Filed July 10.

■ **Rapid City, S.D.**—William H. Payne seeks 104.3 mhz; 100 kw; HAAT: 1,711 ft. Address: 1038 Woodridge Drive, Rapid City, S.D. 57701. Principal's son (see above) is president of KTFX(AM) Tulsa, Okla., and is also app. for same station. Filed July 10.

■ **Rapid City, S.D.**—Tom-Tom Communications Inc. seeks 104.3 mhz; 100 kw; HAAT: 985.13 ft. Address: P.O. Box 1680, 57709. Principal is owned by Thomas J. Brokaw 74.4% and A. Thomas Kearns (25.6%). Brokaw is anchorman for *NBC Nightly News*. It also owns KTOQ(AM) Rapid City. Filed July 12.

■ **Rapid City, S.D.**—Franklin Broadcasting seeks 104.3 mhz; 100 kw; HAAT: 453.8 ft. Address: 237 Western Blvd., Jacksonville, N.C. 28540. Principal is owned by Charles E. Ranklin, who owns WJIK(AM) Camp Lejeune, N.C., and WETC(AM) Wendell-Zebulon, N.C., and is app. for nine ew FM's. Filed July 12.

■ **Abilene, Tex.**—Mary Ellen Domingos Holley seeks 06.3 mhz; 3 kw; HAAT: 328 ft. Address: Route 5, Box 814, Fort Smith, Ark. 72901. Principal's husband, Donald, is owner of KALO(AM)-KRZK(FM) Branson, Mo. Filed July 2.

■ **Abilene, Tex.**—McRae Media Inc. seeks 106.3 mhz; 3 kw; HAAT: 328 ft. Address: 3225 Coral Tock Lane, Dallas, tx. 75229. Principal is owned by Kim McRae (60%) and aura Gabriel (40%). It has no other broadcast interests. Filed July 12.

■ **Abilene, Tex.**—FM Radio Co. seeks 106.3 mhz; 3 kw; HAAT: 328 ft. Address: 157 W. 57th St., #902, New York, 0019. Principal is also app. for over 30 LPTV's. Filed July 2.

■ **Abilene, Tex.**—FM Abilene Ltd. Partnership seeks 06.3 mhz; 3 kw; HAAT: 275.3 ft. Address: 2910 South 2nd St., 79605. Principal is principally owned by George indemann, who has no other broadcast interests. Filed July 2.

■ **Abilene, Tex.**—Kent S. Foster seeks 106.3 mhz; 3 kw; HAAT: 300 ft. Address: One Plaza Square, Suite 204, Port Arthur, Tex. 77642. Principal has no other broadcast interests. Filed July 12.

■ **Abilene, Tex.**—Abilene FM Inc. seeks 106.3 mhz; 3 kw; HAAT: 327.6 ft. Address: P.O. Box 1819, 79604. Principal is owned by B.C. McCreary and Burl McAlister. It has no other broadcast interests. Filed July 12.

■ **Abilene, Tex.**—Evelyn Kay Wiggins Morton seeks 06.3 mhz; 3 kw; HAAT: 280 ft. Address: 5103 N. Cherry, Lawton, Okla. 73505. Principal has no other broadcast interests. Filed July 12.

■ **Abilene, Tex.**—Mary F. Watkins seeks 106.3 mhz; 3 kw; HAAT: 300 ft. Address: 418 Steep Hollow Circle, Bryan, tx. 77802. Principal is employed by WTAW(AM)-TAW(FM) College Station, Tex. Her husband, Roger, has interest in KLNK(AM) Lufkin, Tex. Filed July 12.

■ **Abilene, Tex.**—Delphi Broadcasting seeks 106.3 mhz; 3 kw; HAAT: 222 ft. Address: Route 12, Box 276, 79601. Principal is owned by Sylvia Holmes and Kristina Van Wagner. Holmes is employed by KTXS(TV) Sweetwater, Tex. Filed July 12.

Applications

AM's

Tendered

■ **WAPI (1070 khz) Birmingham, Ala.**—Seeks CP to increase night power to 10 kw. App. Aug. 14.

■ **KXEW (1600 khz) Tucson, Ariz.**—Seeks CP to increase day power to 2.5 kw. App. Aug. 15.

■ **WKIQ (1560 khz) Inverness, Fla.**—Seeks CP to increase night power to make changes in ant. sys. App. Aug. 15.

■ **KLWJ (1090 khz) Umatilla, Ore.**—Seeks CP to change freq. to 1100 khz; add night service with 1 kw; increase day power to 10 kw; replace ant.; change TL, and make changes in ant. sys. App. Aug. 13.

■ **KXAM (1440 khz) Helotes, Tex.**—Seeks CP to change TL and make changes in ant. sys. App. Aug. 16.

Accepted

■ **WZZX (780 khz) Lineville, Ala.**—Seeks MP to change TL. App. Aug. 13.

■ **KPPL (1390 khz) Westminster, Colo.**—Seeks CP to change TL and make changes in ant. sys. App. Aug. 15.

■ **WHBO (1040 khz) Pinellas Park, Fla.**—Seeks MP to change TL and make changes in ant. sys. App. Aug. 15.

■ **KSSK (590 khz) Honolulu**—Seeks MP to change TL. App. Aug. 15.

■ **WKEQ (910 khz) Burnside, Ky.**—Seeks CP to make changes in ant. sys. App. Aug. 13.

■ **KTIB (630 khz) Thibodaux, La.**—Seeks MP to change daytime directional pattern. App. Aug. 13.

■ **WKSJ (1340 khz) Jamestown, N.Y.**—Seeks CP to increase night power to 1,000 w. App. Aug. 13.

■ **WSWV (1570 khz) Pennington Gap, Va.**—Seeks CP to change TL. App. Aug. 13.

■ **KSGT (1340 khz) Jackson, Wyo.**—Seeks CP to change TL and make changes in ant. sys. App. Aug. 15.

FM's

Tendered

■ ***KCMU (90.5 mhz) Seattle**—Seeks CP to change freq. to 90.3 mhz; change TL; change ERP to .404 kw; change HAAT to 534 ft., and make changes in ant. sys. App. Aug. 19.

Accepted

■ **KKJJ (103.9 mhz) Payson, Ariz.**—Seeks CP to change freq. to 104.3 mhz; change TL; change ERP to 90.1 kw, and change HAAT to 1,025 ft. App. Aug. 15.

■ ***KUAR (89.1 mhz) Little Rock, Ark.**—Seeks mod. of CP to change TL; change ERP to 80 kw, and change HAAT to 893.8 ft. App. Aug. 19.

■ **KSUR-FM (99.5 mhz) Greenfield, Calif.**—Seeks CP to install aux. sys. App. Aug. 19.

■ **KSPZ (92.9 mhz) Colorado Springs**—Seeks mod. of CP to change ERP to 52.7 kw and make changes in ant. sys. App. Aug. 13.

■ **KGMJ (101.5 mhz) Eagle, Colo.**—Seeks CP to install aux. sys. App. Aug. 13.

■ **KCRT-FM (92.7 mhz) Trinidad, Colo.**—Seeks CP to change freq. to 92.5 mhz; change TL; change ERP to 91.2 kw, and change HAAT to 1,033 ft. App. Aug. 13.

■ **WKQS-FM (99.9 mhz) Boca Raton, Fla.**—Seeks CP to change HAAT to 984 ft. App. Aug. 13.

■ **WKRY (93.5 mhz) Key West, Fla.**—Seeks mod. of CP to change TL; change ERP to 3 kw, and change HAAT to 74 ft. App. Aug. 15.

■ ***WBVM (90.5 mhz) Tampa, Fla.**—Seeks mod. of CP to change SL to 3816 Morrison Ave., Tampa, and make changes in ant. sys. App. Aug. 19.

■ **WJRQ (92.1 mhz) Williston, Fla.**—Seeks CP to change ERP to 1.7 kw. App. Aug. 13.

■ **WPCV (97.5 mhz) Winter Haven, Fla.**—Seeks CP to change TL and change HAAT to 986.3 ft. App. Aug. 13.

■ **WULF-FM (95.9 mhz) Alma, Ga.**—Seeks mod. of CP to change TL. App. Aug. 13.

■ ***WWEV (91.5 mhz) Cumming, Ga.**—Seeks mod. of CP to change TL. App. Aug. 13.

■ **KKIC-FM (101.9 mhz) Emmett, Idaho**—Seeks CP to change TL; change ERP to 57 kw, and change HAAT to 2,533.5 ft. App. Aug. 15.

■ **KOEL-FM (92.3 mhz) Oelwein, Iowa**—Seeks CP to change TL and change HAAT to 1,000 ft. App. Aug. 14.

■ **KXLK (105.3 mhz) Haysville, Kan.**—Seeks mod. of CP to change TL and change HAAT to 993 ft. App. Aug. 16.

■ **WKJJ-FM (99.7 mhz) Louisville, Ky.**—Seeks CP to change ERP to 24 kw and operate non-DA. App. Aug. 14.

■ **WKJN (103.3 mhz) Hammond, La.**—Seeks CP to install aux. sys. App. Aug. 13.

■ **KLPL-FM (92.7 mhz) Lake Providence, La.**—Seeks CP to change TL and change HAAT to 328 ft. App. Aug. 13.

■ **KQRS-FM (92.5 mhz) Golden Valley, Minn.**—Seeks CP to change TL and change HAAT to 1,035 ft. App. Aug. 15.

■ **WQID (93.7 mhz) Biloxi, Miss.**—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,183 ft. App. Aug. 13.

■ **WKLJ (107.1 mhz) Oxford, Miss.**—Seeks CP to change HAAT to 319 ft. App. Aug. 15.

■ **KMJM (107.7 mhz) St. Louis**—Seeks mod. of CP to change TL and change HAAT to App. 1,008.6 ft. Aug. 19.

■ **KGVM (99.3 mhz) Gardnerville, Nev.**—Seeks mod. of CP to make changes in ant. sys. App. Aug. 13.

■ **KYRK-FM (97.1 mhz) Las Vegas**—Seeks CP to change ERP to 100 kw. App. Aug. 16.

■ **KRKE-FM (94.1 mhz) Albuquerque, N.M.**—Seeks CP to change ERP to 20.24 kw. App. Aug. 15.

■ **WFXC (107.1 mhz) Durham, N.C.**—Seeks mod. of CP to change TL; change ERP to 1.5 kw, and change HAAT to 444 ft. App. Aug. 13.

■ **WMYK (93.7 mhz) Elizabeth City, N.J.**—Seeks mod. of CP to change TL and change HAAT to 1,510 ft. App. Aug. 15.

■ **WJER-FM (101.7 mhz) Dover, Ohio**—Seeks CP to change TL and change HAAT to 328 ft. App. Aug. 16.

■ **WSKS (96.5 mhz) Hamilton, Ohio**—Seeks CP to change ERP to 19.5 kw. App. Aug. 13.

■ **KMOD-FM (97.5 mhz) Tulsa, Okla.**—Seeks mod. of CP to change TL; change ERP to 96.17 kw, and change HAAT to 1,327.12 ft. App. Aug. 13.

Call Letters


Applications

Call	Sought by
	New AM
KSRT	Orange County Broadcasting Corp., Orange, Calif.
	New FM
KUUL	Connie T. Catsis, Gallup, N.M.
	New TV's
WLKT	Broadcast Media Services, Lexington, Ky.
KREB-TV	People of the Fire Ltd., Las Vegas
	Existing AM's
WLOD	WLNT Loudon Broadcasters Inc., Loudon, Tenn.
KXEQ	KSVN Rolando Collantes, Ogden, Utah
	Existing FM's
KKTZ	KFKB Eustis-Wichert Communications Inc., Mountain Home, Ark.
KUSN	KRMX-FM Sunbrook Broadcasting Inc., Pueblo, Colo.
KIMY	KAEZ United Radio Corp., Oklahoma City
WAKO	WTPR-FM Sosh Broadcasting Group Inc., Paris, Tenn.
KSTE	KEXX-FM American Wireless Co., Corpus Christi, Tex.

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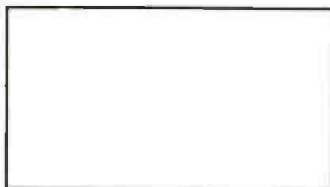
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KEYG-FM KEYF Wheeler Broadcasting Inc., Grand Coulee, Wash.

Existing TV

KOKT-TV KGCT-TV Channel 41 Associates, Tulsa, Okla.

Grants

Call Assigned to

New AM's

WKWA United Broadcasting Co., Mobile, Ala.
 WSGH Golden Rule Organization Workshop Inc., Lewisville, N.C.
 WJF Astro Broadcasting System, Hope Valley, R.I.
 KUBR Chapman Broadcasting Co., San Juan, Tex.

New FM's

WPCI Perry Communications Inc., Perry, Fla.
 WKEM Kentucky Educational Foundation, Bowling Green, Ky.
 WDGE DGR Communications Inc., Saranac Lake, N.Y.
 KPJN Nugent Broadcasting, Gonzales, Tex.

New TV's

KSLZ Schuyler-Littlefield Broadcasting Co., Monterey, Calif.
 KWBB West Coast United Broadcasting Co., San Francisco
 WHTA Hometown Television Inc., Calumet, Mich.
 KDMD Duluth Media, Duluth, Minn.
 KGCL Garcia Communications, Missoula, Mont.
 KJKL Jerrell E. Kautz, McCook, Neb.
 KWTC West Texas Communications, Midland, Tex.
 KLMH Local Majority Television, Odessa, Tex.
 KZAR-TV Morro Rock Resources Inc., Provo, Utah
 KDBJ Duhamel Broadcasting Enterprises, Cheyenne, Wyo.

Existing AM's

WCKS WJZX Fox Radio Inc., Cocoa, Fla.
 WLTO WHOO WHOO Radio Inc., Orlando, Fla.
 WEBG WAJE Ebensburg Broadcast Group Inc., Ebensburg, Pa.
 WCBV WBDY Bluefield Broadcasting Co., Bluefield, Va.

Existing FM's

WCCJ WDAL Benchmark Communications Corp., Chatham, Ala.
 WKKX WJBM-FM Gateway Radio Partners, Jerseyville, Ill.
 KOOZ-FM KQDI-FM Sun River Broadcasting Inc., Great Falls, Mont.
 KWJJ-FM KJIB Contemporary FM Inc., Portland, Ore.
 KBRA KOBR William W. Fulgham, Freer, Tex.
 WGOD WIBS Three Angeles Corp., Charlotte Amalie, St. Thomas, V.I.

Existing TV's

KLJB-TV KLJB Davenport Communications, Davenport, Iowa
 KSAS-TV KSAS Channel 24 Ltd., Wichita, Kan.
 KOBR KSW-TV Stanley Hubbard Trust, Roswell, N.M.
 KJTV KJAA Southwest Record Suppliers Ltd., Lubbock, Tex.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

GM Georgia strong sales motivation: Full time COUNTRY, Equity available, call Ben A. Korngold, 912-236-4444. EOE, M/F.

Sales manager: for powerful group owned Midwest station offering a career opportunity for proven leader who can hire, train, motivate staff, and develop local sales. Growth opportunity for successful person. Resume, salary history, references to: Sales Manager, 2700 Pineview Lane, Minneapolis, MN 55441.

General manager. People oriented professional with strong sales background required for new AM facility in growing rivertown community near Minneapolis/St. Paul. Opportunity for equity/rewards based on performance. Resume and salary history to Box S-101. EOE.

General manager wanted immediately. Bottom-line oriented general manager needed for small market powerhouse radio station in Illinois. Strong sales background and experience required. Excellent starting salary and benefits. Send resume, references and salary history to Mike Fulton, Box 431, Galesburg, IL 61401 or call 309-342-3161.

Promotion manager. Opportunity to sign on a new station. KRRT-TV serving the San Antonio ADI this fall. Knowledge of all media necessary with emphasis on TV production. Radio background preferable. Resume and salary to General Manager, Suite 320, 401 W. Commerce, San Antonio, TX 78207. EOE.

Growing group needs aggressive station manager for regional country giant. Prior sales management success essential. Strong possibility for promotion, future equity. Write: WMCL, 108 N. 10th St., Mt. Vernon, IL 62864. EOE, M/F.

General manager. Full charge GM needed for Fresno, California winner KGNU. This group owned 50,000 watt FM needs strong hand to lead its new contemporary format to the top. Position offers base salary, performance bonus and benefits. EOE. Send resume to Deane Johnson, P.O. Box 207, McMinnville, OR 97128. 503-472-1511.

Owner looking to pursue other interests. Top producing sales manager needed to organize, motivate and obtain results with sales staff. Salary plus, with ownership potential based on performance. Resume and references to John Bowen, 2603 W. Bradley, Champaign, IL 61821. EOE.

Operations/sales manager. 10 kw AM. Format includes bluegrass, oldtime string music, authentic country and traditional pop. EOE. Resume to Ralph Epperson, P.O. Box 907, Mt. Airy, NC 27030. 919-786-4498.

Station manager/sales manager for growing Florida market FM. Must be sales oriented team leader. EOE. Resume to Box S-121.

