

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Mar 23



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56th Year 1987  
 IN RETROSPECT  
**The Fowler FCC**  
 COUNTDOWN FOR DALLAS  
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**CRB Broadcasting Corporation**

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revolving credit

Manufacturers Hanover Trust Company  
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financing.


**CRB Broadcasting Corporation**

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Manufacturers Hanover Trust Company  
Media Group arranged the above  
financing.


**ML Media Partners, L.P.  
KATC-TV**

**\$17,000,000**  
revolving credit

Manufacturers Hanover Trust Company  
Media Group provided the above  
financing.


**Hunter Publishing Company, Inc.**

**\$27,000,000**  
revolving credit

Manufacturers Hanover Trust Company  
Media Group provided the above  
financing.


**Trumper Communications, Inc.**

**\$18,000,000**  
revolving credit

Manufacturers Hanover Trust Company  
Media Group provided the above  
financing.


**Multi-Local Media Corporation**

**\$40,000,000**  
revolving credit — term loan

Manufacturers Hanover Trust Company  
Media Group acted as agent for the  
above financing.


**ASM Communications, Inc.**

**\$9,250,000**  
revolving credits

Manufacturers Hanover Trust Company  
Media Group provided the above  
financing.


**Working Woman, Inc./  
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**\$40,000,000**  
revolving credit — term loan

Manufacturers Hanover Trust Company  
Media Group acted as agent for the  
above financing.



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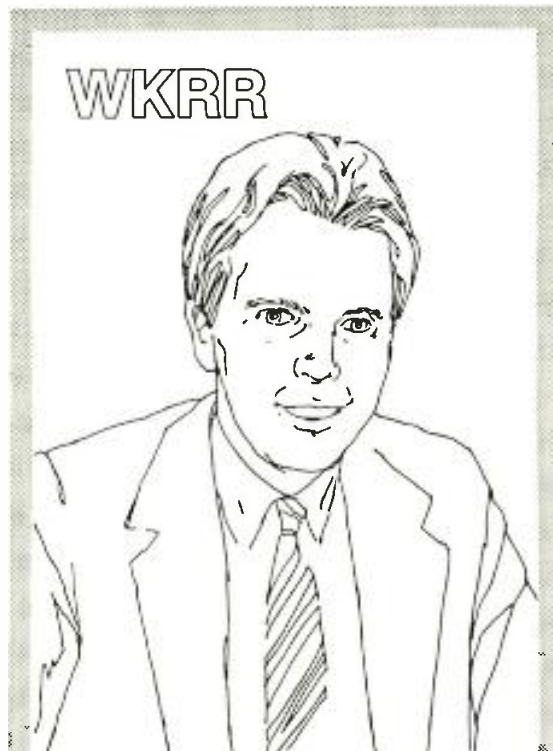
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\*Spring 1986 Arbitron. AQH share. M-S, 6A-12M, MSA.

\*\*Fall 1986 Arbitron. AQH share. M-S, 6A-12M, MSA.



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# Broadcasting Mar 23

## A retrospective look at the Fowler chairmanship Bidding begins for GenCorp Advancing on the NAB

**GRAND FINALE** □ FCC Chairman Mark Fowler's tenure is drawing to a close at the agency that, under his guidance, has changed the face of the Fifth Estate over the past six years. **PAGE 51.**

**BIDDING WAR** □ Three-way partnership makes \$2.1-billion offer for GenCorp; bidder would sell RKO. **PAGE 55.**

**MOVING ON** □ CBS's Peter Lund accepts position at Multimedia Entertainment. **PAGE 56.**

**NAB's CANDY STORE** □ Almost 700 companies will be on hand at the NAB convention in Dallas with the newest in audio and video technologies and services. In this special pre-convention primer, **BROADCASTING** provides a look at the who's and what's in videorecorders, cameras, graphics, satellite newsgathering, stereo TV, transmitters, audio fidelity, and the proverbial host of others. **PAGES 63-74.** A list of exhibitors begins on **PAGE 76.** A preview of the Broadcast Education Association meeting and the agenda for NAB begin on **PAGES 116-117.**

**FAIRNESS FAST TRACK** □ Senate Communications Subcommittee holds hearing on fairness doctrine; markup expected this week. **PAGE 124.**

**NETWORK CHAIR** □ At Fordham seminar, network anchors discuss extent of media's power to shape events. **PAGE 136.**

**INFORMATION INTERMEDIARY** □ *Wall Street Journal* reports that ABC News's Barbara Walters delivered message to President Reagan from Iranian she interviewed for *20/20*. **PAGE 137.**

**AD VANCES** □ Cabletelevision Advertising Bureau and 4As to open annual conventions this week. **PAGE 140.**

**STEPPING DOWN** □ Sharon Rockefeller reflects on her 10-year career at the Corporation for Public Broadcasting. **PAGE 142.**

**STEP TWO** □ Newly elected Intelsat director general Dean Burch sets out to win confidence of international community. **PAGE 143.**

**FALL SLATE** □ Networks order pilots for fall season. **PAGE 145.**

**GROUND GAME** □ Networks and National Football League have both given ground in new television rights contract. **PAGE 146.**

**NEW COKE** □ Barbara Corday to head newly restructured Columbia/Embassy Television subsidiary of Coca-Cola. **PAGE 148.**

**NASHVILLE BRASS** □ BMI president and Nashville native Frances Preston has mixed the pleasure of music with the business of compensating its creators. **PAGE 175.**

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## One shy

Indications last week were that FCC Chairman-designate Dennis Patrick will have to operate with four-member commission, at least for several months. Word had it that White House has still not selected anyone to fill seat to be vacated by FCC Chairman Mark Fowler, and administration will do background check, ordeal that can consume several months, on whoever is selected before nomination.

Fowler is not expected to postpone departure indefinitely, but it looked as if he may remain at agency at least through April 16 meeting. Agenda for that meeting is reportedly being "loaded up," and chairman has been showing interest. One vote-sensitive issue that may make its resolution of pending obscenity cases.

## Two hats

Sources say Peter Pitsch, chief, FCC Office of Plans and Policy, has taken on new role as de facto chief of staff to Chairman-designate Dennis Patrick. Pitsch, who is also candidate for FCC seat to be vacated by Chairman Mark Fowler, declined comment.

## Added attraction

News that Laurence Tisch, CBS chief executive officer, will speak at National Association of Broadcasters annual convention in Dallas (see page 116) adds new life to meeting. Association invited Tisch several months ago to address broadcasters during convention's television luncheon on March 31. Tisch declined, and instead Larry Speakes, former White House deputy press secretary, now with Merrill Lynch, agreed to appear. Couple of weeks ago, CBS spokesman said, Tisch "brought it up," and CBS asked whether he could be put back on convention agenda. Tisch reportedly wants to face broadcasters with his philosophies in wake of negative press reports of budget cuts at CBS News. He and Speakes will both appear at March 31 luncheon.

## Forbidden fruit

FCC, in report on home satellite marketplace, comes down heavily on Satellite Broadcast Networks' plan to scramble signals of three network affiliates, put them on satellite and sell them to backyard dish owners. In 41-page

report to be released today (March 23), FCC questions SBN's claim that it can offer such service under existing copyright law as kind of cable system in sky. "We are unaware of anything in the legislative history of that law to suggest that Congress intended that satellite distributors might themselves be defined as cable television systems," report says.

If courts decide that SBN's service is not violation of copyright law, report says it "would be appropriate" to visit issue on communication policy grounds. Broadcast networks' system of distribution, which is based on "exclusive broadcast outlets...is totally bypassed" by services such as SBN's.

## News wire

NBC is believed to be perusing offers that could put some of its news-information programming on U.S. cable services. Considerations apparently arose out of unrelated effort to deliver NBC news programming to European hotel rooms through new joint venture satellite service, Anglovision. Several large U.S. cable operators and cable information programmers reportedly approached NBC seeking not only to join forces on European news service, but also to tie together domestic distribution deal. Sample arrangement could involve, for instance, repeat of network's news show, *Today*, on cable service in noncompetitive daypart.

## Must carry forever

There's strong likelihood that House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) will convey his "strong concern" this week to FCC about its proposal to sunset must-carry rules five years after they go into effect. Markey it's said, feels sunset is "unacceptable."

## Radio and NFL

Not only are all major radio networks expected to bid for National Football League's exclusive radio broadcast rights package, which is up this year, but NFL is also reviewing proposal from Dick Brescia, former senior vice president of CBS Radio Networks, who is forming radio syndication and consultancy firm in New York, to syndicate games nationally. Brescia said he has been discussing syndication concept with NFL officials for past two months. Decision on radio is

expected to be announced by NFL in two to three weeks. Since 1985, NBC Radio has held NFL's radio package, composed mostly of Monday night and post-season games including Super Bowl and Pro Bowl. NBC's two-year rights deal went for \$11 million.

## Checks and balances

Mix-up with IRS is apparently reason for delay in renomination of William Lee Hanley, current chairman of Corporation for Public Broadcasting board. Hanley said White House had asked him for copies of canceled checks having to do with settlement of tax case, and had assured him last Friday that as far as White House is concerned, "the issue is resolved." Hanley said he expects announcement of his renomination to CPB board this week.

## Brotherly shove

Although congressional support for Edward Ansin, owner of WSVN(TV) Miami, in his protest over prospective loss of NBC affiliation if network is allowed to buy WTVM(TV) Miami (BROADCASTING, March 16) is most likely to come from Florida delegation. Ansin also has claim to be heard by House Telecommunications Subcommittee Chairman Ed Markey (D.-Mass.). Ansin's family comes from Massachusetts, and brother still lives there. Said one congressional staff member, brother "is either in Markey's district or lives close enough to be considered a constituent."

## Busy Shearson

Last week saw Shearson Lehman Brothers handling hostile bid for GenCorp (see page 55) by three venturers who had been listed as satisfied clients of rival Drexel Burnham Lambert in latter's newspaper ads of just three weeks ago. Seeming incongruity may have been result of Shearson aggressively shopping GenCorp as takeover candidate. Shearson, it was also said, was putting finishing touches on private placement financing for media properties of Jack Kent Cooke. Offering is said to consist of \$250 million in zero coupon notes to be purchased by Prudential Life Insurance Co., and \$300 million in subordinated debentures. Cooke himself will put in \$125 million in equity with remainder to come from banks for total of \$950 million, to be used for Cooke's purchase of McCaw cable systems and Los Angeles *Daily News*.

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Robert Young  
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## Give them action

The Belarus File  
Time Bomb  
Codename: Foxfire  
Streets of Justice  
Curse of the Gold  
Monkey  
Hawaiian Heat  
The Red Light Sting  
The Girl Who Saved  
the World  
Island Sons  
Midnight Lace  
The Annihilator

## Mystify them

Midnight Lace  
Curse of the Gold  
Monkey  
The Girl Who Saved  
the World  
Time Bomb

## Tickle them

The Jerk, Too  
Advice to the Lovelorn





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## Terrify them

Anthony Perkins Hosts  
The Horror Show  
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The Annihilator

## Inspire them

The Return of  
Marcus Welby, M.D.  
M.A.D.D.: The Candy  
Lightner Story  
Memories Never Die  
The Miracle of  
Kathy Miller

## Give them the Specials treatment

Peter & Paul, 1 & 2  
(Easter Special)  
Anthony Perkins Hosts  
The Horror Show  
(Halloween Special)  
Visions of Christmas  
Past (Christmas  
Special)  
The Loves  
of Dracula  
(Halloween  
Special)



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## Scrambling rally

The K-SAT Army, a group of vocal TVRO owners and dealers, is mobilizing for a rally in Washington on March 30 to protest the lack of third-party distributors of scrambled cable programming in the home satellite market and what it says are General Instrument's half-hearted efforts to prevent breaches of its Videocipher II scrambling system, which is used by cable programmers.

Establishment of third-party distribution—that is, distribution by entities other than cable programmers or cable operators—is a long-standing cause of elements of the home satellite industry who feel it will insure access to all programming at "reasonable" rates. But protesting GI's response to Videocipher II piracy is a new twist.

According to Chuck Dawson, self-described founder and "leader of the K-SAT Army," who hosts a daily audio talk-show available via satellite to dish owners, the K-SAT Army intends to demonstrate to Congress that GI either can't or doesn't want to resecure the Videocipher II system.

At the rally, Dawson said, he will produce a Videocipher II descrambler that had been modified to receive scrambled cable pro-

gramming without authorization and challenge GI to deactivate it. "We going to show the modified VC II not to encourage piracy, but provoke GI to do something about the piracy."

Dawson said that the Videocipher II piracy is hurting legitimate TVRO dealers who refuse to deal in pirate descramblers. They can't compete with unscrupulous dealers who do, he said.

Various methods have been developed by pirates to defeat Videocipher II security. Since January, GI has filed two law suits against alleged pirates and has begun taking electronic countermeasures to deactivate the illegally modified Videocipher II descramblers.

Despite GI's recent actions, Dawson maintains that GI is dragging its feet in shutting down the pirates because they have produced a boom in the sale of Videocipher II descramblers. As Dawson explained, all of the piracy methods developed so far require the purchase and modification of genuine Videocipher II descramblers.

### All for just \$240 a year

Confirming what company officials said at

the Satellite Broadcasting and Communications Association convention earlier this month, Showtime/The Movie Channel announced last week it will charge TVRO owners \$10.95 per month for a package of 11 basic cable services, including CBN, CNN, CNN Headline News, The Discovery Channel, ESPN, Lifetime, MTV, The Nashville Network, Nickelodeon, USA Network and VH-1.

Various discounts are available. The price drops to \$6 per month for TVRO owners who also subscribe to Showtime and The Movie Channel at \$16.95 per month. The annual prepaid price for the basic package is \$120 without the two pay services and \$240 with them.

"We believe our satellite service package surpasses anything currently being offered to the home satellite industry," said Stephan Shulte, senior vice president, direct broadcast development, Showtime/TMC. "Even though these services have not all scrambled yet, home satellite retailers may reassure their customers that great programming is available at a great price, thus ending consumer confusion and resistance. We expect this package to continue to help fuel new sales of home TVRO equipment."

## ACE activity

The National Academy of Cable Programming said last week that 132 nominees have been selected for the ninth annual Awards for Cable Excellence (ACE). Selected March 10 and 11 by 108 members of the Cable Academy, the nominated programs represent 31 categories, chosen from among 720 entries that aired on cable systems between Nov. 2, 1985, and Dec. 31, 1986, the academy said. Among the systems with the most nominations were suburban Cablevision, East Orange, N.J. (seven); Syracuse NewChannels, Syracuse, N.Y. (six); Cablevision of Connecticut, Fairfield county, Conn.; Comcast Cablevision of Central Orange Cluster, Santa Ana, Calif., and Rogers Cablesystems of San Antonio, San Antonio, Tex. (five each); Continental Cablevision of Cook County, Cook county, Ill.; UA-Columbia of New Jersey, Wayne, N.J.; Media General of Fairfax, Fairfax, Va., and Simmons of Long Beach, Long Beach, Calif. (four each).

Hosting the May 18 awards ceremony in Las Vegas during the National Cable Television Association's annual convention, will be actor Gavin MacLeod (*The Love Boat*). The event will be sponsored for the third year by CBN Cable Network.

Said Rob Stengel, system chairman for the ACE awards, and vice president of programming for Continental Cablevision in Boston: "It is apparent from these nominees that the industry continues to make tremendous progress in the development of local programming, both in terms of technical and creative quality and in the wide array of programs that reflect the truly local nature of cable."

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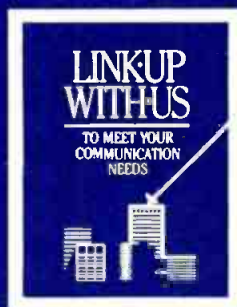
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## Cable programing preview

The National Cable Forum convened in New York last week so that reporters could be briefed by participating cable networks on their current programing activities. The following is a summary of what those networks had to say:

■ Turner Broadcasting System screened the latest in its periodical *National Geographic Explorer* specials, entitled *Secrets of the Titanic*, which premiered on Turner's WTBS(TV) Atlanta yesterday (March 22). The program covers the expedition led by Dr. Robert Ballard of Woods Hole Oceanographic Institution in search of the sunken oceanliner. Ballard located the ship 300 miles off the coast of Newfoundland 13,000 feet below the surface in September 1985, 73 years after it sank after hitting an iceberg on its maiden voyage.

■ The Discovery Channel, now with close to 15 million subscribers, sponsored a luncheon last Tuesday (March 17) to brief reporters on a new 13-part series that will debut May 4 entitled *Orphans of the Wild*, from Revel Productions in London. The program stars Marshall Thompson (of the 1960's CBS-TV show, *Daktari*) and explores in documentary form his work with Chipangali, a wildlife "orphanage" in Zimbabwe dedicated to retraining discarded African pets or abandoned baby animals to live in the wilds. According to Thompson, the show was seven years in the making and took two years to film. It is being syndicated domestically and internationally by Western World Television, Los Angeles.



Thompson

■ MTV Networks Inc. provided a briefing on its three basic services, MTV, VH-1 and Nickelodeon, and to announce a new video music channel co-venture in Australia with The Nine Network. Beginning April 16, Nine Network will offer 12 hours a week of MTV programing. The show will "have a distinct Australian flavor," MTV said in its press release, including Australian VJ's, bands and music news stories from Down Under. MTV has similar ventures in Europe and Japan and others in development.

Jeff Rowe, VH-1 vice president, said the network is undergoing a transition to focus more sharply on the 25-year-old-plus baby boom generation, eliminating music that's not strictly contemporary and popular, with the exception of some classic oldie segments. Gone is all country and middle-of-the-road music that does not cross over to the pop charts, said Rowe. In addition, the channel is restocking its stable of video jocks; all five of the network's original VJ's have left and three new ones are in place—Roger Rose, Tim Byrd and Edey Tarbox—with plans for a fourth in the works. Rowe also said VH-1 would make a concerted effort to discover new acts.

Lee Masters, vice president and general manager, MTV Networks, talked about MTV's second edition of its Rock Against Drugs campaign, with pitches from artists Lou Reed ("I stopped using drugs. You shouldn't start"), Aimee Mann and Gregory Abbott.

■ At Nickelodeon, the network plans more original production such as *Double Dare*, the game show for children that debuted last fall and has proved popular enough that the network is developing another game show to add to the schedule. Also in development is a sitcom for children and *The Shari Show* starring Shari Lewis.

■ The Disney Channel presentation focused on several special programs scheduled to be cablecast soon, including *Anne of Avonlea: The Story of Anne of Green Gables*, which will debut on May 19; part two of *16 Days of Glory*, a sequel to the original program on the Los Angeles Olympics that was telecast on the Disney Channel last January. Part two will be presented on June 20. Scheduled for showing on the Disney Channel on June 6 is a motion picture, "Not Quite Human," starring Joe Bologna.

■ Peter Hansen, vice president of programing for the Arts & Entertainment Network, said cable is helping to provide a diverse schedule of programing for the public.

The new A&E series include *Biography*, with episodes devoted to Josephine Baker, Tennessee Williams, Franklin Delano Roosevelt and F. Scott Fitzgerald. A special program for April is a two-hour offering on the Bolshoi Ballet, which combines archival films, interviews with leading members of the troupe and excerpts from its present repertoire.

■ USA Cable Network President and Chief Executive Officer Kay Koplovitz said last week she feels "very positive about the success" of the network's programing strategy of combining "well-known, off-network exclusive series with original programing." As part of the former, USA is currently producing 24 new episodes of the former CBS program, *Airwolf*, in addition to airing the original 55 network episodes. She said the program has improved the ratings for its time period "a full rating point." Originally broadcast with actor Jan-Michael Vincent, the program now stars Barry Van Dyke. On hand at the cable forum last week, Van Dyke said that while maintaining the program's original action and special effects, USA is also trying to "broaden" the show's appeal, especially to women.

As part of the original programing lineup, USA is offering *Robert Klein Time*, a weekly hour-long talk show. Klein, who has had ABC *Nightline*'s Ted Koppel and the Public Broadcasting Service's Robert MacNeil on the show, said last week he would like to interview Henry Kissinger. "I'd discuss basketball," Klein said, since he didn't feel like talking to the former Secretary of State "about political theory."

■ Home Box Office introduced its new movie, "Conspiracy: The Trial of the Chicago 8," at the forum. Present were cast members of the show and its writer, director and producer, Jeremy Kagan. Also present were the stars of the original trial: activists David Dellinger, Abbie Hoffman, Jerry Rubin, Bobbie Seale, and defense lawyer William M. Kunstler. The program, which recreates the tumult of the late '60's and reenacts the trial which took place 18 years ago in Chicago, also includes interviews with the original defendants. It is currently in post-production in Los Angeles, HBO said.

### 'Choice' chosen

Pay-per-view service Viewer's Choice has signed affiliation agreements with eight cable MSO's, increasing its reach to cable addressable households by more than 570,000. The two-channel PPV service, a unit of Viacom Networks Group serving 2.2 million cable homes, signed agreements with Falcon Communications for 110,000 homes in Los Angeles; Storer Cable for 73,000 homes on the East Coast, and with ATC, Continental, Cox, Comcast, Commonwealth, Colony and Maclean Hunter.

### China sports

ESPN's new sports series, *ESPN Global Sports*, will be shown in China beginning April 4. The show, to be seen every Saturday during prime time, will include coverage of "top U.S. and international competition," according to China Communications, a company specializing in market research and public relations in China, which helped negotiate the deal.

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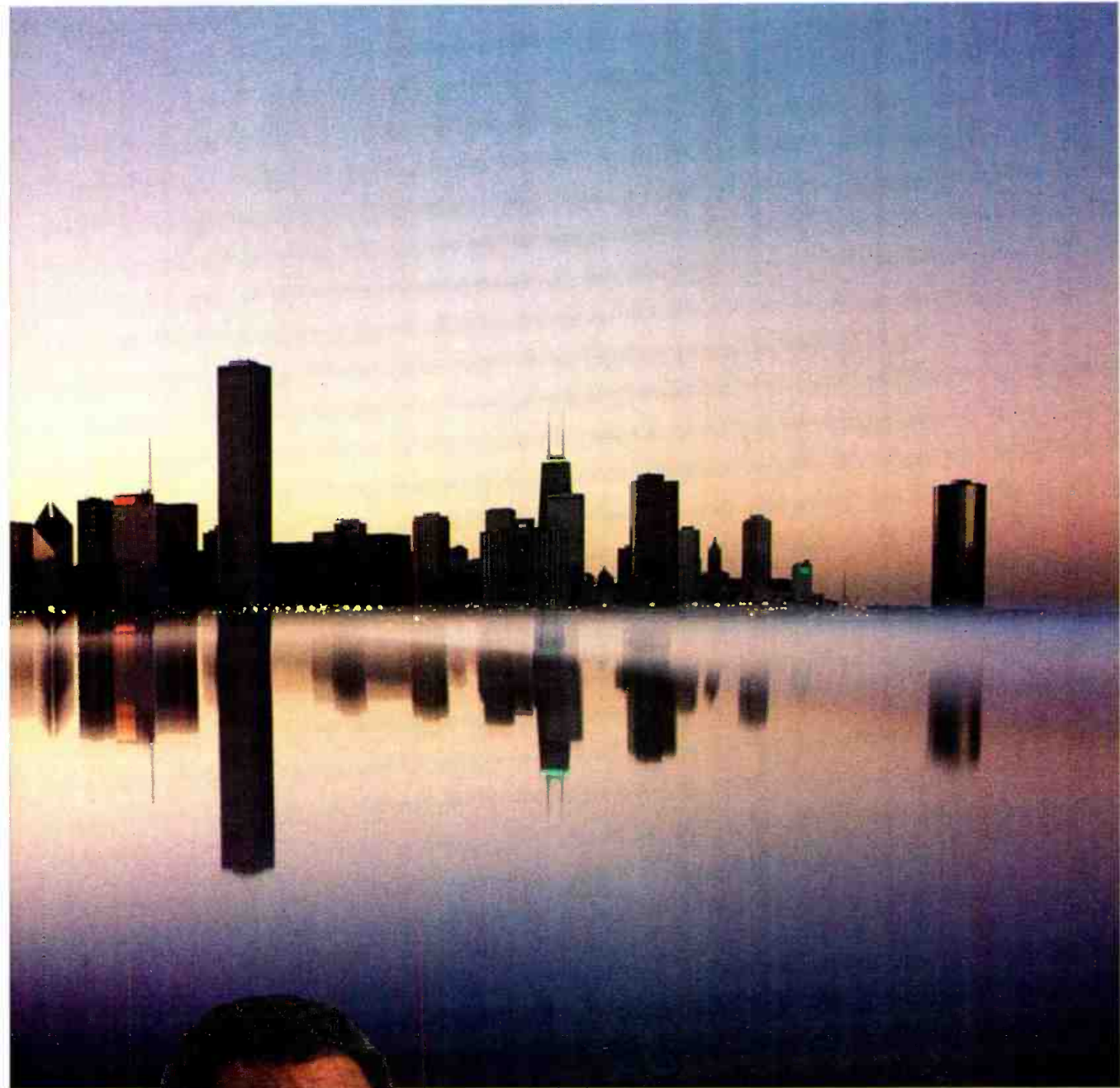


Our goal is to be the number one television station in Chicago. The Cosby Show will make a great contribution toward that objective."

*Al Devaney, Vice President and General Manager, WFLD-TV, Chicago*



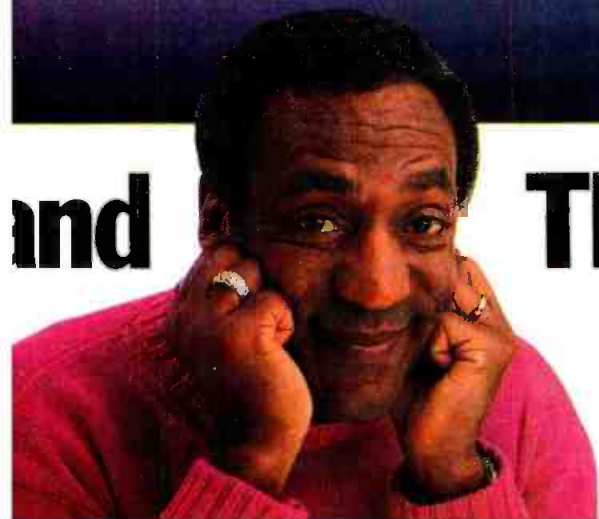
# Chicago.



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and

# The Cosby Show



# Business Briefly

## TELEVISION

**Darworth Inc.** □ Spring-summer campaign to promote Cuprinol stain and wood preservative will break in early May and will continue until Labor Day in about 25 markets. Commercials will appear in all time segments, primarily in Midwestern markets. Target: men, 25-54. Agency: Mintz & Hoke, Avon, Conn.

**Chevrolet** □ Four-week flight is set to break in early April in major markets in Northeast, including New York, Boston, Philadelphia and Washington. Commercials will be placed in early and late fringe and in prime time. Target: adults, 25-54. Agency: Campbell-Ewald, Warren, Mich.

**Illinois Department of Commerce** □ Economic development in Illinois will be accented in six-week flight in eight markets. Commercials will be placed in early, fringe and sports segments. Target: men, 35-54. Agency: Zechman & Associates, Chicago.

**C&S Bank of South Carolina** □ Statewide campaign to promote bank's Wizard checking and MoneyLine loan services will kick off in early April for at least six weeks in South Carolina



markets including Charleston, Columbia and Greenville-Spartanburg. Commercials will be placed in prime time and evening news periods. Target: adults, 25-54. Agency: Bozell, Jacobs, Kenyon & Eckhardt, Atlanta.

**Northwest Indiana Honda Dealer Association** □ Thirteen-week flight began last week in Chicago and in Gary and Hammond, both Indiana, as part of

\$2-million advertising campaign by 23-member dealer group. Commercials will air in all dayparts. Target: adults, 25-49. Agency: BBDM Advertising, Chicago.