Sales manager. Facility: successful audience involved medium market AM in competitive 12 station Florida real growth area. **Target:** very active 35+ audience. **Opportunity:** good base pay and no limit income tied to personal and station's billing. Excellent benefits. Join team of broadcast professionals. **Needed:** long term commitment from experienced sales manager. Boundless energy and promotional creativity a must. **To do:** first letter and resume tells all. Send to Box S-122.

HELP WANTED SALES

South Florida. Need experienced, and professional creative street salesperson (no managers) who want to make some really big money. This is a dynamic, fast growing and competitive market. All replies held in strictest confidence. Send resume to Box 278, Fort Myers, FL 33902. EOE.

Sales/announcer position. Salary plus commission. WJEM, Valdosta, GA. 912-242-1565.

Experienced radio marketing consultant for the top-rated station in northern MN/WI. 100,000 watt FM, contemporary/AOR format. Excellent opportunity with room for growth to professional, career-minded individual. All inquiries kept in strict confidence. Send resume to KQDS, P.O. Box 6167, Duluth, MN 55806.

Local sales manager, and salesperson needed. Good leader and closers. Opening now. Call: Jack Teiken 308-532-3344.

Sales. Successful sales department is adding to staff. Needs experienced radio sales person for friendly northern Indiana community - Elkhart/South Bend. WCMR 5000 watt country. WFRN 50,000 watt uniquely successful inspirational format. Both stations have very strong ratings. Operated on Biblical principles with excellent work environment. Call Ken Woodcox, Sales Manager, 219-875-5166. Box 307, Elkhart, IN 46515.

Southern Rhode Island-New Station with outstanding training and winning program, can make you rich! Must ask for the order! John Fuller, Hope Valley, RI 02832 401-539-8502.

General sales manager, new high power FM, medium market, Great Lakes area. Salary plus incentive. Ideal candidate presently top biller at existing station. EOE/AA. Resume and examples of sales record to Box S-34.

Effective with the Sep. 2, 1985 issue of BROADCASTING

Classified Advertising rates will be increased to the following:

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Live on the best South Carolina beaches, work in one of the Southeast's fastest growing top 100 markets, and, enhance your earnings. WKQB - Q-107; the 100kw CHR needs a killer. If you've got a good education, a good business-like appearance and are committed to working hard, rush resume and photo along with employment references to Steve Judy, VP & GM, WKQB, 4995 LaCrosse Rd., Suite 1600, North Charleston, SC 29418. EOE.

Sales position now available at small market Texas AC FM. \$600 per month guaranteed draw plus commission and gas allowance. Will assign small account list which must be further developed. Some production required using state of the art equipment. Station sales are steadily increasing. Market wide open and growing rapidly. Reply to Box S-131.

Opportunity is here! What can you make of it? lead station in California's fastest growing market has usual chance for salesperson with track record to be sterling list. Minimum guarantee. Maximum earning opportunity. KCIN Box 1428, Victorville CA 92392.

Sales position for experienced, self-motivated salesperson in dynamic market with large market potential. Must have 3 year track record. Ag experience a plus. Great incentives and benefits. Send resume to J. Gennaro, WFHR/WWRW, Box 2222, Wisconsin Rapids WI 54494, 715-424-1300.

HELP WANTED ANNOUNCERS

AM Radio morning personality, who loves on-air, \$18,000.00, but will consider experience, presentation, professionalism and enthusiasm. Must love p of show, production and public relations in the community. Send tape and resume to Box 1981, Kettering, 45429.

Communicator wanted for top Tyler, Texas high power FM. Bright, cheerful personality to host contemporary easy listening format. Must have smooth voice, reading skills, and pleasant sound for afternoon s Send tape, resume, and references to: P.O. Box 14 Jacksonville, TX 75766, or phone Dudley Walle 214-586-2527. EOE.

Experienced announcer needed for small market in central Virginia. Airshift plus sports, include PBP. Tape, resume and references to: Jim Chamb Program Director, WCVA, Box 672, Culpeper, VA 22901. EOE M/F.

Sports Talk Show. Major market talk station with opening for sports talk host with personality. If your talent somewhere between Howard Cosell and Brent Longbriger send resume. EOE Box S-155.

Immediate full-time position for an individual who knows how to communicate. Beautiful city. Excellent pay. Benefits. Tape and resume to PD, WZOE, Box Princeton, IL 61356. EOE.

HELP WANTED TECHNICAL

Engineer for Oregon Class C FM and Class IV Strong on maintenance, take pride in air quality. Construction, transmitter and automation experience. E KFLS-KKRB, Klamath Falls, Oregon, Bob Wyr 503-882-4656.

Chief Engineer. Immediate opening for competent hands-on engineer. Well equipped Class B FM/Class AM. Must have strong studio/transmitter maintenance background. Contact Hal Payne, 517-484-4981 send resume/references to WIBM-FM, 310 N. Grand Lansing, MI 48933.

Northern California AM-FM and FM seeking to sell Chief Engineer. Requirements: professional attitude and experience with automation, RF, FCC rules. Excellent year round recreation area. Resume/salary requirements: Owner, P.O. Box 1010, Red Bluff, CA 96001.

HELP WANTED NEWS

Associate producer for COMMON GROUND, we half-hour documentary series on international issues B.A. plus minimum three years' broadcast journalism experience, good delivery and interview skills, good people skills and interest in international affairs required. Public radio background and video production experience preferred. Some travel involved. \$15-\$17,000 plus benefits. Start date, October 1. T resume to Jim Berard, The Stanley Foundation, East Third St., Muscatine, IA 52761. An equal opportunity employer.

Writer-broadcaster for network of major northeastern stations. Vermont-based organization. Must understand skiing. Resume and demo tape to Sally Dee NESAC, 10 Cox Road, Woodstock, VT 05091.

Major market suburban FM looking for a more diverse "crazy" personality who'll make the market. Must be spontaneous and can relate to a 25-54 audience with humor and conversation. Salary requirements please. Box S-113.

ws: RM AM/FM college town. Good opportunity for red, well-spoken person (women encouraged) making station appreciative of serious reporting. T&R: x 818. Laramie, WY 82070.

rtheast Ohio newspaper. Major market FM with aggressive news department. Excellent salary and benefits. Send resume. EOE Box S-112.

BX/WIBQ central New York's top rated news-talk option is expanding award winning news department. 30-year CBS affiliate on air since 1925. Top notch facilities, good salary, benefits for right person with 2 yrs experience as reporter and anchor and possesses solid delivery, good writing skills. Send tape, resume, salary requirements to News Director, Ralph Gorbman, WIBX/WIBQ, P.O. Box 950 Utica, NY 503. EOE.

ws director for AM-FM. Anchor morning drive; strong delivery, news writing a must. Talk show background helpful, but not necessary. Must put on good appearance. Tape, resume and references to: Jeff Weir, General Manager, WKOL-FM 98, P.O. Box 3, Ardam, NY 12010. EOE.

ws anchor/reporter. Suburban NYA/F combo seriously committed to news. Min. 1 year experience required. Tape, resume, salary to GM, WNNJ/WXL-FM, x 40, Newton, NJ 07860. EOE, M/F.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

gram director: 50,000 watt inspirational 24 hour music station with unique, highly successful format. Very strong ratings is looking for experienced program director. Large regional coverage from Elkhart-Bend, strong national and local news, MBS/IMS. Based on Biblical principles with excellent work environment. Call Ed Moore 219—875-5166. WFRN, Box 1, Elkhart, IN 46515.

gram director. NJ's only stereo FM country music in. Prior PD exp. desired. Exp. DJ considered. e, resume, salary to GM, WNNJ.WXL-FM, Box 40, yton, NJ 07860. EOE. M/F.

rlda suncoast: Market's #1 AM/FM AC—Btfl. kks strong production manager, capable of air work in needed. Lots of PR. Established company, benefit. Great area. Tape/resume/salary requirements to: WBRD/WDUV-FM, Box 240, Bradenton, FL 33506. EOE.

ive award-winner needs experienced, sports-ded, smart self-starter. Begin w/evening airshift, production. Grow into all-around hand. Resume/tape to EV, Box 550, Waterbury, VT 05676. EOE.

SITUATIONS WANTED MANAGEMENT

ph performing general manager, 19 years' experience managing all markets. Expertise includes bud-sales and profits, heavy promotions, programming, non-sense hands-on professional that leads by example. If you want a quality leader, write S-41.

M or GM. Major market aggressive leader! Turn-around success! GSM with ten year verifiable track record from co-op sales to computer expertise! Motivation with high morale building attitude! Looking for equal good opportunity in major growth market. Please send business card to Box S-86.

years, small-medium markets. 5 years radio broadcast college professor. Sales, bottom line my forte. Box 63.

1 year radio veteran wants to be general manager. Experience: street sales, award-winning copywriting, signing of promotions on and off the air, music director, program director, and sales manager in medium size markets. Inquire Box S-85.

ilo Sunbelt! One of the best GM's or SM's anywhere looking for a solid opportunity in a med. to large market! Outstanding credentials and bottom-line/people oriented skills! Speaking at NRBA/NAB in Dallas next month. Could interview there. Write Box S-1.

essional, sales-oriented general manager, mid-30s, seeking greater ratings and revenue success in a Southeastern market. Reply to Box S-127.

ensive knowledge and experience in project coordination, testing and maintenance of large and small television, radio, satellite and microwave systems in Africa and overseas. CJ 804—482-2884.

Outstanding CRMC sales manager available. Increased revenues 45% in a year permitting current owner to sell stations. Previous success in medium markets. Knowledge, skills and success orientation. I need a new challenge. Write or call: Pam Hunt, Box 250, Macomb, IL 61455. 309—833-5561. (This ad placed by the seller—George Lipper—with grateful appreciation.)

Win, win, with an experienced General Manager who knows how to make radio stations perform. I'll help you reach healthy profitability quickly. Or, if you're tired of the battle, let's talk about a buy out. Either way, you win—I win. Write in confidence. I'll contact you promptly. Box S-158.

Experienced 26 year veteran—Previous 18 as owner-operator seeks large market GM in Carolinas, VA, or MD. Box S-156.

General Management Team. Husband and wife, 37 years experience in all phases of broadcast from on-air to play-by-play. Bookkeeping, traffic, payroll. Guaranteed to up sales and cut expenses. Small to medium mkt. Sunbelt only. Call after 5:30 PM CST 1-817—573-8267.

It ain't braggin' - If you can do it! 25 years' success proves that I can. Box S-161.

Black Radio Management Pro. Over 20 years experience. 10 years major market management, programming, and sales. Successful track record and reputation. Looking for station owner who wants dedicated professional. 817—599-0804.

SITUATIONS WANTED SALES

15 Years' Background in Sales & Broadcasting. Seeking position as either station manager or sales manager. Call Barry Fitzpatrick, 906—643-7022.

Sales. Experienced aggressive professional with solid performance record looking to relocate in Florida or nearby areas. Young (26) family man with excellent credentials. If you're looking for someone who gets the job done I'm your man! Box S-160.

I can sell! Gainfully employed now...but I'm looking for a contemporary FM outlet needing a good selling sales manager or account executive with production talents, too! East Coast between Maryland and South Carolina only. Forget turnarounds or empty equity promises. Am presently in Wash. D.C. but please leave message at 607—733-7833.

SITUATIONS WANTED ANNOUNCERS

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave anytime, 201—777-0749.

Experienced female DJ, production. Excellent voice, great personality. Job anywhere, now. Stephanie 319—355-4212. Nights 319—322-1033.

MOYL stations. Three years' current on-air at MOYL in Ft. Wayne, IN. also two years at 50K AM on-air. Seek MOYL or big band station. Contact Al at P.O. Box 26, Berne, IN 46711. 219—589-2849.

Available now—go anywhere, excellent PBP, DJ, news, sports, copywriting, production. Jeff. 319—355—4212 days. 319—359-0211 nights.

DJ top 100 market. Experienced PBP. Go anywhere. Excellent copy, production. Tim, days 319—355-4212. Nights 319—263-6551.

Announcer, prefers Top 40, AOR. Can do all formats, news and sports. Call Mike. (513) 548-5603.

Correction: Successful small market morning personality looking for larger market. 7 years' experience. Prefer Southeast but will consider other. Football PBP, college degree. 912—283-8253 after 3 EDT.

Available now, anywhere. Excellent news, production. Darryl, 319—355-4212 days. 319—324-2211 nights. Family man. Entry level.

Reliable, conscientious announcer seeks position with small or medium market station. Contact Steve Joos, 101 S. Pearl St., Havana, IL 62644.

Hi, I'm Ed Bablin, air personality. Employed, experienced, looking for new horizons, will travel 518—842-7044.

22 years' experience, radio announcer, limited on camera TV news. Audio video switching. Left industry in 1976, would like to get back in full time. Doing Sunday morning 7:00 AM - 1:00 PM big band era for local CBS affiliate. Licensed. Chief engineer experience. Francis C. Morgan, 811 N. Sixth, Garden City, KS 67846. Ph: 316—276-3430 after 5:00 CDT.

Dependable, literate deejay school grad seeks job on Country or AC station. Call Steve, 212—576-8871.

Experienced, highly rated on-air talk-show programmer, interviewer, manager. Southwest, California talk-show position desired. Make your station number one with America's most popular format: talk-radio. Mr. Michaels. 303—759-8854.

Experienced D.J. Top 100 market. Excellent PBP, copy, production. Go anywhere. Scott, days 319—355-4212. 319—852-3514.

Talk show host available now. Can produce and write. Informed. Inventive. All serious proposals considered. Box S-159.

SITUATIONS WANTED TECHNICAL

Chief engineer seeks hands on operation, all phases. AM directional arrays. FM, STL & studio maintenance. Box S-132.

Available. Engineer/MOYL. Authority, personality, years! Just want salaried airshift and some unassisted maintenance on fee. Southeast? 305—791-7027.

SITUATIONS WANTED NEWS

10 years' experience. Professional newsman with medium market background seeks employment with a medium or large market radio station. Dedication and expertise in exchange for good pay and benefits. Call Jeff Oakland, 401—739-7392.

Budget - axed ND with 12 years experience glumly ponders future. Mass appeal. Impeccable work record. Seeks opportunity compatible with first-rate skills. Mike Ward, 616—962-9185.

College basketball PBP sought by major market pro. Experience includes Division I, NBA, state high school tournament. Box S-153.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Career objective: to rule the world, but will settle for a job as production mgr. Multi-award winning pro on the lookout for a team seeking creative input. 718—642-2305.

Sportscaster, currently radio news reporter/DJ. Recent Penn State grad. Interned in news and sports in 17th market. Great knowledge of sports. Small and medium markets call 717—838-6076.

TELEVISION

HELP WANTED MANAGEMENT

General manager. Group owned ABC affiliate in Northeast; prefer person with general manager experience, but will consider strong general sales manager who is ready to move up; experience in budgeting, programming, sales, and expense control important; send resume to Box S-75. EOE/MF.

Sales management. A young, fast-growing, sales-driven TV broadcast company is looking for sales management. Radio background, college degree, vendor support knowledge a plus. Regenerate your career with the #1 ranked affiliate in an idyllic, small/medium market. Send resume to Tom Draper, Draper Communications, P.O. Box 2057, Salisbury, MD 21801.

Promotion manager. Sunbelt major market network affiliate seeking a creative individual to run promotion department, including on-air, print promotion campaigns, and budget. Send resume and salary requirements in first letter to Box S-150. EOE.

Director of operations/programming. Supervise seven people with responsibility for production, film, public affairs, and programming. Indy experience required. New start up this fall. Call Rick Lowe, GM, KRRT-TV, San Antonio, TX 78207, 512—226-9775. EOE.

Search reopened...Development manager for KRWG-TV. Requires Bachelor's degree plus two years' full-time professional fund-raising experience in non-profit sector; or equivalent combination of education and experience. Strong administrative, communications and selling skills; ability to recruit and motivate volunteers. Will coordinate stations's fund-raising activities and solicit underwriting. \$25-29,000. Resume and names of three professional references to: Dr. Sean McCleneghan, Director of Broadcasting, Box 3J, New Mexico State University, Las Cruces, NM 88003. Postmark deadline: September 8, 1985. New Mexico State University, locate in a "quality of life city" of almost 60,000, has a student enrollment of approximately 13,000. Las Cruces offers a wide variety of cultural and recreational opportunities combined with a mild and healthy climate. New Mexico State University is an EEO/AA employer.

HELP WANTED SALES

Account executive. Florida Coastal independent needs experienced account executive or experienced radio salesperson ready to move up. The ability to sell in an extremely competitive market a must. Call: Jason Elkin, Station Manager, WPAN-TV, Ft. Walton Bch., FL, 904-244-5353.

HELP WANTED TECHNICAL

Assistant chief engineer for New Orleans full-power independent station. Duties include maintenance, repair, installation, scheduling and construction at 18-month old state of the art facility. Applicants should have 5 years' minimum television maintenance background and 3 years' minimum supervisory experience. Send resume and salary requirements to James Gonsey, CE, WNOL-TV, 1661 Canal St., New Orleans, LA 70112.

Transmitter supervisor for New Orleans 5,000,000 watt independent station. Duties include maintenance, repair, and installation at 18-month old RCA 110 KW transmitter and state of the art facility. Applicants should have 3 years' minimum television transmitter maintenance background with strong trouble-shooting experience. Send resume and salary requirements to James Gonsey, CE, WNOL-TV, 1661 Canal St., New Orleans, LA 70112.

Maintenance engineer: San Jose, CA, ABC net affiliate has a current opening. Applicants must possess strong broadcast maintenance background, be experienced working with the latest digital equipment. Opportunity to work and live in one of California's finest areas. Excellent salary with paid medical, dental, retirement, plus. Send resume/salary history to Dick Swank, CE, KNTV, 645 Park Ave., San Jose, CA 95110, 408-286-1111. An equal opportunity employer.

Chief engineer. Excellent opportunity in small market. Generous salary, extraordinary benefits. KNOP-TV, North Platte, NE 69103 - Call Ulysses Carlini, 308-532-2222.

Maintenance supervisor for New Orleans full-power independent station. Duties include maintenance, repair, and installation at 18-month old state of the art facility. Applicants should have 3 years' minimum television maintenance background with strong trouble-shooting experience. Send resume and salary requirements to James Gonsey, CE, WNOL-TV, 1661 Canal St., New Orleans, LA 70112.

Assistant chief engineer. An engineer who has prerequisite knowledge and experience of TV studio and transmitter maintenance and is ready for an opportunistic move to an exciting situation with excellent salary and benefits, we want to hear from you. EEO. Box S-92.

Broadcast engineer: Twelve-month position with non-commercial educational radio station and teaching TV studio. Possibility of some teaching and general electronics maintenance/repair depending on interest and experience. FCC broadcast engineer's license and 3-5 years' broadcast engineering experience required. Master's degree required for instructor appointment, previous college teaching experience. Send letter of application and names, addresses, and telephone numbers of three references to: Dr. Timothy B. Harris, Head, Division of Communication, Box W-940, Mississippi University for Women, Columbus, MS 39701. MUW is an equal opportunity affirmative action employer.

Chief engineer: opportunity for getting in at the construction phase of a new UHF TV station. "Hands-on" experience with installation and maintenance a must. General Class FCC license and/or SBE certification a plus. Level of operation modest, with anticipated total station staff of 8. For further details: WETG, Gannon University Broadcasting, Inc., Perry Square, Erie, PA 16541. 814-871-7446.

Chief engineer. Top 10 market ind TV station. Must have strong background in equipment planning, capital needs and personnel. Send resume and salary requirements to Box S-116. Excellent fringe benefits. EOE, M/F.

Southeast independent seeking qualified data processing person with columbine experience, particularly program rights amortization and general ledger. Salary negotiable. Opportunity for advancement. Send resume to: Box S-109.

Maintenance technicians. KRIV-TV, Metromedia is seeking qualified studio and transmitter technicians. Must have minimum of three years' experience and a FCC license. Send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227, ATTN: Wendell Wyborny, VP/CE. EOE.

Television maintenance technician to maintain the technical operation of a 3/4" video facility including studio, EFP operations and editing suites. Must be experienced in all phases of 3/4" technology. Prefer Bachelor's degree in electronics and two years' technical experience. Excellent compensation and benefits package. Contact: Office of Human Resources, College of DuPage, 22nd and Lambert Road, Glen Ellyn, IL 60137, 312-858-2800, extension 2460/1. EOE.

TV Technical Director. The Christian Broadcasting Network, Inc., an evangelical Christian ministry, located in Virginia Beach, Va. has an immediate opening for a Technical Director in their production services division. The qualified candidate will have 5 years experience in live television with news experience a must. Position requires qualified video operator with general knowledge of engineering, audio/video routing, digital effects, and all area of production...camera, audio, lighting, videotape. Must be able to work well under pressure and willing to work nights, holidays and weekends. If you feel led and wish to serve, send resume and salary requirements, in confidence to: The Christian Broadcasting Network, Inc., Employment Dept. Box TD, CBN Center, Virginia Beach, VA 23463. CBN is an equal opportunity employer.

Chief engineer. Top rated CBS affiliate, superior facility, in beautiful upper midwest city is seeking qualified applicants. Solid broadcast television engineering background a must. Minimum 2-3 years' management experience. Proven record as a good teacher and administrator. Demonstrated people skills, experience setting and meeting budgets. FCC rules and regulations including microwave, satellite earth station, similar auxiliary technologies. Up-to-date working knowledge of broadcast industry technology required. Prefer individual with experience in station construction, plant design, computer-assisted systems, "black box" design and construction. We have a heavy commercial production schedule. Send resume with references to: David Sanks, Operations Mgr., WISC-TV, 7025 Raymond Rd., Madison, WI 53711. Deadline: September 13, 1985. EOE, M/F.

Maintenance engineer for production and satellite facility. Minimum 3 years experience in videotape, associated studio equipment and satellite facility. Send resume to Chief Engineer, Florida Public Television, P.O. Box 20066, Tallahassee, FL 32316. Closes 9/6/85. EOE.

Leading Chicago film and tape production company seeks experienced, self-starting engineer. This key person will be responsible for maintenance and operation of our 1" edit system, cameras, etc. 5 years' experience and college degree preferred. Excellent salary and benefits. Box S-154.

Satellite technician—to perform television traffic operations and associated technical services. Applicants must possess strong satellite communications carrier traffic experience with a working knowledge of video base band operations. Send resume to: Scott Smith, Group W, Satellite Communications, 41 Harbor Plaza Dr., P.O. Box 10210, Stamford, CT 06904. An equal opportunity employer, M/F.

Communications-microwave maintenance technician—Group W Satellite Communications has a challenging opportunity available for a flexible individual work out of our Corporate Headquarters in Stamford. The selected candidate will perform preventive maintenance and repair of both Harris and MA/COM Se microwave and associated UPS equipment to the component level at various locations between New and Stamford. Will also complete video and audio performance tests in accordance with RS-250B specifications. To qualify, applicants must have 3-5 years' experience in microwave transmission of video and audio signals that are suitable for network distribution equivalent on-the-job experience. Current FCC general radiotelephone license required. In addition, must be able to demonstrate proper use of the following equipment: spectrum analyzer, RF sweep generator, frequency counter and RF power meter. We require individual who can lift heavy equipment (up to 50 pounds), is not afraid of heights and can work varying rotating shifts. In return for your skills, we offer a highly competitive salary and excellent benefits, please send resume and salary history to: Personnel Department, Group W, Satellite Communications, 41 Harbor Plaza Dr., P.O. Box 10210, Stamford, CT 06904. An equal opportunity employer, M/F.

TV maintenance engineers. The George Washington University Departments of Continuing Education & Communication & Theatre are accepting applications for television engineers. Must be qualified in the installation & maintenance of all equipment associated with TV studio networks. Licensure as a general radiotelevision operator by the FCC is necessary. Comprehensive benefits package, including attractive tuition assistance program. Please send resume w/salary requirements to Mr. Herron, employment Coordinator, Personnel Services Division, 2125 G St., NW, Washington 20052. EOE/AEE.

Engineer to assume CE responsibility for a \$30 church TV facility. 3-5 years' maintenance experience with one inch plumbs and quad tape essential, TR60/70 experience preferred. Must be able to make cameras look great. Some editing. Immediate opening. Salary negotiable. Send resume and brief testimony to Chuck Brite, Trinity Gospel Temple, P.O. Box 9, Canton, OH 44701.

HELP WANTED NEWS

Meteorologist needed for weekday anchoring. Send resume and tape to: Ron Wildman, WGXA-TV, Box 3 Macon GA 31297.

South Pacific: dominant station in Micronesia is losing its senior reporter to Hong Kong. The person who replace him will be able to run the desk, do solo anchor work and produce investigative reports. Good company benefits, ideal locale. Tape and resume to John Morvant, News Director, Guam Cable TV, 92 Bellevue Drive, Pasadena, CA 91105.

Assignment editor for top-5 market, network affiliate. Must be excellent journalist, experienced in motivating crews and reporters heavy into live ENG coverage. creative and imaginative in developing stories, skill and organized in future planning. Resume and writing samples to Box S-87. EOE.

Co-anchor/reporter. Top NBC affiliate station in upper midwest. Applicant should have reporting and producing/anchoring experience. Leadership qualities a maturity a must. Tape/resume to Darren Daniels, News Director, KMOT-TV, Box 1120, Minot, ND 58701. EOE.

Florida's most watched news seeking experienced people to fill following positions: Assignment Manager, Night Assignment Editor, Producer, General Assignment Reporter, Photographer. Please send resume and salary requirements to: West, News Director, WTVT, P.O. Box 22013, Tampa, FL 33622. No phone calls please. EOE, M/F.

Weathercaster: West Coast net affiliate looking for experienced, dynamic weathercaster/reporter for evening and late news. Resume/tape to Ed Wilson, News Director, KJEO-TV, P.O. Box 5455, Fresno, CA 93755. EOE, M/F.

11 PM producer. Northeastern top 30's market is seeking experience and style. Nothing less than three years' experience is acceptable. Must be excellent people manager to be "in control" of your show. We offer 100% in staff and facilities in a market that has an insatiable appetite for news. EOE. Send resume and salary history to Box S-114.

News director/anchor: aggressive affiliate needs a name to run our news department and anchor early late news. We need a sparkplug who can manage, write, edit, inspire our whole operation and do a superb anchoring. We're located in a small, but highly competitive recreation area. We offer state-of-the-art equipment, a commitment to a quality news operation and want to be number one! Salary: \$30,000. EOE. Box 102.

Executive Producers & producers needed. Send resumes and resumes to: Steve Porricelli or Jackie Roe, No People, Inc., Box 116, Old Greenwich, CT 06870. 3-637-3653.

Best TN net affiliate seeks news anchor-reporter. Four years proven experience, degree, and/or comparable experience preferred. Minorities encouraged to apply. Send tape and resume to GM, WBBJ-TV, 346 Muse, P.O. Box 2387, Jackson, TN 38302. EOE.

Anchor: 6 PM & 11 PM, M-F, must have 3-5 years anchor experience, excellent on-air skills, strong writing and reporting abilities. No phone calls. Send resume and videotape to News Director, WLSL-TV, 401 Church Ave., Roanoke, VA 24011. EOE, M/F.

News reporter. WEAU-TV News is looking for that quiet individual who can cover and report on farm issues and communicate those issues to both farmers and consumers. Resume and tape to News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. Equal opportunity employer. No phone calls, please. Application deadline September 3rd.

Expanding news team needs experienced reporters-photographers. Anchor to complement our female co-anchor for five and ten PM newscast. Tape, resume and salary requirements to Rick Wells, News Director, PX-TV, P.O. Box 6699, Midland, TX 79711.

Anchor: We are a growing station in a top 30 market looking for a strong weeknight anchor to complement our established female co-anchor. Candidates should have several years experience as a prime anchor in a diurn market or weekends in a large market. Send resume, tape and references to Michael Sullivan, News Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EOE.

Expanding Western television market has openings for a photographer. The position requires someone with a strong visual sense; ability to tell stories with pictures. Our photographers must be more than shoot—they function as field producers. The photographer candidate should have one year's experience reporting. The candidate should also be able to edit. Send application letter and written resume to Box S-3. No phone calls please. KTVN is an equal opportunity employer.

Chief Photographer's position includes the need someone with a strong visual sense plus an ability to manage people. The successful applicant should have supportive management style. The chief photographer should have at least two years' experience in reporting television. The candidate must also have editing skills. Please send us an application letter and resume to Box S-124. No phone calls please.

Meteorologist. Are you a qualified meteorologist with the skills to offer a network affiliate in one of the country's most livable cities? Could you handle news production or engineering? Is this the right starting job for you? Box S-128.

Having trouble landing a better job? Maybe your resume and tape just don't sell. A new critique service major market news pros can help you help yourself! For details, send a self-addressed stamped envelope to Box S-148.

Anchor/producer. Small market network affiliate seeks the co-anchor for nightly newscasts. Strong reporting/producing skills required, 3 years' minimum experience. Competitive news market, must have strong air presence, communication skills. Excellent pay and benefits. Send resume to Box S-152. EOE.

Photographer. Competitive Midwest market looking for a creative photographer who can make the story come to life. Prefer two years' experience. Women and minorities are encouraged to apply. Send tape & resume to Lane Michaelsen, Chief Photographer, WQAD-TV, 3003 Park 16th St., Moline, IL 61265. No phone calls, please. EOE.

Newly acquired Southwest network affiliate expanding news department. Positions for experienced reporters and photographers. Strong skills essential. Send tapes & resumes to: Tom Knight, WITN-TV, P.O. Box 468, Washington, NC 27889. No phone calls, please. WITN-TV is an equal opportunity employer, M/F.

Television journalist with strong writing and production skills. Must have journalism degree and a minimum six years' experience as a television journalist. Salary \$35,000 per year, 40 hour week. Job site/interview San Diego, California. Initial screening through resume only; tape will be requested prior to interview. Send resume to Job #FHC-1809, P.O. Box 9560, Sacramento, CA 95823-0560 no later than September 9, 1985.

Experienced anchor. CBS affiliate with #1 news operation needs an experienced anchor for weekday 5PM, 6PM and late newscasts. Send resume and videotape to Larry Smith, News Director, WSBT-TV, 300 W. Jefferson Blvd., South Bend, IN 46601. EOE, M/F.

Executive Producer. market leader seeking strong individual. Successful candidate must be able to lead strong team of producers. Must be creative and energetic. Minimum 3 years on-line producing experience. This position is part of a strong management team. This position will be filled as soon as the right candidate is found. So apply now if it fits you. Send letter of philosophy, resume and references to Box S-162. EEO, M/F.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

News producer. Strong Southeastern station looking for producer with minimum 2 years' experience. Number 1 in this top 40 market, station seeking producer with winning attitude. Experience with live remotes and satellite live shots preferred. Resumes only to Box S-96. EOE.

Program director: Combined public radio/TV station serving West Central Missouri seek aggressive, talented, imaginative self-starter with strong supervisory and interpersonal relationship skills to head growing program operation. Required to work on several projects simultaneously and keep on deadline. University town with access to metropolitan and lake areas. Competitive salary range. Bachelor's degree and public broadcasting experience required. Application letter, resume, and references to: John Bradley, Director of Broadcast Services, Central Missouri State University, Warrensburg, MO 64093.

Program Manager. Excellent opportunity for #2 person in programming to become program manager. Prefer independent TV experience or 3 to 5 years' located in Sunbelt. Box S-106.

Promotion Manager. Excellent opportunity for hard working assistant to move into managers' position. Innovative, creative and independent TV experience necessary. Southeast location. Box S-105.

Producer/Director. WHAS-TV in Louisville is seeking an experienced professional with a proven track record. A strong background in news and live programming is required. Send resume and references to: Jerry Lloyd, WHAS-TV, P.O. Box 1084, Louisville, KY 40201. An equal opportunity employer.

Production Manager: Midwest medium market TV/Production House needs skilled administrator for 35-person department. Must be able to motivate staff to a creative frenzy, yet provide strong organizational and supervisory skills to keep the operation tight and efficient. Send a letter of introduction, your resume, and salary requirements to Box S-120.

Producer/Director. Top-rated CBS affiliate in medium Florida market looking for person with three years experience directing news shows and managing personnel. Must have commercial experience and be able to technically set up video equipment. Need good driving record and valid license. Send resume and salary requirements to Box S-133. EOE.

Art Director: 3-5 years television graphics experience required. Job encompasses design, print, set design, electronic graphics for on-air news. Experience with electronic art equipment mandatory. (Vidifont V and art Star preferred.) Excellent benefits. Send resume/samples, salary requirements to: Rick Stora, Production Manager, WIS-TV, P.O. Box 367, Columbia, SC 29202. Cosmos Broadcasting Corporation. EOE.

Programming Supervisor. Under the supervision of the Director of Broadcasting, prepares advance program schedule, supervises program acquisition, program operation and research activities. Seeking a creative individual able to take an aggressive, nontraditional approach to programming a public television station. Required degree in mass communications or related field and three years experience in television programming and production or equivalent combination of education and experience. Salary: \$24,000-\$28,000. Send letter of application and resume to Myra Pollack, WLIW/Channel 21, 1425 Old Country Road, Plainview, New York 11803 by September 9. EOE/AA.

TV Producers, South Dakota Public Television Network. SD Public Broadcasting is seeking applicants for two (2) producer positions: Instructional Television (ITV) in Vermillion; and Agricultural/Economics (Ag/Econ) in Brookings. Duties: Supervise the production of television programs in the area of ITV or Ag/Econ. for SD Public Television Network; plan and supervise program production including scriptwriting, research and development, editing, and grant research functions; develop budgets for each programming area, and compile and distribute information about ITV or Ag/Econ events and other relevant information. Requires: BA/BS in Communications with a broadcast emphasis or related media field (or economics for Ab/Econ producer position) and 3 years experience in the television production field or speciality area (Econ for Ag/Econ Producer) or an acceptable equivalent combination of education and experience. Minimum salary \$18,928. Deadline: August 30, 1985. Send resume (including Social Security number) to Bureau of Personnel, 118 W. Capitol, Pierre, SD 57501. An equal opportunity employer.

TV Producer/Director. Two openings. Produce and direct programs for local and national public TV and for other clients. May include teaching one production class. Annual salary \$18-25,000. Requirements: Experience in all facets of studio & field production. Proposal writing and project management skills. Bachelor's degree for one opening, master's for the other. (Master's preferred for both.) Two years experience. Demo cassette upon request. Send resume & references postmarked by August 30, 1985 to: Employment Manager, Personnel Department, Texas A&M University, College Station, TX 77843. EEO/AA.