## RADIO

**Great Midwestern Ice Cream** □ Two-week flight is scheduled to start this week in Des Moines and Cedar Rapids, both Iowa. Commercials will be carried in all time periods. Target: women, 25-54. Agency: Fortis Fortis Advertising, Chicago.

**Dollar General Stores** □ Advertising in 17 markets will begin on March 31 for eight weeks over 10 week-period and complementing earlier flight that began on March 2 in 68 markets. Commercials will be placed in 6 a.m. to 7 p.m. period. Target: women, 25-54. Agency: Madden & Goodrum, Nashville.

## RADIO AND TELEVISION

**Lennox Industries** □ In extensive dealer co-op campaign, air conditioning firm is mounting eight-week flight in early April and early May in more than 200 TV markets at cost estimated at more than \$3 million. Some radio will be used. Commercials will appear in early and late fringe. Target: adults, 35-54. Agency: Ross Advertising, St. Louis.

**Grossman's Lumber and Building Materials** □ Spring campaign will be launched in mid-April and will continue through summer in about 60 radio and six television markets, including Buffalo, N.Y.; Providence, R.I., and New Bedford, Mass. Commercials will run in all time periods. Target: men, 25-54. Agency: Emerson Lane Fortuna, Boston.

**Weichert Realtors** □ Campaign costing \$9 million and lasting until end of 1987 has been launched in New York and Philadelphia markets to reach sellers of homes in Connecticut, Delaware, New Jersey, New York and Pennsylvania. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Media Network, Morristown, N.J.

**Cayman Airways** □ Spring advertising flights of approximately three weeks each will be scheduled to start on March 23, April 27 and June 17, respectively, in Atlanta and Tampa, Fla. Commercials will be scheduled for fringe, prime and daytime periods. Target: adults, 25-54. Agency: Western International Media, Atlanta.

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**GET IT NOW!**  
 Replace Your February Ratings Problems!

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WOMEN 18-34 • KDFW • M-F • 9:30 am • +69% over Donahue/Divorce Court/Hour Magazine!

**#1** in  
**Detroit!**

11 RATING/30 SHARE • WJBK • M-F • 10:30 am • +38% over lead-in \$25,000 Pyramid. Beats Sale of the Century!

**#1** in  
**Houston!**

KHOU • M-F • 3:30 pm • 12 RATING/28 SHARE • A top performer in the afternoon, too!

**#1** in  
**Pittsburgh!**

TOTAL WOMEN • KDKA • M-F • 10:30 am • +34% over Sale of the Century All in the Family

**#1** in  
**Philadelphia!**

11 RATING/31 SHARE • WCAU • M-F • 10:30 am • +22% over lead-in \$25,000 Pyramid!

**#1** in  
**New York!**

WEBS • M-F • 10:30 am • 6 RATING/26 SHARE • Beats! Sale of the Century and Sally Jesse Raphael!

**#1** in  
**Dayton!**

M-F • 10:30 am • PRESS YOUR LUCK • 6 RATING/35 SHARE! • Sale of the Century • WKEF • 4 rating/18 share • Let's Make A Deal • WDTN • 3 rating/14 share!

**#1** in  
**Richmond!**

TOTAL WOMEN • WTFR • M-F • 10:30 am • +157% over Sale of the Century/Anything for Money

**#1** in  
**San Antonio!**

TOTAL TEENS • KENS • M-F • 9:30 am • +400% over Donahue/Hour Magazine!

**PRESS YOUR LUCK**

**#1** in  
**Buffalo!**

WOMEN 18-34 • WIVB • M-F • 10:30 am • +225% over Sale of the Century!

**#1** in  
**Cincinnati!**

M-F • 10:30 am • PRESS YOUR LUCK • WCPO • 6 RATING/31 SHARE! • Santa Barbara • WLWT • 4 rating/11 share • Merv Griffin • WRRC • 2 rating/10 share

**#1** in  
**Indianapolis!**

M-F • 10:30 am • PRESS YOUR LUCK • WISH • 7 RATING/29 SHARE! • Sale of the Century • WTHR • 5 rating/20 share • Charlie's Angels • WRTV • 4 rating/18 share

**#1** in  
**Shreveport!**

TOTAL TEENS • KSLA • M-F • 8:30 am • +500% over Good Morning America/The Today Show!

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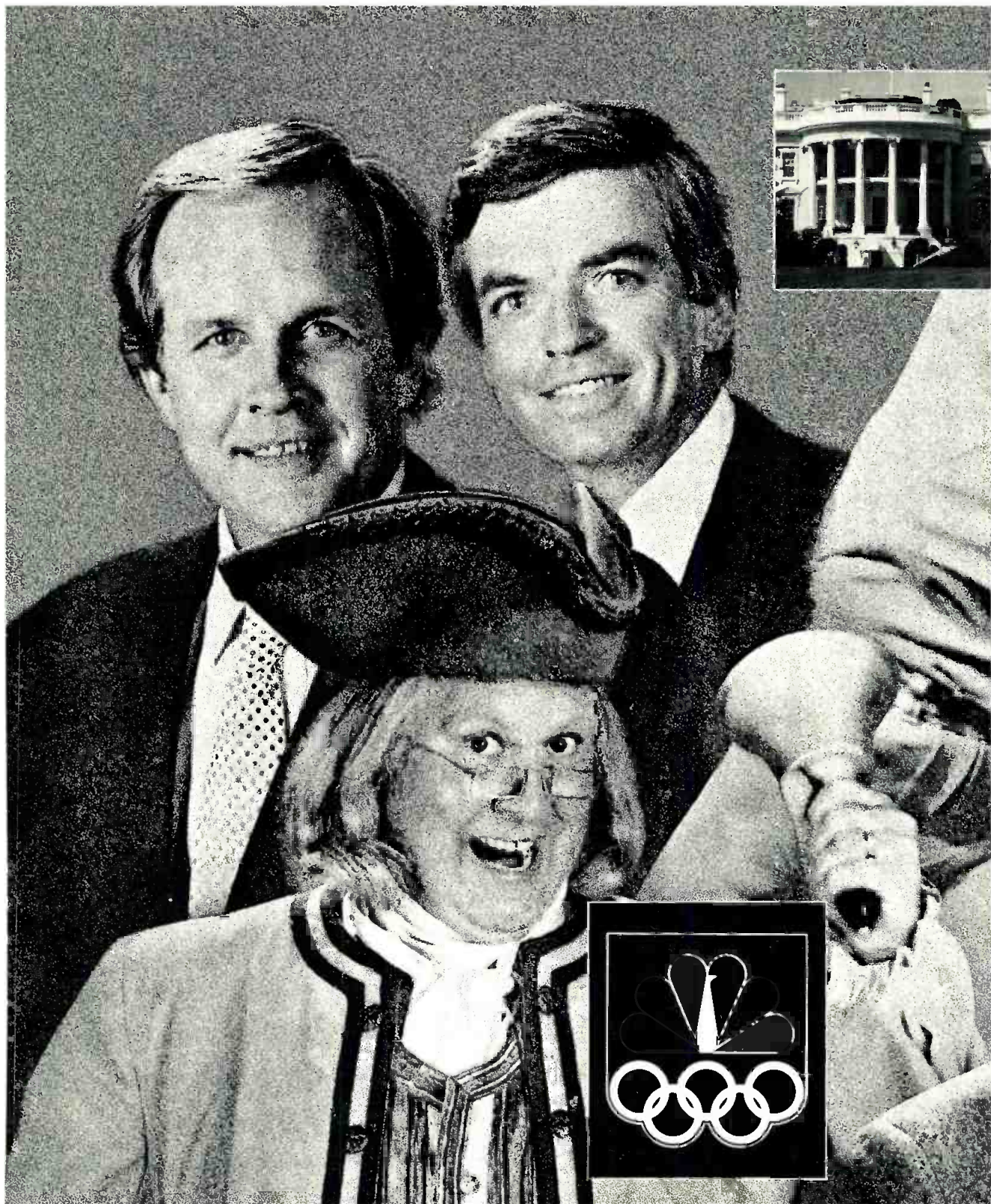
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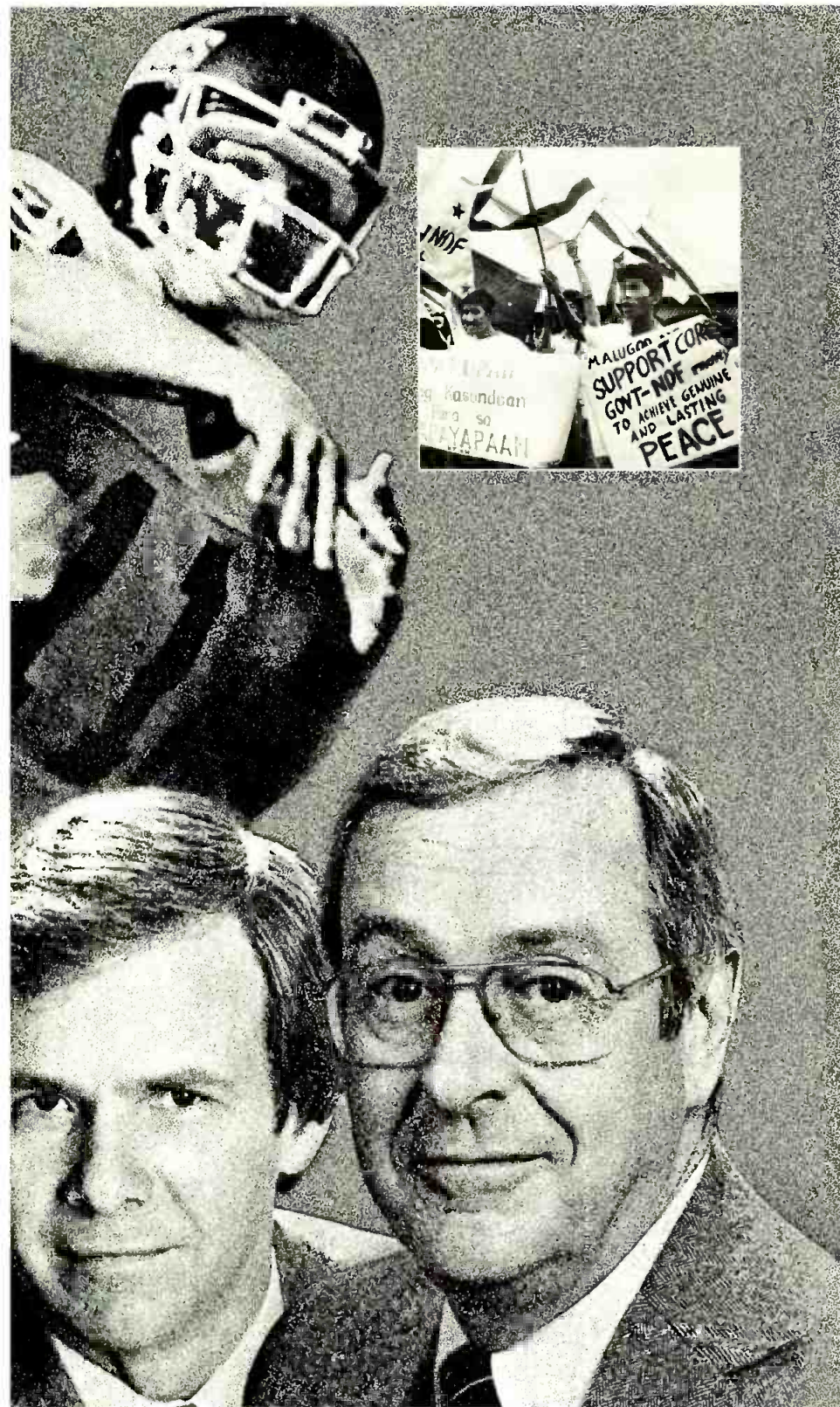
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NETWORK**  
NETWORK OF THE  
1988 SUMMER OLYMPICS

## AdVantage

**Radio teen-agers.** Survey conducted by Rand Youth Poll reveals that radio is still major advertising medium of teen-agers. Survey, called "Teen-Ager Economic Power—1986," is based on 2,505 randomly selected 13-through-19-year-old boys and girls interviewed throughout U.S. Study estimates that total spending by teen-agers in 1986 reached record \$52 billion. Rand also reports that radio was labeled as most effective advertising medium with "excellent" rating by 82% of respondents. Television was given "excellent" rating by 50% of those interviewed and magazines, 60%.

**Ad advice.** Daniel Oliver, chairman of the Federal Trade Commission, gave pep talk to advertisers at AAF's Spring Government Affairs Conference in Washington. He described advertising as "a vibrant and valuable industry that has developed significantly over the past few decades" and one that "as never before entertains, enlightens and even occasionally offends" But Oliver cautioned advertisers that, in spite of "the very healthy state" of their industry, "dark clouds" of regulation "threaten to wipe out the progress of the past." Perception of advertising as dangerous and manipulative has been replaced, Oliver said. "The new view of advertising, both from a marketing and regulatory perspective, ascribes a less hypnotic role and a more beneficial service to advertising," he said. "We no longer believe that advertising simply creates demand; we now understand that advertising, if it is successful, helps fulfill demand." Contributing to advertising's new "respectability," Oliver said, is trend toward self-regulation of industry. Government now has "competition" from regulatory groups such as Better Business Bureau, he said. "There is no reason that the government should have a monopoly as the arbiter of advertising," said Oliver.

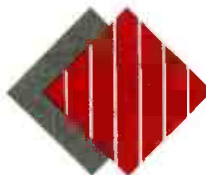
But he defined two areas in which advertisers are threatened: "the drift toward piecemeal, state-by-state regulation" and "the attack on consumer sovereignty." In describing the latter, Oliver told advertisers: "Your industry will be the battlefield. . . . It is Big Brother who is now stalking consumers, and you are in his way." Oliver cited a bill introduced by Representative Mike Synar (D-Okla.) that would ban all promotion of tobacco products. "Representative Synar's motto seems to be 'Better Living Through Censorship,'" he said. "We must decide—do we really want a society of two kinds of citizens, those who make decisions for themselves, like informed consumers do, and all the rest, who lack sufficient information to make their own decisions?"

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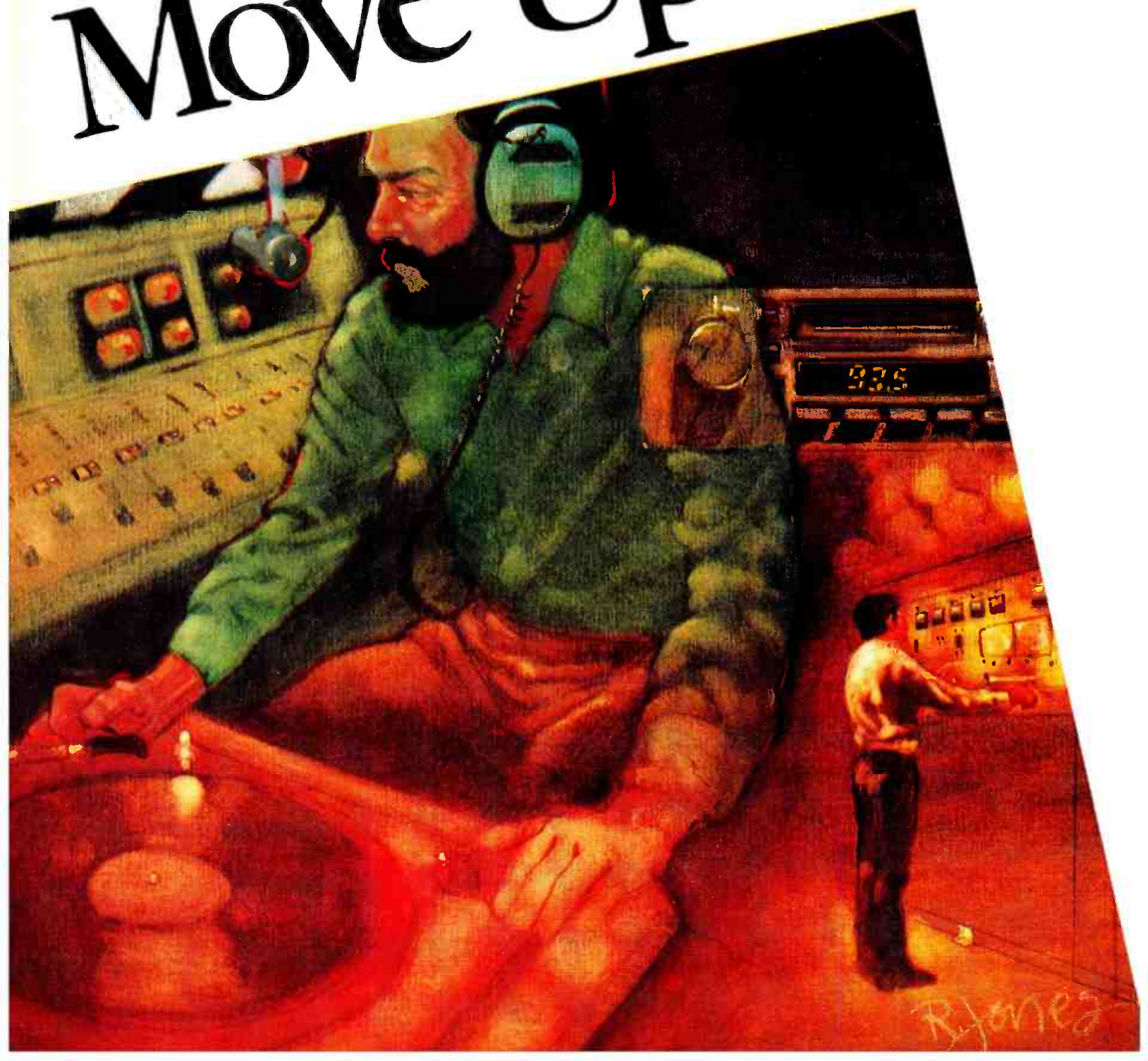
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A radio preservation commentary from Philip K. Eberly, VP/special projects, Susquehanna Broadcasting Co., York, Pa.

## Saving radio's today for tomorrow

Implicit in the title of Woody Allen's new film, "Radio Days," is the long ago and far away—as in "pioneer days."

Using an early program era to define the years roughly between 1938 and 1945, Allen's somewhat autobiographical movie might well serve as more than an entertainment vehicle about a bygone day for the modern broadcaster.

"Radio Days," at least for one radiophile, underscores again how our throw-away society frequently and quickly discards the icons and objects that illuminate and interpret important facets of our history. Or to put it another way—we have too little interest in preserving our past.

America was built on a motto that is seldom translated from the Latin, *E Pluribus Unum*. "Out of many, one." It is the cultural pluralism concept, that out of many nationalities, many viewpoints and many actions has emerged a homogenous nation. During our bicentennial, however, we were forcibly reminded that the melting pot theory is not entirely true. The pot's mixture has not all melted, combining the abundance of tastes and colors and textures into one stew. Diversity, rather than sameness, has been the cornerstone of our heritage.

Nowhere is this diversity so marked as in popular culture. The confluence of our vibrant, pluralistic society, our entrepreneurial spirit and our technology is magnificently demonstrated in the broadcast arts. When David Sarnoff wrote his famous "Music Memo," he suggested "bringing music into the home by wireless." But his memo also noted, "Baseball scores can be transmitted in the air by one set at the Polo Grounds. The same would be true of other cities...to farmers and others living in outlying districts. They could enjoy concerts, lectures, etc." In the radio realm, the mere existence of 10,076 licensed AM and FM stations (as of March 2, 1987) suggests a smorgasbord of listening choices beyond Sarnoff's wildest expectations.

A few years ago, Standard Rate and Data Service carried a section that listed formats named from A to Z. At the same time, SRDS's roster enumerated 138 different program approaches. Another source has listed 187 "Contemporary Christian" and "Moderate Contemporary." Age may sometimes wither and custom may sometimes stale such an infinite variety, but that is no excuse for failing to preserve some of the remnants that identified their rites of passage through the ether.

How often have we heard this plaint after a valued item has been lost or destroyed: "If only it had been saved." We needn't be histo-



Philip K. Eberly is vice president/special projects, Susquehanna Broadcasting Co., York, Pa. He is author of "Music in the Air: America's Changing Tastes in Popular Music" (Hastings House). The former general manager of Susquehanna's WSBA(AM) York, he is currently at work on the history of Susquehanna, licensee of 18 radio stations.

rians or scholars to recognize that certain artifacts and paraphernalia should be passed on to future generations in an orderly fashion so they may understand (and enjoy) what our own radio days were like.

Contemplating radio's past often gets bogged down—depending on the age of the bogger—in favorite program eras. For some, it is the milieu of Woody Allen's "Radio Days"; for others, the "glory" days of top 40, or the days when Boss was boss. Nostalgia in other words. It is true, of course, any branch of show biz will always have a blurry line separating memory lane and the path to "authentic" preservation. Surely, there's nothing wrong with taking the old scrapbook off the shelf now and then for an instant replay of the "good old days." However, the purpose of this homily is not to suggest more Oldtime Radio Reunions, Crusin' Conventions or Rock, Roll and Remember Rallies.

Take historic preservation in buildings, furniture, landmarks and *objets d'art*. The variety of "historic" things protected or restored under the aegis of preservation seems to defy any unifying logic. Items range from a bus stop sign in Winnetka, Ill., to a wooden elephant in Margate, N.J., to an entire Main Street area in Bloomsfield, Ohio. Each has been deemed worthy of preservation for a special quality. Every established institution has its body of tradition. Although commercial radio is only 67 years old, our industry already has a rich heritage. What other enterprise that age has so fascinating and colorful a legacy? But our heritage did not end when the big bands signed off, or when *Club 15* closed shop, or when Robert W.

Morgan left KHJ.

The hit-or-miss fashion in which many fragments of an earlier time in radio managed to survive need not be. A simple commitment by broadcasters across radioland can effect valuable individual preservation plans.

So much for the *why*. Now what about the *what*? The purpose here is not to try drawing up a lengthy list of items to be nominated for preservation. Nevertheless, the following broad categories of representative and significant items should be considered: radio-sets themselves; microphones (what accessory is more irresistible?) DJ shows (tomorrow's listeners will want to know how our species sounded); promotion materials (yes, Virginia, there is life after the bumper sticker); landmark memos (one-pagers only?); photographs (who was that masked man?); newscasts (of important events and an occasional fender bender); sales presentations (did they land the order?), and listener mail (the good, the bad and the beautiful). A staff contest might even be held for the best lists. In any event, employees should be canvassed for their ideas.

A preservation *modus operandi* is not for major-market stations only. The smallest outlet can establish its own informal museum-archive. For a small honorarium, a staff member might be recruited as curator/custodian. Nor is it unheard of for a general manager to appoint a "volunteer."

If the station finds it advantageous, it might want to develop a plan in conjunction with a local college, a public library or the county historical society. Those institutions are often amenable to involvement in such projects—especially, if they embrace that beguiling word, "preservation."

At the present, with the public trustee concept a lively issue, it is good to think seriously of preserving radio's past. Many American companies that have merged, or otherwise lost their original identities, nevertheless have continued to maintain guardianship of product specimens, publication of articles, tools and the like. (The writer recalls one such *Fortune* 500 firm that replied promptly to a recent request. The respondent's title: "company archivist.") If manufacturers can preserve, why not us? Whether a 1000-watt daytimer in the 296th market, or a 50,000-watter in the top 10, every station can perform a valuable community service by becoming preservation-active.

May G.K. Chesterton's indictment never apply to us: "The modern world seems to have no notion of preserving different things side by side, of allowing its proper and proportionate place to each, of saving the whole varied heritage of culture. It has no notion except that of simplifying something by destroying nearly everything." ❏



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# Datebook

■ Indicates new entry

## This week

**March 22-26**—*Gannett Center for Media Studies* technology studies seminar Columbia University, New York. Information: (212) 280-8392.

**March 22-26**—*National Computer Graphics Association* Graphics '87 conference Philadelphia Civic Center, Philadelphia. Information: (703) 698-9600.

**March 23**—Deadline for entries in 14th annual daytime Emmy awards, sponsored by *Academy of Television Arts and Sciences*. Information: Michael Llach, (818) 953-7575.

**March 23**—Panel discussion on voice-over performing work in animation and commercials, sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles. Information: (818) 953-7575.

**March 24**—*American Women in Radio and Television* 12th annual National Commendation Awards luncheon, Waldorf-Astoria, New York.

**March 24-25**—*Public Broadcasting Service* March press tour, Waldorf-Astoria, New York.

**March 24**—*Federal Communications Bar Association* luncheon. Speaker: Tom Brokaw, NBC, Washington Marriott, Washington.

**March 24**—*Television Bureau of Advertising* regional sales training conference, Meriden, San Francisco. Information: (212) 486-1111.

**March 24**—"Developing the Interesting Lives Campaign" for American Express, seminar sponsored by

*Center for Communication*, Ogilvy & Mather, New York. Information: (212) 930-4878.

**March 24-26**—"How States and Cities Are Coping as Federal Funds Shrink," conference for journalists sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 331-7977.

■ **March 25**—Presentation of 30th annual New York area Emmy Awards, sponsored by *National Academy of Television Arts and Sciences, New York chapter*, Sheraton Center, New York. Information: (212) 765-2450.

**March 25**—*Illinois Broadcasters Association* college seminar, Illinois State University, Normal, Ill.

**March 25**—*Washington Metropolitan Cable Club* luncheon. Speaker: Joseph Segel, chairman, QVC Network, home shopping service, J.W. Marriott hotel, Washington. Information: (202) 775-3550.

■ **March 25-26**—"How States and Cities are Coping as Federal Funds Shrink," conference for journalists sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 331-7977.

**March 25-27**—*Virginia Cable Television Association* 21st annual convention, Homestead, Hot Springs, Va.

**March 25-27**—"Counseling Clients in the Entertainment Industry: Music, Film and Television and Theatrical Production and Financing," sponsored by *Practising Law Institute*, St. Moritz, New York. Information: (212) 765-5700.

**March 25-28**—*American Association of Advertising Agencies* annual convention, Boca Raton hotel and beach club, Boca Raton, Fla.

**March 25-29**—"Television and the New Video Technologies," sponsored by *Popular Culture Association*,

Queen Elizabeth and LeChateau Champlain hotels, Montreal. Information: William Rugg, Oklahoma State University, School of Journalism and Broadcasting, Stillwater, Okla.

**March 26**—*Television Bureau of Advertising* regional sales training conference, Airport Hilton, Los Angeles. Information: (212) 486-1111.

**March 26**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Michael Jay Solomon, member, office of the president, Lorimar-Telepictures, Copacabana, New York.

**March 26**—"An Evening With Larry Gelbart," writer, director and producer of *M\*A\*S\*H*, sponsored by *Academy of Television Arts and Sciences*, Directors Guild Theater, Los Angeles. Information: (818) 953-7575.

**March 26**—"An Evening about Public Broadcasting: How to Participate in PBS Programming," sponsored by *Academy of Television Arts and Sciences*, Directors Guild Theater, Los Angeles.

**March 26-28**—*Broadcast Education Association* annual convention, Loews Anatole hotel, Dallas. Information: Louisa Nielsen, (202) 429-5355.

**March 26-28**—*American Advertising Federation* ninth district conference, Sheraton Inn, St. Joseph, Mo.

**March 27**—Deadline for nominations for seventh annual Hugh Hefner First Amendment Awards, "honoring individuals who have been involved in the vigorous defense of First Amendment rights," sponsored by *Playboy Foundation*. Information: (312) 751-8000.

**March 27-28**—*National Federation of Local Cable Programmers, Southeast regional conference*, "Community Access: Playing for Keeps," North Carolina Association of Educators, Raleigh, N.C. Information: (919) 755-6278.

**March 28**—"A Conversation with Susan Stamberg (host of National Public Radio's *Weekend Edition with Susan Stamberg*)," one in series of lectures sponsored by *WETA-TV Washington*, WETA studios, Arlington. Information: (703) 998-2713.

**March 28**—*Association of Maximum Service Telecasters* membership meeting, held concurrently with NAB convention (see below), Dallas Convention Center.

**March 30**—*Association of Maximum Service Telecasters* engineering breakfast, held concurrently with NAB convention (see below), Adolphus hotel, Dallas.

**March 28-31**—*National Association of Broadcasters* 65th annual convention, Dallas Convention Center.

## Also in March

**March 29-31**—*Cabletelevision Advertising Bureau* sixth annual conference, Speakers include Trygve Myhren, ATC; Robert Clasen, Comcast Cable; Ted Turner, Turner Broadcasting System; Fred Vierra, United Cable Television Corp.; Ed Bleier, Warner Bros. Television; Kay Koplovitz, USA Network; Jerry Maglio, Daniels & Associates, and Lon Bencini, General Mills, Waldorf-Astoria, New York. Information: (212) 751-7770.

**March 30**—Deadline for entries in *Corporation for Public Broadcasting's* local radio development competition. Information: (202) 783-8222.

**March 30**—Deadline for entries in Addy Awards, for creative advertising competition, sponsored by *American Advertising Federation*. Information: (202) 898-0089.

**March 30-31**—*Foundation for Global Broadcasting*, nonprofit clearinghouse for broadcasters of world, aimed at "mobilizing communication resources of the world, to better serve individuals from all cultures," broadcasting board meeting, Capital Hilton, Washington. Information: (202) 822-9318.

**March 30-April 1**—Council on Foundations 38th annual conference, including film and video festival, Atlanta. Information: (202) 466-6512.

**March 31**—*Television Bureau of Advertising* regional

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**EXPERIENCE:**

Do national networks use the company's SNVs for their biggest events? Does the company use its own products in the field every day?

**OPERATING SUPPORT:**

Will the company help me get the best available price on satellite time and help me learn how to budget for satellite news coverage?

**STORY RANGE:**

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**CONSTRUCTION:**

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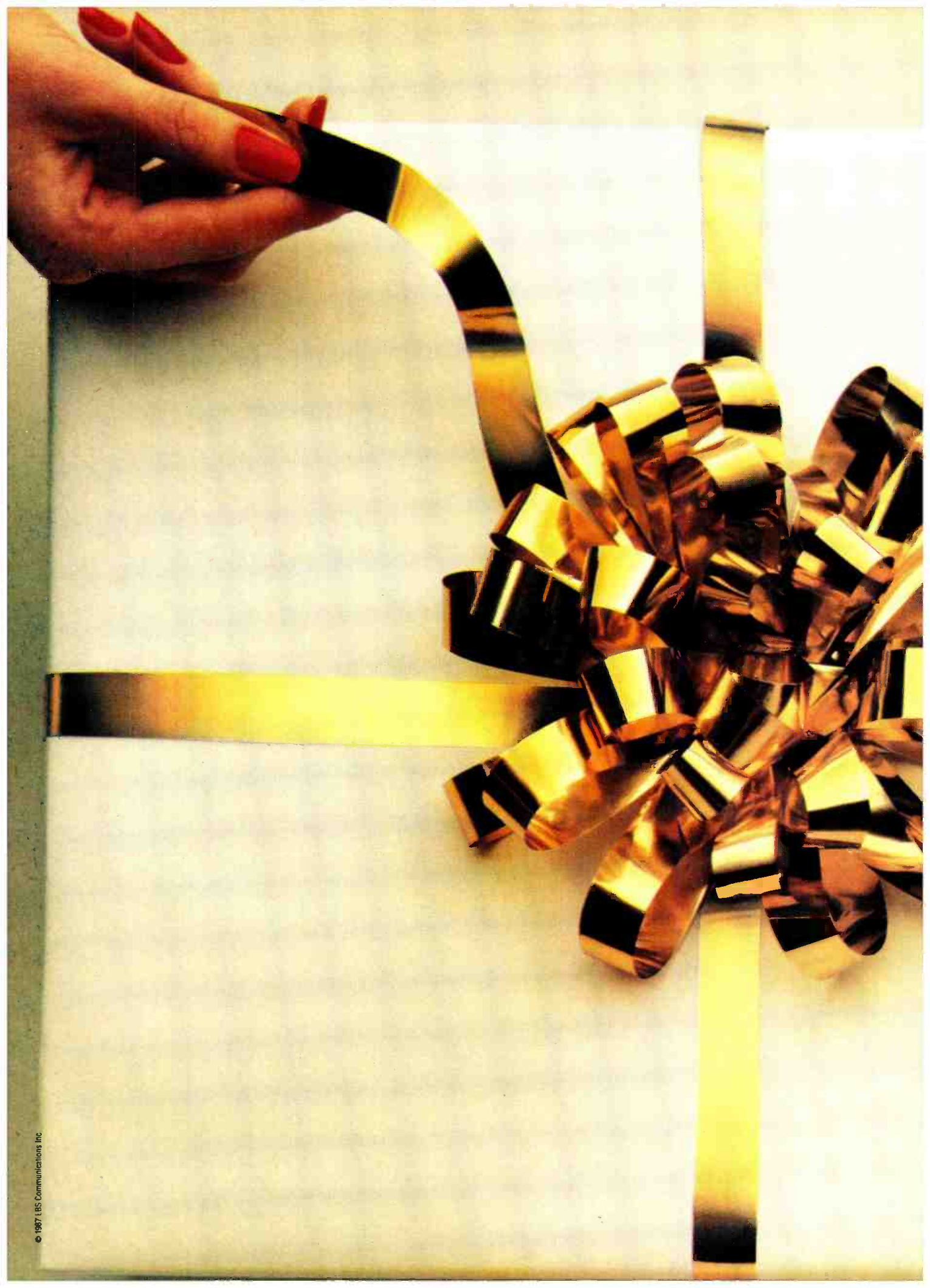
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## Major Meetings

**March 25-28**—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

**March 28-31**—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 9-12, 1988; Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

**March 29-31**—*Cabletelevision Advertising Bureau* sixth annual conference. Waldorf-Astoria, New York.

**April 1-5**—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis. Information: (409) 294-3375.

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

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

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

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

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

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

**May 31-June 2**—*NBC-TV* annual affiliates meet-

ing. Century Plaza, Los Angeles.

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

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

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

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

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

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

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

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

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

**Oct. 6-8**—*Atlantic Cable Show*. Atlantic City Con-

vention Center, Atlantic City, N.J. Information: (609) 843-1000.

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

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

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

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

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

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

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

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

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

sales training conference. Airport Clarion, Denver. Information: (212) 486-1111.

**March 31**—*Broadcast Pioneers* annual breakfast, held during National Association of Broadcasters convention (see above). Loews Anatole, Dallas.

**March 31**—"The Role of TV and Radio in a Local Community," seminar sponsored by *Center for Communication*. New York. Information: (212) 930-4878.

**March 31**—Deadline for entries in 1987 *International Radio Festival of New York*, worldwide competition for radio advertising and programming. Information: (914) 238-4481.

**March 31**—Deadline for entries in CEBA (Communications Excellence to Black Audiences) Awards, sponsored by *World Institute of Black Communications*. Information: (212) 586-1771.

**March 31**—Deadline for entries for annual internship program sponsored by *Academy of Television Arts and Sciences*. Information: (818) 953-7575.

### April

**April 1**—*National Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Bob Shanks, executive producer, CBS's *The Morning Program*. Copacabana, New York. Information: (212) 765-2450.

**April 1**—*Academy of Television Arts and Sciences* forum luncheon, featuring Brandon Tartikoff, president, NBC Entertainment. Century Plaza, Los Angeles.

**April 1**—Luncheon honoring newly elected members of Advertising Hall of Fame, Carl Nichols, Arthur Nielsen, Raymond Petersen and Robert Woodruff, sponsored by *American Advertising Federation* and hosted by *Wall Street Journal*. Waldorf-Astoria, New York.

**April 1**—"Libel: A Hypothetical Case," seminar sponsored by *Center for Communication*. New York Bar Association, New York. Information: (212) 930-4878.

**April 1-5**—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual national convention. Keynote speaker: Leeza Gibbons, co-host, *Entertainment Tonight*. Clarion hotel, St. Louis.

**April 2**—*Television Bureau of Advertising* regional sales conference. Airport Hyatt Regency, Chicago.

**April 3**—"Movie Making," conference sponsored by *Center for Communication*. Kaufman Astoria Studios, New York. Information: (212) 930-4878.

**April 3-4**—Cable-Tec Expo, annual show sponsored by *Society of Cable Television Engineers*. Hyatt Orlando hotel, Kissimmee, Fla. Information: (301) 468-3210.

**April 5-11**—10th annual International Public Television Screening Conference (INPUT), hosted by *Spanish Radio and TV Corp. (R.T.V.E.)*. Manuel de Falla Centre, Granada, Spain. Information: Enrique Nicanor, (341) 218-22-76.

**April 6**—Matrix Awards ceremony, presented by *Women In Communications, New York chapter*. Waldorf-Astoria, New York.

**April 6-7**—*National Association of State Radio Networks* meeting. Ponchatrairie hotel, Detroit. Information: (501) 225-6017.

**April 6-9**—*Electronic Industries Association* annual spring conference. J.W. Marriott hotel, Washington.

**April 7**—*Television Bureau of Advertising* regional sales conference. Amfac East, Dallas.

**April 7**—*Women in Cable, New York chapter*, "cable month" salute. HBO Media Center, New York. Information: (212) 661-6040.

**April 8**—Ohio State Awards ceremony. National Press Club, Washington. Information: (614) 292-0185.

**April 8**—Satellite teleconference on role of media in current U.S./USSR relations, produced by Center for Communication, hosted by ABC anchor Peter Jennings in U.S. and Vladimir Pozner in Soviet Union. Held in conjunction with *American Society of Newspaper Editors* convention. Masonic auditorium, San Francisco. Information: (212) 930-4878.

**April 9**—*Television Bureau of Advertising* regional sales conference. Marriott North, Columbus, Ohio.

**April 9-10**—Fourth annual minority career workshop, sponsored by *International Radio and Television Society*. Viacom Conference Center, New York. Information: (212) 867-6650.

**April 10-11**—10th annual Great Lakes Radio Conference, sponsored by *Specs Howard School of Broadcasting, Central Michigan University, Michigan Association of Broadcasters and Alpha Epsilon Rho*. CMU campus, Mt. Pleasant, Mich. Information: (517) 774-3851.

**April 10-11**—*Kentucky Cable Television Association* general membership meeting. Lake Cumberland State Park, near Jamestown, Ky. Information: Patsy Judd, (502) 864-5352.

**April 10-11**—"Better Business Reporting," first media

economics conference, sponsored by *Ohio Association of Broadcasters*. Hilton Inn North, Columbus, Ohio.

**April 10-12**—40th annual convention of *AP Television-Radio Association of California-Nevada*. John Ascuaga's Nugget, Sparks, Nev. Information: Rachel Ambrose, (213) 746-1200.

**April 10-12**—*Oklahoma AP Broadcasters Association* annual convention. Marriott, Tulsa, Okla.

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

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

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

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

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

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

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

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

**April 16**—*Television Bureau of Advertising* regional sales training conference. Westin Peachtree Plaza, At-

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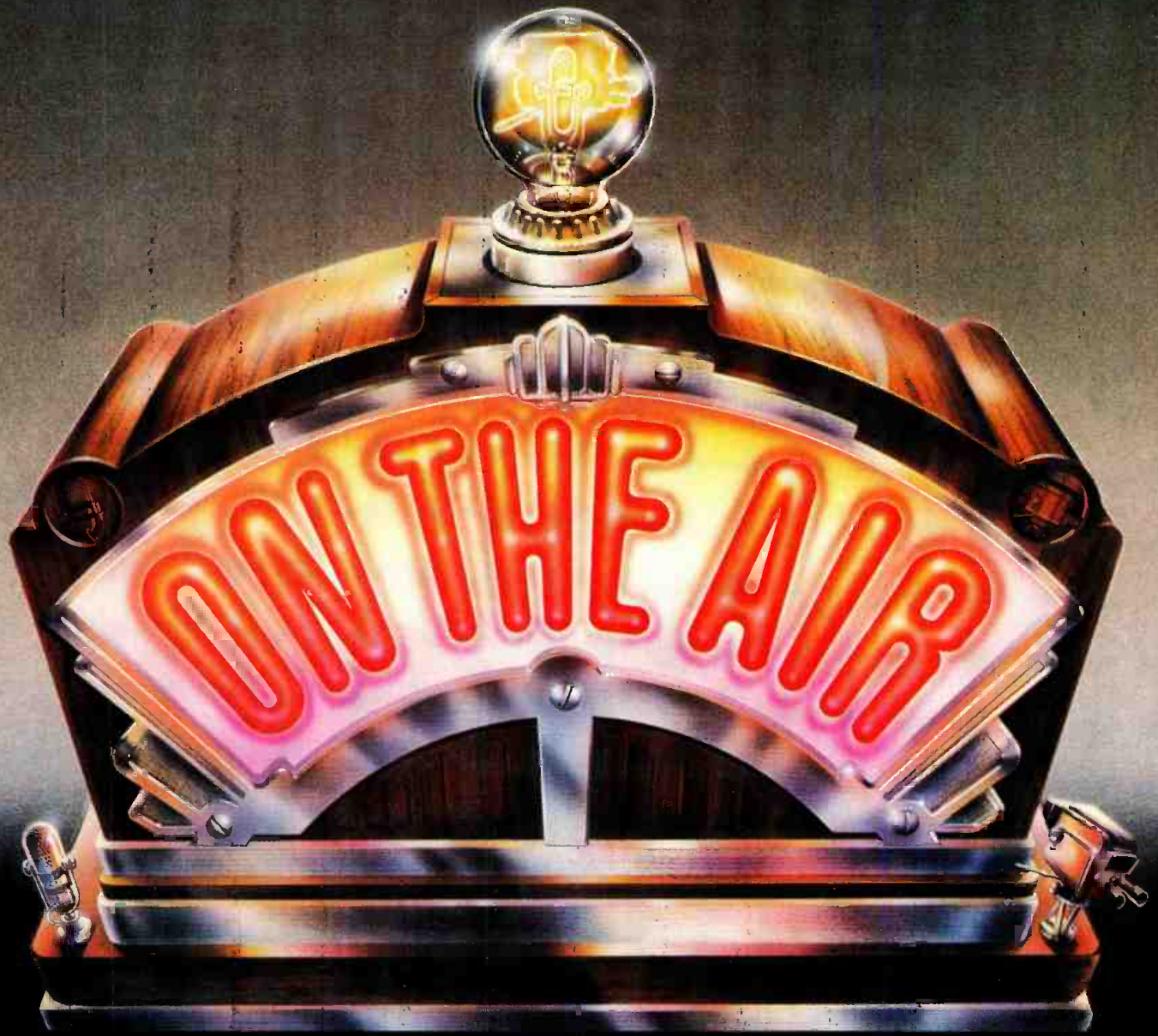
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# Here's What Broadcasters Say About THE HARRIS CONNECTION:

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## VHF-TV

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

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

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

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

---

## KNOB, FM-RADIO

John R. Banoczi, General Manager  
Anaheim, CA:

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

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

---

## KCOB, AM-RADIO

John Carl, General Manager  
Newton, IA:

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

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

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

---

## WEAT, AM-RADIO

Bert Brown, Chief Engineer  
West Palm Beach, FL:

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

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

---

## WSTQ, FM-RADIO

Al Moll, General Manager  
Streator, IL:

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

---

## KHBS, UHF-TV

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

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

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

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

---

## WOMA, FM-RADIO

Dale Eggert, General Manager  
Algoma, WI:

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

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

---

## WKNO, VHF-TV

Pat Lane, Chief Engineer  
Memphis, TN:

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

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

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

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lanta. Information: (212) 486-1111.

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

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

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

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

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

**April 21**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **April 21**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

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

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

**April 22**—*National Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Neal Pilson, president, CBS Sports and Broadcast Operations, Copacabana, New York. Information: (212) 765-2450.

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

**April 22-24**—*Electromagnetic Energy Policy Alliance* annual meeting and symposium, Westin hotel, Washington.

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

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

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

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

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

**April 25**—"A Conversation with David McCullough (host of WETA's *Smithsonian World*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA

studios, Arlington. Information: (703) 998-2713.

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

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

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

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

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

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

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

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

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

■ **April 29**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Jack Reilly, executive producer, ABC's *Good Morning America*, Copacabana, New York.

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

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

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



## May

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

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

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

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

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

## Errata

In chart accompanying March 2 baseball rights "Special Report," cable rights holder for Chicago White Sox was incorrectly listed as the team; they are held by **SportsChannel Chicago**.



**June Burakoff-Smith**, was named VP, advertising, publicity and promotion, Coca-Cola Telecommunications, Burbank, Calif., not Jane Burakoff-Smith, as reported in March 16 "Fates & Fortunes."

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**May 27-29**—*Prix Jeunesse Munchen*, children's televi-

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sion seminar. Bayerischer Rundfunk, Munich. Information: (089) 59-00-20-58.

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

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

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

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

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

## June

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

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

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

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

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

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

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

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

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

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

**June 9-11**—*International Radio Festival of New York*, including presentation (June 11) of award winners in its worldwide competition for radio advertising and programming. Sheraton Center hotel, New York. Information: (212) 238-4481.

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

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

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

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

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

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

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

**June 18**—*Federal Communications Bar Association* luncheon. Speaker: FCC Chairman Mark Fowler. Wash-

ington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

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

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

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

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

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

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

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

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

## July

**July 12-15**—*New York State Broadcasters Association's* 26th executive conference. Sagamore Resort hotel, Lake George, N.Y.

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

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

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

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

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

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

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

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

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

## August

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

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

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

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

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

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

**Aug. 16-19**—*Cable Television Administration and*

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Marketing Society 14th annual meeting. Fairmont hotel, San Francisco. Information: (202) 371-0800.

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

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

## September

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

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

tion Center, Anaheim, Calif.

**Sept. 16-18**—National Religious Broadcasters Southeastern chapter meeting. Atlanta. Information: (201) 428-5400 or J. Richard Florence, (305) 737-9762.

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

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

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

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

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

**Cetec Corp.** had net loss of \$0.3 million in previous year, and \$1.8 million in previous fourth quarter. ■ **Entertainment Marketing** said it had \$330,000-pretax charge associated with startup of Consumer Discount Network teleshopping subsidiary. ■ Components of revenue for **Satellite Music Network** were advertising, up 20% to \$10.4 million, and affiliate fees, up 8% to \$5.4 million. On cost side network compensation rose 11%, to \$3.1 million.

### Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Cetec Corp.	Fourth	\$7,456	-6	(\$343)	NM	(\$0.18)
	Year	\$31,002	-8	\$50	NM	\$0.02
Entertainment Marketing SMN	Third	\$24,046	361	\$894	353	\$0.15
	Year	\$15,785	16	\$592	40	\$0.07

## October

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

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

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

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

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

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

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

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

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

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

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

**Oct. 18-21**—Association of National Advertisers 78th annual convention. Hotel del Coronado, Coronado, Calif. Information: (212) 697-5950.

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

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

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

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

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

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

Open Mike

### Easier said than done

EDITOR: Richard A. Nicoletti's Feb. 23 "Monday Memo" was statistically accurate and interesting. I disagree, however, with his premise that "investors can safely purchase a station and hire qualified personnel with the skills and talent needed to generate a positive cash return."

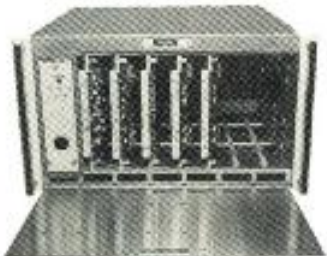
My guess is Mr. Nicoletti's law practice involves transfers of radio stations in the major markets throughout the United States. Those stations can find management talent that is familiar with the "budget and control system using decentralized operating management" that he describes in his article. Unfortunately, in my opinion, most of the stations in the United States are not profitable, and cannot afford to hire the talented management personnel he describes.

In my years of experience of working with small businesses, I have yet to find a businessperson who successfully works with that budget and control system. Small businesses are profitable only when the owner operates the business. He/she must be an outstanding administrator and super salesperson and understand all the technical aspects of the business. It is naive to think that an absent investor can rely on nonequity personnel to effectively manage a small radio station.

Mr. Nicoletti's example of a station with \$9 million in revenues and \$3 million in operating profit is not the typical radio station in the small/suburban/rural marketplace.

My advice to potential investors—"Let the buyer beware."—*Sidney Weiss, president, Sidney Weiss Inc., certified public accountant, Woodland Hills, Calif.*

**VALUE!**



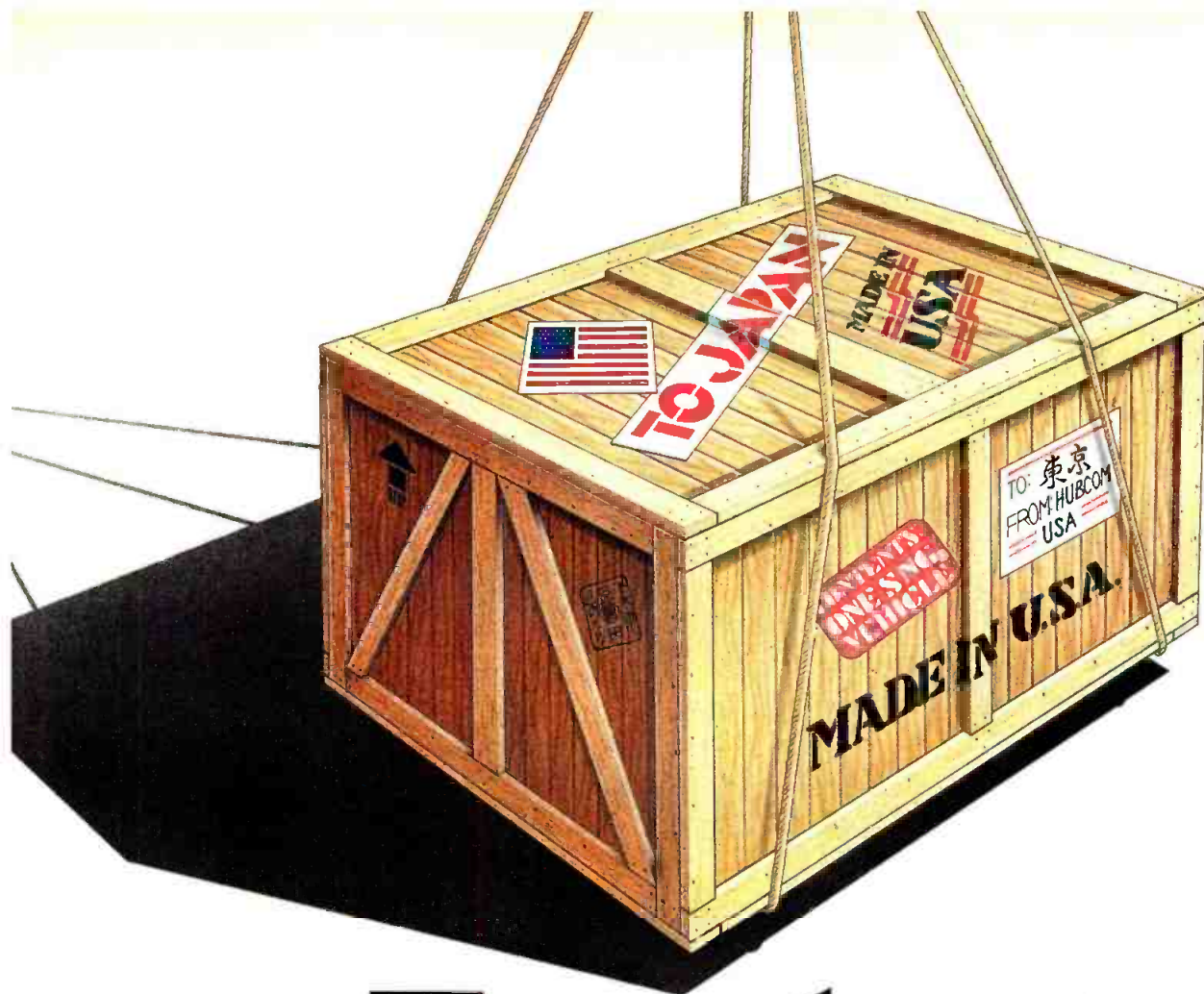
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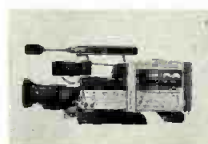
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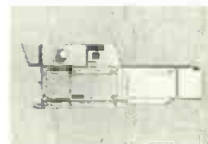
single source responsibility - good news if you already work with Bosch and Philips equipment. As a leader worldwide in systems, we feel responsible not only for our products but for their further development. Therefore we're showing you a few innovations in Dallas that will make television history. For example, the new CCD camera LDK 90, the first joint development with the BTS name. Come to Dallas to BTS - the new company with more than half a century's experience.



*Production Switcher R 102 ME*



*LDK 90 CCD Camera*

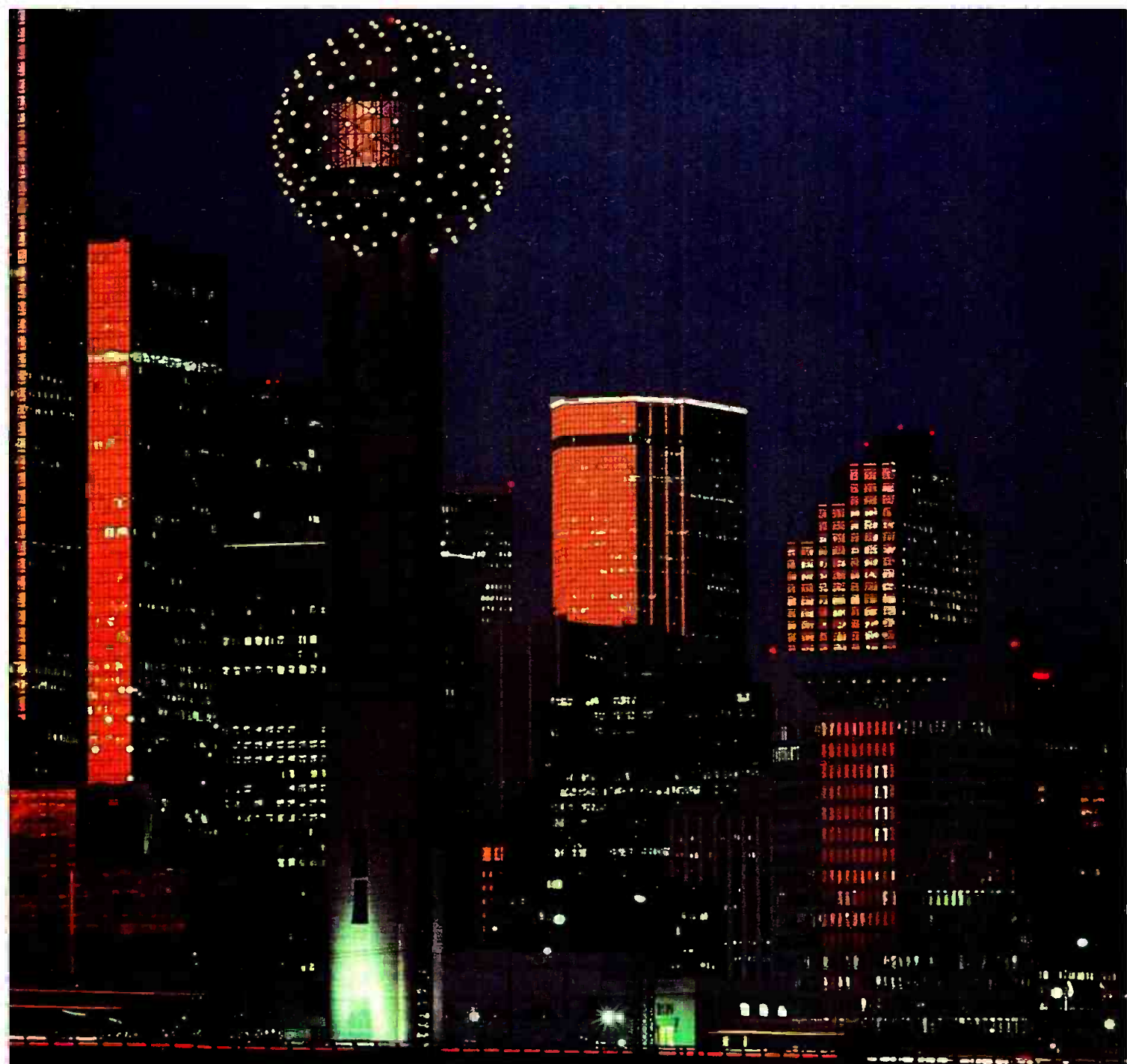


*Automatic Studio Camera RCM 125*



*CCD Television FDL*

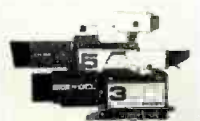




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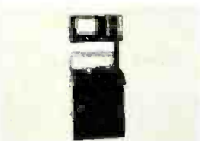
*Monitor MC 22*



*Portable Camera LDK 54*



*Retorder Camera KCH 1*



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# Broadcasting **4** Mar 23

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## THE FOWLER YEARS

### A chairman who marched to his own drummer

*Mark S. Fowler, the FCC's longest-serving chairman, swept into office in 1981 with a zeal for deregulation; he seemed personally to put the "mark" into "marketplace." But not all he has touched has turned to gold. To the Fifth Estate, for which the Fowler FCC has done much, the question is not just what he did for it but what he did to it. The same hand that reduced the paperwork burden, expanded the operational hours for daytimers and lifted multiple ownership limits also made broadcasters more vulnerable to hostile takeovers, elevated station trafficking to a Wall Street art form and brought chaos to AM stereo. The single-minded Fowler drive that obliterated so many FCC rules and regulations—and shrugged off the hard-fought industry compromise on must carry—also alienated the powerful Capitol Hill committee chairmen who oversaw the agency. The lasting ambiguity is nowhere more apparent than in the FCC's current land-mobile proceeding, wherein the commission discovered the end to be not yet justified by the means. It all adds up to a bittersweet finale for a landmark telecommunications chairmanship.*

After almost six years at the helm of the FCC, Mark Fowler is moving on to other things.