Senior development professional: Aggressive, well-respected 2 TV/2 radio broadcasting operation (total audience = top ten market) is seeking an experienced fundraiser for major responsibility in raising \$4 million this year. The job description and the job title are both flexible and will suit the background and the experience of the final candidate. At a minimum, responsibilities include a major membership program (all the basics plus direct mail, telemarketing and major gifts) and could include additional supervisory responsibilities for planned giving, underwriting and/or auction, depending upon interest and experience. Supervision of an eight-person staff included. Position requires demonstrated ability in on-air fundraising, writing, supervision and major campaign coordination. A terrific, high-visibility position for an experienced, bright, energetic, hard-working person. Salary will depend upon experience and responsibilities. Excellent benefits package. Reports to Vice President, Development & Publicity. Apply with resume and salary requirements to Development, Dept. B, P.O. box 1263, Buffalo, NY 14240. An equal opportunity employer.

PM Magazine co-host to work with current male co-host. Experience in television reporting, producing and on-air required. Will produce story segments for program. Send resume, tape, and salary requirements to Executive Producer, PM Magazine, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420.

Director wanted for fast-paced, top rated news format as well as talk-variety program, public affairs shows and specials. Take charge attitude a must. Strong background in medium market with similar responsibilities essential. Position in major Northeast market network affiliate. Please send resume, salary requirements to Box S-143. Equal opportunity employer.

Major Northeast network affiliate seeks producer for talk-variety show. Must be motivated, creative, clever. A self-starter who is "aware" and can manage, supervise and motivate talent and staff to generate ideas. Experience with similar type show a must. Please send resume, salary requirements, to Box S-142. Equal opportunity employer.

Reporter/assistant producer. EG&G Energy Measurements Inc., has an immediate opening for an experienced reporter/assistant producer to operate a variety of broadcast video equipment including cameras, recorders, computer-controlled editing equipment and switchers. Serving as a video production crew member in both studio and remote situations, selected candidate will perform on-camera interviews, news-style stand-ups and audio voice-overs. In addition, will assist producer in writing copy and breaking down scripts. Qualifications include an extensive knowledge of all stages of video production, with at least three years' experience in a broadcast news or corporate video environment. A working knowledge of computers, computer-controlled equipment and software is required, as well as a four year degree in video production or broadcast journalism (equivalent training and experience will be considered). All applicants must submit a demo tape. EG&G offers a competitive salary and excellent benefits. To find out more, please send your resume and salary history to: Dave Stoeckle, P.O. Box 1912, Las Vegas, NV 89125. Equal opportunity employer. US citizenship required.

Telecommunications marketing and development specialist. Master's degree required; preferably in marketing or telecommunications. Experience in planning, educational research and needs assessment desired. Must possess excellent written and verbal communication skills and working knowledge of contractual educational programs with business and industry. Working knowledge of microwave, ITFS and cable TV systems helpful. Closing date September 4, 1985. Contact Personnel Office, Kirkwood Community College, P.O. Box 2068, Cedar Rapids, IA 52406, 319-398-5615.

Scheduling & traffic coordinator. WNYC-TV is looking for a scheduling & traffic coordinator to prepare monthly program schedules, create programming reports, maintain program standby playback list, maintain contact with program distributors, prepare contract executions and maintain long range program plans. Requirements are a BA in TV or communications. Min. 2 yrs. exp. in broadcasting and excellent communication and organizational skills. Salary is \$25K. Send resume to Personnel Director, WNYC, 1 Centre St., 26 Fl., NY, NY 10007. Please state position on envelope. No phone calls. EOE.

Creative director. Network affiliate, top 40 market. Responsible for conceptual development, implementation of graphics: on-air, including sets, and in all advertising media. Exciting opportunity for experienced graphic person with innovative ideas. EOE. Box S-149.

SITUATIONS WANTED MANAGEMENT

General manager or station manager: over 20 years solid results in programming, sales, news and budget control. Industry leader with best credentials. Box R-149.

25 year broadcast pro ready for long-term GM position in TV or corporate in-house video center. Start-up or established. Currently USA Manager of Broadcast Markets for Fortune 100 company. Excellent references. Prefer Florida, all considered. 404-393-1320 or, evenings 404-943-7387.

Experienced 26 year radio veteran-previous 18 as owner/operator seeks TV management in Carolinas, VA, or MD. Box S-157.

SITUATIONS WANTED ANNOUNCERS

Major league baseball broadcaster seeks football and/or basketball schedule. NFL, NBA and major college TV-radio experience. S-99.

Former news director-anchor returning to television. Polished professional. Adult communicator. All offers considered. 904-673-5215.

SITUATIONS WANTED TECHNICAL

Experienced Master control for Network Affiliate; Experienced ENG shooting, interviewing in field and editing for cable operation. FCC first, Radar, Naber. Seeking operations position. Bill 201-383-0260. Afternoons: 201-383-0654.

Experienced Master control for network affiliate; Experienced ENG shooting, interviewing in field and editing for cable operation, FCC first, Radar, Naber. Seeking operations position. Bill 201-383-0260. Afternoons: 201-383-0654.

A super chief is ready to roll for your station, 20 years television experience, technically competent, interacts well, straight forward no nonsense worker and family man. Box S-125.

Due to ABC layoffs, fifty broadcast professionals (camera-chyron-videotape-maintenance) will be available soon. Contact Mr. Marshall. Box S126.

TV reporters don't have to be vapid and blonde. I'm not. Network newswriter/producer with style, smarts wants to get out on the street. Let's talk. Box S-129.

Dependable chief engineer looking for new challenge, experienced in all phases of television - production - management - hands-on maintenance. Will relocate. Presently employed. Call evenings 208-343-5065.

Maintenance engineer. FCC 1st, Associate Electronics, MBA. Six years electronics maintenance experience. I am seeking a challenging position in a television station of post production company as a Maintenance Engineer. Willing to relocate. Write to: Al Chaney, 1415 Oak Nob Way, Sacramento, CA 95833, or call 916-922-3456.

SITUATIONS WANTED NEWS

News director/anchor, in overseas market ready to return stateside. Will be at RTNDA. Box S-83.

Reporter who can do it all. Hard news, docs, features. Outstanding live ability. 3 years' experience. Seeks medium market or competitive small market. 218-727-2014.

Lost sheep wants to return to flock. Former Major Market News Writer/Assignment Editor, now in production, is itching to return to newsroom. I'm the experienced, hard working professional you need. Let's talk. Box S-38.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Versatile, enthusiastic seeking position in TV or video production. Trained in all aspects of the field. Will relocate. Alan Miller, 615-833-8287; leave message of 832-8022 after 5pm CDT.

Top 20 A.D. is ready to call the shots. Looking for A.D. position with real career potential or directing slot. Let me be an asset to your staff. Box S-39.

ALLIED FIELDS

HELP WANTED SALES

Sales ability with solid news background needed in a representative of national story feed. Liberal incentives for adding client stations to our line-up of the country's best news and programming organizations. Must speak the news director's language and understand how to market a program service to this specific prospect. Will consider personable, enthusiastic news man without sales track record. Excellent opportunity for right candidate. Resume and salary history to: Local Program Network, 90 South 11th Street, Minneapolis, MN 55403.

Experienced salesperson wanted by 14 year old, very established jingle house with excellent reputation. If you can't travel, good phone technique a must. Resume or call: PMW, Box 947, Bryn Mawr, PA 19010. 215-825-5656.

HELP WANTED TECHNICAL

Director of engineering, Durham Life Broadcasting, Inc. Raleigh based company in Southeast seeks professional with senior management and state-of-the-art experience. Position requires strong leadership abilities and desire to continue building program. Requires first class radio telephone license and a minimum of 5 years' experience in technical and operations procedures with a minimum of 2 years in an administrative capacity. Must have full knowledge of FCC rules and regulations. Responsible for operation and maintenance of all AM, FM and UHF broadcasting and transmitter facilities. Send resume and salary requirement to Personnel, Durham Life Broadcasting, P.O. Box 1511, Raleigh, NC 27602. EOE. MF.

Third Coast Video in Austin, Texas has an immediate opening for an experienced video tape editor. Experience with CMX, Ampex ADO, and Grass Valley necessary. Only qualified applicants need reply. Send resume and demo in confidence to: Third Coast Video Inc., 501 North I.H. 35, Austin, TX 78702, ATTN: Jeff Pelt.

HELP WANTED NEWS

Spokesperson for major, national trade association. Media relations experience, strong verbal and writing skills essential. Broadcast experience preferred. S.stantial travel throughout US. Salary in low 40's. Re in confidence to: Donna Hilderly, The Tobacco Institute, 1875 I St. NW, Suite 800, Washington, DC 20006.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/Writer. Responsible for the development and production of KUAT radio news and public affairs programs. One year's experience with degree in communication-related discipline, or five years' experience in lieu of degree. Salary--18K plus generous fringe benefits. Send resume and aircheck, demonstrated newswriting, newscasting and documentary work Employment Office, University of Arizona, 1717 Speedway, Tucson, AZ 85721, by September 13, 19 EEO/AA Employer.

SITUATIONS WANTED INSTRUCTION

Want radio broadcast instructor position. 5 year experience small private college. News & copywriting production, programming, D.J., sales, traffic, F Write Box S-163.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash- highest prices. We buy TV transmitter and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

Wanted: Used 50kw AM transmitters that have been well maintained, with good maintenance records & documentation. Must also use current tube type junk. Call/write Watt Hairston, Sudbrink Broadcast 14 Music Circle East, Nashville, TN 37203, Tel. 617-48-8150.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2, Littleton, CO 80122. 303-795-3288.

Attention radio stations with a dish. Looking at Com IR, a proven winner coming your way Sept. America's first and most successful Syndicated Estate 2-way talk show will be fed live each Sunday 11am EST-Barter Basis with excellent local availability for your real estate, builders, developers and financial clients. Stations now being cleared on a first come first served, exclusive market basis. Get your piece of the real estate advertising dollar in your marketplace. First 50 markets cleared report 100% sales of available spots with waiting list--play it live or tape-delay. Hosted by America's only nationally syndicated radio personality covering the world of real estate, I have appeared on ABC's Nightline, and is currently syndicated weekly on PBS stations nationwide. The show will cross-promoted of TV, with a heavy national campaign to attract listeners and advertisers. To clear your station, call Diana Calland 202-483-2280, or write In: Real Estate, Suite 1410, 1410 15th St., NW, Washington DC 20005.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 2-379-6585.

20KW & 3KW CCA 20,000DS (1973) w/stereo CCA 3000E (1973) w/1980 synth. exc. Both on air & power w/FCC proof. Call Mr. Cooper 215-379-61

Help Wanted Sales

ACCOUNT EXECUTIVES

Charlotte's fastest growing FM seeking experienced sales people. Excellent compensation package, good growth potential with aggressive radio company. Resumes in confidence to:

Jerry Reckerd (VP/GM), WLVK-FM
4701 Hedgemore Drive, Suite 801
Charlotte, NC 28209.
Or Call: 704-529-0097.



EOE, M/F
Capitol Broadcasting Corporation

EAST COAST SALES EXECS

Sophisticated KLOK-FM San Francisco is looking for polished East Coast sales executives who want to make a name for themselves on the West Coast.

Contact
Philip C. Davis
415-788-2022

Help Wanted Technical

Chief Engineers needed for fast growing radio group in NE, SE and MW. Send resume and references to: Lynn Deppen, P.O. box 669, Augusta, GA 30903. EEO Employer.

Situations Wanted Management

SEEKING NEW CHALLENGE

Dynamic, creative leader ready for new station management challenge. 14 years in broadcasting. Celebrated accomplishments. Seek VP/GM responsibilities for aggressive, savvy, major-market company. Call Michael Edwards (212)868-1121.

Looking for GM or GSM position with quality broadcast group. Extensive broadcast background.

Call: **Lee Dombrowski**
602-624-1544.

Situations Wanted Announcers

THE MOST FROM YOUR MORNING!

Dynamic AM drive specialist seeks new home. Track record shows instant ratings & revenue. FM only. If you're serious about success, we should talk. **505-988-4505**

CAN WE TALK?

Controversial Talk Host "On Hold!" Quick Paced, Skilled Interviewer, Provocative, Compelling Open Phones, My Beat: The Offbeat, "One of the great new breed," Larry King, Mutual. Call Ed Tyll 301-356-6308.

TELEVISION Help Wanted Management

General Manager WVPT Channel 51

A Public Television Station in Harrisonburg, VA. Our station is located in the middle of the beautiful Shenandoah Valley of Virginia, surrounded year round by a variety of scenic tranquility.

Inside, the scene is very different. We have a level of **growth opportunity** that belies our demographics. Our **professional staff** have an insatiable appetite for and **record of success**.

Our **local production/programming** capability exceeds our market position.

However, **we do need a leader**. A manager who is skilled in participative management; can help us further motivate ourselves; can stimulate us in new areas of fund raising; is knowledgeable of the industry's latest technical approaches; can continue to convince the community that the station is indispensable as a visible alternative to commercial television.

Commensurate salary and benefits will be paid to the person with the right qualifications.

Send your resume to: WVPT
Port Republic Road
Harrisonburg, VA 22801
Attention: John W. Dickie
All replies will be treated in confidence.

PROMOTION MANAGER

Sunbelt major market network television station is seeking a creative professional with proven management, communication and organizational skills to supervise all aspects of print and on-air promotional activities. Send resume and full particulars, including salary requirements in first letter to Box S-151. No tapes, please. Equal Opportunity Employer.

TOP INDEPENDENT

seeking local sales manager with strong independent background. Strong leader desired for major market position. Salary open, EOE. Send resume to Gregg Filandrinos, Director of Sales, KPLR-TV, 4935 Lindell Blvd., St. Louis, MO 63108.

Help Wanted Announcers

WNBC--NEW YORK

Seeks America's most exciting basketball play-by-play announcer for 85-86 NBA Season.

THE NEW JERSEY NETS...one of pro-basketball's most exciting teams needs announcer/personality to complement their exciting style of play on New York's most sports-oriented radio station.

Send tape and resume to Dale Parsons, Program Manager, WNBC, 30 Rockefeller Plaza, N.Y., N.Y. 10020. No phone calls please.

TOP TEN STATION

seeking creative, energetic person, a total pro, to team with our female co-host for highly successful morning talk show. Zany to serious, you'll do it all! Super staff; great benefits. Send your resume and photo to Box S-26. EEO M/F.

Help Wanted Sales

ADVERTISING SALES

Self starting New York based salesperson for growing television network that broadcasts exclusively to the health care industry. Candidate should be experienced in television time sales as well as program underwriting. Knowledge of pharmaceutical and medical industries is desirable. Compensation based on salary and liberal commission. EOE. Box S-144

Help Wanted Technical

TV TECHNICAL DIRECTOR

The Christian Broadcasting Network, Inc., an evangelical Christian ministry, located in Virginia Beach, Va. has an immediate opening for a Technical Director in their Production Services division. The qualified candidate will have 5 years experience in live television with news experience a must. Position requires qualified video operator with general knowledge of engineering, audio/video routing, digital video effects, and all areas of production...camera, audio, lighting, videotape. Must be able to work well under pressure and willing to work nights, holidays and weekends. If you feel led and wish to serve, send resume and salary requirements, in confidence to:

The Christian Broadcasting Network, Inc.
Employment Dept., Box TD
CBN Center
Virginia Beach, VA 23463

CBN is an equal opportunity employer.

**Help Wanted Technical
Continued**

**TELEVISION
ENGINEER
CHIEF**

Large closed-circuit college television system seeks Chief TV Engineer with 3 years experience operating and repairing color TV production equipment. Operates TV master control with faculty, producer/director and other engineer. Works in production situations and high-tech bench repair. KY-2000s, BVUs interactive Laser discs, switchers, TBC, audio mixers, scopes, and signal routing devices.

**COUNTY COLLEGE
OF MORRIS**
(201) 361-5000, EXT. 251
RANDOLPH, NJ

**Equal Opportunity Employer,
M/F**

CHIEF ENGINEER

An exceptional opportunity for a highly qualified and dedicated Chief Engineer has developed at a successful independent station in a top 50 market. The station is on the threshold of development with major technological advances as part of its long-range planning. Our need is for a Chief Engineer with the knowledge of state of art for planning and development along with the willingness for hands-on maintenance. The market is one of America's "most livable cities". If you have the desire to excel and benefit financially by your contributions, this is a golden opportunity. An EEO employer. Box S-82.

**Help Wanted Programing,
Production, Others Continued**

WFLD TV in Chicago has an immediate opening for an Associate Director. Minimum 2 years experience in broadcast television directing, floor directing, and coordinating central control room operations. Also must have hands-on experience with video production switchers, and ability to operate video switcher while directing. Send resumes to Jackie Woods, Personnel Administrator, WFLD TV, 300 N. State St., Chicago, IL 60610.

We are an EEO
employer.

32
WFLD TV

Help Wanted Programing, Production, Others

PRODUCERS
Grow with a growing company.



Medstar
Communications is now one of the leading television production companies in the health/medical field for both broadcast and non-broadcast audiences.