There can be no doubt that Fowler has achieved. In a sustained frenzy of deregulatory fervor, he has managed to stamp his vision of a better world—the marketplace—on an environment once dominated by a concept of broadcasters as public trustees. He will be applauded as he steps down from the stage, even though many observers, some broadcasters among them, don't really seem to share his vision. Some observers even appear relieved that his curtain is descending.

His commission did a lot that broadcasters

appreciated. In one of its first official actions, it relegated to the scrap heap a proposal to reduce channel spacing on the AM band from 10 khz to 9 khz; it cut down on the paperwork licensees had to file; it has swept aside a proposal to wedge in more VHF TV stations; it has also given many AM daytimers authority to operate all night with some power, and, if all goes as planned, it's planning to propose additional relief that would result in most daytimers having nighttime authorizations.

### **Top of the Week**

Yet the Fowler FCC also did plenty that was contrary to the interests of many broadcasters. In its Docket 80-90 proceeding, for example, it provided for what the agency now contends may be the creation of up to 2,000 new FM stations that broadcasters don't think the competition needs (when the agency authorized the creation of the new stations, the chairman's office insisted that only about 600 would result [BROADCASTING, May 30, 1983]); it lowered the hurdles for hostile takeovers of broadcast licensees; it declined to set a standard for AM stereo; it has steadfastly refused to sign off on the industry's proffered solution in its must-carry proceeding; and it was only swayed, per-

haps only momentarily, from an effort to give land-mobile operators access to additional UHF TV spectrum, an act broadcasters assert may leave them without spectrum for high-definition television service, with its congressional overseers breathing down its neck and the contents of previously undisclosed agency documents that appeared injurious to the proposal leaking (BROADCASTING, March 16, March 9).

Perhaps the major impact of the Fowler FCC is already being felt in the station marketplace. Just last week, General Acquisition Inc. (see page 55) made a hostile tender offer for GenCorp, the parent of group owner RKO General. The week before, it was major news when CBS, apparently still attempting to recover from an effort to fight off

a hostile takeover attempt two years earlier, was implementing another cutback, one of \$30 million in its news division.

Over the past couple of years, ownership of the other two major networks, ABC and NBC, has changed hands, group broadcasters, including Storer, Multimedia and Evening News Association, have found themselves the targets of hostile takeover attempts, and other broadcast companies, once considered impervious to takeovers because of FCC regulatory constraints, are being scrutinized by Wall Street types intent upon figuring out how much they may be able to squeeze from the bottom line.

In large part, it was the Fowler FCC that made it all possible. Under the banner of a free marketplace, his commission eliminat-

ed its antitrafficking provision, which had required a buyer to hold on to a broadcast property for a minimum of three years; loosened limitations on how many stations a single entity could own, and rejiggered its processes to bring hostile takeovers of licensees very much into the realm of possibility.

There are those who argue it has all been for the good. "It's very important that investment capital be permitted to be able to flow in and out of broadcasting, just as in any other business," said Bruce Fein, a former FCC general counsel for Fowler and now a consultant in private practice.

Yet, as appears to be the case with almost everything else Fowler has done at the agency, there are those who don't seem so sure. "The downside is that broadcast properties

## Chairman Fowler's remade marketplace



This is a selected list of the FCC's mass media actions under the administration of Chairman Mark Fowler (proposed rulemakings and other incomplete initiatives have not been taken into account).

Authorized AM stereo without selecting standard ■ Authorized low-power TV ■ Dismissed a proposal aimed at requiring divestiture of co-located AM-FM combinations ■ Eliminated requirement that broadcasters and cable operators file annual financial reports ■ Simplified broadcast station application and transfer of ownership forms ■ Authorized FM stations to offer variety of services on subcarriers and permitted AM stations to offer utility load management services on their subcarrier frequencies ■ Authorized direct broadcast satellite service ■ Authorized sale of satellite transponders on noncommon carrier basis ■ Authorized teletext ■ Reduced satellite orbital spacing ■ Permitted noncommercial broadcasters to air paid, promotional announcements for nonprofit groups ■ Eliminated its antitrafficking rule, which generally required the holding of a station for three years before it could be sold ■ Changed policy to start reviewing equal employment opportunity practices of cable systems under criteria similar to those used for broadcasting ■ Authorized multichannel multipoint distribution service ■ Created possibility for up to 2,000 new FM stations in Docket 80-90 proceeding ■ Authorized Class IV AM stations to quadruple nighttime power ■ Authorized TV stereo, protecting the industry-recommended standard ■ Changed multicity identification rules to permit station to identify itself with any community or communities, as long as community of license is

named first ■ Declared cable systems to be exempt from local rate regulation of tiered services ■ Authorized broadcasters to sponsor political debates without being subject to equal time requests ■ Decided it would no longer arbitrate call-sign disputes and eliminated most of its regulation of call signs ■ Raised its attribution benchmarks ■ Eliminated its regional concentration rule, which prohibited ownership of three stations when two were located within 100 miles of third and any primary service contour overlapped another ■ Softened its policy on children's TV programming, giving broadcasters greater leeway to program as they desire ■ Loosened multiple ownership rule to generally permit broadcaster to own up to 12 AM's, 12 FM's and 12 TV's ■ Established preference for AM daytimers vying for FM's ■ Adopted new "window" application procedure for FM applications ■ Amended rules to permit additional nighttime operation on foreign AM clear channels ■ Eliminated restrictions on duplication of programming by AM-FM combinations ■ Reallocated UHF-TV channel 16 for public safety use in Los Angeles ■ Narrowed its purview over licensee character ■ Preempted some local regulation of satellite earth stations ■ Eliminated requirement that cable systems comply with program technical quality performance standards ■ Amended transfer procedures to permit tender offers and proxy contests ■ Eliminated ascertainment requirements and nonentertainment and commercial loading guidelines for commercial radio and TV stations; also modified program reporting requirements ■ Implemented Cable Communications Policy Act of 1984 ■ Adopted five-year must-carry rule that would also oblige cable operators to make A/B switches available to subscribers (now under reconsideration).

have become like pork bellies, without much concern as to whether the viewers are getting a better grade of service," said one veteran Washington attorney.

"We'll never be what we were," said another. "I think now there's a feeling out there in the industry that serving the public is just getting ratings and high prices when you sell your station, and I think that's sad."

Even one of the FCC's commissioners—James H. Quello—thinks the agency has gone too far. "We made it too easy to take over broadcasters," Quello said. "Broadcasters need stability and long-range planning capabilities to maintain service to the public. We shouldn't allow broadcast properties to be traded like commodities."

But another well-placed source said the industry can't accuse Fowler of false advertising. "No one should have ever doubted it when he said he believed in the print model: the problem is that the industry doesn't," this source said.

Fowler is praised by some and damned by others for his unrelenting opposition to the fairness doctrine. Some thought him a fanatic on the subject. He never hid his personal loathing for governmental controls of the media, and his diatribes against the fairness doctrine were sometimes accompanied with imagery of goosestepping Nazis and Soviet tanks rolling into Poland.

He didn't achieve full First Amendment protections for the electronic press. Both the fairness doctrine and equal time law, the major governmental content regulations, remain on the books. But some observers believe that the fairness doctrine, uprooted by the persistent tugging of the Fowler FCC, has at least been pushed to the edge of an abyss. One more good nudge from the courts may do the trick, and the equal-time law, which shares some roots in common, may be pruned free in the process.

The Fowler FCC was not known for its enforcement efforts. Indeed, its major contribution in the area, according to one source, may have been to restrict the sorts of probes the agency may make into a licensee's character qualifications.

His agency has also been noted for its efforts in behalf of the occasional licensee that found itself in conflict with the law or some agency regulation.

In one landmark case, the FCC approved a settlement that resulted in Kenneth J. Roberts, a Los Angeles talent promoter, acquiring KROQ-FM Pasadena, Calif., even though an administrative law judge had found the original licensee, Burbank Broadcasting, unqualified for, among other things, having transferred effective control of that station and one other to Roberts without the agency approval required by law (BROADCASTING, Aug. 6, 1984). (According to the FCC, Roberts ended up paying about \$10.5 million for the station, including the licensee's indebtedness and the costs of buying out competing applicants. He sold the station to Infinity Broadcasting last year, reportedly for between \$40 million and \$45 million [BROADCASTING, June 9, 1986].)

When Capacities, as a result of its acquisition of ABC, found itself confronted with the possibility of having to divest its WPVI-

TV Philadelphia (its signal overlapped with that of ABC's WABC-TV New York, an overlap generally prohibited by FCC rules), the Fowler FCC came to the rescue, basing relief, at least in part, on a Capacities proposal to increase service to Delaware and New Jersey (BROADCASTING, Nov. 18, 1985).

When confronted with a proposed settlement deal under which Group W would have acquired RKO General Inc.'s KTLN-TV Los Angeles for \$310 million, ending more than 20 years of litigation stemming from a license challenge, the Fowler FCC provided an unprecedented mediation process aimed at settling the challenges for the 13 other RKO stations. (That effort ended largely in failure [BROADCASTING, Feb. 9].)

The Fowler FCC also appeared to expedite, and fine tune, a rulemaking questioning whether it should continue its bar to the creation or transfer of radio-television combinations (BROADCASTING, Jan. 19) to accommodate Capacities/ABC and NBC. Both companies, as a result of their changes in ownership (GE has acquired NBC), are facing requirements to divest radio stations in markets where they also own TV's to come into compliance with the FCC's ownership regulations. With the rulemaking out, neither company may have to divest. Capacities has already asked the FCC to postpone its divestiture requirement until six months after resolution of the rulemaking (BROADCASTING, March 9). NBC is expected to follow suit.

If there's one thing that everyone seems to agree on, it's that Fowler has accomplished a lot. "For what he tried to do, he was amazingly effective, particularly considering all the opposition," said Larry Irving, senior counsel to the House Telecommunications Subcommittee.

Sources attribute part of his success to the fact that he had a Republican Senate to run some interference for him during the first term of the Reagan administration. Yet a lot of it is also attributed to Fowler himself.

"He's terribly persistent and energetic," said James Mooney, president of the National Cable Television Association. "And frankly, he's got a lot of guts."

Outside the agency, many observers, philosophical friends and foes alike, seem to agree that he is a "nice guy" personally. Yet he also is considered by many to be an uncompromising ideologue who was blessed or cursed with a "confrontational" style. Once he got his ideologue's hat on, he could be nigh impossible to budge, and he stepped on a lot of Washington toes in the process. "Fowler would rather lose the battle than compromise unless he absolutely had to," said one key Washington observer.

The FCC's financial interest proceeding may be a good case in point. Hollywood was throwing considerable weight into an effort to defeat the proposal, and it had substantial support, but Fowler was standing fast behind a tentative agency decision to eliminate restraints on television network acquisition of financial interests in the programs they buy from outside producers. Numerous potshots were exchanged. But according to one former FCC official, Fowler only yielded after he had given President Reagan a personal briefing on the subject at the White House. The former FCC official said Reagan didn't tell his chairman to back down in person but got that message across through other channels. (In an interview, however, Fowler disputed that account, saying he had agreed to brief the President only after the President agreed that he would not attempt, either "directly or indirectly," to tell the agency how to handle the matter. "And that agreement was honored," Fowler said. The proceeding was put on a back burner at the agency in the wake of threats by Congress to pass legislation to prohibit the agency from acting, and after President Reagan had announced his support for a two-year legislative moratorium.)

At the agency, Fowler, reportedly a student of motivational tapes, is noted for his

## FCC revises ex parte rules

The FCC last week approved new ex parte rules that permit agency personnel to request presentations on rulemaking proceedings during a seven-day "sunshine period" before a vote, as long as the presentations are fully disclosed. The rules prohibit initiation of approaches to the agency by outsiders during the sunshine period.

Under its former rules, agency personnel were not permitted to discuss items scheduled for a vote with outsiders during the so-called sunshine period.

The new rules also "clarified" the status of discussions between congressional staffers and agency personnel on rulemaking proceedings as also being subject to ex parte disclosure requirements. Under the previous rules, it was at least ambiguous as to whether such discussions had to be disclosed.

Commissioner James Quello, who dissented in part, opposed the erection of such a barrier to discussions with Congress. "I just feel we're asking for more trouble than it's worth," said Quello. "We are an arm of Congress, and I think they ought to be a full partner in what we do here."

Yet Chairman Mark Fowler said he thought Congress would agree with the majority that it should not be exempted. "If not, they can pass a law directing us to change this," Fowler said.

Commissioner Mimi Dawson, who was ill, is expected to dissent in part later. She reportedly objects to the provision in the rules that would block congressional staffers from approaching the FCC during the sunshine period. She doesn't object to disclosure of those discussions.

predilection for "secrecy for the sake of secrecy" and for screening out information that doesn't agree with him. According to several sources, he prefers to set a goal first, and then focus his sights and the energies of the agency staff on rationalizing a solution. He also reportedly didn't harbor dissent gladly, even when it came from a fellow commissioner. Indeed, by one account, he adhered to the management philosophy that dissenters should be sacked or ignored. The word apparently trickled down to the staff. "Unless you happened to be a commissioner, if you bucked him too often, you would be out," said one FCC source. "That's one of the reasons he was so successful; he didn't waste time listening to arguments he didn't want to hear," added another well-placed source.

One account of Fowler's handling of the agency's controversial proposal to reallocate UHF TV spectrum for land-mobile use may exemplify that management style. A well-placed FCC source said Fowler was advised of the existence of internal agency documents that appeared to undermine the rationale for the proposed reallocation the week before Commissioner James Quello circulated a formal memorandum among his colleagues making note of the existence of the studies (BROADCASTING, March 16). Fowler's reaction, this source said, was to contend that the studies were "flawed" and to assert that they should be "ignored." It was only after Quello's memorandum was circulated the following Monday (March 9), and after the other commissioners—with word circulating that House Energy and Commerce Committee Chairman John Dingell (D-Mich.) was making a formal request for the documents and Quello's memorandum—had concluded that action on the item should be postponed that the chairman agreed with that assessment. "He was not planning to take it off the agenda," this source said.

(Fowler, however, calls that account "blatantly false." He said he was first advised of the existence of one of the studies in late February by his aide, Jerald Fritz, who told

him that the study was not going to be relied upon for the proposal because at least part of it was "flawed" and was, therefore, not "competent evidence." Yet Fowler said he had arrived at no conclusions on the subject until March 11, when, in the wake of further study on the issue, it was determined that action on the item should be postponed and comment should be sought on the studies themselves. Fowler also said he began questioning in his own mind whether action would have to be postponed as early as March 2 because he wondered whether land mobile's need had been "well documented" in the draft reallocation proposal.)

Fowler is also likely to be remembered for his turbulent relationship with Congress.

He has been catching heat over his FCC's recommendation that Congress repeal the fairness doctrine and equal opportunities law, obligations that have powerful supporters on the Hill, from the beginning. Over the years, his agency also raised hackles by refusing to implement Congress's original legislation authorizing the use of lotteries to award commission licenses. The agency caught it again over an FCC ruling on telephone access charges, and similar heat encouraged the commission to reconsider its rule lifting multiple ownership limits.

For partisan reasons, it's not surprising that the FCC should have had policy differences with the Democrat-controlled House Energy and Commerce Committee.

Yet sources said Fowler's relationship with Senator John Danforth (R-Mo.), the former head of the Senate Commerce Committee, was also less than ideal. It wasn't that Danforth didn't trust Fowler, according to one Republican Senate source. "I just think he [Danforth] felt Mark wouldn't listen to him, that the chairman would ignore him," this source said. That feeling reportedly "peaked" during the FCC's must-carry proceeding. Danforth had presented the agency with a detailed solution, but the item the agency adopted bore little resemblance.

"I just feel he [Fowler] thought less of the political concerns of the members than his

own philosophical concerns," this source said.

Nor would it appear that Senator Ernest Hollings (D-S.C.), the current chairman of the Senate Commerce Committee, holds much stock in Fowler. In the past, he has called Fowler a "devious chairman." More recently, he publicly referred to Fowler as a "tricky lawyer if I ever met one" (BROADCASTING, Feb. 23). According to one Senate source, some Senate Republicans had not necessarily been in disagreement with Fowler's ends, but they would have preferred deregulation that provided transitions.

Some suggest that Fowler, because of the scope of his mission, wouldn't have gotten as far had he been "more moderate" in his approach. Jeff Baumann, senior vice president and general counsel of the National Association of Broadcasters, appears to be among them. "He [Fowler] would have made it easier on himself if he would have compromised, but that's not his style," Baumann said.

But there is, according to a Senate Republican source, another school of thought that suggests that Fowler, by being "more moderate," would have gotten just as far in the end, but without the negative political fallout of rankling congressmen. "He [Fowler] became more sensitive to the Hill, but it took a lot of time," this source said.

One Democratic source alleged that Fowler, after getting "beat up" in Congress during the early years of his tenure, has appeared to adopt a more circuitous course for achieving "politically sensitive" ends. This source alleged that for the FCC proceedings reexamining the need for preferential policies for minorities and women, on the fairness doctrine and must carry, it appeared that the agency had used the courts to avoid having to address the issues head on. The essential allegation, denied by one FCC source, is that Fowler would so "stack the deck" in the agency's supposed defense of those items that he would "almost force the courts to direct him to do something." Then, according to this source, Fowler could tell Congress that he had no choice but to act on the proceedings because he was being "forced" by the courts. "The FCC showed a consistent pattern of not supporting their policies in court," this source said.

It's not surprising that some representatives of public interest and minority groups give Fowler low marks. They weren't among his leading constituents. "From my point of view, he [Fowler] gets an 'F,'" said Andrew Schwartzman, executive director of the Media Access Project. Added Pluria Marshall, chairman of the National Black Media Coalition: "Mark Fowler was a natural disaster in terms of our issues."

Yet one key Washington observer said some broadcasters also appear to have had enough deregulation. "You did great, Mark," is the attitude, this source said. "Long live the king. Now, go away."

Another well-placed source said it may be too soon to assess Fowler's record. "He'll be remembered like Nixon," this source said. "The longer he's gone, the easier it may be to evaluate his accomplishments."

## New life to fairness doctrine repeal question

The Radio-Television News Directors Association and the FCC have been given another opportunity to persuade the U.S. Court of Appeals in Washington that it has jurisdiction over the constitutional issue involved in RTNDAs' appeal of the commission's failure to repeal the fairness doctrine. The court last week granted rehearing in the case and ordered the parties to file briefs in three weeks. The court did not limit the issues to be addressed; rather, it added one: whether, "in light of the apparent identify of views" of the petitioners in the case, the RTNDA, and the respondents, the FCC, a controversy exists. The court cited, in that connection, "events subsequent to the court's decision in *Meredith*." Following remand of that fairness doctrine case, the commission initiated a rulemaking to determine whether enforcement of the doctrine is constitutional and contrary to the public interest. Accordingly, some commission lawyers say the court may be considering whether that proceeding would satisfy RTNDAs' concerns.

A three-judge panel of the court in January held that it lacked jurisdiction to consider the question of whether the commission's failure to repeal the doctrine, following an inquiry in which it held the doctrine chilled the discussion of controversial issues and did not serve the public interest, was unconstitutional. The panel said the constitutional question "must" be submitted to the U.S. District Court. RTNDA and the commission, in seeking rehearing, argued that that conclusion conflicted with a number of other court decisions (BROADCASTING, March 9).

By Doug Halonen

## General Acquisition bids for GenCorp

**Tender offer of \$2.1 billion entails spin-off of RKO stations; bidders request FCC authorization to use trustee and file suit to block GenCorp defensive moves**

GenCorp, the Akron, Ohio-based parent company of RKO General and long described as an undervalued stock, attracted a \$100-per-share tender offer last week from a three-way partnership, General Acquisition Inc. (GAI). The bidders made it known that RKO's three TV and 12 radio stations were not among the GenCorp properties they intended to keep. Nonetheless the FCC again finds itself being a potentially decisive factor in a tender's outcome. The offer puts a new twist in RKO's 20-year-old license problems with the FCC.

GenCorp's board last week urged shareholders not to make a decision on the offer until March 31, which is the date of the shareholders' annual meeting at which several antitakeover provisions are being proposed by the company, including the elimination of cumulative voting and the staggering of the directors' terms of office. GAI had already filed suit in U.S. District Court in Columbus, Ohio, seeking to block those and other amendments to GenCorp's articles of incorporation. The suit also seeks the voiding of a "poison pill" rights plan—exercisable as of this Friday, March 28—recently adopted by GenCorp's board of directors.

GAI is a partnership half owned by AFG Industries Inc., an Irvine, Calif.-based producer and distributor of residential and non-residential "flat glass." Its chairman, chief executive officer and 12.8%-owner is R.D. Hubbard. Splitting the other half of the partnership are Cyril Wagner Jr. and Jack E. Brown, whose existing Midland, Tex.-based partnership, Wagner & Brown, is involved in oil and gas, "other energy-related activities," applied plastics technology and real estate. AFG and Wagner & Brown had tried last year to buy Lear Siegler Inc., but withdrew their bid after higher bids were made.

GAI had already acquired 9.8% of GenCorp's outstanding shares before making its tender offer. Wagner & Brown, which made large profits on several deals involving T. Boone Pickens, had, according to *Forbes*, made a joint tender offer two years ago for a pipeline company, MidCon. Though the offer was unsuccessful, they and their partner reaped over a \$40-million profit. Last week a major GenCorp shareholder, Gabelli & Co., said it might introduce an anti-"greenmail" resolution at the upcoming shareholders meeting.

The bidders announced their tender offer last Wednesday, March 18. In a letter to GenCorp Chairman and Chief Executive Officer A. William Reynolds, GAI said if successful in its bid, it intended to sell three of the company's five major operations, including RKO General: "Our plan, as described in the offer to purchase, includes... retaining the company's plastics and industrial products

businesses and its tires and related products segment." Tagged for sale would be GenCorp's aerospace segment and softdrink bottling division, in addition to RKO.

On the day of the GAI announcement, GenCorp's stock rose \$16. to 106½, on heavy volume, and rose 2½ the following day, to \$109. In the 10 days preceding the offer, the stock left its resting place just below \$80 and rose \$10—warrants were up by a similar amount—partly spurred by the heavy buying of GAI, which by the date of the offer had accumulated the 9.8% of GenCorp's roughly 23 million shares, fully diluted.

GAI's \$2.1-billion offer, scheduled to expire on April 15, has a number of conditions, including successful completion of its financing; invalidation of the "poison pill," and obtaining control of at least 51% of GenCorp's shares through the offer. Another condition, called the "FCC condition," requires "the purchaser having obtained from the FCC a special temporary authorization (to transfer tendered shares to a trustee) on terms and conditions satisfactory to the purchaser in its sole discretion... pending review of the purchaser's long-form application for FCC approval."

The bidders reserve the right to accept, but not pay for, the shares until the FCC condition is complete. If the FCC special temporary authorization were not obtained

by May 16, shareholders would be permitted to change their mind and withdraw their already-tendered stock.

Nominated as trustee for the RKO stations, pending long-form approval of their transfer to GAI, was Wilton E. Scott, chairman of Space Industries Inc. and president and chief operating officer of Wescott Exploration, a "family-owned exploration and drilling company." Scott, through 1978, was also chairman, president and chief executive officer of the conglomerate, Tenneco.

GAI proposed a "two-step" process whereby the broadcasting stations, all of which are licensed to RKO, rather than to the parent, would be split off from the rest of the company. First, all of GenCorp's assets and stock would be turned over to Scott. Second, Scott would spin off the nonbroadcasting assets to GAI, while retaining the stations under a "subsidiary voting trust."

The FCC previously rejected a trustee arrangement—in the bid of MacFadden Holdings for John Blair & Co.—that attempted to separate linked broadcasting and nonbroadcasting properties. In that situation, however, at least one of the stations was licensed to the parent company, and the bidders themselves were to have sat with the trustee on the company's board, although they were to have been "isolated" from decisions regarding Blair's stations.

The FCC will again be faced with trying

### Lorimar realigns syndication group

Lorimar Telepictures Corp. last week consolidated operations of its domestic television distribution group and promoted managers. The move will allow the studio to distribute next fall's slate of 13 first-run syndicated shows, a growing stable of off-network and perennial series with three instead of four top-level managers and fewer midlevel positions, company officials said.

Under the reorganization plan, Jim McGillen, president of first-run syndication, emerged as the new president of station sales. He will have overall station sales responsibilities and run the day-to-day personnel operations of the off-network, perennial and first-run comedies, NIWS (a syndicated video news service) and feature film syndication divisions. The personnel duties were previously handled by Dick Robertson, a member of L-T's office of the president.

The company also named Scott Carlin, executive vice president of perennial syndication, as the president of first-run syndication. Karl Kuechenmeister moved from executive vice president to president of media sales. The three men will continue to report directly to Robertson. McGillen and Carlin will immediately take on their added responsibilities while retaining their current posts until the end of the selling season.

"We are streamlining the operation, increasing its efficiency and effectiveness and tightening up the reporting structure," Robertson said. The changes, McGillen added, may result in "one or two" people losing their jobs, although that is not certain. He said the restructuring should end the turf battles that previously existed within the group. "Everybody was very protective of their own division," he said. Moving people to new positions is intended to bring an end to what he described as the "us against them" mentality.

Lorimar executives began mapping out the reorganization plan, which also included revamping regional operations, at the end of January. That's when Pat Kenney, president of off-network syndication, resigned to head Televentures, a television distribution company co-owned by Tri-Star Pictures, Stephen J. Cannell Productions and Witt/Thomas/Harris Productions. McGillen said he will appoint someone from within Lorimar to replace Kenney, although the position will have a different title and fewer responsibilities.