We need field producers with strong writing skills and full story capability because we are growing at a rate of 100% per year.

Candidates will need two or more

years of broadcast television experience with a college degree and award-

winning, verifiable broadcast credits.

If you qualify, send your resume along with a cover letter to Medstar Communications, Inc., 1305 South 12th Street, Allentown, PA 18103 (no tapes or telephone calls, please).

And grow with a growth company.

MEDSTAR
... where health matters

**WRITER/PRODUCER
COURAGE
HEART
A BRAIN**

If you have all three and a demo reel to match, we want you to create video promos and radio spots for CNN and Headline News. We offer a producer's Oz, with the most exciting networks on the air, plus spectacular design, production and editing facilities.

Send resume and reel to:
Jay Newell
Turner Broadcasting, Inc.
1050 Techwood Drive, NW
Atlanta, Georgia 30318
EOE



Fourth market VHF station seeks dynamic, seasoned & creative field producer for highly-produced magazine show. 3 to 5 years field producing background required. Solid story-telling technique and slick production values are a must for this daily prime-access show. Candidates must be able to book promotable stories, handle pressure, deliver consistently strong pieces, and work well with talent and technical staff.

Send resume and demo tape ASAP to:

Cynthia Fenneman
Executive Producer
KYW-TV
Independence Mall East
Philadelphia, PA 19106

KYW-TV 3 W GROUP
Equal Opportunity Employer

Brand New Rank, Cintel needs colorist in Miami. Excellent opportunity to share our growth.

Broadcast Video, Inc.
20241 NE 15th Ct.
Miami, FL 33179
Call Collect
305-653-7440

SPORTS PRODUCER

#1 Station in major market seeking Sports Producer for Program Department. Must have experience in major league sports production and 10 minute tape demonstrating your work. Produce 40 baseball games; prime specials; college sports; soccer.

Send resume and tape to KDKA-TV, One Gateway Center, Pittsburgh, PA 15222, ATTN: Program Manager.

Westinghouse Broadcasting & Cable is an equal opportunity employer.

Help Wanted Programing, Production, Others Continued

BROADCAST OPERATIONS COORDINATOR

A leading Pay-TV services located in the greater Los Angeles area is seeking an Operations Coordinator to manually create our operations log and convert the data into the computers. Additionally, selected candidate will assist in the creative scheduling of on-air promotions. Familiarity with television and/or video tape operations is highly desirable. A minimum of two years' broadcast related experience with an emphasis in satellite/cable networks is required. Excellent communication and organizational skills are also mandatory.

We offer a competitive salary and excellent benefits plan. Only those resumes with salary history included will be reviewed. Please send your resume to:

Box S-135.
Equal Opportunity Employer.



PHOTOGRAPHER/EDITOR

Award winning PM MAGAZINE with a commitment to staff and excellence is looking for a co-host/producer to work with male co-host. Experience a must. Looking to fill position immediately. Send resume and tape to: Pat Ahl, WCMH-TV, 3165 Olentangy River Rd., Columbus, OH 43202. No phone calls, please. EOE.

INDEPENDENT TELEVISION PROGRAMMING STRATEGIST

Top 50 UHF start up needs experienced programmer with exceptional ability and record with exceptional ability and record of successful performance. EEO. Box 5690, Providence, RI 02903.



CO-HOST/PRODUCER

Award winning PM MAGAZINE in top 30 market is looking for a creative and experienced minicam operator and editor. Send resume and tape to: Pat Ahl, WCMH-TV, 3165 Olentangy River Rd., Columbus, OH 43202. No phone calls, please. EOE.

Situations Wanted Management

SEEKING NEW CHALLENGE

Dynamic, creative leader ready for new station management challenge. 14 years in broadcasting. Celebrated accomplishments. Seek VP/GM responsibilities for aggressive, savvy, major-market company. Call Michael Edwards (212)868-1121.

Situations Wanted Technical

CHIEF ENGINEER FOR SOUTHEAST TOP 50 MARKET UHF-TV.

Established, modern, well-designed facility with state-of-the-art equipment. Minimum of three years experience as Chief Engineer or seven years as Line Supervisor. Position requires good written and oral communication skills with experience in budgeting, EEO policies, management principles and reporting procedures. Ability and desire for hands-on maintenance for the equipment complement of the station. Beautiful surroundings. A lovely place to live and raise a family. Box S-146

Situations Wanted News

TV NEWS RATINGS CLIMB

Across the board!!! Current Television Group Vice-President for News is seeking new challenge as major market News director. Now responsible for all news operations in multi-state, all VHF medium and small market facilities with ABC, NBC, and CBS affiliations. Young, aggressive leader with proven track record in news management wants to do more! All inquiries held in strictest confidence. Please send them to Box S-77.

ALLIED FIELDS

Help Wanted Sales

REGIONAL ACCOUNT REPRESENTATIVE

Fortune 500 Company Subsidiary; Leader in the industry; producing Station IDs, Sales and Production Libraries, Music Commercials and Television Commercials, has an opening for Sales Representative. Candidates must have successful track record in Radio and TV Sales, Advertising Agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to:
Jack Adkins, VP/Director Human Resources
Media General Broadcast Services, Inc.
2714 Union Avenue Extended
Memphis, TN 38112
EEO, M/F

Public Notice

CARE TO JOIN FORCES?

Owner of sunbelt VHF network affiliate would like to meet with a few other small market television owners to explore possibility of combining operations. Potential advantages of group ownership might include increased depth and expertise in technical matters and news, possible economies in legal and accounting, and a leveling of peaks and valleys in different market economies. My station is not for sale, nor am I seeking to buy others so brokers need not respond. I want to talk with other owners about merging our stations into a commonly-owned group. Box S-137.

Help Wanted Technical

AUDIO/VIDEO TECHNICIANS

The Mass Communication Division Emerson College in Boston seeks qualified applicants for the following positions:

VIDEO MAINTENANCE TECHNICIAN: Performs daily repair and operations maintenance of studio, control, editing and production television/video facilities and equipment. Knowledge of U-Matic VT camera, switching, distribution, and mtoring equipment required. Bachelors degree plus 1-2 years experience required. Some school experience, SBE Certification at production company and/or broadcast engineering experience desired.

AUDIO MAINTENANCE TECHNICIAN: Responsibility to include full maintenance and operational integrity of studio and control facilities and equipment for radio stations (WERS-FM, WECB), radio instructional classrooms and editing suites. Knowledge of cart, reel-to-reel, cassette, turntable and console equipment required. Record studio and/or broadcast engineering experience and SBE Certification desired.

PART-TIME FILM TECHNICIAN: Responsibility to include assistance in and responsibility for facility/equipment maintenance and repair and supervision of facility and equipment use. Knowledge of 16mm, 8mm cameras, sound and editing equipment required. Strong mechanical and electric technical background desired. Bachelor degree plus 1-2 years experience and ability to work weekends required.

All positions require the ability to work well in a student teaching environment.

Salary is highly competitive and commensurate with experience; comprehensive benefit packages are offered for the full-time positions.

Interested applicants should forward letter of application/resume including salary requirements to the Office of Human Resources/Affirmative Action.

**EMERSON
COLLEGE**

100 Beacon Street
Boston, MA 021
617 578-8580

We are an Equal Opportunity/Affirmative Action Employer.
Minorities and women are encouraged to apply.

Radio Programing



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.



PROGRAM DISTRIBUTORS ■ P.O. Drawer 17
Jonesboro, Arkansas 72403 ■ 501/972-5884

30-SEC INSPIRATION SPOTS

cool for tense ears. FREE 25 spots on 1/4" tape, or cassette demo. FRANCISCAN PEACE, 155 Market, Memphis, TN 38105. 901-522-9420.

Help Wanted Progaming, Production, Others

PRODUCTION MANAGER

We are looking for a Production Manager to supervise our Florida Cinematography/Video operation. What will you do? Prepare script breakdowns, production budgets, shooting skeds, oversee walkthroughs, assign crews, and do minimal directing. Most importantly, you'll know how to make a good product. What will you have already done? You'll have a background in TV and/or motion picture direction, unity production management or post-production facility management. You'll have your chops in 35mm film or broadcast TV, preferably network-level. It's not a 9 to 5 job. But then, it's not an ordinary opportunity, either.

Send your resume to:

Walt Disney World Co.
Professional Staffing MP-1
P.O. Box 40
Lake Buena Vista, FL 32830



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Walt Disney World®

An Equal Opportunity Employer

VIDEO EDITOR

Are you a Creative Video Editor with at least two years of "hands on" experience and a desire to be the best? Do you have experience with CMX and ADO? Do you want to take the next step in your editing career? If your answers are "yes," contact Paul Gitelson, Kartes Video Communications, 10 East 106th Street, Indianapolis, IN 46280, (317)844-7403. If your answers are "no," have a nice day.

Employment Service

10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 week computer list: \$6. Special bonus: 6 consecutive wks only \$14.95—you save \$21! AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101. Money back guarantee!

PRODUCT SPECIALIST

Boost Your Professional Rating with ARBITRON

Arbitron Ratings, a leader in broadcast research, seeks knowledgeable selfstarter with the ability to evaluate, analyze and formulate policies and procedures regarding our television ratings products. Responsibilities include interfacing with company sales personnel and clients, as well as preparing concise product presentations.

The professional chosen must be able to schedule and coordinate projects, analyze products with our Television Group, and work within a team-oriented environment. To qualify, you must be a college graduate with a well rounded knowledge of television ratings plus an extensive familiarity with the broadcasting industry and related technology. Excellent written/verbal communication skills are a must. An advanced degree or experience with a broadcast or related organization is strongly preferred.

We offer a competitive salary, generous benefits, and the opportunity to develop your potential with a highly visible industry leader. For confidential consideration forward your resume to: W. Kemp, Personnel Administrator, 312 Marshall Ave., Laurel, MD 20707. Equal opportunity Employer.



ARBITRON RATINGS

a Control Data Company

Miscellaneous

RADIO/TV COPYWRITING COURSE

Listen and learn how to write persuasive commercials for today's market. Nine information-packed lessons. Two audio cassettes with companion folder, \$34.95.

VISK COMMUNICATIONS

Atlanta Office:
4043 Laynewood Circle, Tucker, GA 30084

Business Opportunity

SELF EMPLOYMENT!

National television news personnel consultancy for sale. Profitable with low overhead. Outstanding opportunity for former or current news person. Box S-164.

INVESTORS

Ground floor opportunity for small investors in broadcast ownership. We own medium size market AM and need limited partners or investors. Great potential within 5 years to triple money. Box S-147.

INVESTORS NEEDED

Become a minority owner in a turnaround situation, with a valuable real estate. Station located in medium market with excellent potential. We invite all small investors. Operating capital needed at this point. All inquiries confidential. Box S-136.

LPTV-CP HOLDERS

Operating LPTV religious broadcaster was lottery winner in mid 50's market. Want to trade CP for CP in similar size market. Full power religious station already in market. Sur Este Broadcasting, (813) 961-9126.

Wanted to Buy Stations

JOINT VENTURE OR WILL PURCHASE

Construction permits, AM, FM or LPTV. We have owned several broadcast properties and have substantial funds. In confidence call 417-723-8310 day or night.

UNIQUE OPPORTUNITY RADIO

If you're an owner of GM in a small to medium market, consider our innovative approach to your problems. We at Hi-Tech Communications, Inc. were founded to consult specifically for your unusual needs. Overall consultation is available from financial to management. Of course, we will handle programming and all other aspects of your business including replacing sales, management and programming personnel. Our promotion dept. has monthly sales-oriented promotional packages that will sell. Our goal is to increase your profit. Hi-Tech Communications will only acquire between 6-12 new stations this year. Call us for a free assessment or your market and station, at no cost to you. Here's the best part of all. If we agree to handle your station exclusively, you will only pay the price of a reasonably good D.J. or \$350.00 per week. We could probably cut that much from your present overhead. Call today 1-203-822-9438. Our trained personnel are waiting to visit your facility.

**Wanted to Buy Stations
Continued**

For Sale Stations

**WANTED TO BUY
FM CONSTRUCTION PERMITS**

Southeast or resort areas preferred but all areas considered. Box S-140.

**WANTED TO BUY
FM START-UP OR
TURNAROUND**

Strong credentials. Up to \$150,000 down. Box S-140.



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

AM with undeveloped FM located in growing southeastern coastal market. \$650,000.

508A Pineland Mall Office Center. Hilton Head Island. South Carolina 29928 803-681-5252

BUYERS WANTED!

We have available an excellent selection of small, medium and metro market stations located in fine markets in the Mid-Atlantic and Northeast regions. Many of these stations include seller-financed terms. Let us know your needs.

KOZACKO • HORTON COMPANY

P.O. Box 948 • Elmira, New York 14902 • (607) 733-7138

HOLT

SUNBELT FM/AM

Enter a top 100 market with a strong FM signal from a downtown antenna site. Only \$1.3 million with 25% (\$325,000) down for this Class A FM and daytime AM.

215-865-3775

**Looking for a
first station?**

An unusual situation creates an excellent opportunity. Class A FM in upper midwest community has cashflow for owner-operator situation. Station is for sale to allow present owner to pursue another business opportunity. Price is right, terms are right. This is a unique opportunity for you to put yourself into ownership. Station located in beautiful community within blocks of large lake, and within short drive of major resort area. Write Box S-33, for details.

**PAUL E. REID COMPANY
35 YEARS BROADCAST EXP.
MEDIA BROKER**

GA. AM/FM..SM, TN. AM/FM..SM, FL. AM/FM..KEYS.

Buying or selling, call Paul Reid 404—882-1214..Box 2669, LaGrange. GA 30240.

CLASS C FM-WESTERN MARKET

Full-power station in top 50 market. Asking \$2.5 million on terms, less than several recent comparables. Contact Elliott Evers 415—387-0397.

 **CHAPMAN ASSOCIATES**
nationwide media brokers

500 WATT AM DAYTIMER

PSA & PSSA authority. In mid-size Northern market. Break even now. Financing can be handled by small increase in monthly billing. \$295,000. Qualified buyers only. Reply to Box S-69.

■ Daytime. Billing \$135,000 in TN, located where GM to build SATURN automobile plant. \$240,000. Terms.

**Business Broker Associates
615—756-7635, 24 hrs.**

ROCKY MOUNTAIN-METRO

UHF-Network Affiliate Underdeveloped- Asking \$6 million-good terms. Contact Brian Cobb-Wash. DC. 202—822-8913 or Corky Cartwright-Palm Springs, CA. 619—346-0742.

 **CHAPMAN ASSOCIATES**
nationwide media brokers

**AM - CP
Near Salem, Oregon
503—769-3841**

COLORADO

1 kw day \$150,000 terms. Ski area 1 kw day \$650k terms. Mountain sm. fl. 185k terms. MT F T AM with FM 160k terms. Small daytimer 186k nego terms. KS AM & FM 500k terms. Contact Bill or David.

**Bill-David Associates
2508 Fair Mount St.
Colorado Springs, CO 80909**

MIDWEST UHF

Independent in four station market, experiencing strong sales growth with steadily improving cash flow and good programming library. Price: \$5.5 million. Principals only reply to Box S-50.

OWNER/OPERATOR FM OPPORTUNITY

Nice FM station with real estate in a small Carolina city. Excellent coverage of surrounding markets. VG equipment. Price: \$325,000. D.P. \$85,000. Let me tell you about it.

**REGGIE MARTIN & ASSOC.
RON JONES 804—758-4214; REGGIE
MARTIN 919—363-2891.**

**CONSTRUCTION PERMIT
MAJOR MARKET AM**

CP granted for daytime clear channel operation top 50 market. Transmitter real estate under option for purchase. Opportunity to enter broadcasting for expenses (under \$35,000); construction costs (under \$100,000); and consultancy to present holder of CP. Excellent opportunity for minimum cash investment for entry into top 50 market. Box S-27.

MEL STONE—VICE PRESIDENT

Mel is a New England Broadcaster and Broker. He has the experience to provide effective and confidential service to station owners and buyers. Call him, today, to discuss your broadcast plans.

Lafayette Town House
638 Congress Street
Portland, ME 040101



KOZACKO ● HORTON COMPANY

P.O. Box 948 ● Elmira, New York 14902 ● (607) 733-7138

CHAPMAN ASSOCIATES[®] nationwide media brokers

Location	Size	Type	Price	Terms	Contact	Phone
TX	Met	AM/FM	\$1900K	Cash	Bill Whitley	(214) 680-2807
CA	Med	AM/FM	\$1750K	\$350	Elliot Evers	(415) 387-0397
NC	Met	AM/FM	\$1250K	Terms	Mitt Younts	(202) 822-8913
MO	Sm	AM/FM	\$850K	\$170K	Bill Lytle	(816) 941-3733
WA	Med	AM/FM	\$750K	\$75K	Greg Merrill	(801) 753-8090
OK	Med	AM/FM	\$650K	\$150K	Bill Whitley	(214) 680-2807
CO	Sm	AM/FM	\$600K	\$100K	David LaFrance	(303) 534-3040
MS	Met	AM	\$435K	\$125K	Ernie Pearce	(404) 458-9226
ID	Sm	AM/FM	\$175K	\$39K	Greg Merrill	(801) 753-8090

For information on these and our other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404—458-9226.

CLASS A FM

Suburban class A FM with competitive signal in medium market. Attractive owner-operator opportunity. Will consider selling for \$500,000. Some terms maybe available to qualified purchaser. Box S-32.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar • Suite 1135 • Memphis, TN. 38157

NO. CALIF. CLASS B FM

Station serves picturesque 3-county mountain area with good signal & translators. Equipment new in 1983. Billings increase monthly. Asking \$675,000 with \$200,000 down, less than 2.3X 1985 gross. Contact Elliott Evers 415—387-0397.

CHAPMAN ASSOCIATES[®]
nationwide media brokers

EXCLUSIVE!!

WYOMING

AM/FM

\$1,250,000

Excellent facilities. Very profitable. Potential for large improvement. Reply to Box S-134.

Dan Hayslett

dh & associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076

10509 Berry Knoll Dr., Dallas 75230

BARGAIN

\$375,000 CASH

Small market. money-making daytimer. Growth potential. Principals only. Box S-139.

NORTH CAROLINA AM/FM

College town pop. 95,000. Strong retail—near beaches. Asking \$1,250,000—terms. Contact Mitt Younts 202—822-8913.

Wilkins and Associates

Media Brokers

FL	AM Full Time	\$1.2 Million	CASH
NC	AM Full Time	\$450,000	TERMS
PA	FM	\$350,000	CASH
IL	AM Full Time	\$500,000	20%
CT	AM Full Time	\$800,000	35%
TN	AM	\$350,000	TERMS
IN	AM/FM	\$450,000	30%
VA	AM	\$35,000	DOWN PAYMENT
AL	AM/FM	\$225,000	25%
AR	AM/FM	\$335,000	15%
SC	AM	\$35,000	DOWN PAYMENT

P.O. BOX 1714 - SPARTANBURG, S.C. 29304 - 803/585-4638

WEST VIRGINIA AM

Fulltime, 1 kw, Class IV. Cheap! Group deal. \$15,000 minimum. Only station in county of 60,000! M. Gottesman 3377 Solano Avenue, #312 Napa, CA 94558.

"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

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San Francisco, CA 94104
415 434-1750

East Coast

500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta

6600 Powers Ferry Rd. #205
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

The Thorburn Co.
410 Sandalwood Drive
Atlanta, GA 30338
404—998-1080

GA Daytimer, with FM CP \$200,000.00, \$50,000.00 down.
GA Fulltimer, \$650,000.00, terms.
GA Fulltimer, \$500,000.00, \$75,000.00 down.
GA Metro fulltimer, \$425,000.00, terms.
GA Small market FM, \$300,000.00, terms.
IN Small market FM, \$365,000.00, \$100,000.00 down.
FM Combo, \$215,000.00, \$60,000.00 down.

SPECIALIZING IN
**FORMAT SEARCH AND
 MARKETING STRATEGIES**

For new stations, acquisitions and underperforming stations.
 Advanced audience research and analysis to find your most profitable niche. Ratings projections including demographic breakouts for each format alternative. Get the research and radio expertise behind some of radio's biggest success stories. Call us at 313-540-9499.

MARK KASSOFF & CO.

SUCCESS STRATEGIES FOR RADIO

Birmingham, Michigan

**BOB KIMEL'S
 NEW ENGLAND MEDIA, INC.**

**LESS THAN
 1 1/4 TIMES BILLING!**

And you get a Station in an attractive market; owned studio building; owned transmitter sight; equipment that's in good condition. But, if you're one of those "No AM-Daytimer" buyers, forget this buy of a lifetime; we'll sell it to someone else. \$425,000 buys you this very interesting Northeast Station.

LIKE THE SEACOAST?

Then you'll want to inquire about this AM full-timer just a short drive from the ocean in Southern New England. Great opportunity here. Asking \$485,000.

**8 Driscoll Dr., St. Albans, VT 05478
 802-524-5963
 GEORGE WILDEY 207-947-6083 (ME)**

JAMAR RICE CO.
 Media Brokerage & Appraisals

William R. Rice
 William W. Jamar
 (512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

FLORIDA C P

**AM signal covers major market
 Land-lease or terms C P \$150M.**

BECKERMAN ASSOCIATES, INC.
 14001 Miramar Ave., Madeira Beach, FL
 33708 Phone (813)391-2824

Northwest AM & FM

1000 watt fulltime AM with class C FM in market of 70,000. Includes real estate at \$355,000, 12% down, owner terms. Live with mountains, hunting, fishing, nice climate. O/O or group, serious inquiries. Box S-141.

SOUTH CENTRAL VIRGINIA

2,500 watt daytimer with new semi-automated satellite programming. Docket 80-90 FM for community. Perfect small market opportunity for owner operator. Present owners have demanding business interests in another part of the state. Includes building and 2.25 acres. Priced to sell at \$275K. Write owners at Route 1, Box 273, Troutville, VA 24175.

**MICHIGAN CLASS B
 STAND ALONE**

Great ratings and coverage. Will cash flow \$450,000 in 1985. Asking \$3.4 million/cash. Contact Jerry Dennon, The Montcalm Corporation, 315 Second Avenue South, Seattle, WA 98104. 206/622-7050.

PORTLAND, OREGON

AM stand alone with excellent coverage. Includes 8 acres. Asking \$950,000 with \$300,000 down. Contact Jerry Dennon, The Montcalm Corporation, 315 Second Avenue South, Seattle, WA 98104. 206/622-7050.

SOUTHWEST SMALL MARKET

Network affiliate. Asking \$6,750,000. Contact Brian Cobb - Wash., DC, 202-822-8913 or Corky Cartwright - Palm Springs, CA, 619-346-0742.

**Michigan Regional Combo.
 Class B FM & 5KW 24-hour AM.
 2.2 Mil. Cash. Details to Qualified Buyers. Box S-138.**

FM/AM COMBO

Beautiful Oregon coast. Asking \$750,000 with \$100,000 down. Contact Jerry Dennon, The Montcalm Corporation, 315 Second Avenue South, Seattle, WA 98104. 206/622-7050.

**ATTENTION:
 EARLY DEADLINE
 NOTICE**

Due to holiday, Monday, September 2, 1985, the deadline for classified advertising for the September 9 issue will be noon, EDT, FRIDAY, AUGUST 30, 1985.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable In advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROAD-

CASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Robert Steinberg, VP, staff and operations, Meredith Corp.'s broadcasting group, joins Miami-based Grant Broadcasting System Co. as VP, finance.

Walter L. Jones, VP and general manager, Gulfstream Cablevision of Pasco County (Fla.), assumes additional duties as president, Gulfstream Cablevision of Pinellas County Inc., also Florida.



Stumbo

Philip A. Stumbo, general manager, WHLI-AM-WKJY(FM) Hempstead (Long Island), N.Y., named VP and general manager.

Michael A. Schuch, VP and general manager, Gaylord Broadcasting's WVTM(TV) Milwaukee, joins co-owned WUAB(TV) Cleveland in same position.

James W. Putney, general manager, KEZI-TV Eugene, Ore., joins Eugene Television Inc., owner of four television stations and operator of Sacramento, Calif., cable company, as VP and general manager of broadcast operations, succeeding **Glenn E. Nickell**. Nickell is retiring Sept. 1 after 31 years with ETI, but will remain member of board.

Tom Jordan, sales manager, WVLK(AM) Lexington, Ky., joins WHOO-AM-FM Orlando, Fla., as executive VP and general manager.

Thomas Gwiazdon, general sales manager, KOA-AM-FM Sacramento, Calif., joins KKAT-AM(Ogden), Utah, as general manager.

John Dyer, general sales manager, WZTV(TV) Asheville, joins WFTX(TV) Cape Coral, Fla., as general manager.

Bill Newman, VP and general manager, KBJ(AM)-KMOD-FM Kansas City, Mo., joins WFX(FM) Harrisonville, Mo., as general manager.

William Reams, general manager, WXTX(TV) Columbus, Ga., joins KSAS(TV) Wichita, Kan., in same position.

John Henry, president and general manager, Times Mirror Cable of Arizona, Phoenix, named senior VP, planning and development, company's corporate offices in Irvine, Calif. **John Calvetti**, president and general manager of Times Mirror's Hartford, Conn., system, succeeds Henry.

John Frangos, director of local development, commercial WETA-TV Washington, named VP, local development.

Marketing

John Pilkington, corporate executive VP, di-

rector of business development, D'Arcy MacManus Masius Worldwide, New York, joins Doyle Dane Bernbach as president of DDB Asia/Pacific, based in Sydney.



Pilkington



Guryan

Louise Guryan, media manager, Stone & Adler/New York, joins FCB Direct/East, New York, as media director. **Joseph C. McGlone**, creative director, BBDO Direct, joins FCB Direct/East as VP, creative director.

Patrick J. Doody, management supervisor, Benton & Bowles, New York, named senior vice president.

Ira Berger, VP, Needham Harper Worldwide, Chicago, named associate group director, department of media resources, network resources group.

Kathy Biss-Barbera, media supervisor, Byer & Bowman Advertising, Columbus, Ohio, named media director.

Darrell Rasmusson, account supervisor, Campbell-Mithun, Minneapolis, joins Red Barron Inc., Minnetonka, Minn., advertising agency, as VP, management supervisor, on consumer accounts. **Bob Hatlestad**, senior writer, Miller Meester, Minneapolis-based advertising firm, joins Red Barron as senior writer. **Carol Rudolph**, account executive, Red Barron, named account supervisor.

Phil DeCabia, account executive, Rainbow Advertising Sales Co., advertising sales company for SportsChannel Network and Cablevision Systems, named New York sales manager.

Appointments, Major Market Radio: **Tom McKinley**, executive VP, stations, to executive VP, administration; **Austin Walsh**, senior VP, West Coast regional manager, to executive VP, Western division; **Jim Hagar**, VP, central manager, to senior VP, Midwest division, and **David Kaufman**, VP, East Coast regional manager to senior VP, Eastern division; **Michael Disney**, senior vice president for company, to additional corporate role of director of sales. **Rich White**, executive VP and general sales manager, resigned.

Appointments, Drake-Chenault Enterprises, Canoga Park, Calif.: **Ron Jamison**, vice president/marketing, Bonneville Broadcasting System, Northbrook, Ill., to vice president/major market sales; **Judy Gold**, vice president/sales, Transtar Radio Networks' special features division, Colorado Springs, to regional manager and director of special projects, and **Jamie Hastings**, vice president-

/sales, Century 21 Programming, Dallas, to general sales manager.

Account supervisors named VP's, Dancer Fitzgerald Sample, New York: **Suzanne Tongue**, **Stephen Farley** and **Harley Griffiths**.

Marion Bock, sales manager, Katz Independent Television, St. Louis, named divisional VP.

Bernadette Nolan, manager, office services and personnel, Lewis, Gilman & Kynett, Philadelphia, named director of personnel and office administration.

Rick Meyer, VP, creative supervisor, and **Leonard McCarron**, senior VP, associate group head, BBDO, New York, named associate creative directors.

Susan Spohn and **Sharon Teal**, account supervisors, Needham Harper Worldwide, New York, named VP's. **Ronald Greenburg**, account executive, NHW, named account supervisor.

Jack Patterson, Detroit sales manager, RKO Radio Networks, joins CBS Radio Networks as sales manager, Detroit office.

Tom Hantzarides, account executive, Avery-Knodel Television, New York, joins Harring-

PUT YOUR CAREER IN SHERLEE'S HANDS



After years as the top news recruiter in broadcasting, Sherlee Barish has branched out as a personal manager.

She can help news people find their next position and then keep an eye on their careers for all the right moves in the future.

You can have her do what you can't always do on your own: Get a new position now and set a career plan for tomorrow. Call her.

Sherlee Barish & Associates

Broadcast Personnel, Inc.

200 West 57 Street
New York City 10019

212/977-3508

ton, Righter & Parsons there in same capacity.

Riki Pritchard, account executive, Eastman Radio, Los Angeles, named office manager, Seattle office.

Monika Alexanko, from Avery-Knodel, Los Angeles, joins Petry National Television there as account executive.

Robert Russo, senior research analyst, rangers team, Seltel, New York, named account executive.

Michael Barich, regional account executive, Chum Group Television Marketing Service, Toronto, joins WFLD-TV Chicago as account executive.

Jeanette Gordon, associate media director, Bozell & Jacobs, Omaha, named VP, media director.

Bill Haegele, from Foote, Cone & Belding, Los Angeles, joins WBRE(TV) Scranton, Pa., as account executive.

Bill Straus, national sales manager, KBZT(FM) San Diego, named general sales manager.

Jim Barker, VP and general manager, KMFY(AM)-WAYL(FM) Richfield (Minneapolis), Minn., joins WBMX-AM-FM Oak Park, Ill., as national sales manager.

Jim Eaton, local sales manager, KXOA-AM-FM Sacramento, Calif., named national sales manager, succeeding Dennis Gwiazdon (see "Media," above). **Sharon Searson**, account executive, KXOA-AM-FM, succeeds Eaton.

Steve Carver, retail sales manager, WCBS-FM New York, named general sales manager.

Mass movement. Appointments in reorganization of Bethesda, Md.-based United Broadcasting Co.: **John Columbus**, VP/general manager, United's WYST-AM-FM Baltimore, named to newly created position of VP, sales, United Broadcasting Co.; **Betsy Peisach**, promotions director, WYST-AM-FM, named to newly created position of national promotions and corporate relations director, United, based in Bethesda; **Scott Fey**, general sales manager, WYST-AM-FM, named station manager there; **Kathy Franseen**, regional sales manager, WYST-AM-FM, succeeds Fey; **Blair Brockmeyer**, account executive, WYST-AM-FM, named national sales manager there; **Gary Mercer**, program director, WYST(FM), moves to CO-OWNED KALI(AM) Los Angeles as operations manager; **Dan O'Neil**, program director, United's WDJY(FM) Washington, succeeds Mercer, and **Brute Bailey**, director of black concerts, Houston-based Pace Concerts & Theatrics Inc., succeeds O'Neil as program director.

Gary Robb, from KOY(AM) Phoenix, joins KBZT(FM) San Diego as local sales manager.

Mark Freedman, regional sales manager, WKQS(FM) Boca Raton, Fla., named local sales manager. Duties of general sales manager, **Ray Perry**, expand to include responsibility for national sales.

Steven Burgess, local account executive, WSUN(AM) St. Petersburg, Fla., named local sales manager.

Ken Toning, VP and local sales manager, WXIA-TV Atlanta, joins KUSA-TV Denver as general sales manager.

Programing

Richard Giltner, division marketing director, Blair Television, joins Los Angeles-based Republic Pictures Corp., television program development, distribution and acquisition company, as manager, Republic Television,

Midwest division.

Promotions, MCA Inc., Universal City, Calif.: **Steve Sitomer**, divisional control MCA Home Entertainment, to director employe benefits and compensation, MCA Inc.; **David Shiba**, controller of studio operations, Universal City Studios, to vice president, finance, MCA Home Entertainment and **Jim Burk**, manager of financial planning, Filmed Entertainment Group, succeeds Shiba.

Tony Intelisano, senior VP, sales planning, LBS Communications, New York, named executive VP, marketing.



Intelisano



Roedy

Bill Roedy, VP, affiliate operations, Home Box Office Inc., named head of company West Coast sales and marketing operations based in Los Angeles.

Appointments in reorganization and expansion of international division of D.L. Taffner Ltd.: **Charles Falzon**, VP, international, New York, to new post of president, Taffner Associates Ltd., based in Toronto; **Rick Kadis**, director, programming and production, Bent & Bowles, New York, to VP, international there, and **Martha Strauss**, responsible for worldwide sales and servicing, Palisades Park, N.J.-based Alfred Haber Inc., to director, international sales, New York.

Len Klatt, senior research analyst, Mutual Broadcasting System, joins Westwood One Radio Networks in newly created position research director.

Linda Burns, manager, affiliate sales promotion, Cinemax, Home Box Office, New York, named VP, marketing, Madison Square Garden Network there.

Kate McSweeney, program director, WBRC-Birmingham, Ala., joins WOFL(TV) Orlando Fla., as program manager.

Cate Steele, from Tribune-United Cable Montgomery County, joins Montgomery Community Television, Montgomery County, Md., as project manager. MCT is nonprofit company managing county's cable access channels. **Shelley Nemerofsky**, independent producer, joins Montgomery Commun-



"Here's the deal, Jerry. We won't take any business with us, but we want your back issues of SRDS every month."

vision as instructional services manager.

Ray Gandia, program director, Standard Chicago, joins WBBM-TV there as associate producer, *Channel 2: The People*.

Christine Taylor, executive director, South-Educational Communications Association, radio division, Columbia, S.C., joins commercial KUHF(FM) Houston as program director.

Jordan, co-host, *PM Magazine*, WCMH-Columbus, Ohio, joins WTTG-TV Washington in same capacity, succeeding **Marcia zda**, resigned.

sy Taylor, from WING(AM) Dayton, Ohio, to KING(AM) Seattle as air personality.

id Jones, president, Showprep, Hollywood-based radio entertainment service, joins KOPA-AM-FM Phoenix as morning personality.

istine Hanson, member of corporate staff, A Inc., Los Angeles, named assistant secretary. **Karen Volkman**, account manager, V Networks, New York, joins MCA TV there as director, advertiser sales, East.

n Cherry, advertising coordinator, WU(AM) Philadelphia, named executive producer.

f Hauser, executive director of marketing, Duell Goldwyn Co., Los Angeles, named marketing.

ley Trahd, manager of casting, Columbia Pictures Television, Los Angeles, named director of casting administration.