## Lund moves to Multimedia

to balance existing commission rules with its newly adopted policy of not interfering with a hostile tender. As with all the previous tender offers, the GAI bid poses its own circumstances.

First and most obvious is that the RKO stations are all subject to comparative license challenges, except for WHBQ(AM) Memphis, where a settlement has been reached. The commission had previously attempted to orchestrate sales of the RKO stations through negotiations overseen by the FCC Mass Media Bureau chief, James McKinney, but the arrangement failed (BROADCASTING, Feb. 9).

The bidder's FCC application, filed last Wednesday, said on this matter: "The fact that RKO's license renewal applications are in hearing should not affect the commission policy of strict neutrality with respect to tender offers. Such a conclusion is supported by the relatively small scale of the broadcast operations in relation to the company's other operations. GAI recognizes that if the offer is successful, the trustees, GAI and any successors thereto will assume RKO's present status in the hearing cases."

Another question raised by last week's bid derives from GAI's desire to sell the stations, whereas previous bidders requesting a trustee have all been interested in keeping the target's broadcasting properties. If the commission were to approve a long-form application, GAI would get the proceeds from the sale of the stations. But even if the commission rejected the long-form application, the trust agreement appears to instruct the trustee to give the proceeds to GAI, raising the possibility that long-form approval in this case may be irrelevant. If all of Gen-Corp's shares had been tendered, there would be no other owners, other than GAI, to whom the proceeds could be distributed.

Recognizing some of the questions involved, Rod Porter, deputy chief of the FCC's Mass Media Bureau, said: "This would appear to involve some new and novel matters... I don't recall anything like this situation."

If the long-form application is considered, GAI has asked that required crossownership divestitures in New York, Los Angeles and Memphis be stayed until completion of the license challenges. It has also asked that such divestiture attend the outcome of the FCC's rulemaking on AM-TV crossownership, and requested that it be given enough time to conduct an "orderly sale of such stations."

At issue are KRTH-AM-FM Los Angeles; KFRC(AM) San Francisco; WGMS-AM-FM Washington; WAXY(FM) Fort Lauderdale, Fla.; WFYR-FM Chicago; WRKO(AM)-WROR(FM) Boston; WOR(AM)-WRKS(FM) New York, and WHBQ-TV Memphis. Disney has agreed to buy KHJ-TV Los Angeles, subject to the outcome of administrative hearings on RKO's qualifications, and MCA has a contract to purchase WOR-TV New York, whose transfer is currently the subject of an appeal in federal court. The total value of the sale of the stations, based on RKO's current agreements and the bids it received as part of the FCC's attempt to settle the matter ("Top of the Week," Dec. 15), would presumably total over \$850 million. □

### Former CBS executive to run entertainment division; Weinblatt stepping down

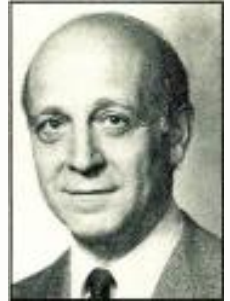
Peter Lund, president of CBS's owned television station division, has been named president of Multimedia Entertainment, replacing Mike Weinblatt, who held the post since 1984, after stints with Showtime and NBC. The announcement comes at a time when Multimedia Entertainment's flagship program in syndication, *Donahue*, once the undisputed ratings leader among syndicated talk shows, has lost considerable ground to *The Oprah Winfrey Show*, distributed by King World Productions. The change also comes during a sluggish marketplace for new program clearances, where Multimedia is struggling to clear two new properties, *The Dom DeLuise Show*, a first-run situation comedy, and *On the Move* with Rita Moreno.

Multimedia said in a press release last week that Weinblatt would continue at the company "as a senior executive in charge of certain key developmental projects." What that means remains unclear. Weinblatt did not return phone calls to discuss the matter. Walter Bartlett, president of Multimedia Inc., who made last week's announcement, declined further comment on the matter.

Lund's departure at CBS comes at a time when the network is going through a traumatic period of job cuts that is leaving no division unscathed. But last week Lund said that while the timing of his move could have been better, it had more to do with a great offer from Multimedia and the "opportunity for me to do something different" than with the goings on at CBS, where he has worked for 10 years. "I agonized over it," he said of his decision to make the move. He said that talks with Bartlett about the job started about four weeks ago and that he decided to take it early last week. Lund has known the Multimedia president well since 1980 when as a general manager of WBBM-TV Chicago he brought the *Donahue* show to the station.



Lund



Weinblatt

where it really burst onto the national syndication scene.

Lund has remained a close friend of Bartlett's, and Donahue's, ever since. He is also friends with another Multimedia division head, Jim Lynagh, who is president of the station group. That friendship developed in the mid-1970's when he and Lynagh both ran stations for Post-Newsweek in Washington, WTOP(AM) and WTOP-TV (now WUSA(TV)) respectively.

What Lund can or will do to try to shore up *Donahue's* position remains to be seen. The program had its first competition from *Oprah* nationally last November, and she pulled an average 7.7/31 in 131 markets to rank eighth among shows in Nielsen's Cassandra report, compared to *Donahue's* 7.6/29 in 181 markets, which finished 10th. Lund said last week that he could not yet talk about plans, priorities or strategies upon his arrival at Multimedia, expected in a couple of weeks.

Lund took the CBS owned stations job last December, replacing Neil Derrough. Before that, he had been president of CBS Sports since December 1984, after a stint as general manager of WCBS-TV New York, where he bought the syndicated *Wheel of Fortune* for the station. He joined CBS in 1977 as vice president of the owned AM stations division. He will remain in New York where Multimedia Entertainment is based. □

## INTV debates position on telcos entering cable field

**Although there is strong feeling for creating competition for cable, some INTV members express reservations, especially those with newspaper and cable interests**

Independent television operators are rethinking their position on whether the Bell operating companies should be permitted to offer cable services. It's a major item that the Association of Independent Television Stations' board of directors will debate this week (March 27) at a meeting in Dallas.

In the past, INTV has encouraged Con-

gress and the FCC to unleash the phone companies to compete with cable, but there now seems to be some division on the issue. Some independents want to deregulate the phone companies, while others fear broadcasters will be "trading one bad guy for another."

At the heart of the matter is a proceeding before the U.S. district court in Washington in which the Department of Justice is recommending that the BOC's be allowed to enter the information services market. INTV prepared comments that it had planned to file with the court two weeks ago (March 13). But because some members (particularly Tribune, Multimedia and Cox) expressed "strong reservations" about inviting the telcos into the cable business, INTV postponed action until its board considers the matter.

One reason INTV may be feeling the squeeze from those members is that they have cable and newspaper interests as well



as broadcasting. Both the cable and newspaper industries are on record opposing to the BOC's entry in information services.

"We want to be very sure and precise about what we say," said INTV President Preston Padden about his decision not to file. If the board decides it wants to proceed, Padden said, it can file on April 10. He acknowledged that INTV has been "urged to be careful," and he noted that its proposed brief takes a cautious approach. "We agree with NAB [the National Association of Broadcasters] that Justice is wrong in saying unleash the phone companies totally," said Padden.

In a filing with the court two weeks ago, NAB said the BOC's should be barred from entry in the information area. Also filing were the National Cable Television Association, various cable television interests and the American Newspaper Publishers Association (see story, page 125). By lifting the current restrictions on the BOC's, NAB, NCTA and ANPA agree that it gives the phone companies the power to engage in

anticompetitive activities.

According to the INTV brief, the association does not want to lift all the restrictions currently imposed on the BOC's, but only those that would enable them to compete with cable. INTV suggests the court eliminate "the BOC information services restrictions to the limited extent that the restriction prohibits local telephone exchange carriers from offering cable television service in their local exchange areas, and to the extent that cable television service in a particular local exchange area currently constitutes a de jure or de facto monopoly."

And as safeguard for broadcasters, INTV recommends that the telcos be prohibited from owning or having a financial interest in programming and that they be prevented from selling advertising.

The brief is expected to generate a lively discussion among INTV directors. There seems to be a general consensus that competition needs to be injected into the marketplace. But there are some, like Bob Wormington of KSHB-TV Kansas City, Mo., and

INTV treasurer, who feel "inviting the BOC's in without any restraints would not be a wise move." Wormington says his reservations spring from the days when INTV was dealing with AT&T as a monopoly. "We want to make sure we're not creating two problems instead of solving one," he said.

"I like the idea of competition for cable," said one director. But at the same "we'll have to talk about the pluses and the minuses of it," he added. Yet Ted Baze of KGM(TV) Oklahoma City and INTV secretary, has no qualms about the BOC's. "It couldn't be any worse than cable is as an unregulated monopoly," said Baze, who maintained that the phone companies are the logical competition.

To board member Steven Bell of KTLA(TV) Los Angeles, the real issue is cable. The phone companies are a side issue, said Bell.

"It's very clear that cable isn't going to be reregulated," said Martin Brantley of KPTV(TV) Portland, Ore. "If the public's going to be protected, competition is needed." □

## TV networks garner \$6.7 billion in revenue in 1986

**That translates to 3.5% gain over 1985; prime time, sports, news and late night gain; daytime, children's drop**

The three television networks last year posted a 3.5% gain in net revenue, to \$6,680,932,000, a larger increase than registered by the consumer price index but presumably less than some network cost increases. Stronger increases in four dayparts—prime time, late night, sports and news—were held down by reduced revenue in the daytime and children's dayparts. The revenue figures (for both the fourth quarter of 1986 and the full year) were compiled

from network-submitted, unaudited data by the accounting firm of Arthur Young & Co.

In all four quarters, prime time revenue was consistently higher, and finished the year with a 4.6% increase, to \$3,213,874,000, or 48.1% of the total. Daytime revenue declined 3.6% for the year, to \$1,188,022,000, and was down 5.7% in the fourth quarter. The 17.8% share registered by daytime was slightly higher than the 16.7% of sports, which increased 6.3% to \$1,115,870,000. In the fourth quarter, sports was up 6.6%.

Much in the news as a candidate for cost-cutting, news posted the strongest increase of any network daypart, up 8.6%, to

\$729,098,000. It was presumably helped by the 1986 elections, although it registered a 1% decline during the fourth quarter. The fourth quarter was also the first quarter of the current upfront season, which was generally marked by downward pressure on prices.

Late night revenue was up 6.7%, to \$289,530,000 for the year, and was up 4.7% in the fourth quarter. Net revenue from children's programming was down 9.6%, to \$144,539,000, with much of that decline coming during the first half of the year. In the fourth quarter the daypart posted a one-tenth-of-one percent increase. Late night counted for 4.3% of the networks' total revenue, while children's programming was

### Full-year television network revenues 1986 versus 1985

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programming							
Four quarters '86	\$19,865	\$49	\$0	\$0	\$1,237	\$0	\$21,151
Four quarters '85	19,379	0	285	0	2,168	0	21,832
% increase (decrease)	2.51	0	0	0	0	0	(3.12)
All other gross revenue from time sales*							
Four quarters '86	3,759,750	341,666	1,395,998	170,027	1,310,766	855,183	7,833,390
Four quarters '85	3,594,271	318,275	1,448,062	187,862	1,232,103	789,601	7,570,174
% increase (decrease)	4.60	7.35	(3.60)	(9.49)	6.38	8.31	3.48
Total gross revenue from time sales							
Four quarters '86	3,779,615	341,715	1,395,998	170,027	1,312,003	855,183	7,854,541
Four quarters '85	3,613,650	318,275	1,448,347	187,862	1,234,271	789,601	7,592,006
% increase (decrease)	4.59	7.36	(3.61)	(9.49)	6.30	8.31	3.46
Less advertising agency commissions							
Four quarters '86	565,741	52,185	207,976	25,488	196,133	126,085	1,173,609
Four quarters '85	540,937	46,825	215,804	28,033	184,744	118,068	1,134,413
% increase (decrease)	4.59	11.45	(3.63)	(9.08)	6.16	6.79	3.46
Total net revenue from time sales							
Four quarters '86	3,213,874	289,530	1,188,022	144,539	1,115,870	729,098	6,680,932
Four quarters '85	3,072,713	271,450	1,232,543	159,829	1,049,527	671,533	6,457,593
% increase (decrease)	4.59	6.66	(3.61)	(9.57)	6.32	8.57	3.46

\*Includes \$55,478,000 in color insertion revenue reported by two networks for 1985 and \$42,560,000 for 1986.

## Fourth-quarter television network revenues 1986 versus 1985

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programming							
Fourth quarter '86	\$5,429	\$0	\$0	\$0	\$160	\$0	\$5,589
Fourth quarter '85	5,985	0	285	0	2,063	0	8,333
% increase (decrease)	(9.29)	0	0	0	(92.24)	0	(32.93)
All other gross revenue from time sales*							
Fourth quarter '86	1,024,601	89,977	352,769	61,617	564,874	216,386	2,310,224
Fourth quarter '85	989,918	85,912	373,810	61,534	528,434	216,654	2,256,262
% increase (decrease)	3.50	4.73	(5.63)	0.13	6.90	(0.12)	2.39
Total gross revenue from time sales							
Fourth quarter '86	1,030,030	89,977	352,769	61,617	565,034	216,386	2,315,813
Fourth quarter '85	995,903	85,912	374,095	61,534	530,497	216,654	2,264,595
% increase (decrease)	3.43	4.73	(5.70)	0.13	6.51	(0.12)	2.26
Less advertising agency commissions							
Fourth quarter '86	152,128	13,298	52,564	9,261	84,461	34,182	345,895
Fourth quarter '85	148,709	12,648	55,732	9,239	79,486	32,439	338,254
% increase (decrease)	2.30	5.14	(5.68)	0.24	6.26	5.37	2.26
Total net revenue from time sales							
Fourth quarter '86	877,902	76,679	300,205	52,356	480,573	182,204	1,969,918
Fourth quarter '85	847,194	73,264	318,363	52,295	451,011	184,215	1,926,341
% increase (decrease)	3.62	4.66	(5.70)	0.12	6.55	(1.09)	2.26

\*Includes \$10,653,000 in color insertion revenue reported by two networks for 1985 fourth quarter and \$11,170,000 for 1986 fourth quarter.

2.2%.

Despite the changes in marketplace psychology and advertisers' shifting dollars between time periods, the dayparts last year ac-

counted for roughly the same proportion of total dollars as they did in 1982, the last comparable year on the quadrennial revenue cycle. At that time, prime time contributed 47.2% of

total revenue, daytime 19.9%, sports 15.9%, news 9.2%, late night 5.3% and children's 2.5%. In the intervening years, prime time, sports and news have gained. □

## Controversy erupts over Radio Marti "interview"

**Service to Cuba, with assist from NSC, prepared questions for President that NSC also helped answer; Pell criticizes practice, Fitzwater defends**

There are interviews with the President. Then there are "interviews" in which questions are submitted in writing and generate answers written for the President by members of his staff, including the National Security Council, and reported as the President's.

That technique came to light last week when reporters questioned White House spokesman Marlin Fitzwater about reports of a Radio Marti "interview" with President Reagan, broadcast to the station's Cuban constituency last June. The questions had been drafted by Radio Marti staffers, then reworked by the NSC, which also prepared the answers. The President did not even read the answers in full; only a sentence or two before a translator took over to complete the answers in Spanish.

The "interview," which Senator Claiborne Pell (D-R.I.) denounced as "staged" but which VOA Director Richard Carlson defended as intended to provide "a clear and accurate picture of American foreign policy," was disclosed at a hearing of the senator's Foreign Relations Committee on the U.S. Information Agency's authorization request for 1988 and 1989. Radio Marti is an arm of USIA's Voice of America and is subject to its charter, which mandates traditional journalistic standards. But the president of the American Federation of Government Employees local at USIA, Norman W. Painter, cited the broadcast as evidence of Radio

Marti's failure to meet those standards. He called the broadcast "a journalistic sham."

Fitzwater, in a press briefing in which he took questions on the issue, did not defend the Radio Marti broadcast specifically. But he said the technique employed was "not so different from that used in any number of other [presidential] interviews with commercial publications and broadcasters." He said many publications "send in written questions and ask us to provide written answers in the name of the President." He called it "a fairly common practice." Indeed, he said he had on his desk at the time "at least five requests from private publications such as yours—all of yours, collectively—that ask for essentially the same thing."

It is not clear how traditional such an "interview" technique is, or how widely it is employed. Ron Nessen, who was President Ford's press secretary and now runs the Mutual Broadcasting System's news operation, said he could not recall "anything like this at all" when he was in the White House. Jody Powell, who was Jimmy Carter's spokesman and is now chairman of Ogilvy & Mather Public Affairs in Washington, said there were "some occasions" when questions were submitted in writing and answers produced and sent back "with the President's approval." But those occasions "were not frequent," Powell said, and they did not involve "large news organizations." Spokesmen for the networks said they have policies prohibiting their correspondents from engaging in such a practice. At most, ABC News Washington Bureau Chief George Watson said, the submission of written questions may be recognized as the only way to gain access to

a foreign leader. But if that tactic is employed, Watson said, it is disclosed on the air.

That kind of truth-in-packaging was not observed by Radio Marti in the case of the President's appearance. The introduction to the question-and-answer session described it as a "special interview." Fitzwater said the White House never describes exchanges of written questions and answers as interviews. But Radio Marti's failure to be as fastidious was not unusual, according to Fitzwater. He said "publications and broadcasters often do" describe "scripted" exchanges involving the President as "interviews." Fitzwater offered no specific examples or names.

Senator Pell, in reaction to Painter's disclosure, made it clear he disapproved. "Let's agree that in the future there will be no more staged interviews," he said.

But VOA officials deny any impropriety was involved. "There was no intent to deceive," Carlson said. "It was the President responding to questions on foreign policy as it relates to Latin America." He also said, "It is not uncommon for questions to be submitted to a head of state. The purpose was to provide a clear and accurate picture of foreign policy as articulated by the President."

The Radio Marti "special interview" was conducted at the White House by the director of Radio Marti, Ernesto Betancourt, who is not a journalist. According to a memorandum that VOA officials prepared after talking to Betancourt in December—and that Painter obtained and introduced into the record of the Senate Foreign Relations Committee hearing—the Radio Marti director asked the questions "as the senior member of the delegation." □

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## Something for everyone at NAB's equipment exhibition

**Almost 700 companies will present a wide array of technologies, attracting broadcasters and a growing number of nonbroadcast clients**

If 1986 was not a banner sales year for the U.S. broadcast equipment marketplace—some major manufacturers, in fact, lamented poor domestic performance in several long-established product categories—the nearly 700 purveyors of television and radio gear assembling at next week's National Association of Broadcasters annual equipment exhibition in Dallas are sanguine about a rebound in 1987. And they will go armed with a dazzling panoply of new and refined technologies and services to open the four-day exhibit at the Dallas Convention Center.

Beyond the lineup of the biggest exhibitors, companies such as Sony, Ampex, Broadcast Television Systems, Dynatech, Harris, Grass Valley Group, Panasonic, 3M, Ikegami and Thomson, will be hundreds of others, with smaller booths spread across 300,000 square feet of exhibit space and overflowing with offerings for every imaginable type of image and sound recording, manipulation and transmission.

And broadcasters, although traditionally the biggest customers for the many product and services on display, are not the only clientele

those companies now serve. A growing group of attendees come from independent production and post-production, corporate-industrial and other professional media. Exhibitors are responding more than ever to their presence, and this year, if they must make up for any shortfall in broadcast budgets, could place even greater emphasis on these other markets.

The following guide to the industry's largest professional equipment show, while by no means comprehensive, is intended to provide signposts of new and important technologies on hand. The divergent paths emerging among videotape formats, the explosion of graphics capabilities, AM radio's fight for greater fidelity, satellite newsgathering's mobilization, the new wave of CCD cameras, continued improvements in TV audio, transmitters' continued movement to solid-state design and numerous other developments are explored below:

### **VTR's: refining future formats**

Visitors to this year's NAB equipment show in Dallas next week are not likely to see a repetition of 1986's major advances in videotape recording, where the exhibit floor was witness to both the blossoming of new, studio-quality, small-format systems and the emergence of powerful new digital recorders. Continued system refinements,

rather than dramatic new approaches, will be the video recording watchword this time around.

Few can now question, however, the force with which the new recording technologies are pushing the television industry toward complex and sometimes contradictory transitions from analog to digital video and from standard NTSC composite to component signal formats.

Ongoing developments in the component analog domain will be most apparent at this year's show, with a range of new products being offered for competing and incompatible enhanced half-inch formats—Sony's Beta SP and Matsushita's M-II. Both formats use new metal particle tape formulations to improve luminance bandwidth and signal-to-noise ratio and provide longer play-times. They produce pictures that rival those of current studio systems while using compact, cassette-based equipment.

Sony, having speeded up development to cut into the half-year delivery lead of the competing M-II line, will introduce the first three products in the much-anticipated SP line. And Sony, now estimating there are some 30,000 Beta units in use around the world, is reminding customers that Beta SP, unlike M-II, remains compatible with its half-inch precursor.

Leading the Sony SP line will be a new \$33,000 studio recorder-



Sony's BVW-75

player, the BVW-75. The unit, a dynamic-tracking version of the Beta BVW-40, which can handle both 30-minute and 90-minute tape cassettes, has 32-times black-and-white shuttle speed and component-composite outputs. Also new is a \$13,500 BVW-35 field recorder-reproducer, with color playback and four-channel audio. The BVW-35 and BVW-75 can be combined for field or studio duty. Also to be introduced is a \$10,000 BVV-5, a portable recorder for camcorder configurations with viewfinder playback and four-channel audio.

Matsushita's U.S. sales arm, Panasonic, which got the jump on its small-format competitors last year with the introduction of its initial M-II studio and field systems and a \$50-million-plus sale of the products to NBC, will fill out the line this year with its AU-550 field editing recorder and an M-II studio player. Introductions include an M-II office viewer and an enhanced control panel for AU-650 studio VTR.

Also offering the Matsushita M-II products will be JVC, which is principally owned by the Japanese manufacturer. Both companies will exhibit the AU-650 studio VTR, AU-500 field recorder and AU-400 camera recorder introduced last year.

Other manufacturers falling in the Betacam camp this year are Ampex, the Bosch-Philips joint venture, Broadcast Television Systems (BTS), and Thomson. Ampex and BTS both agreed last year to offer the Beta and Beta SP gear and at this year's NAB are showing their first self-manufactured half-inch products.

Ampex will carry three new Beta SP products essentially identical to the Sony offerings (it doesn't expect to show its own design SP units until 1988), while BTS will carry Betacam systems including the KCB 1 recorder-camera system, BCB 10 studio player, BCB 15 studio player, BCB 40 studio recorder-player and BCB 21 field player.

Digital component recording, while still in an embryonic stage, will draw the attention of those looking at the possibilities for high-

end multigeneration graphics and other sophisticated post-production capabilities.

Sony's DVR-1000, the only available digital deck based on the "D-1" world digital component recording standard, will be shown for the second year, this time in operation with Quantel's Harry digital disk editing system and its Encore graphic effects generator, and also interfaced with Rank Cintel's Artfile graphic system and the Grass Valley Group Kaleidoscope digital effects system routed through an experimental VVG component digital switcher.

Sony has taken more than 300 orders for the DVR-1000 from production facilities worldwide—200 in the U.S. alone—and deliveries of the first recorders are expected shortly after the convention. Other manufacturers with D-1 recorder development programs include Ampex, which is probably not going to show any system until 1988, and BTS, which has not said when it will show any D-1 products.

A digital recording alternative that uses the D-1 cassette and shares mechanical similarities is Ampex's composite digital format. First seen last year as part of the manufacturer's new generation ACR-225 videocart machine, the format is still undergoing industry standards work. Both Ampex and Sony are agreed on its fundamentals, but no stand-alone recorders are expected from Ampex until next fall, or from Sony until 1988.

Ampex, which plans to show a more advanced form of its 256-cassette ACR-225 cart system this year with faster back-to-back sequencing and playlist execution, is banking that customers anxious to replace aging two-inch quad commercial spot players will wait for what the company believes are the advantages of the digital format system over any analog alternative, as well as the relative ease of implementing composite digital into today's NTSC composite analog TV plants.

But numerous offerings in cart systems this year, aimed at satisfying everything from commercial playback needs to station automation, will add to a growing list of alternatives.

Sony, which now has 160 of its 40-cassette Betacart systems in the field, will also show a larger companion, a 1,200-cassette Beta SP-based library management system for use in station automation applications. The prototype unit, first shown last year and to be displayed this year with a focus on software interface, will be available in 1988 and could also be used with digital composite players. Beta SP decks also are expected to be available by the end of the year for the Betacart, which is being used largely for commercial playback.

Matsushita is expected to introduce its first two M-II cart machines, after last year showing a prototype 96-cassette cart machine using technology licensed from Asaca. Asaca will again show its established ACL-6000C video cart system, with 600 cassette capacity for both Beta and MII decks.

Odetics, which developed and introduced its 600-cart system with RCA before that company went out of the broadcast business in late 1985, will introduce an M-II version this year. The company will also show its Beta version cart system with new automation software.

Lake Systems will show an extension of its La-Kart system, a new \$300,000-\$400,000 library system that can handle 500, 1,000 or 1,500 cassettes in any of the half-inch formats and is programable by a number of TV traffic systems. Townsend Broadcast Systems, which recently purchased Broadcast Systems Inc., will show its established DC-80 EP sequencer. Other lower-cost cart machines, sequencers and ad insertion systems will be on display by AF Associates, Rational Broadcast Systems, Alamar, Channelmatic and Grumman.

One-inch videotape recording, facing heavy competition in broadcasting from the new high-end half-inch systems and digital formats, nevertheless remains an active development area for the market-leading Sony and Ampex, as well as from others, such as Hitachi, pulling for a share.

Sony plans to introduce two one-inch Type C recorders in a new BVH-3000 series. The machines, which Sony characterizes as the last of its Type C decks, use two different types of built-in time base correctors and have extensive circuit reengineering to reduce the size compared to the companion BVH-2000 one-inch recorders.

Among the enhancements Ampex will show for its line of Type C machines are a new multigeneration set-up mode for its VPR-6 for use with its Zeus video processor, a 'status-at-a-glance' feature and a



vertical interval time code for its VPR-3 and VPR-6 recorders.

U-matic three-quarter-inch tape recorder introductions are also expected from manufacturers including JVC, which plans to show a new microprocessor-controlled CR-600U, and Sony, which will show two Type Nine U-matic SP machines and a new Type Seven deck taking over from its six-year-old Type Five line. Sony also will be showing two new U-matic tape cassettes, the BRS and XBR series, which it says use a new tape formulation and binder system to provide higher signal-to-noise ratios and fewer drop outs.

Other new videotapes will be introduced by Ampex, with its new Ampex 298 Betacam SP metal particle tape in 30-minute and 90-minute cassettes, as well as a 30-minute addition to its 198 Betacam line. The company will also show a 19 millimeter videotape under development for digital composite and component formats. Videotape products will also be shown by Agfa, 3M, Raks, Fuji Photofilm, Maxell and Eastman Kodak.

Among the VTR accessories making their debut at the show are a new VTR playback adapter from Sony for use in transmitting the Betacam signal from the field to the studio via microwave, a new frame synchronizer from JVC and new time base correctors from Microtime and GML.

### Camera makers betting on chips

Three years after RCA Broadcast introduced the first three-chip, solid-state broadcast camera, the camera technology has virtually exploded. At least a half-dozen manufacturers are now offering cameras using charge-coupled devices (CCD's) and three of the companies—Ikegami, BTS and Thomson—will show their CCD cameras for the first time at next week's NAB.

The past year, in particular, has seen a serious market develop for CCD technology, which so far has proved superior to tube cameras in cost, power consumption, size and other characteristics, while still lacking in certain image quality categories.

At last year's NAB, Sony introduced its first three-chip CCD camera, the BVP-5. Some 400 of the cameras have since been sold, mainly to broadcasters for ENG purposes. NEC, which introduced its solid-state broadcast camera in 1984 and had sold several hundred to producers and broadcasters, late last year signed a multiyear agreement with NBC to sell at least 100 SP-3A's to the network. Panasonic also introduced its own three-chip CCD camera last fall, and the camera is now also available from JVC.