Paul, supervisor of domestic television sales administration, Paramount, Los Angeles, joins King World there as director of sales administration.

Lay, producer-director, KEZI-TV Eugene, Ore., joins KMTR-TV there as production manager.

Chandler, sports reporter, KABC-TV Los Angeles, joins KCBS-TV there as host, *Two on Town*.

id Gerety, Western division sales manager, Satellite Music Network, Dallas, named general sales manager.

News and Public Affairs

Levine, Chicago bureau chief, Cable News Network, to Jerusalem bureau chief; **Flock**, rejoining CNN after leave of absence, succeeds Levine.

Wilson, Associated Press Seattle bureau chief, named Chicago bureau chief. **Paul Sinton**, day supervisor, AP Los Angeles bureau, named AP news editor, Dallas.

ty Lynch, pollster for 1984 Democratic presidential candidate Gary Hart, joins CBS news, New York, as political editor, election

Piggott, assignment editor, KMST(TV) San Jose, Calif., named news director.

ig Anthony, news director, WMLX(AM) formerly WDJO)-WUBE(FM) Cincinnati, named assignment editor, WCPO-TV there.

iorah York, news director, KATY(AM) San Jose, Calif., joins KSBY-TV San Luis

Obispo as assignment editor.

John Maino, weekend sportscaster, WLUK-TV Green Bay, Wis., named sports director and weekday sports anchor.

Appointments, WPVI-TV Philadelphia: **Kenny Plotnick**, assignment desk editor, named producer of special projects; **Steve Thode**, producer, WBNS-TV Columbus, Ohio, named news producer, and **Brigid Shea**, conference coordinator, Yale University, named weekend assignment editor.

Jerry Brown, anchor-reporter, WWAY-TV Wilmington, N.C., joins WDEF-TV Chattanooga as principal anchor.

John McKinnon, news director, WBKB-TV Alpena, Mich., joins WLNS-TV Lansing, Mich., as reporter.

Greg Coy, from WXEX-TV Richmond, Va., joins WTTG(TV) Washington as reporter.

Kathryn Mann, *Business Times*, New York, joins WITI-TV Milwaukee as reporter.

David Calabro, reporter and weekend news anchor, WTP(FM) Indianapolis, joins WJKG-TV Fort Wayne, Ind., as reporter.

Belle Taylor, reporter and public affairs producer-host, WTOG-TV Tampa-St. Petersburg, Fla., joins KING-TV Seattle as reporter.

Rick Ponds, sports anchor/reporter, WYFF-TV Greenville, S.C., joins KTVV(TV) Austin, Tex., as sports anchor.

Dave Sweeney, from KEZI-TV Eugene, Ore.,

joins WJLA-TV Washington as weather anchor, 6 and 11 p.m. news.

Ken Bastida, reporter, KCBS(AM) San Francisco, named Santa Clara, Calif., bureau chief.

Tom Armitage, news photographer and videotape editor, WPRI-TV Providence, R.I., named chief news photographer.

Dan Rosen, editor, Cable News Network, Atlanta, joins WTZA-TV Kingston, N.Y., as reporter.

John Schutte, weekend anchor and producer, KPLR-TV St. Louis, joins KRBK-TV Sacramento, Calif., as news director.

Paula Mayer, production assistant, *American Almanac*, NBC News, Washington, named production associate.

Mark Wiernasz, production manager, WWLP(TV) Springfield, Mass., named executive producer and assistant news director.

Elizabeth Stern, actress, *The Young and the Restless*, CBS-TV, New York, joins WNEV-TV Boston, as life-style specialist, *New England News*.

Appointments, KOTV(TV) Tulsa, Okla.: **Susan Mitchell**, from KJRH(TV) Tulsa, to 10 p.m. producer; **Melissa Clark**, from Donrey Media, Bartlesville, Okla., to noon producer; **Joe Webb**, from KJRH, to reporter-weekend anchor, and **Dana Sterling**, from KOED-TV Tulsa, to reporter.

Bob Akamian, from KATN-TV Fairbanks, Alaska, joins KEZI-TV Eugene, Ore., as assistant sports director.

Broadcasting

The Newsworthy of the Fifth Estate

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting  Magazine

3 years \$175

2 years \$125

1 year \$65

(International subscribers add \$20 per year)

Broadcasting  Cablecasting Yearbook 1985

The complete guide to radio, TV, cable and satellite facts and figures—\$85 (if payment with order \$75) **Billable orders** must be accompanied by company business card or company purchase order. Off press Spring 1985.

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No

For renewal or address change
place most recent label here

The one to read when there's time to read only one.

Technology

Marvin Blecker, director, systems engineering and development, Satellite Television Corp., Comsat, Washington, joins Times Fiber Communications, Wallingford, Conn., as VP, engineering, communications systems division. **Tony Acri**, from International Microwave Corp., Stanford, Conn., joins Times Fiber Communications, as district sales manager, southern New England, based in East Haven, Conn.



Blecker



Schkolnick

Herman Schkolnick, VP, Ikegami, joins Secaucus, N.J.-based Panasonic Broadcast Systems in newly created position of director, marketing and sales.

Tom Kanarian, from own management consulting firm, Kanarian & Associates, Los Angeles, joins The Burbank Studios there as director of studio services.

Appointments at new sales office of Larcam Communications Equipment Inc., Countryside, Ill. (Chicago): **Charles D. Coyle**, sales manager, Harris Broadcast Group, to regional sales manager, and **Linda S. Commons**, administrative assistant, Harris Corp. broadcast division, to sales administrative assistant.

John Bonta, from Editel, New York, joins TVC Video there as senior colorist, film-to-tape transfer department.

Laura Frederick, special markets coordinator, Shure Brothers Inc., Evanston, Ill., named product manager, high fidelity products.

Walter Youmans, director of engineering, WFTS-TV Tampa, Fla., joins WFTX(TV) Cape Coral, Fla., as chief engineer.

Frances Van Paemel, general manager, The Video Tape Co., Los Angeles, named president.

Promotion and PR

Don DeMesquita, president, television division, Rogers & Cowan, Los Angeles, joins Stone/Hallinan Associates there as executive VP, television group.

Diane Morales, assistant director of advertising and promotion, KLOS(FM) Los Angeles, joins KKHR(FM) Los Angeles as promotion director.

Karen Rogowicz, member of traffic department, WBRE(TV) Scranton, Pa., named promotion assistant.

Mark Doyal, news room assistant and feature reporter, WLNS-TV Lansing, Mich., named promotion assistant.

Ann Sellers, production representative, Cable Adnet, Philadelphia, named public relations

director.

Paul Russell, production director and midday personality, WOMC(FM) Detroit, named creative director.



Davidson

& Grant, Los Angeles, in senior management capacity.

Jim Mehrling, host of *World of Entertainment Radio Game Hour*, WERE(AM) Cleveland, named promotion director.

Deborah Abbott, publicity director, Superstar Productions, Nashville, joins WFTX(TV) Cape Coral, Fla., as program and promotion director.

Laurie Bonney, sales assistant, Major Market Radio, New York, named director of communications.

William Haney, senior VP, director of corporate communications and executive assistant to chairman, D'Arcy MacManus Masius, New York, named senior VP, director of corporate communications, for newly merged D'Arcy Masius Benton & Bowles.

Harvey Kornspan, associate director, production, advertising and promotion, CBS Entertainment, Los Angeles, named director, on-air production and promotion.

Morris Middleton, from corporate communications post, American Red Cross, Washington, joins Henry J. Kaufman & Associates there as account executive, public relations.

Allied Fields

Thomas Ramsey has been named deputy director of State Department's Bureau of International Communications and Information Policy, which is headed by Ambassador Diana Lady Dougan. Ramsey, who has been with State Department since 1975, moves over from post as director for Interagency Affairs in Communications Division of Bureau of Administration. Ramsey is chairman-elect of International Telecommunications Law Committee of American Bar Association.

Elected to board of directors, National Federation of Local Cable Programers, Washington: **Jan Leshner**, Tucson Community Cable Corp., Tucson, Ariz., chairman; **Trisha Dair**, Staten Island Access Corp., Staten Island, N.Y., vice chairman; **Paul Braun**, American Television and Communications, Denver, treasurer; **Frank Jamison**, media services, Western Michigan University, Kalamazoo, Mich., secretary.

Robert Pepper, acting associate administrator for policy analysis and development, National Telecommunications and Information Association, Washington, has been named di-

rector of Washington Program in Communications Policy Studies, Annenberg Schools Communications, Philadelphia. He succeeds **Maurice Mitchell**, who is retiring.

Neal Friedman, Maryland attorney and formerly deputy director, office of public affairs, Federal Trade Commission, Washington, become associated with law firm of Becl & Cole, in practice of communications, intellectual property and other federal administrative law.

Elections, southern California chapter, Society of Cable Television Engineers, Los Angeles: **Joe Girard**, Showtime/The Movie Channel, president; **Abe Sonnenschein**, Al Microwave Communications, first VP; **Frank Maldonado**, Falcon Communications, second VP, and **Andrew Jensen**, Group Cable Communications, secretary-treasurer.

Elected officers, newly formed Academy Home Video Arts & Sciences, New York: **Peisinger**, president, Vestron Video, independent distributor of videocassettes, chairman; **Leonard White**, president, CBS/Fox Video, New York, vice president; **Nicholas Sarzos**, president, Thorn/EMI/HBO, New York, treasurer, and **Ben Tenn**, domestic president, Walt Disney Home Video, Burbank, California, secretary.

Deaths

Dan Bloom, 61, former foreign and domestic bureau chief and producer, CBS News, died of cancer Aug. 11 at his home in Sherman Oaks, Calif. Bloom joined CBS News as writer-editor of *The World Tonight* on the Radio Network in 1955, becoming managing editor of radio news for CBS News in 1958. He served as manager of a series of bureaus. He retired from CBS News in 1983, serving three years as a producer in the Los Angeles bureau. Bloom is survived by wife, Florence, and two daughters.

William Tenebruso, 44, senior VP and director of corporate media services, Kenyon Eckhardt, New York, died of heart at Aug. 21 in Greenwich, Conn. He is survived by two daughters, Janine and Francesca; brother, Tom Sassos, who is VP and general manager of Cable Networks Inc., New York, and two sisters.

Hugh Lambert, 55, director of entertainment for President Reagan's 1981 inaugural gala, died of cancer Aug. 18 in Sherman Oaks Community Hospital, Sherman Oaks, Calif. Lambert, dancer in several Broadway musicals, was choreographer for *The Ed Sullivan Show* (CBS, 1948-71), *Laugh-In* (NBC, 1968-73) and *The Perry Como Show* (NBC, 1948-50, 1955-63; CBS, 1950-55) and several Broadway productions. He was fifth year of contract to create and develop TV programming for Warner Bros. studios, Burbank, Calif. Lambert is survived by wife, actress Nancy Sinatra, two daughters and son and daughter from previous marriage.

Grayson Hall, 58, actress who appeared as Julia Hoffman in ABC daytime series, *I Shadows*, in 1966-71, died of cancer Aug. 18 in New York hospital.

Phil Lind: Rogers's man in the U.S.

When Ted Rogers went looking for an executive in 1980 to lead his Canadian-based Rogers Cablesystems' charge into the U.S., he did not far to look. Phil Lind, the company's senior vice president, programing and planning, was a natural selection.

Lind had headed Rogers's expansion in the 1970's and helped transform the 20,000-subscriber MSO into a giant in Canada. After the company surpassed the million-subscriber mark in Canada in 1980, the Canadian Radio and Television Commission decided that was as big as Rogers was to get. Lind and Rogers turned their attention to the U.S.

Lind jokes he was tapped to head the U.S. effort because the Rogers staff was small and he didn't have much competition. That, say others who work with him, is false modesty. Colin Watson, president and chief operating officer of Rogers Cablesystems Inc., said Lind "loves the political process and is very good at it. He reads people very well and is very persuasive." It is an opinion Robert Rencrans, now with Columbia International, but head of UA-Columbia during its involvement with Rogers, will second. "Phil is a delightful guy and a marvelous salesman. He adapted well to the customs of this country."

The Toronto native completed his undergraduate work in political science at the University of British Columbia, in Vancouver, in 1967. After earning his master's degree the next year from the University of Rochester (N.Y.), he thought he would pursue a career in political marketing/research.

That interest in politics led to a job as assistant national director for the Progressive Conservative Party of Canada. Lind was delivering a letter one day to someone attending a meeting of the CTV Television Network. But he didn't return immediately to the office. "I sat in that room," he says, and I looked around at the people, and I listened to what they were talking about, and thought to myself, 'This is exactly what I want.'"

Lind said he had always been interested in the media—he had published a class newspaper in the seventh grade and was editor of his high school yearbook—but that that interest took a back seat to politics while he was in college. After the CTV experience, Lind interviewed with people in radio, television and cable. He had known Ted Rogers (chief executive officer of RCI) from earlier political work, and Rogers offered Lind a job with his fledgling media company. The two hit off and Lind agreed to join the company, which owned a radio station and a few cable systems.

Lind was placed in charge of cable programming and system expansion. By 1979 the company had five radio stations and 250,000



PHILIP BRIDGMAN LIND—senior vice president, programing and planning, Rogers Cablesystems Inc., Toronto, and chairman, Rogers US Cablesystems; b. Aug. 20, 1943, Toronto; BA, political science, University of British Columbia, Vancouver, 1967; MA, sociology, University of Rochester (N.Y.), 1968; program director, secretary and vice president, Rogers, 1969-1979; present position since 1979; m. Anne Rankin, Aug. 19, 1967; children: Sarah, 9, and Jed, 7.

cable subscribers. Next came the acquisitions of Canadian Cablesystems Ltd. (500,000 subscribers) and Premier Communications (400,000 subscribers), which made RCI the largest Canadian MSO.

Although the CCL takeover was unfriendly, Lind said that when all was said and done "the merger came together in a way that mergers just aren't supposed to." All 23 system managers in the takeover stayed with Rogers. "The companies have meshed fantastically well," he says.

In the U.S., the company gathered systems through acquisition and franchising. Lind is a survivor of the franchising wars. Minneapolis and Portland, Ore., two cities the company fought hard for, are in the Rogers fold. Rogers combined with UA-Columbia for a time, but the marriage between the two companies did not last.

Rogers now reaches upward of 700,000 subscribers in the U.S. through two companies that are run by one management team: Rogers US Cablesystems, composed of the franchises it won, and Rogers Cablesystems of America, made up of systems purchased or acquired when Rogers and UA split. Rogers Cablesystems filed at the Securities and Exchange Commission for a public stock offering two weeks ago.

As the Rogers presence in the U.S. has expanded, so has Lind's. He is a director of the Council for Cable Information and last year became the first Canadian elected to the board of the National Cable Television Asso-

ciation. "It is one of the most interesting boards [I've] ever been a part of," says Lind, who serves on the boards of five Canadian companies, ranging in interests from energy to banking. "It's perfectly fascinating what goes on at those meetings," Lind says of the NCTA board.

In some of its U.S. operations, the company is facing the same challenge other MSO's have faced in gaining penetration in large urban cities. "Penetrations are really hard to get," Lind says in relating Rogers's experience in Minneapolis and Portland. "But the suburban areas in both those cities are fine," he says, somewhere between 40% and 50%. The penetration problem "is probably the toughest thing we've found," Lind says. Canada, of course, is reception oriented and Rogers enjoys penetration levels in the 90's for its largest urban systems, Toronto and Vancouver. Lind believes the U.S. picture will, in time, improve.

As the company searches for other sources of revenue, it has liked what it sees in pay-per-view. Rogers has two-way addressable converters in Minneapolis and Portland and one-way systems in San Antonio, Tex., and Orange county, Calif., the result of franchising commitments. So, Lind says, "we run [PPV] movies every night on most of our systems... and all the special events" such as tennis and boxing that come Rogers's way. Movies cost \$3.50 to \$5 and special events from \$10 up. With 250,000 to 300,000 addressable homes to market, Lind expects PPV to add \$4 million to the company's revenue next year.

The company is also "very aggressive in rates," Lind says, and admits Rogers is "the leader in high priced basic... We've always believed if we can get the product marketed properly, people are going to pay for it."

In contrast to its history of expansion, consolidation may be on the company's mind at the moment. Rogers is selling its Syracuse, N.Y., system and may put its Orange county properties up for sale. The company is looking to buy a TV station in Canada, but Lind says "there are some hurdles." A station acquisition would be a natural fit. "Cable really is delivering programing to the home," he says, "and we want to be in that business."

When Lind manages to get away from the office he fishes the streams of Oregon and British Columbia. An active outdoorsman, he's on boards of the Sierra Club of Ontario Foundation and the Royal Canadian Geographical Society.

Lind spends half his time working in Canada and the other half in the U.S. Urged to make a comparison between the two countries, Lind said it can't be made. "It is fascinating working in the U.S. There are very few things that are going to stop you. If you want to do PPV, you don't go before any commission; you just go ahead and do it." Lind shows no signs yet of the fascination wearing off.