In 1987, Ikegami will add a new CCD ENG model; Thomson expects to include the new TTV 1640 CCD ENG camera in its line of studio and newsgathering-field production cameras, and BTS will show the under-\$20,000 CCD camera it announced earlier this year. The BTS camera uses a frame transfer technology similar to that developed by RCA for its solid-state camera. The camera uses a fixed-speed mechanical optical shutter, but the company expects to have an electronic shutter version available later this year for slow-motion purposes.

News in the camera field is not limited to CCD cameras, which are generally used only for ENG. In the high-end electronic field production market, Sony will introduce a new portable that it hopes will compete with other high-end field units like Ikegami's HK-323 and Hitachi's SK-97 EFP camera. The Sony BVP-350 camera, a companion to Sony's three-year-old BVP-360 studio camera and claiming identical picture performance, is priced in the high-\$40,000's. The two-third-inch Plumbicon tube camera has f1.2 prism optics, component video to the camera control unit and digital zonal registration.

New camera introductions are also expected from JVC, which will have two two-third-inch Plumbicon tube cameras, the KY-80U for M-II camcorder configurations and an upgraded KY-950B camera. Sharp, which was to have shown a new XC-B20P Plumbicon camera and a new triax control system, will not be exhibiting its products on the show floor after confusion over its down payment lost it 1,200 square feet of booth space ("Closed Circuit," March 16).

High-definition TV cameras will also be shown by several manufacturers, including Ikegami, Sony and Hitachi, as part of their exhibits and in conjunction with several HDTV production system demonstrations in the planning.

Among other camera accessories on display will be lenses from Fujinon, Angenieux and Canon, and camera tubes from EEV, RCA's New Products Division of Lancaster, Pa., and from Amperex, a new electrostatic Plumbicon and new Plumbicon tubes for HDTV cameras.

Camera support products will be shown by Sachtler, which has a new portable pedestal, field tripod system and ENG tripod, and by Vinten, which will show a new, continuously adjustable ENG-EFP head. AF Associates will display Radamac remote camera control equipment, Telemetrics will show a new remote control trolley assembly for pan and tilt, and TSM will introduce a studio camera automation system and automatic focus system for sports applications.

JVC will also introduce a triax system that, according to the company, can extend field camera systems up to 1,500 meters from their base station. The TS-T900 triax adapter also provides camera chroma key, two intercom outputs, and remote control operations with JVC's RS-500 remote control unit.

### Videographics and digital effects: picture perfect

As most broadcasters know by now, some of the more exciting images being put on television these days come not from cameras, but from computers in the form of videographics systems and digital effects generators. And most, if not all, of these special computers will be displayed and demonstrated at the NAB convention.

At the high end of the videographics market are sophisticated 3-D modeling and animation systems from companies such as Wavefront Technologies Inc. and Alias Research Inc. The systems are too costly for broadcasters, but in the hands of production houses they can create special graphics for broadcasters on a contract basis.

According to Wade Howie, marketing support manager for Alias, the likelihood of a production house having an Alias/1 system is greater now that the system can be linked to a Pixar Image Computer for rendering. With the high-power computer in tow, Alias/1 can render frames 50 times faster than before. As a result, the Alias/1-equipped production house could produce a fairly lengthy animated graphic for a news program in a day.

The 3-D modeling/animation systems vary greatly in sophistication, capability and price. Bringing such systems to a level where they are affordable by most broadcasters are companies such as Cubicomp Corp., whose products are marketed to broadcasters through Ampex. Cubicomp has promised enhancements of its PictureMaker/20 and PictureMaker/30 systems for the show.

Complementing the numerous 3-D modeling/animation systems on the market, are digital recording devices including Quantel's Harry and the Abekas A62. They can store computer-generated frames, hold them for editing and special effects and play them back in real time.

A newcomer in the digital recorder field is NEC America's solid-state SR-10, which uses 3,000 one-megabit computer chips to store up to 34 seconds of video in four separate memories. The basic system goes for around \$150,000, said Jeff White, NEC America marketing manager. More memory is available for more money, he added.

The SR-10 has applications beyond post-production. According



Ampex's AVC Century

to White, the system could replace videotape machines for instant replays during sports coverage. Unlike the tape machines, the SR-10 doesn't have to be rewound before playback, he said.

Colorgraphics Systems Inc. will highlight the ArtStar Workstation, designed to permit multiple on-line use of Colorgraphics ArtStar modeling/animation and paint systems through Ethernet local area networks.

Aurora Systems, one of the pioneering companies in the field, will be back at the show with improved versions of the AU-280 micro-computer-based and AU-220 PC-based full-color paint systems. And, according to Aurora's Nancy Burnett, the 3-D modeling upgrades that were promised for the two systems last year will be available this year.

Artronics has come up with a new 3-D modeling and animation system for its Video Graphics System and Presentation Graphics Producer. The system comprises two modules: Model Shop and

Animator. Artronics also has a new 24-bit paint system, Paint24.

Broadcast Television Systems Inc., the Bosch-Philips joint venture, will offer a high-resolution output system that will permit images from BTS's FGS-4000 graphics system and 3-D Illustrator to be transferred to film, slides or print with varying resolution up to 4,000 lines. (BTS has reached an agreement with Thomson-CSF to purchase its Vidifont-Viditext graphics generator line.)

The teletypes division of Chyron Corp. will be offering no new videographic systems, but it will have several hardware and software enhancements for its existing line, including Scribe, RGU-2 and Chyron IV models 4100 EXB and 42000 with motion.

The Scribe text generator is changing the most. The hardware options available are Logo Compose, a digitizing tablet for producing logos and other graphics without aliasing; the Preview Channel, storage for message and fonts, and Networking, high-speed data link for use among multiple Scribe generators. The software options will permit such "artistic effects" as 3-D rotation, texture mapping, character shading and banners.

Chyron's video products division is promising improvements of the VP-2 character generator and Chameleon paint system.

Dubner Computer Systems Inc., now a part of the Grass Valley family, is promising two new paint systems: the Texta 500, which features still storage and full-color frame grab, and Turbo Paint.

Ampex will continue to challenge Grass Valley's dominance of the switcher market at the NAB. While Grass Valley will expand its line with the model 200 switcher, Ampex will introduce the compact AVC Vista switcher and show for the first time at an NAB the high-end AVC Century series. According to Ampex's Bland McCartha, director of marketing, the Vista fills a gap between the Grass Valley's model 100 and new model 200 or existing series 1680 switchers and the Century series represents the new state of the art, surpassing Grass Valley model 300.

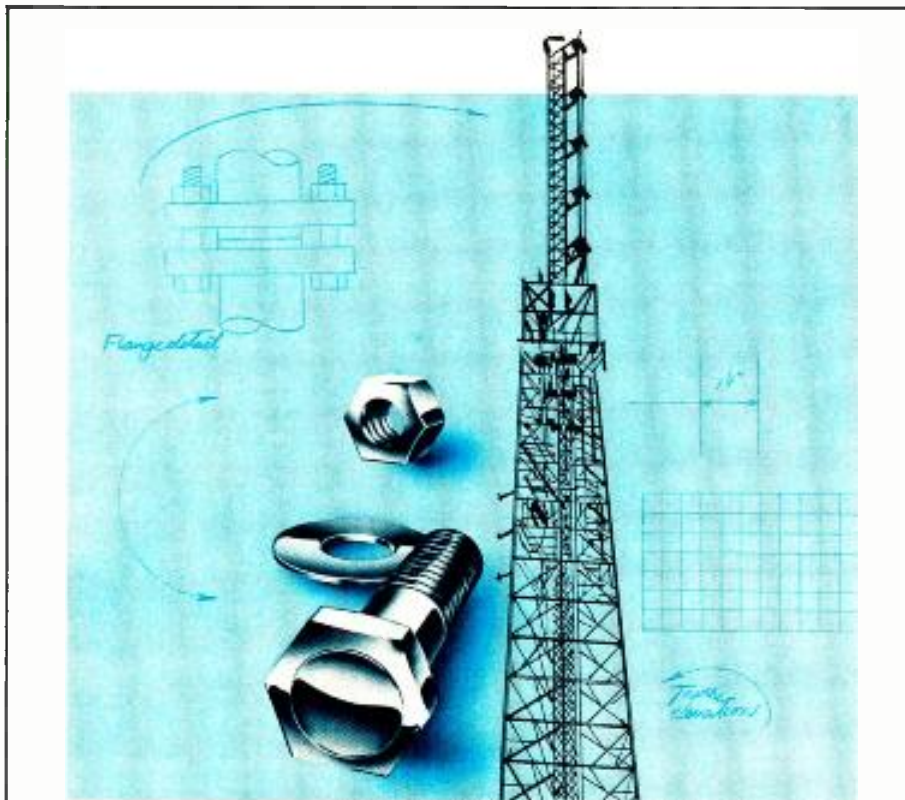
Weathergraphics systems, which turned weather-related data into elaborate graphs and weather maps for broadcasters, are developing with the same speed as the more general graphics systems.

Colorgraphics believes it will one-up its top-of-the-line competition with LiveLine V, a 32-bit weathergraphics system that can simultaneously display 376,000 colors drawn from the standard "full-color palette" of 16.7 million colors.

Alden Electronics C2000C remote weather radar system takes precipitation data from several National Weather Service (NWS) radar systems and displays it on a regional map with precipitation represented in varying color intensities. Advanced Designs Corp. will show a new Doprad II weather radar system with some paint-system capabilities.

WSI Corp. has developed SUPERseer, a weathergraphics system that crunches NWS data to produce national weather maps showing expected cloud cover up to two days in advance.

In the digital effects field, manufacturers will be vying to increase the capabilities of their systems while keeping prices down. Adding still more competition to the crowded market and downward price pressure at the NAB this year will be Pinnacle Systems. It and its capable, low-cost model 2010 and 2020 digital effects systems made their debuts at last fall's Society of Motion Picture and Television Engineers conference. The



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### Audio initials from FMX to NRSC

**N-R-S-C.** Any AM broadcaster who doesn't know what those four letters mean going into the NAB convention will certainly know coming out.

NRSC stands for the National Radio Systems Committee as well as for the audio processing standard the group of broadcasters and receiver manufacturers chose to close the audio fidelity gap between AM and FM. The voluntary standard, which was formally adopted just two months ago, calls on broadcasters to employ a specific pre-emphasis curve and to limit audio bandwidth to 10 khz and calls in receiver manufacturers to make wideband receivers with a complementary de-emphasis curve.

At the show, leading audio processing companies will offer broadcasters good reasons for implementing the standard along with the necessary hardware. "Receiver manufacturers will not budge an inch unless broadcasters implement the standard," said David Van Allen, senior design engineer at Texar. "If we play cat and mouse with this thing for the next 10 years, AM will be paging taxi cabs."

The NAB, which strongly supports the standard, will be doing all it can to encourage its widespread implementation. According to NAB staff engineer Michael Rau, implementation will be discussed in technical terms at a Friday (March 27) session of the engineering conference. And, at a management session on AM improvement activities the following Tuesday (March 31), NAB will present for the first time a slide show on the NRSC standard and what it can do with AM.

According to Rau, throughout the convention the NAB will also conduct a demonstration of the NRSC standard using NRSC processors from CRL Systems and Orban Associates and, if promises are kept, NRSC prototype receivers from Delco Electronics, Ford, Sony, Matsushita, General Electric and Denon America.

"We'll be able to demonstrate the answer to any question any engineer may have," Rau said.

Texar, CRL Systems and Orban Associates were active in formulating the NRSC standard. Each plans to feature NRSC-related hardware at the NAB convention. CRL will introduce eight products, including an entirely new AM processing system with NRSC pre-emphasis and 10 khz limiting and a modulation monitor add-on with the NRSC de-emphasis curve. CRL's Stan Salek was optimistic about the success of the new line. "We have gotten a lot of positive comment from broadcasters who are anxious to give it a try."

Texar will be selling Phoenix, a new audio processor incorporating the NRSC standard, and the AMC-2 NRSC retrofit kit for Texar's Prism-Eagle processing combination. Orban will introduce an NRSC processor, the Optimod-AM 9100B, and NRSC retrofit kits for the Optimod-AM 9100A.

Another set of initials likely to be discussed at the show is FMX, designating the CBS/NAB-developed system to extend FM stereo reception out to the station's monophonic contour. Although FMX was radio broadcasters' darling at last year's convention, the intervening year has seen the technology slowed by problems with multipath interference that turned up in some field tests (but were since reportedly solved) as well as by the closing of the CBS Technology Center, where key system developers were doing their work.

Most potential FMX broadcast equipment makers at the exhibit, as well as consumer receiver companies, are now awaiting the rehabilitation of the technology. But there is hope FMX may be back on its feet again, following the recent announcement that NAB was forming a new for-profit subsidiary, NAB Technologies Inc., whose first project would be continued development of FMX ("Closed Circuit," March 9). Funds for continued FMX research and development are also forthcoming, provided by a partnership of Detroit-area investors led by consulting engineer John F.X. Browne.

Browne declined to name 20 members of the Detroit investment group or cite a dollar amount of funding, but said the limited partners, who have no other broadcast or electronics interests, would carry the FMX system "to fruition." Browne also said the development group headed by FMX co-developer Emil Torick will remain in

the CBS facilities in Greenwich, Conn. for the "time being."

The analog audio cart machine, which seems to improve every year, is still the dominant means of recording and reproducing music, spots and promos in the broadcast studio. But, for the past few years, interest in digital alternatives has been mounting and appears certain to hit new heights at the upcoming NAB convention.

Several manufacturers will be offering compact disk players and controllers designed for the special needs of radio disk jockeys. Among them: Tascam, Studer Revox, Philips, Sony and Technics.

Allied Broadcast Equipment has come up with a sophisticated controller for the Audiometrics multidisk CD player, which holds up to 100 CD's. The Media Touch System 2000 controller features a touch-sensitive screen linked to a computer that allow the DJ to select, cue and start any selection by touching the screen.

International Tapetronics Corp./3M plans to introduce a device that combines digital technology with the operational flexibility of cart machines. ITC/3M is keeping a lid on the details of the HCDA 3000 Digital Audio System until the NAB, but Bill Parfitt, market development, advanced administration, said it would not use standard carts. The system is not intended to replace ITC's line of cart machines, Parfitt said, but to create a new high-end for the line. "The cart format still has a lot of life left in it," he said.

In addition to its CD player and controller, Sony plans to give broadcasters a peek at what may be the future of originating music in the studio. It will show a professional-grade recorder/player based on the rotary-head digital audio tape (R-DAT) technology that is poised to move into the consumer market. Using tape cassettes that are half the size of a standard audio cassette and can hold up to two hours of sound, R-DAT machines promise to bring all the advantages of digital technology into broadcast studios as well as into homes.

According to Sony's Ryuichi Katsumi, product manager, professional audio, Sony also plans to show an R-DAT real-time duplicator capable of making five dubs at a time.

Despite all the digital talk, most believe, as Parfitt does, that cart machines will be around for a long time. And evidence that the format will continue to improve will be easy to find on the convention floor. Otari Corp., best known for its reel-to-reel machines, plans to introduce its first cart machine, the CTM-10 featuring record phase compensation. Broadcast Electronics will introduce the 5400C, which promises to automatically correct phase errors during playback regardless of what machine the cart was recorded on. And Fidelipac will show a production version of its Dynamax CTR30 series three-deck recorder/reproducer and introduce carts with cobalt-based tape.

### SNV's: the choices continue to multiply

Manufacturers of Ku-band satellite newsgathering vehicles (SNV's) will arrive in Dallas for the NAB convention expecting to find considerable pent-up demand for SNV's of all kinds.

"This is the year of the avalanche," said Mike Perry, sales manager, mobile units group, Midwest Communications Corp., which has sold nearly 20 units since entering the market early last year.

Perry and other SNV marketing executives believe broadcasters put off purchases of SNV's last year because of uncertainty about the broadcast networks' plans to reimburse affiliates for the trucks and confusion about the voice-communications systems. With those questions more or less settled, the consensus is that broadcasters will buy as many as 80 SNV's this year, roughly doubling the number currently on the road.

The manufacturers have little concern that the networks' financial belt-tightening will affect their reimbursement plans and, by extension, demand for SNV's. "They've started a big wheel turning that's kind of hard to stop," said Perry.

And the market is expanding beyond broadcasting. According to Jim Carter, sales manager, Centro Corp., colleges and universities, government agencies and corporations have expressed interest in acquiring SNV's similar to those being sold to broadcasters. Some corporations believe it is more economical to own one or two transportable uplinks than several fixed ones, he said.

The market is competitive, but if demand is as great as the manufacturers think it will be this year, there should be plenty of business

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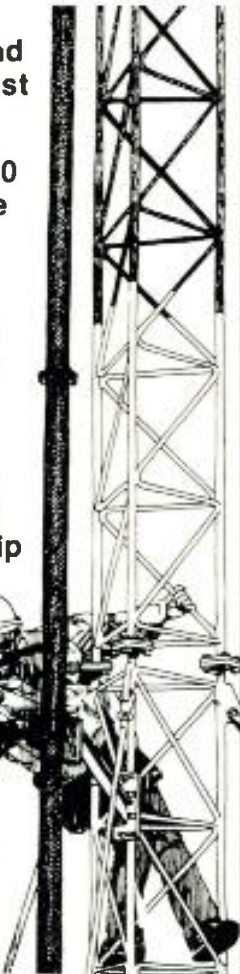
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to keep most of the companies busy. On the other hand, said Tom Kidd, marketing manager, Hubbard Communications (Hubcom), the competition is keen enough to discourage other companies from getting in.

Hubcom, which has delivered around 50 SNV's, is the market leader by virtue of having pioneered the technology three years ago to support Conus Communications, a satellite news exchange network. Hubbard Broadcasting is the parent of Hubcom and the principal owner of Conus.

According to Kidd, Hubcom's big seller is the SNG-220, which is built on an Iveco Z220T truck (with an opening between the cab and the body) and features a Satcom Technologies' 2.4-meter dish. The basic model goes for around \$225,000. For \$35,000 less, a broadcaster can buy Hubcom's smaller SNG-LB or "lowboy" model with a 2.3-meter dish.

Like Hubcom, Midwest Communications offers a complete line of SNV's, but the S-23, which it will take to Dallas, has proved to be its most popular. Built on an Iveco 450 chassis, it features a Vertex Communications' 2.6-meter offset-feed antenna. It starts at \$280,000. According to Perry, the S-18 with a 1.8-meter antenna could be a less expensive option (\$220,000-\$230,000), but the networks are not yet convinced that the 1.8-meter dish is adequate.

Dalsat Inc. is focusing its marketing efforts on two SNV's: the SNG-12, mounted on a Volvo truck with a segmented Andrew 3.7-meter antenna, and the new SNV-8, built on a Ford E-350 van with an extra axle (a "tag" axle to extend the truck's length) built to specifications laid down by ABC. Dalsat's Clyde Combs said the vehicle's 2.3-meter Andrew antenna can be stowed in such a way that it is completely protected. The SNV-8 is also "air-transportable"—that is, it can be driven into a C-130 cargo plane, he said. The SNG-12 and the SNV-8, both of which will be demonstrated at the NAB, start at around \$278,000.

Centro's principal product has been the Networker, a Satcom Technologies 2.4-meter mounted on a Ford E-350 chassis extended by a tag axle to accommodate additional production and baseband video gear. It starts at \$280,000. Also, according to Centro's Carter, Centro plans to introduce the Newsbreaker, which lacks the tag axle and additional room of the Networker, but contains the same antenna and RF package and costs less.

BAF Communications Corp. will introduce two SNV's with Andrew 2.3-meter dishes built on Iveco trucks. One of the SNV's uses an Iveco 220 chassis; the other, an Iveco 450. According to Charles Angelakis, executive vice president and chief executive officer, the units, including a voice-communications package, start at between \$315,000 and \$325,000.

The newcomer in the market at this year's NAB will be Roscor Corp., of Mt. Prospect, Ill. Like the other companies in the field, Roscor's SNV effort springs from years of experience in building ENG vans and trucks and other video facilities.

According to Roscor President Paul Roston, Roscor will show for the first time Star Fleet 21, an SNV built on a Ford E-350 van with a Satcom Technologies 2.4-meter antenna. Although the unit hasn't been shown before, Roston said, it's been marketed since last summer. In fact, he said, three units have already been sold.

Some broadcasters have expressed a need for Ku-band uplinks that can be packed up and shipped to remote locations. To fill that need, Hubcom introduced the SNG-VFP "flyaway" earth station, which features a 1.8-meter antenna and sells for around \$170,000. Kidd said Hubcom has shipped six units (including three to NBC and two to ABC) and is now building one for Intelsat.

Now challenging Hubcom for flyaway orders is Midwest Communications. Its S-1 system, which can be packed in 13, 100-pound cases and shipped on commercial airliners as excess baggage and deployed, Midwest claims, in 20 minutes by two technicians, also has a 1.8-meter antenna. CBS and CNN were first in line to purchase S-1's.

Dalsat's Combs thinks today's flyaways require too many cases to be truly practical. For that reason, he said, Dalsat's engineers are investigating Ka-band technology. "You'll be able to pack Ka-band flyaways in two suitcases, not 11," he said. The Ka band is a higher fixed satellite frequency band. No Ka-band satellites are in orbit and none are expected to fly until well into the 1990's.

## Stereo piques interest in TV audio

Since the FCC authorized stereo TV sound broadcasting in 1984, nearly 400 U.S. TV stations have begun offering the service or are in the final stages of conversion. Correspondingly, the TV audio equipment market has steadily increased in size and importance, and this year's NAB, with its numerous new product offerings for the multichannel sound station, attests to the growing trend toward improved television audio.

One company that has already done well in the stereo market, Orban Associates, is further developing its multichannel TV sound product line, this year introducing a new TV stereo generator. The new model 8185A betters the company's market-leading initial generator, of which there are 350 in the field, with new digital stereo generation circuitry and group delay corrected filtering, as well as improved performance in dynamic separation and nonlinear crosstalk. The unit works with any manufacturer's audio processors, including Orban's Optimod-TV.

Another competitor in the TV stereo field, Modulation Sciences, will exhibit its new Stereomaxx spatial image enlarger, a mono-compatible TV-AM-FM stereo processor first developed last year. The company will also introduce a new Modminder TV audio modulation status panel for use with wideband TV demodulators such as the Tektronix 1450-1, and

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will show its established TSG TV stereo generator and stereo reference decoder.

A new, lower-cost stereo generator will be exhibited by Marcom, along with its previously introduced TV stereo generator and multi-channel TV sound metering gear. Leaming Industries will show a new second-generation TV stereo generator, and Catel Telecommunications will display its new TVS-2000 TV stereo generator, along with a new D-850 tunable TV demodulator. Also showing established TV generator lines will be Circuit Research Labs and Broadcast Electronics.

A new mono-to-stereo converter, with models for post-production stereo TV mixing and for broadcast, will be introduced by Kintek, and Studio Technologies will have a new stereo recognition-simulator system for on-air stereo sound, along with its existing stereo simulator unit. AKG Acoustics also is showing a digital stereo processor, the MSP-126, an Ursa Major product purchased by AKG along with that company's other equipment lines last year.

For stereo TV sound monitoring, B&B will add its new AM-3B CRT-based stereo audio phase monitor, which provides both visual and audible display of program phase, and VU and peak threshold levels for left, right, sum and auxiliary inputs. Solutec will have a new stereo VU-PPM meter/phase indicator and stereo distribution amplifiers. Established lines on display include Tektronix's stereo audio monitor and 751 aural modulation monitor-decoder, and aural modulation monitors from TFT and Belar.

Other new stereo gear includes a stereo audio distribution amplifier from Datatek, which is also showing a new video stereo audio switching system, and a stereo TV multiplexer and modulator from FM systems.

Studio console manufacturers are also introducing a number of audio board advances for the TV station and teleproduction markets at this year's show. Calrec, which recently merged with the British firm, AMS, will show a new 48-channel digital assignable mixing console with full memory recall of all console settings. New consoles will come from Solid State Logic, which has a computerized studio audio system, from ADM, which will show an eight-input mixer, and from Ramsa, which will demonstrate its new WR-8428 post-production and recording console. A new stereo audio mixer will be shown by Hallikainen, and AF Associates will display the Audix AAT-3000 broadcast production console. Established lines of stereo audio consoles for TV will also be exhibited by Ward-Beck, Neve and Sony.

### Powering up the transmitter market

It's not certain whether broadcasters are ready for high-power solid-state VHF and UHF transmitters, but, if they are, they can buy them at this year's NAB convention.

Last month, NEC America introduced a 30 kw UHF solid-state transmitter (PCU-930SSW) and Comark Communications, now a division of Thomson-LGT, said it will introduce a 30 kw VHF solid-state transmitter based on technology borrowed from its French parent.

NEC and Comark acknowledged that the solid-state transmitters are more expensive than their tetrode- or klystron-equipped counterparts, but they claim the increased power efficiency and reliability more than justify the premium.

At 30 kw, conceded Jeff White, NEC marketing manager, NEC's solid-state UHF transmitter is not powerful enough to win many customers in the U.S. But, he said, it could do well in Canada and other foreign countries. In fact, he said, an Australian broadcaster has already purchased six.

White had no pricing information on the transmitter, and he didn't know whether transmitters could be run in parallel to achieve power levels that U.S. broadcasters would be more comfortable with.

At last year's NAB, Thomson-LGT showed a prototype of a solid-state 30 kw transmitter. After being bought by Thomson-LGT, said Comark President Nat Ostroff, Comark adopted the technology and redesigned the transmitter. It's ready to start building them as soon as it receives some orders, he said.

Ostroff, White and others in the highly competitive television transmitter marketplace are keeping an eye on Varian Associates



The Harris DX-10

Inc., a supplier of UHF klystrons and klystrodes and maker of AM and FM transmitters through its Continental Electronics subsidiary. Earlier this month Varian said it was negotiating to purchase Philips's Pye TVT Ltd. subsidiary, which makes UHF transmitters. Varian is expected to announce an agreement with Philips prior to the NAB.

At last year's convention, Comark attracted a lot of attention with the introduction of a 60 kw UHF transmitter powered by a high-efficiency Klystrode tube instead of a conventional klystron. According to Ostroff, Comark has sold three 60 kw UHF transmitters that will be equipped with klystrodes if the production klystrodes from Varian's Eimac division that Comark is now testing perform to specification. If not, he said, the three transmitters will get klystrons.

One of the more significant developments in the UHF marketplace is Harris' introduction of an external cavity UHF transmitter (TV60UX), two or more of which can be run in parallel to achieve higher power levels. Harris had resisted for many years external cavity technology, believing that internal cavity transmitters were more efficient and reliable. Harris now feels comfortable about entering the external cavity market, said Gaylen Evans, manager, domestic television sales, because of recent improvement in external cavity klystrons. He said Harris is not discontinuing its internal cavity line so that Harris can offer a choice.

Emcee has promised new 10-watt VHF and UHF translators. Acrodyne Industries' new line of VHF transmitters will be represented by a single-tube 30 kw model, the TRH/30KA. It will also introduce what it claims is the first 25 kw UHF transmitters with a Thomson-CSF TH-563 tetrode.

The trend toward solid-state technology will also be evident on the radio side of the transmitter marketplace. Last year, Continental Electronic showed a single-tube 60 kw FM transmitter. This year, it will show a number of medium-power single-tube FM units, ranging from 25 kw to 35 kw. It will also introduce all-solid-state 3.8 kw and 1 kw FM transmitters.

After an intensive R&D effort, Harris will this year introduce the first digitally modulated AM transmitter, a 10 kw unit dubbed the DX-10. According to Harris's Joe De Angelo, the tubeless transmitter, competitively priced in the mid-\$60,000 range, will deliver "the best audio performance and the highest overall efficiency" of any AM transmitter on the market. Eighty percent of the AC power that goes into the transmitter comes out as RF power, he said.

CSI Electronics will introduce a 40 kw FM transmitter, the T-40-F.



# Fan Mail *To* a Television Station Isn't Unusual. Fan Mail *From* One, Is.

"... the high caliber and the tremendous efficiency of the Enterprise employees who worked with our people..."

"I have never seen a conversion of this complexity completed with such smoothness and few interruptions..."

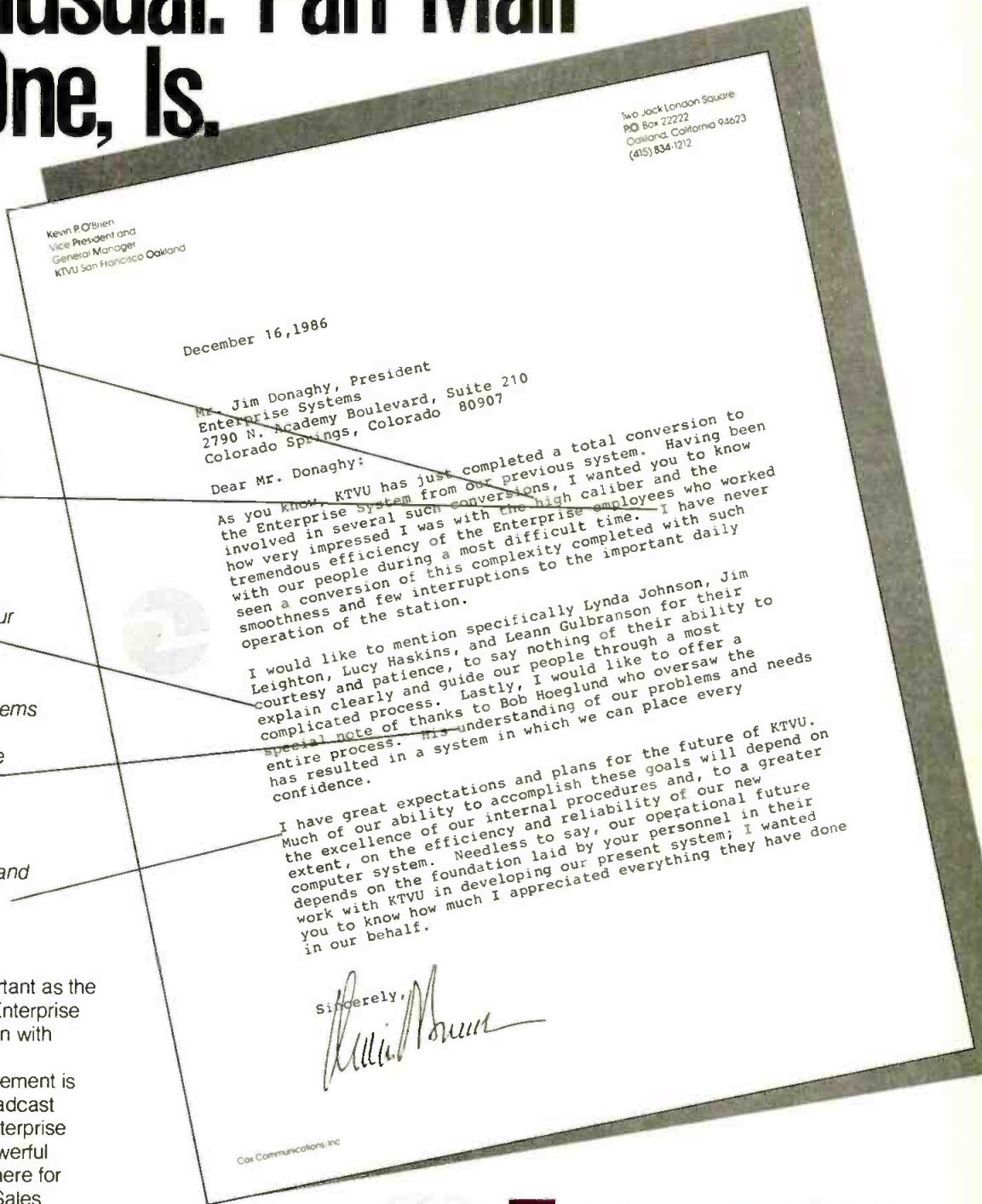
"... courtesy and patience, to say nothing of their ability to explain clearly and guide our people..."

"... understanding of our problems and needs has resulted in a system in which we can place every confidence."

"... I have great expectations and plans for the future of KTVU."

When service is as important as the system itself, depend on the Enterprise Systems Group. Our reputation with people is worldwide.

And when station management is important, depend on the Broadcast Management System from Enterprise Systems Group. The most powerful hardware and software anywhere for Traffic, Films, Financials and Sales Proposals—Audience Research.



Two Jack London Square  
PO Box 22222  
Oakland, California 94623  
(415) 834-1212

Kevin P. O'Brien  
Vice President and  
General Manager  
KTVU San Francisco Oakland

December 16, 1986

Mr. Jim Donaghy, President  
Enterprise Systems  
2790 N. Academy Boulevard, Suite 210  
Colorado Springs, Colorado 80907

Dear Mr. Donaghy:

As you know, KTVU has just completed a total conversion to the Enterprise System from our previous system. Having been involved in several such conversions, I wanted you to know how very impressed I was with the high caliber and the tremendous efficiency of the Enterprise employees who worked with our people during a most difficult time. I have never seen a conversion of this complexity completed with such smoothness and few interruptions to the important daily operation of the station.

I would like to mention specifically Lynda Johnson, Jim Leighton, Lucy Haskins, and Leann Gulbranson for their courtesy and patience, to say nothing of their ability to explain clearly and guide our people through a most complicated process. Lastly, I would like to offer a special note of thanks to Bob Hoeglund who oversaw the entire process. His understanding of our problems and needs has resulted in a system in which we can place every confidence.

I have great expectations and plans for the future of KTVU. Much of our ability to accomplish these goals will depend on the excellence of our internal procedures and, to a greater extent, on the efficiency and reliability of our new computer system. Needless to say, our operational future depends on the foundation laid by your personnel in their work with KTVU in developing our present system; I wanted you to know how much I appreciated everything they have done in our behalf.

Sincerely,

Cox Communications, Inc.



**Enterprise**  
systems group

2790 N. Academy • Suite 210 • Colorado Springs, CO 80907 • 303/637-1717

a single-end unit with a grounded grid tetrode. Energy-Onix Broadcast Equipment Co. says it will demonstrate its complete line of solid-state and one-tube FM transmitters, ranging from 15 watts to 30 kw.

### Best of the rest

Products in a wide range of categories will help fill out the NAB's 300,000-square-foot exhibit space, with new developments shown in the fields of videotape editing, high-definition television, signal processing, microwave transmission and test and monitoring, among other categories.

On the editing front, a new high-end system is expected this year from Sony. The BVE-9000, available by late spring, is expandable up to 27-machine control capacity and features four-channel audio control, seven sync grades and the use of vertical interval, longitudinal and control track time code. Outfitted in a five or six VTR edit configuration, the editor would fall in the \$50,000 range, while fully-loaded it would tally \$120,000.

Ampex has plans of its own in the editing field, scheduling the expansion of its Ace editor family with the new ACE 200 edit-controller, which is targeted toward upper- and mid-range post-production, graphics and news. The system can control up to 16 devices, including 12 VTR's, provides for up to 6,000 lines of edit memory, and uses a redesigned keyboard with both dedicated keys and soft-key capability for pre-programming commonly used sequences.

"Film style" editing systems, which use laser disk or consumer cassette systems to simplify the electronic editing process through faster access to video clips, have drawn a good deal of industry attention at the last several NAB exhibits. And although manufacturers first entering the field, such as Droidworks and Montage, will not be present at the show this year, at least two others product introductions should sustain interest in the approach.

CMX will show in private hotel suites its CMX 6000 videodisk-based film and video editing system, introduced to the industry at the Society of Motion Picture and Television Engineers annual conference in New York last fall. The first half-dozen units of the \$50,000-plus system will be installed this spring at off-line editing facilities of The Post Group in Hollywood, Calif., where they will be available to TV program producers for rental. CMX will also show on the floor the CMX 100 video editing system with an integrated video switcher and a six-fader audio mixer for news and promotional spots.

Paltex will show its laser-disk or VHS-tape-based EDDi off-line editing system. The company also has another new product, the Elite, and plans to display its established line of editing controllers. The products will also be on show at the JVC booth, following a joint marketing agreement between the two manufacturers.

New editing systems are to be introduced as well by BHP, which will show its Touchvision film-style videotape editor, and Amtel, which has developed the Transform-1 post-production editing management system, a computer software program enabling film to be editing on existing videotape editing controllers.

High-definition television products should again have a presence at the show this year, although the leading production system, the Japanese-developed 1,125-line, 60 hz technology, is still looking for de facto standard status after falling short of achieving international agreement on its parameters during last year's international HDTV studio standards considerations.

Leading the HDTV display will be Sony, which will show as part of its High-Definition Video System family an electronic cinematography camera (see camera section, page 65, for other HDTV cameras), a camera control unit, a modified one-inch VTR, a time base corrector and digital processor, and a color projector and 28-inch HDTV monitor.

Ultimate will also be working with Sony at the show to demonstrate the high-quality compositing possible with the HDTV technology, and NAC Inc. of Tokyo will show a laser telecine which can transfer 35 mm film onto 1,125-line HDTV video, plus a laser film recorder that transfers 1,125-line HDTV to 35 mm in real time.

For the signal processing market, Dynair will show a new Dynasty family of routing switchers. The switchers have bandwidths of 30 mhz, 40 mhz, 60 mhz and 100 mhz for future component, HDTV and

graphics system applications. The company, which last December entered into a joint venture with fiber optic system manufacturer Artel Communications, will also demonstrate the potential for fiber in broadcast applications, transmitting the output of a Dynasty 100 router through a fiber optic link from its booth to Artel's.

Broadcast Television Systems will show a new master control switcher, the MCS-2000 designed in conjunction with Public Broadcasting Service, which now uses the switcher at its just-opened technical headquarters in Alexandria, Va. BTS will also display a station automation system using the Hewlett Packard 9000 series computer with a Unix operating system.

Grass Valley Group will have on hand a pair of new routers, the Ten-20 and 20-Ten for video only, audio only and video plus multiple audio, as well as a new stereo audio distribution amplifier system and its series 9550 sync pulse generator.

Microwave product introductions will be numerous at the show. Harris will show its first entry in the aural studio-to-transmitter/transmitter-to-studio product line, with its new 950 mhz Sitelink. Nurad will introduce a new series of 2 ghz-13 ghz transmitters and receivers, plus a new 23 ghz transmitter-receiver with up to four audio subcarriers and two new series of ENG receivers.

Also in the microwave field, RF Technology will show new 2 ghz portable microwave transmitters, as well as new medium power portable microwave transmitters and the new RF Longranger ENG repeater system. Marti will introduce a new remote pickup broadcast transmitter, an automatic transmitter switcher for STL and TSL backup, an 30 watt transmitter studio link for data transmission and an automatic repeater station for remote pickup broadcast, and Moseley will have its new PCL-600 studio-transmitter link.

New test and monitoring gear will come this year from Tektronix, which is introducing automated video measurement equipment, and will show the model 1705 spectrum monitor for satellite newsgathering operations, the model 1735 dual standard waveform monitor, and the model 1480 F30 noise measurement kit, as well as established component analog waveform monitors and component test signal generators.

Sony is introducing two new 20-inch and 25-inch picture monitors, JVC will have a new 19-inch color monitor, and Videotek is showing a new waveform monitor-vectorscope, plus a new stereo tuner-demodulator, blackburst generator, phase indicator and 19-inch color monitor with audio. Leitch Video will have a new vertical interval test generator, SCH data display, audio tone generator and low impedance audio distribution amplifier. And Leader Instruments will also be showing a new digital video test signal generation for calibration and adjustment of professional video equipment.

Established picture monitor lines will also be displayed by Ikegami and Conrac, and Holaday Industries is showing field strength meters for radio frequency radiation measurements.

Several newsroom computer introductions will come from Basys, which plans a pair of new archive systems and a computer system for smaller newsrooms, and from Comprompter, which will have its ENR electronic newsroom in a new PC-compatible version. Comprompter is also showing its Totaprompter PC version portable production-prompting system, and Listec will have a new newsroom computer prompter.

New lighting gear is to be introduced at the show by Teatronics, which will show the Genesis line, including a six-channel, 6000 watt-per-channel dimmer, and the Producer II, a 24-to-48-channel computer assist lighting console. Desisti will have its new 370 series of lightweight fresnels and a new cyclorama lighting system, and Lowel-Light will introduce a new low light array, a folding fluorescent light and new system of three small, low wattage lights.

Intercom system introductions will come from McCurdy, Cetec Vega and Clear-Com, while Advanced Designs Corp. will show new software for its Doprad II Doppler weather radar system and Alden will have its new C200C remote weather radar system to collect precipitation data.

Faroudja Labs, which has sold 100 of NTSC encoders to broadcasters and others including NBC to help eliminate NTSC cross-color and cross-luminance artifacts, also will be on hand with the encoder line, and has recently concluded an agreement with Ikegami to use Faroudja-patented encoders and decoders for Ikegami's camera and monitor line. □

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NAB Booths 3305 and 3306

# A preview of the exhibit floor at NAB

The following is a list of companies exhibiting at the NAB convention in Dallas. An asterisk denotes a product new to the market.

## **Aarmor Case 2781**

2100 Lapo Rd., Lake Odessa, Mich. 48849  
Aarmor case, ATA shipping cases, series-2 shipping and handlings, series-3 handling and carrying cases, electronic equipment tracks, Rack Pod\* electronics rack. **Staff:** Jake Broadbeck, Diane Tyson, Paul Catlin, Jack Krammer, Cora Catlin, Michel Forrest, Jim Rice, Steven Catlin.

## **Abekas Video Systems 3527**

101 Galveston Dr., Redwood City, Calif. 94063  
A62 digital disk recorder. A42 digital still store system. A52 digital special effects and digital effects combiner. **Staff:** Yeshwant Kamath, Junaid Sheikh, Phil Bennett, Martha Lash, Lance Kelson, Harris Rogers, Bill Ludwig, Mark Pinkel, Art Shifrin.

## **Accu-Weather 2529**

619 W. College Ave., State College, Pa. 16801  
Weather graphics, satellite and radar images, ultra-high resolution graphics\*, Accu-Data base, satellite delivery of Difax, WeatherShow, WeatherBreak, Siswriter 2000D\*, Front Door 750\*. **Staff:** Dr. Joel Myers, Evan Myers, H. Skip Hunsberger, James Burke, Jeff Bertram, Jess Goodman, M. J. Franzetta.

## **Acoustic Systems 2786**

415 E. Saint Elmo Rd., Austin, Tex. 78745  
**Staff:** Bill Weitzenkorn, Tim Jarvis, Kitti Persson, Jeff Schmitt, Wyndy Ellis.

## **Acrodyne Industries 3521**

516 Township Line Rd., Blue Bell, Pa. 19422  
TRH/30KA single tube 30 kw VHF transmitter\*, 20 kw to 60 kw VHF transmitters, 25 kw\* and 30 kw\* UHF transmitters featuring the Thomson-CSF TH-563 tetrode. **Staff:** Marshall Smith, Dan Traynor, Tim Hulick, Ron Briggs, Joe Wozniak, Bill Barrow.

## **Adams-Smith 2495**

34 Tower St., Hudson, Mass. 01749  
Zeta Three synchronizer\*, 2600 A/V audio for video editing system with new software. **Staff:** H. Adams, W. Hickman, S. Strassberg, H. Williams, C. Taylor.

## **ADC Telecommunications 2819**

4900 W. 78th St., Minneapolis 55435  
Audio and video patchbays, coaxial components, patching accessories, integrated cable organization network.

## **Adelphon 234**

100 Covelo, Box 7256, Fort Worth 76111  
Towers and antennas.

## **ADM Technology 3266**

1626 E. Big Beaver Rd., Troy, Mich. 48098  
PC-controlled audio production and post-production consoles, rack equipment. **Staff:** Robert Bloom, Murray Shields, Larry Mandziuk, Rick Fisher, Dennis Bennett, Gene Swope.

## **Advanced Designs Corp. 2419**

924 W. 17th St., Suite 3, Bloomington, Ind. 47401  
Doprad II doppler weather radar system\*, Doprad I retrofit system, Doprad II display unit, RCD-1000 remote color weather radar display unit. **Staff:** Martin Riess, Brian Frederick.

## **Advanced Micro-Dynamics 2672**

80 Bolton Rd., Harvard, Mass. 01451  
TC-8 remote control system, CDA-4 FM composite distribution amplifier\*, remote control options\*. **Staff:** Peter Burk, Eugene Ferry, Howard Peavey.

## **Advanced Music Systems 2825**

AMS Industries Park, Billington Rd., Burnley Lancs. UK  
AudioFile hard disk-based digital recording system, digital processors, assignable '86 broadcast console\*, Calrec microphones, minimixer. **Staff:** Stuart Nevison, Stephen Jagger, John Emmas, John Gluck.

## **AEG Bayly 2700**

167 Hunt St., Ajax, Ont. LIS 1P6  
1.5 and 10 kw\* FM transmitters, professional audio tape recorders. **Staff:** Allan Proctor, Bill Jones, Mike Nolan, Jurgen Graaff, Seigmar Malow, Rainer Zopf, Doug Carl, Larry Lamoray.

## **A.F. Associates 3170**

100 Stonehurst Ct., Northvale, N.J. 07647  
AVS ADAC four-field digital standards converter\*, Pegasus station automation\*, Radamac EPO remote camera control equipment\*, Audix AAT-3000 audio consoles\*, AVS 6500 series standards converters, Marconi B3410 telecine, Newshawk portable satellite earth station, Pegasus automated compilation systems, Audix access digital communications system, turnkey systems. **Staff:** Arnold Ferolito, Louis Siracusano, Tom Canavan, Richard Lunniss, Marc Bressack, Meryl Altman, Bud Pearson, Rick Gross, John Dale.

## **Agfa-Gevaert 2815**

100 Challenger Rd., Ridgefield Park, N.J. 07660  
PE 649/949 bulk audio duplicator tape\*, Broadcast Plus U-matic, studio performance videocassettes, PEV 192 half-inch bulk videocassettes\*, PEM 468, 469\* and 369 mastering tapes, PEM 526 bin loop tape, Magnetite 62, 19, 27 and 49 series bulk audiocassette tape. **Staff:** Maria Curry, Andrew Da Puzzo, Joe Tibensky, John Matarazzo, Chris Emery,

Teri Sosa, Bob Zamoscianyk, Peter Jensen, Walter Bremer, Elaine Mosera, Jeff Williams, Kim McKenzie, Mike McMahon, Stephen Leader.

## **AKG Acoustics 2454**

77 Selleck St., Stamford, Conn. 06902  
AKG microphones, headphones, microphone stands, digital products. **Staff:** S.R. Rauch, David Talbot, Derek Pilkington, Dave Ogden, Rowland Powers.

## **Alamar Electronics 3561**

36 Railway Ave., Campbell, Calif. 95008  
MC-1050 six-channel automation system, Auto-Cart single channel automation system, Copy-Cart net delay record/playback automation system, RCMP-5 remote control panel, SC-2000 remote controller, data base for film and videotape cataloging, traffic package, Traffic Manager. **Staff:** Douglas Hurrell, Henry Votsmier, Nancy Trombley.

## **Alden Electronics 2759**

40 Washington St., Westboro, Mass. 01581  
C2000C remote weather radar system\*, Zephyr Weather Information Service. **Staff:** Michael Porreca, Kevin Porreca.

## **Alexander Mfg. 2924**

1511 S. Garfield Pl., Mason City, Iowa 50401

## **Alias Research 2751**

110 Richmond St. E. Suite 504, Toronto, Ont. M5C 1P1  
Alias 3-D design and animation system, 3-D computer graphics and paint system\*, Pixar image computer\*, interface to Abekas-2\*, Quantel Harry compatibility\*. **Staff:** Stephen Bingham, Sue McKenna, Dave Springer, Nigel McGrath, Art Bell, Bill Seneshen, Tom Burns, Paul Roy, Wade Howie, Moira Grace.

## **Allen Avionics 2724**

224 E. Second St., Mineola, N.Y. 11501  
Tubular filters\*, zero-loss delay lines for video applications\*, variable gain video amplifiers\*, L/C filters, video and pulse delay lines, hum eliminators. **Staff:** James Lyons, Mike Fenton, John Sessoms, Richard Mintz.

## **Allied Broadcast Equipment 3414**

3712 National Road W., Richmond, Ind. 47374

Mediatouch touchscreen system of broadcast control\*, 100-disk CD multi-play, Teinox radio/telephone system\*, Final Technology—conventional LP's played with a laser beam\*. **Staff:** Cal Vandergrift, David Gill, Bob Groome, Roy Ridge, Joe Ziemer, Jeff Nordstrom, Carl Raasch, David Burns, Tom Harle, Pat Hurley, Tom Lewis, Tony Mezey, Judy Spell, Jay Batista, Sara Coulter.

## **Allied Tower 3432**

12450 Old Galveston Rd., Webster, Tex. 77598

AM/FM, TV, microwave towers. **Staff:** Bud Duvall, Jeff Philippe, V.G. Duvall Jr., Doug Moore, Max Bowen, Romeo Laurel.

**Alpha Audio** 102  
2049 W. Broad St., Richmond, Va. 23220

Acoustical treatment products. **Staff:** Nick Coleran, Eric Johnson, David Walker, Bob Tulloh, Kathy Fitzgerald, John Harlow.

**Alpha Automation** 100  
2049 W. Broad St., Richmond, Va. 23220

TEH boss automated audio editor system.

**Alpha Electronics** 2788  
1365 39th St., Brooklyn, N.Y. 11218

Ampgrx plumbicons\*, transmitting tubes, vidicons, tetrodes, triodes. **Staff:** Stewart Popiol, Ralph Davidson.

**Alpha Video & Electronics** 2524  
28 E. Mall Plaza, Carnegie, Pa. 15106

Alphabetized U-matic and VTR's with on-board TBC.

**Alta Group** 2502  
535 Race St., Suite 230, San Jose, Calif. 95126

Dual channel time base corrector, video switcher, digital video production system, infinite window TBC, effects, video production system. **Staff:** Wayne Lee, Michael Tallent, Frank Alioto, Ron Long, Michael Paiva.

**Altronic Research** 146,47  
Box 249, Yellville, Ark. 72687

Omegaline RF coaxial load resistors, high power noncreative cermet resistors, 6700 series air-cooled dummy loads,\* 5800 series self-contained heat exchangers\*, 9700 series uni-body water-cooled dummy loads. **Staff:** John Dyess, Tim Roper.

**Amber Electro Design** 2426  
4810 Jean Talon West, Montreal H4P 2N5

Enhancements\* for 5500 programable audio measurement system, high speed plotting system\*, measurement modules\*, PC applications software\*, PC instrument controller\*, 3501 distortion and noise measurement system. **Staff:** Dennis Dolan, Wayne Jones, Guy Lemieux.

**Amco Engineering** 3294  
3801 N. Rose St., Schiller Park, Ill. 60176

Communications consoles, styling options, computer desks and desk-top cabinets, EMI cabinet, aluminum structural system, blowers and fans. **Staff:** Floyd Johnson, Donald Southwell, Jerry Riseley, Milt Nevill, Dale Eckeberger, Lawson Davis, Kelly Holton, Richard Rees.

**Amek Consoles Co.** 2558  
Projects division unit 17, Bar Ln. Industrial Park, Basford, Nottingham, England NG6 0HU

Assignable production audio consoles, broadcast consoles.

**American Medical Association** 2764  
535 N. Dearborn, Chicago 60610

Radio and TV PSAs, medical news/infor-

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**MII** **Panasonic**  
Broadcast Systems

mation, radio news service. **Staff:** Patricia Clark, Marilyn Canina, Shari Wolk.

**American Studio Equipment 2440**  
8922 Norris Ave., Sun Valley, Calif. 91352

Designer and manufacturer of grip and lighting equipment. **Staff:** Jim Brookes, Phil Garrett, Lance Alan Snoke.

**Ameritext 2582**  
280 Madison Ave., Suite 608, New York 10016

World system teletext system demonstration. **Staff:** Jerry LeBow, Ann Kirshner, Kazie Metzger, Bruce Huber, Scott Hauter.

**Amherst Electronic Instruments 2622**  
Box 201, 132 Main St., Haydenville, Mass. 01039

CTX1000 remote control machine, AM 2100 remote control machine with time base corrector. **Staff:** Joe Wellman, Tammy Fuller, Chris Chalekt, George Gayda.

**Amperex 3238**  
Providence Pike, Slatersville, R.I. 02876

Plumbicon television camera tubes, high efficiency klystrons, tetrodes and cavities for TV, AM and FM broadcasting, electrostatic Plumbicon television camera tubes\* for ENG/EFP camera and HDTV cameras\*. **Staff:** Jeff Brooke-Stewart, Bob Carlin, Ed Cirri, Pete Fochi, Kent Holston, Ed Feinberg, Bill Smithson, Tom Laury, Lee Nowell, Kipp Rabbitt, Jim Robinson, Greg Murphy, Tom Perry, Vasanth Rao, Greg Smith, Cor Weyer.

**Ampex 3108**  
401 Broadway, Redwood City, Calif. 94063

Low-cost A/C series switchers\*, Premier A/C century series switchers\*, Ace 200 computerized editing system\*, low cost ESS-5 graphic composition/storage system\*, CVR-5 camcorder VTR\*, CVR-35 field portable VTR\*, CVR-75 studio VTR\*, picturemaker 3D modeling/animation system enhancement\*, ADO system enhancements\*, type C recorder enhancements\*, ACR-225 digital cart spot player\*. **Staff:** Charles Steinberg, Donald Bogue, Robert Wilson, Donald Kleffman, Bland McCartha, Philip Ritti, Patrick Burns, Ridley Rhind, Willie Scullion, Joe Williamson, Arne Bergman, Max Mitchel, Robert Hagerty, Neil Selvin, George Merrick.

**Amtel Systems 2820**  
33 Main St., Suite 303, Nashua, N.H. 03060

Transform-1 post production management system\*, SMPTE code equipment, generators, readers, translators, character inserters, audio tape recorder synchronizers. **Staff:** Mark Wronski, Peter McDonnell, Gary McKoen, Michael Martin, Ed Labanowicz, Shawn Carnahan, Ray Wilk, Peter Moore, John Crisp, Craig Shorten.

**AMX Corp. 2908**  
12056 Forestgate, Dallas 75243

SX series modular control system featuring the SX16+ programable relay con-

troller, wireless control panels, SoftWire control panel, light dimmer, solid state audio level controller, power control units. **Staff:** Scott Miller, Bruce Christianson, Chris Monck, Scott Hetzler, Art Chace, Betty Eaton, Jodi Christianson, Roslyn Miller, Marguerite Curley, Louise Gray, Bill Cawfield, Kathleen Mooney, Laura Eaton, Sylvia Griffin.

**Andiamo 2609**  
11520 Warner Ave., Box 8415, Fountain Valley, Calif. 92728

Equipment cases and transport system.

**Andrew Corp. 3098**  
10500 W. 153d St., Orland Park, Ill. 60462

VHF and UHF antennas, premium rigid transmission lines, high power circular waveguides, earth station systems, antenna and systems controllers, video receivers, STL/TSL microwave, coaxial cables and waveguides. **Staff:** Loring Fisher, Bill Corondan, Bob Boughton, Jim Limanowski, Barry Cohen, Jack Herbert, Tom Hewlett, Carl Van Hecke, Joe Moscola, Ken Anderson, Walt Beaver, John Klecker, Chris Brown, Mark Zion, Dave Zack.