Executives at **CBS and Associated Press** confirmed last week they have had preliminary **talks concerning startup of international news-gathering venture to service television stations** around world. If launched, venture would compete with organizations such as Visnews, which has exclusive (network) agreement with NBC in U.S., and World Television News (formerly UPITN), which serves ABC exclusively in U.S. Both AP and CBS denied published reports they were considering news sharing arrangement beyond proposed joint venture and stressed that proposal is limited to international news coverage only and would not apply to coverage of domestic stories.

Now that Washington Post has firm deal to acquire Capcities' cable division, **hottest cable property on block is Tribune Cable**, 200,000-subscriber MSO which is being sold to help finance Tribune's purchase of KTLA(TV) Los Angeles. Tribune has listed property with Daniels & Associates, apparently unwilling to give Tribune Cable president (and 10% owner) Doug Dittrick inside track for leveraged buyout. Dittrick said last week he is still interested in acquiring control of MSO.

Metromedia Broadcasting Corp. (MBC) and Rupert Murdoch's News America Holding Inc. announced plans last Friday (Aug. 23) to transfer **\$1.45 billion in debt from seller to buyer**. MBC said it will soon solicit approval of change in ownership of MBC as well as changes in current terms of debt securities from holders of its debt securities. Amendments to current MBC indentures will eliminate "certain financial and other restrictive covenants" which spokesman declined to explain. Under News America Holdings, holders of debt securities will be allowed their choice of combinations of cash or preferred stock, but amount of preferred will not be allowed to exceed 50% of total value of exchange. Debt transfer is contingent on finalization of sale of MBC to Murdoch, and his subsequent sale of MBC station WCVB-TV to Hearst Corp. Filings with Securities and Exchange Commission will take place in early September.

National Cable Television Association will invite manufacturers this week to submit bids to supply satellite scrambling system for use by proposed cable operators' scrambling consortium (BROADCASTING, Aug. 19). Leading contenders for contract are M/A-COM, which supplied system HBO is now using, and Scientific-Atlanta. Bids are due Sept. 20.

Everett H. Erlick, executive VP, general counsel and director of ABC Inc., has announced that he will take early retirement and leave that post after the company is acquired by Capital Cities Communications. Erlick has been with ABC since 1961 and active in all policy areas of the company, including the establishment of its Washington office, where he has been a spokesman for ABC on broadcast regulatory issues. Erlick, 63, said he is considering several opportunities in the investment, broadcasting, entertainment and legal areas, including opening a consultancy firm. ABC has not announced a successor, but Capital Cities is without its own in-house counsel—it uses the New York law firm of Hall, Dickler, Kent & Friedman. Erlick is one of four top executives at ABC, including Leonard H. Goldenson, chairman; Frederick S. Pierce, president, and Michael P. Mallardi, executive vice president and chief financial officer. Goldenson will become chairman of the executive committee of ABC/Capcities and Pierce will become ABC chairman and vice chairman of the parent. Mallardi is expected to continue in his position.



Women's preference thrown out. The preference the FCC has given women seeking broadcast licenses in comparative hearings since 1978 was struck down by a panel of the U.S. Court Appeals in Washington last week as an exercise that exceeds the commission's authority. The panel, in a 2-1 decision reversing the FCC in a case involving an FM permit, said the Communications Act does not mention such a preference, nor, it added, has any court ordered its implementation. And it said that the commission's mandate to serve the public interest "is not license to conduct experiments in social engineering conceived seemingly by whim and rationalized by conclusory dicta."

So sweeping was the language that some lawyers in and out of the commission thought it might lay the basis for a challenge to the preference the commission routinely gives members of minority groups in comparative hearings—even though that preference was in effect ordered by the same court in 1978.

The preferences in both cases are granted with a view to enhancing diversity of programming. But Judge Edward Tamm, in an opinion in which Judge Antonin Scalia joined, said: "Whatever the merit of these assumptions as applied to cohesive ethnic cultures, it simply is not reasonable to expect that granting preferences to women will increase program diversity. Women transcend ethnic, religious and other cultural barriers."

Judge Patricia Wald, in a 27-page sharply worded dissent, contended that the majority had ignored the court's prior rulings intended to promote diversity of programming through diversity of ownership. In view of its support of the preference, the commission has given minority group members in that regard, she said, "the majority's conclusion that it is beyond the commission's statutory authority to award an analogous enhancement merit for female ownership and participation... is quite remarkable."

The decision invalidates the women's preference policy, it reverses the commission and remands to the agency the case which it had granted the application of Dale Bell for a permit to build an FM station in St. Simon's Island, Ga. The commission's decision had been appealed by the competing applicant for the permit, James U. Steele.

NBC was winner of weekly ratings race, for week ending August 13th, capturing its 13th summer win in row, with 12.8 rating and 23.1% share according to Nielsen's National Television Index. CBS was 12.2/22 and ABC, 11.2/20. Week featured several premieres: NBC airing one and CBS two. On Sunday, NBC premiered *Quest* at 8-9 p.m. NYT, five-episode summer series featuring mer Miss Universe, Shawn Weatherby, exploring "mystery of world's oceans." Show got 13.2/23. CBS's new series were *West 57th* (Tuesday, 10-11 p.m.), which received 10 and *I Had Three Wives* (Wednesday, 8-9 p.m.), which did 12. HUT levels and combined ratings were up from their dip in 12 weeks that was due to comparisons to Olympics viewing last year. Compared to same week last year, they were up 5% from 55.2. Combined ratings were up 4% from 34.5 to 36. Com shares, however, dropped 1% from 66.3 to 65.6. In winning, NBC had seven of week's top 10 shows and four of top five, CBS and ABC had two and one in top 10, respectively. NBC won Monday, Wednesday, Thursday and Friday, while ABC Tuesday and Saturday and CBS took Sunday.

Effort by federal mediator to resolve differences between UPI and Wire Service Guild employees over further concessions demanded by management were terminated last week without any progress. Management said concessions needed to keep company in black and attract buyer. Employees have sacrificed enough. No word at deadline on whether guild officials would authorize vote for strike.

est Sawyer, with two months of experience as network broadcaster joined *CBS Evening News* as anchor on July 8) **crack at anchor CBS Evening News with Dan Rather** Wednesday (p. 21). Rather



is down with misdiagnosis of laryngitis and all of regulars who normally fill in were on vacation or away on assignment. Sawyer, who had already left for day, was called back, and despite some pre-airing, delivered flawless performance.

Implementation of FCC guidelines on radio frequency radiation levels broadcast, earth station and experimental radio facilities has pushed back until Jan. 1, 1986. In decision made public Aug. 18, the FCC has postponed by three months effective date of new procedures for evaluating human exposure to electromagnetic energy from transmitting antennas (BROADCASTING, March 25, and "Sync," this issue). Delay, sought by National Association of Broadcasters and others, is expected to allow facilities full review of pending FCC bulletin on compliance with new regulations. The FCC rejected other industry requests, however, including suggestions that stations located at multiple transmitter sites have signals preempted without consideration of overall RF radiation, and for local preemption of state or local RF radiation regulations more stringent than FCC-selected standards.

Times Fiber Communications Inc. has created new business unit to develop **broadband fiber optic equipment for video supertrunking in CATV headend-to-hub applications.** Creation of unit, announced Aug. 12 by Colin O'Brien, chairman, president and chief executive officer of Wallingford, Conn., company, follows creation of separate fiber optic cable supply business unit. New systems unit will be headed by 27-year company veteran Allen Kushner, national vice president, who, according to Times Fiber, will be responsible for marketing, selling, engineering, manufacturing and servicing of fiber optic links and equipment. Company's first product, available in prototype this year, Kushner said, will be a mode system with 10 or more video channels that can transmit for 10 miles without repeater.

British Broadcasting Corp. confirmed last week it has requested **security checks on some of its journalists since 1937**, UPI reported last week, following story in British newspaper, *The Observer*. The report said M15, Britain's domestic security service, has secretly screened BBC employees, leading to cases in which potential problems had been denied following checks. BBC denied that "external agency has a right of veto on the appointment or promotion of any member of the staff," UPI said, adding that broadcasting officials had threatened to strike if BBC did not end security screenings.

Durpetti, executive vice president/Central division, **McGavren Guild Radio**, has been named to head fifth rep company to be led by Ralph Guild, president of Interep (holding company for Interep, Newmark, Wechsler & Howard, Major Market Radio, Weisswell and McGavren Guild) ("Closed Circuit," May 6). New rep targeted to begin operation Oct. 1, will be based in Chicago. Sharpe, executive vice president/Eastern division, McGavren Guild, will assume Durpetti's duties.

D. G. Kimball, executive director of U.S. delegation to Space Commission, **will join National Telecommunications and Information Administration as chief scientist** at conclusion of conference next

month. Before being lent to State Department for Space WARC duties, Kimball had been director of communications and data systems at National Aeronautics and Space Administration. NTIA head David Markey said he wanted Kimball on his staff because of Kimball's NASA and international communications expertise.

Dicksie J. Cribb has been hired as special assistant to William Russell Jr., director of **FCC Office of Congressional and Public Affairs**. Cribb, 32, was special assistant to assistant secretary of labor for Employment and Training Administration at Department of Labor.

Former President **Jimmy Carter** will appear with comedian Bill Cosby in special, *Kids Just Want to Have Fun*, on nine-station **Georgia Public Television Network** Oct. 28. Program aimed at teenagers, 11-14, dramatizes dangers of tobacco, alcohol abuse and nonuse of seatbelts.

NPR drop-out. *Noncommercial KUSC(FM) Los Angeles and its associated stations, KSCA(FM) Santa Barbara and KCPB(FM) Thousand Oaks, both California (which rebroadcast KUSC's service), have discontinued their National Public Radio membership as of October, citing financial and programming considerations. KUSC, which has primarily a classical music and arts format, said that "with the emergence of five other local public radio stations, all carrying NPR programs," KUSC had "seized the opportunity... to broaden the scope of radio listening by offering alternatives to the old familiar public radio fare."*

KUSC's general manager, Wallace A. Smith, said last week that most of the station's programming is produced locally or comes from American Public Radio (of which Smith was a founder). The station decided it was not "worth the expense" to be an NPR member if it was not going to use the network's program service. (It dropped NPR's two news staples, Morning Edition and All Things Considered, within the past few months.)

KUSC paid about \$21,500 (including dues and interconnection fees) in 1983; about \$53,500 (including its share of NPR's debt payment) in 1984, and \$80,375 (including debt payment) in 1985, Smith said. In 1986, NPR dues are expected to be lower—about \$71,000, since the station will not have to assume NPR's share of the debt payment, Smith said. However, under NPR's new business plan beginning in 1987—in which the majority of federal radio funds would be distributed directly to noncommercial radio stations—KUSC would have to pay about \$40,000 more to NPR than it pays now, Smith estimated. (The station paid an affiliation fee of about \$3,400 to American Public Radio in 1985 for the three stations, he said.)

Smith also cited NPR's "financial uncertainties" as another reason for the station dropping the network. He said he decided to separate completely from NPR (rather than maintain a membership without using NPR programming services) because he was unwilling to risk facing another NPR financial crisis in which the member stations would be expected to take on financial liabilities.

In response to the action, NPR President Douglas Bennet issued a statement that said: "Public radio listeners in the Los Angeles and Santa Barbara markets will continue to hear Morning Edition, All Things Considered and other NPR programming on NPR member stations KCRW(FM) [Santa Monica], KLON(FM) [Long Beach], KPCC(FM) [Pasadena], KCSN(FM) [Northridge], KVCR(FM) [San Bernardino] and KCBX(FM) [San Luis Obispo], and we are confident the audiences of these stations will continue to grow rapidly. We also understand the diversity of the Los Angeles market and the financial facts of life which confront KUSC. In July, NPR added 18 new regular and associate members across the nation, and we regret that KUSC will not be with us at this promising time."

Editorials

Journalism 1985

A careful reading of this issue of BROADCASTING reveals the beginning of major changes in the way news is collected and presented on television. There are no longer really sharp distinctions between local television journalism and regional, national or international journalism. The boundaries are disappearing with the widening use of portable equipment and satellite delivery of news as it happens or soon afterward from or near the happening site.

Distances mean almost nothing. It is technically almost as easy to cover a hijacking in Beirut as a swamp fire in Florida or a fender bender a block away on Main Street.

The technical flexibility is creating its own uses. Everywhere television stations are uniting to exchange reports. Some arrangements are formal and highly organized: Hubbard's Conus, for example. Less structured exchanges are at work within states or areas of common interests.

The new ways stations are acquiring news are among the incentives for such network explorations as NBC's flirtation with cable news and CBS's discussions with AP, both reported elsewhere in this issue. Networks see their traditional relationships with affiliates being challenged by alternatives. Meanwhile, independent television enlarges its journalistic scope.

It is a dazzling world of helicopters, mobile units, uplinks, downlinks, not to mention digital effects, computers—a magic lantern undreamed of until now. Let us hope the editor in charge of content isn't lost among the dancing figures on the screen.

Just maybe

As progress is measured in the United States Senate, it is safe to say that the proposal to open the chamber to radio and television coverage is inching ahead. The latest C-SPAN poll of senatorial sentiment finds an erosion of hostility and an increase of support (see story, page 105). It's just possible that the issue will come to a vote in the next session.

Clearly the astute minority leader, Robert Byrd (D-W.Va.), has been at work. Byrd, who converted from foe to friend of an electronic presence early this year, is putting the issue in terms his colleagues can understand—a matter of political survival. As he has testified, members of the Senate are losing visibility to members of the House, where microphones and cameras have been present for some time. On visits home, senators are hearing about House members from their states being seen on the C-SPAN distribution of the House feeds and in bites taken from the feeds by broadcast news programs. The absence of similar exposure is rankling more and more senators, who also feel grossly upstaged by pictures of a smiling President waving to the cameras whenever he wants to.

The Byrd resolution would create a Senate system like that in operation in the House, under the host body's control. It falls far short of the coverage conducted by independent broadcast journalists that must be the ultimate aim, but it is probably the least restrictive system that the Senate will accept at this point of its slow-going history, and, for journalistic use, it is better than nothing.

The Byrd resolution carries added baggage: modernization of some of the ancient rules that can encumber Senate action. In hearings last January, that feature of the legislation attracted at least as much attention as the admission of electronic coverage, and it remains to be seen whether that baggage can become an

overload. The latest C-SPAN poll suggests that resistance to change is weakening.

Senator Charles Mathias (R-Md.), chairman of the Rules Committee and advocate of electronic coverage, has scheduled more hearings for Sept. 17. That is a date for the Fifth Estate to demonstrate its support of Byrd of West Virginia.

A little bit commercial

Earlier this month, noncommercial WNET(TV) New York, which occupies channel 13, assigned to Newark, N.J., announced the availability of 30-second "general support announcements" that could include the advertiser's—oops, supporter's—logo, location, brand name, trade name and brief verbal description of product or service. No advertising, mind you.

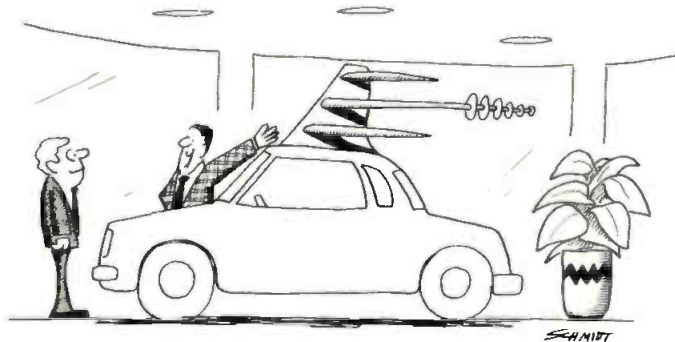
Following the announcement, a full-page ad appeared in advertising business publications. It featured a sketch of commuters on a train. One, in a faint, is being fanned by his seat companion who explains to the conductor: "All I said was, 'Now you can buy thirties on THIRTEEN.'" Across the aisle another commuter says: "What a great opportunity." Interested readers are instructed to "Call WNET/THIRTEEN Business Manager Paul Sladkus at 212-560-2980 for details."

Hard to distinguish that approach from others intended to attract the eyes of media buyers at New York advertising agencies. And why shouldn't WNET begin competing for advertising revenue? It occupies a channel allocated for commercial use. Did anybody sign a pledge back in 1961 to broadcast nothing but noncommercial, educational programming after commercial broadcasters in New York passed the hat and bought the commercial occupants off channel 13 to give the facility to a noncommercial operator?

Nobody can calculate how much revenue has accrued to the surviving commercial television stations in New York since channel 13 was removed from competition. The figure would be an enormous multiple of the \$6.2 million that the removal cost. But is the exile of WNET to end? Interesting question.

And if this isn't advertising, if it produces revenue, what is to stop stations on channels reserved for noncommercial, educational television from creating their own pods of 30-second "general support announcements"?

Is the next step the split-30 GSA?



Drawn for BROADCASTING by Jack Schmidt
"And the dealer options include AM stereo, FM wrap-around sound, all-channel television, cellular phone and satellite navigation."



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The Ultimate Choice!

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