**Angenieux 3020**  
7700 N. Kendall Dr., Suite 303, Miami 33156

Zoom lenses for TV cameras, 40x9.5 F/1.3 3/8 inch studio/O.B., 14x5.8 1/2 inch for CCD cameras, 14x7 1/2 inch for CCD cameras. **Staff:** Bernard Angenieux, Tony Martinez, Gordon Tubbs, Lourdes Pola, Dick Scally, Joe Abbatucci, Gerard Corbasson, Jacques Durand, Patrick DeFay, Marc Thelisson, Tang Sum.

**Anritsu 2444**  
15 Thornton Rd., Oakland, N.J. 07436

Spectrum analyzers, signal generators, field strength meters, video system analyzer, optical power meter, domain relectometer.

**Anton/Bauer 2600**  
One Controls Dr., Shelton, Conn. 06484

Portable battery and lighting equipment for cameras, VTR's, monitors.

**Anvil Cases 2706**  
4128 Temple City Blvd., Rosemead, Calif. 91770

Shipping and carrying cases.

**Apert-Herzog 2931**  
7007 Realm Dr., B3, San Jose, Calif. 95119

TBC synchronizers, VDAs, video switcher, A/V stereo switcher, video line driver, satellite feed video delay.

**Aphex Systems 209**  
13340 Saticoy St., N. Hollywood, Calif. 91605

Aphex air chain for FM, pre-processing system for the Optimod 8100A, combination compellor/aural exciter. **Staff:** Jon Sanserino, Marvin Caesar, Donn Werrbach, James Martindale, Jeff Levison.

**Arben Design 2675**  
600 W. Roosevelt Rd., W. Chicago, Ill. 60185  
Lebenset modular set design systems,

Cyc-wedge hard cyclorama system, graphics carts\*, motorized turntables\*, 3-D lettersets, studio set products, custom set construction services. **Staff:** Tony Leben.

**Arbitron 3103**  
1350 Avenue of the Americas, New York 10019

Broadcast Advertiser Reports\*, Microtutor, Overnights/Arbitrends, Product Target AID, ScanAmerica\*, Shopping/Media Profile\*, Target AID, Radio AID, Target AID, Arbitrends, Radio Tutor, Radio Fastraq\*, Redesigned Radio Market Report\*, Radio Year Round Study\*. **Staff:** Pete Megroz, Jon Nottingham, Bill Shafer, Doug McFarland, Kit Smith, Barbara McFarland, Dennis Spragg, Doug Marks, Mark Stephen, Eddie Smith, Rhody Bosley, Alan Tobkes, Susan Dingethal, Scott Herman, Marvin Korach, Les Tolchin, Jay Guyther, Paula Kutsko, Janet Baum, Pierre Bouvard, Debbie Buckley, Dick Shepard, Frank Stanitski, Mark Greenspan, Thom Mocarsky, Nan Myers, Katy Stock.

**Armstrong Display Concepts 2493**  
4900 Croton Dr., Newaygo, Mich. 49337  
Display and promotional items.

**Arrakis Systems 2742**  
2609 Riverbend Ct., Fort Collins, Colo. 80525

Audio consoles, routing switchers, studio furniture.

**Arriflex Corp. 3553**  
500 Route 303, Blauvelt, N.Y. 10913

Camera, editing and lighting equipment.

**Artel Communications 2903**  
93 Grand St., Worcester, Mass. 01610

SL3000 fiber optic video/audio/data communications system\*. **Staff:** Dave Monk, Steve Jackson, Frank Baker, Ron Pretlac, Bob Rosenbaum.

**Asaca/Shibasoku 3278**  
12509 Beatrice St., Los Angeles 90066

Video and audio test equipment.

**Associated Press Broadcast Services 3395**

1825 K St., NW, Washington 20006

AP NewsPower 1200, TV Direct, APTVAP Network News, Music Country Radio Network, Wide World Network, Ed Busch Talk Show. **Staff:** John Reid, Lee Perryman, Jim Williams, Brad Kalbfeld, Ed Tobias, Wendell Wood, Matthew Hoff, Kim Price, Rosie Oakley, Mary Clunis, George Mayo, John Schweitzer, Andrea Weisgerber, Susan Spaulding, Mark Thayer, Doug Kienitz, John Harris, Darryl Staehle, Steve Crowley.

**Associated Production Music 2650**  
888 7th Ave., New York 10106

Music library representative.

**Aston Electronics 223**  
346 N. Lindenwood Dr., Olathe, Kan. 66062

A-4 high resolution video production character generator, LogoMaster\*, 610 Acron keyer/encoder\*. **Staff:** John Hol-

ton, John Wakeford, Donald MacClymont, J.M. Stephens, Graeme Scott.

**AT&T** 2724  
295 N. Maple Ave., Room 5219F2, Basking Ridge, N.J. 07920

AT&T dial-it 900 service, system 75 PBX, facsimile machine, micro/mini computers, video/audio conferencing.

**Audico** 2720  
219 Crossen Ave., Elk Grove, Ill. 60007

Videocassette tape loaders, reloaders, rewriter for Umatic, VHS and Beta, labels, audio cassette loaders, rewinders, exerciser and timer, audio broadcast cart, nagra and reel winders, M-II Beta-cam 8 mm and 19 mm tape loader, re-load and rewriter\*, 609 videocassette rewriter/cycler/counter\*, **Staff:** Bill Hinkle, Norm Deletzke.

**Audio Accessories** 2754  
Mill St., Marlow, N.H. 03456

Audio-line telephone jacks, patch cords, pre-wired jack panels. **Staff:** Timothy Symonds, Richard Hebert.

**Audio Broadcast Group** 2581  
2342 South Division, Grand Rapids, Mich. 49507

On-air and multitrack production systems, studio furniture of advanced design incorporating consoles, recorders, tape cartridge systems, compact disk players and other support equipment. **Staff:** Dave Veldsma, Phyllis Freeman, Dave Spoelhof, Dave Howland, Scott Homolka.

**Audio Developments** 2933  
1101 A Airway, Glendale, Calif. 91201

Stereo field production audio mixer AD260\*, battery powered utility audio modules. **Staff:** Anthony Levesley, Ron Fuller, Hendri Smit, Dave Panfili, Doug Simon, Mark Parsons.

**Audio Kinetics** 2506  
1650 Hwy. 35, Suite 5, Middletown, N.J. 07748

Audio editor, chase synchronizer, console automation, time code generator and standards converter.

**Audio Precision** 2452  
Box 2209, Beaverton, Ore. 97075

System One-A audio test system\*, SWR-122 audio test routing switchers, DCX-22 dc and resistance module\*, Bur-Gen tone burst, square wave, pink noise module\*, BTSC automatic testing capability\*, automatic audio proofs of split-site facilities. **Staff:** Bob Metzler, Adolfo Rodriguez, Bruce Hofer, Rich Cabot, Robert Wright.

**Audio-Technica** 2407  
1221 Commerce Ave., Stow, Ohio 44224

Portable stereo field production mixer, broadcast microphones, studiophones, phono pickup cartridges, recorder-mixers, direct boxes, active and passive microphone stands, booms and cables.

**Audio Technologies (ATI)** 2508  
328 W. Maple Ave., Horsham, Pa. 19044

# STANDARDIZE YOUR EFP SYSTEM WITH MII



**If you use 1/2", 1" or any combination, switch to MII and get high performance and overall cost reductions.**

The MII Broadcast System was designed to enhance your EFP operations. With product like the AU-500 Field Recorder that offers a combination of performance and capabilities never before available on 1/2".

Like over 90 minutes of recording time even in the field, multi-generation capability, field color playback, 4-channel audio, on-board time code generator/reader with selectable user bits and TBC connection. The Field Recorder also accepts compact cassettes from the MII Camera Recorder. Plus MII's performance is of such high quality it can be used as an alternative to 1" C.

And with MII you have low maintenance and training costs. Tape consumption is dramatically reduced. Units are small and lightweight. Cassettes and parts inventory are interchangeable. And MII equipment is 100 percent compatible, so you can interface MII with your present system.

What's more, product is available now.

Find out how you can improve your production quality and cut your overall costs with the Panasonic MII Broadcast System.

For more information call (201) 348-7671.



**Panasonic**  
Broadcast Systems

Vanguard series broadcast consoles, interfaces, amplifiers, mike, line and turntable amplifiers, monitor amplifiers, microphone processor.

**Auditronics** 3310  
3750 Old Getwell Rd., Memphis, Tenn. 38118

On-air control consoles, production consoles, accessory system, 310 series audio console\*. **Staff:** Welton Jetton, Steve Sage, Stovall Kendrick, Bob Jones, Jeff Paulus, Duncan Fuller, Jerry Puckett, Betty Kee.

**Aurora Systems** 3592  
185 Berry St., Suite 143, San Francisco 94107

Video graphic paint and animation systems. **Staff:** Tom Beams, Richard Shoup, Damon Rarey, Butch Fadely, Phillip Smith, Don Carlsen, Richard Sloss, Robin Stelling, Lisa Zimmerman.

**Autogram Corp.** 2702  
1500 Capitol Ave., Plano, Tex. 75074

Audio consoles.

**Avcom of Va.** 2425  
500 Southlake Blvd., Richmond, Va. 23236  
Spectrum analyzers, test equipment and accessories.

**AVS** 3170  
Venture House, Davis Rd., Chessington, Surrey KT91TT England

AVS 6500 digital standards converter. **Staff:** Nigel Spratling, Jody Blanchard.

**B&B Systems** 2665  
28111 Avenue Stanford, Valencia, Calif. 91355

Stereo audio phase monitors AM-1, AM-2/2B, AM-3/3B, MP-4, IM-1, plus AM-3B CRT-based stereo audio phase monitor\*, AM-2HR stereo phase monitor\*, IM-1HR imagescope CRT-based stereo audio display. **Staff:** William Burnsed, John Bradford, Ramon Patron.

**BAF Communication** 2544  
17 Everberg Rd., Essex, Mass. 01801

BAF 450T transportable Ku-band uplink\*, model 220 satellite news vehicle\*, multipoint "Flyaway" Ku-band uplink\*. **Staff:** Charles Angelakis, Dudley Freeman, Robert King, Joseph Eicher, Tim Price, John Player, John Rogers, Ken Chesley, Jim Vautrot, Sally Swacz, Jeffrey Riser, Butch Palmer, Debra Palmer.

**Barco Industries** 2577  
170 Knowles Dr., Suite 212, Los Gatos, Calif. 95030

CVS professional broadcast monitors, CM 22 nine-inch high resolution broadcast monitors, Precision chroma decoders and automatic decoder switching systems, modulators, demodulators, broadcast monitors, CVS options\*. **Staff:** Norbert Lietaert, Joost Verbrugge, Jacques Gelein, Roos Maes, Dan DeSmet, Peter, Paelinck, Marge Lockwood, Martin Piepers, Hugo VanDamme.

**Bardwell & McAlister** 2746  
2621 Empire Ave., Burbank, Calif. 91504

Modulight line of convertible softlights, lighting kits, B&MC lighting and grip equipment. **Staff:** Bruce Belcher, Bill Hines, Sharon Evans.

**Barrett Associates** 2768  
3205 Production Ave., Oceanside, Calif. 92054

Tempsenz temperature sensing device for remote transmitter housing\*, Satellink device for fading from satellite to local audio sources\*, reconditioned broadcast equipment. **Staff:** W. Barrett Mayer, Patrick Mitchell, Michael Cruz, Derri Stanley.

**Basys** 2913  
900 Stierlin Rd., Mountain View, Calif. 94301

Newsroom computer systems, archive systems, Basys System I. **Staff:** Dave Lyon, Ted Valand, Harn Soper, Tina Harrison, Rich Pierceall, Jim Romec, Ed Grudzien, Jim Cundiff, Mike Casserly, Deck Hazen, David Simmons, Adrian Scott, Barry Smith, Mike Lumpkin.

**BCS** 2785

439 S. Victory Blvd., Burbank, Calif. 91502  
Used production and post-production equipment. **Staff:** Lou Claude, Sandra Claude, Jeff Barnett, Joel Kanter.

**Beaveronics** 2703  
8 Haven Ave., Port Washington, N.Y. 11050

Favag QMS series of modular master clock systems, DSK-4-DLB downstream keyer, video production switching systems.

**Belar Electronics** 3347  
Box 76, 119 Lancaster Ave., Devon, Pa. 19333

Modulation and frequency monitors for AM, FM, SCA and TV, BTSC stereo TV aural modulation monitors, FM and TV stereo test equipment. **Staff:** Arno Meyer, Lynd Meyer, Dwight Macomber, Mohammad Olama, Erich Meyer, Jeannie Bongiovanni.

**Belden Communications** 2926  
534 W. 25th St., New York, N.Y. 10001

Lee filters color effect, color correction and diffusion materials distributor, resin camera filters, polyester photographic filters, 12 news diffusion and reflective materials\*. **Staff:** Michael Sheppard, Damian Vaudo, Patrice Sutton, Hayden Edwards, Eddie Ruffel.

**Belden Wire and Cable** 2651  
Box 1980, Richmond, Ind. 47374

Broadcast cables, TV camera cables. **Staff:** Dick Stoner, Frank Stone, Tim Fast, John Duffin, Mike Wakeland, Mary McQuiston, Tom Wise, Jerry Dokna, Brad Hubiner, Ken Rueth.

**Bencher** 2568  
333 W. Lake St., Chicago 60606

Graphics and camera stands. **Staff:** Jere Benedict, Bob Locher, Todd Zimmerman.

**Benchmark Media Systems** 2470  
3817 Brewerton Rd., N. Syracuse, N.Y. 13212

Audio processing and distribution system, differential interface amplifiers, SPM-2, SPM-3 audio meter systems\*, MIA 4x4 high quality microphone preamp system\*, RGC-02/MTX-02 system 1000 daughter boards for remote volume control and remote generation. **Staff:** Allen Burdick, David May.

**Bend-A-Lite/Menu-Lite** 2907  
Fishermans Rd., Truro, Mass. 02666

Bend-A-Lite, Menu-Lite. **Staff:** Rick Schwartz, Mary Patrick, Esther Mitura, Mike Schwartz.

**Beyer Dynamic** 2823  
5-05 Burns Ave., Hicksville, N.Y. 11801

Hand-held ENG microphone\*, long and short shotgun microphones, communications headsets, on-air broadcast microphones, production/post-production monitoring headphones, fishpole boom\*. **Staff:** Paul Murphy, Mike Solomon, Bob Lowig.

**BHP Inc.** 2795  
1800 Winnemac Ave., Chicago, Ill. 60640

TouchVision videotape editing system\*. **Staff:** John Ehrenberg, Bruce Rady, Paul Siegel.

**Bird Electronic** 3472  
30303 Aurora Rd., Cleveland 44139

5 kw, 15 kw and 25 kw dry load resistors, RF power measurement components, RF wattmeters, 2w and 80 kw heat-exchanger loads, air-cooled loads, digital calorimeters, RF power analyst models, 6 kw 30 db attenuator\*, four-and-one-sixteenth wattmeters\*, peak reading wattmeter\*. **Staff:** Bob Bosler, Greg Johns, George Churpek, Mike O'Leary, Bill Kail, Dennis Hinstride, Leo Lesyk.

**Bogen Photo** 2791  
17-20 Willow St., Fairlawn, N.J. 07410

Tripods, fluid heads, dollies, caddies, light stands, video lights, lighting rail system, gaffing equipment and TSE camera cases.

**Bogner Broadcast Equipment** 3406  
603 Cantigue Rock Rd., Westbury, N.Y. 11590

Low, medium and high power television broadcast antennas, high gain MMDS transmitting antennas, cellular telephone and mobile radio, base station antennas, low-band VHF dipole models, UHF standby antennas. **Staff:** Richard Bogner, Steve Weinstein, Leonard King, Robert Piano, Joe Nigro.

**Boonton Electronics** 156  
791 Route 10, Randolph, N.J. 07869

Electronic test and measurement equipment.

**Bowen Broadcast Service** 2522  
8343 Lynn Haven Ave., El Paso 79907

Maintenance and refurbishment service.

**Bradley Broadcast Sales** 2556  
8101 Cessna Ave., Gaithersburg, Md. 20879

Digital telephone hybrid, echo digital voice storage/retrieval system. **Staff:**



Neil Glassman, Joe Nunemaker, Art Reed, Steve Church, Alan Adelstein.

**Walter S. Brewer Co.** 2632  
Box 35746, Tulsa, Okla. 74153

Studio lighting grid, curtain systems, fixtures.

**Brintec** 2478  
1600 W. Main St., Willimantic, Conn. 06226

Electric cable assemblies, cord sets, power cords, molded plugs, inserts, safety power distribution systems, wires, connectors.

**Broadcast Audio** 2615  
11306 Sunco Dr., Rancho Cordova, Calif. 95670

Stereo audio consoles, aural studio transmitter links, modular console with six mixers\*, headphone options, monitor and distribution amplifiers, phono preamps, premium DA's series IV custom console\*, console extenders. **Staff:** David Evans, John Fernandez, Gary Maggiore.

**Broadcast Automation** 2697  
4125 Keller Springs, Suite 122, Dallas 75244

IGM-EC automation system\*, Otari ARS-1000 tape decks\*, BAI EC monitor\*, other Otari tape decks, remanufactured SMC 250 carousels, other automation systems. Earl Bullock, Wayne Duncan, Steve Walker.

**Broadcast Dynamics** 2560  
Unit 12, 126 Queens Rd., Fivedock 2046  
NSW Australia

Cueword IV\* and Cueword Delta\*. **Staff:** Frank Bird, Treve Bird, Richard Formby.

**Broadcast Electronics** 3226  
4100 N. 24th St., Box 3606, Quincy, Ill. 62305

FM broadcast transmitters (from 100 watts to 35 kw), FM exciter, FM stereo generator, AM broadcast products, AM stereo exciter, AM stereo modulation monitor, 2100 through 5500 series tape cartridge machines, 50 through 350 series audio consoles, program automation products, solid state digital recorder/reproducer, TV stereo generator. **Staff:** Lawrence Cervon, Curtis Kring, Bill Harland, Tim Bealor, Dave Evers, Kirk Walker, Geoff Mendenhall, Rick Carpenter, Ed Anthony, J. McEachern, El Corujo.

**Broadcast Media Legal System** 2728  
10686 Crestwood Dr., Manassas, Va. 22110

**Broadcast Microwave Services** 3578  
7322 Convoy Ct., San Diego 92111

Microwave radios and antenna systems, portable frequency agile ENG transmitters and receivers, STL/TSL intercity links, and hot standby systems, tripod mounted, news truck and news car systems, receive sites, Loran/Gyro controlled helicopter system, SNG systems, parabolic and portable antennas, diplexers, filters, power supplies. **Staff:** Everett Shilts, Jeff Harding, Thomas Stewart.

**Broadcast Music Inc.** 3078  
320 W. 57th St., New York 10019

# SUBSTITUTE YOUR STUDIO VTR'S WITH MII



**If you use 1", switch to MII  
and get high performance and  
overall cost reductions.**

The MII Broadcast System was designed to enhance your studio production. With product like the MII AU-650 Studio VTR that offers a combination of performance and capabilities never before available on 1/2".

Like over 90 minutes of recording time, multi-generation capability, on-board TBC and time code generator/reader with selectable user bits, editing functions, variable speed playback including slow and still, Dolby-C noise reduction, and 4-channel audio. The Studio VTR also accepts compact cassettes from the MII Camera Recorder. Plus MII's performance is of such high quality it can be used as an alternative to 1" C.

And with MII you have low maintenance and training costs. Tape consumption is dramatically reduced. Units are small and lightweight. Cassettes and parts inventory are interchangeable. And MII equipment is 100 percent compatible, so you can interface MII with your present system.

What's more, product is available now.

Find out how you can improve your production quality and cut your overall costs with the Panasonic MII Broadcast System.

For more information call  
(201) 348-7671.

**MII** **Panasonic**  
Broadcast Systems

\*Dolby is a trademark of Dolby Laboratories, Inc.

**Staff:** Frances Preston, Robert Warner Jr., Lawrence Sweeney, Paul Bernard, John Alves, Len Hensel, Ollie Henry, Thea Zavin, Ted Chapin, Tom Curry, Joe Moscheo, Bobby Weinstein.

**Broadcast Supply West 2743**  
7012 27th St. W. Tacoma, Wash. 98466

Radix equipment case\* with new phono preamp and DA, studio furniture, cabinets, console table, audio processing equipment. **Staff:** Irv Law, Bernice McCullough, Tim Schwieger, Pat Medved, Jack Ewer, Matt Meaney.

**Broadcast Systems 3306**  
8222 Jamestown Dr., Austin, Tex. 78758

Automatic video cart machines, consoles and cabinetry, video signal processors, audio jack panels and distribution systems, turnkey television systems design and construction service and field technical support.

**Broadcast Television Systems 3140**  
2300 South 2300 West, Salt Lake City 84119

Cameras (KCM 125 camera system\*, KCF1 lightweight production camera, LDK 6 and LDK 26 automatic studio/field cameras, LDK 54 portable companion, BTS ENG camera\*, KCB 1 recorder-camera system\*, BCB 10 Betacam studio player\*, BCB 15 Betacam studio player with dynamic tracking\*, BCB 40 Betacam studio recorder/player\*, BBE 900 automatic editing control unit\*, BCB 21 Betacam field player\*), film scanners (FDL-60 CCD telecine and film reproduction programer, FDGR-961-B grain reducer), BCN 52/53, 41/51 VTR's and 21 portable VTR, video switchers (R51ME, R102ME and R61ME compact production switchers, MCS-2000 master control switcher, TVS/TAS-2000 A/V distribution switching system, CFM control function memory, control panels, TI-2000 telephone interface, SM-2000 full matrix status monitor, station automation system\*, FGS-4000 graphics systems and 3D illustrator, off-line modeling system, high resolution output\*, BVA-350 wideband video DA, BAA-350 audio DA, LDK 4210 Genlock sync pulse generator, LDH 6200/6220 high quality monitors, LDK 7020 high quality monitor. **Staff:** Erich Zipse, Jim Wilson, Jeff Clarine, Dave Brack, Colin Parkhill, Stephanie Bailin, Michael Hart, Steve Sedoff, Michael Mackin, Clay Selthun, William Sturke, Ron Ferguson, Bob Walters, Jim Skupien, Larry Riddle.

**Broadcast Video Systems 2730**  
40 W. Wilmot St., Richmond Hill, Ont. L4B 1H8

Ultrakey video keying system, smart video delay system, electronic visuals 4050 component waveform monitor\*, Cox NTSC encoder, VTR leader clock and slate\*, Varicomb NTSC decoder, CCIR 601 video A/D-D/A system, composite and component downstream, component color corrector, zero loss video delays, active and passive video delays and filters. **Staff:** Bert Verwey, Randy Conrod, Paul Greenhalgh, Tony Frere.

**Bryston Ltd. 2406**  
57 Westmore Dr., Rexdale, Ont. M9V 3Y6

6B 500 watt monaural amplifiers, two-way stereo and three-way mono crossover. **Staff:** Christopher Russell, John Day Russell, Douglas Simon, Nicholas Collins.

**BSM Systems 2668**  
W. 7106 Will D. Alton Dr., Suite 106, Spokane, Wash. 99204

Modula routing switcher, audio/video distribution amplifiers, routing switchers, Alphanumeric controllers\*. **Staff:** J. Mike Fitzsimmons, Bruce Morse, Dave Poppe, Marceen Zappone, Richard Hartman, Thomas Tuling.

**Cablewave Systems 3489**  
60 Dodge Ave., North Haven, Conn. 06473

Antenna and transmission line system products, rigid transmission line, fiberglass microwave antennas. **Staff:** William Meola, Margie Barneschi, Ken Robinson, George Gigas, John Gailey, John Peterson, Udo Bode, Manfred Franz, Jack Nevin, William Sirvatka.

**Calaway Engineering 149**  
49 S. Baldwin Ave., Sierra Madre, Calif. 91204

**Calrec by AMS 2825**  
Box 31864, Seattle 98103

Audio mixing consoles, condenser and soundfield microphones, 48-channel digitally assignable mixing console with total instant reset\*, M series portable/studio mixer. **Staff:** Stephen Jagger, Stuart Nevison, Nigel Branwell, John Gluck.

**Calzone Case 2725**  
225 Black Rock Ave., Bridgeport, Conn. 06605

Travel and shipping cases including video, camera, rack mount, camera, monitor, lighting and editing systems, recording, audio and broadcasting.

**Cambridge Products Corp. 2731**  
244 Woodland Ave., Bloomfield, Conn. 06002

Flush-mounted wall plates, BNC's and TNC's.

**Camera Mart 3040**  
456 W. 55th St., New York 10019

Cameras, recorders, audio, lighting, processing and post-production equipment. **Staff:** Samuel Hyman, Paul Meistrich, Shimon Ben-Dor, Jeffrey Wohl, Leo Rosenberg, Shelly Brown, Herb Browning, Jean Yacobellis, Quent Nelson, Ana Maria Sagastegui, Steve Gordon, John Stephens, Dean Leeson, Gary Simon, John Duggin.

**Cam-Lok Inc. 213**  
10540 Chester Rd., Cincinnati 45215

Electrical connectors and power distribution devices, Posi-Lok ground-neutral interlock system\*. **Staff:** Robert Ramundo, Tim Thompson.

**Canare Cable 2523**  
832 N. Victory Blvd., Burbank, Calif. 91502

MR2-2-AT multichannel mic cable, 456,

458, 4511 quad speaker cable, video connecting cables. **Staff:** Barry Brenner, Motomi Ebara, Kinya Osaka, Paul Ackell, Dan Speegle.

**Canon U.S.A. 3300**  
One Canon Pl., Lake Success, N.Y. 11042

Television lenses for professional video cameras, support equipment, camera pedestals, tripods, cam heads, dollies, optical and electronic accessories, filters, zoom and focus controllers. **Staff:** Jack Keyes, Jim Wolfe, Tom Miller, Ike Nogi, Terry Oikawa, Tommy Kitazawa, Lou Bobroff, Ernie Magnotti, Kenji Saotome, Bob Low, Nick Yoshida, Rocky Iwata, Herman Desoto, Mickey Arase, Keith Jaher.

**Capitol Magnetic Products 3345**  
6902 Sunset Blvd., Hollywood, Calif. 90028

Audiopak broadcast cartridge. **Staff:** Bud Jackson, Joe Kempler, Edward Khoury, Jack Jackson, Larry Krutsinger, Dick Dunlavy, Dennis Schleich, Gordon Stafford.

**Cascom 2647**  
707 18th Ave. South, Nashville 37203

Select Effects Library. **Staff:** Dennis Kostyk, Simon Pollock, Glenda Clifford, Sara Ody, Wayne Smith, Gail Smith.

**CAT Systems 3426**  
401 E. 74th St., New York 10021

Computerized remote control system with high resolution color operator control panel, lightpen control for broadcast, satellite and cable facilities, HQ series\*, 9000C\* multisite controller. **Staff:** J.M. Soll, T. J. Vaughan, J.D. Sullivan.

**Catel Telecomm. 2585**  
4050 Technology Pl., Fremont, Calif. 94537

D-850 tuneable TV demodulator\*, TVS-2000 TV stereo generator\*, FMS-3000 FM stereo system\*, 3000 series remote satellite receiver transmission system\*, microwave links\*, IR links\*. **Staff:** Stan McKelvie, George Benton, Frank Genocchio, Dennis Donnelly.

**Dwight Cavendish 2662**  
2117 Chestnut Ave., Wilmette, Ill. 60091

Videocassette duplicator\*, QC 10/50 quality control station\*, Switch Mix\*, 250 improved model, duplicator modules. **Staff:** Marshall Ruehrdanz, Brian Flynt, Geoff Frost, Carter Ruehrdanz, Jim Dow, Dave Jones, Dave Lint.

**CCA Electronics 2584**  
360 Bohannon Rd., Box 426, Fairburn, Ga. 30213

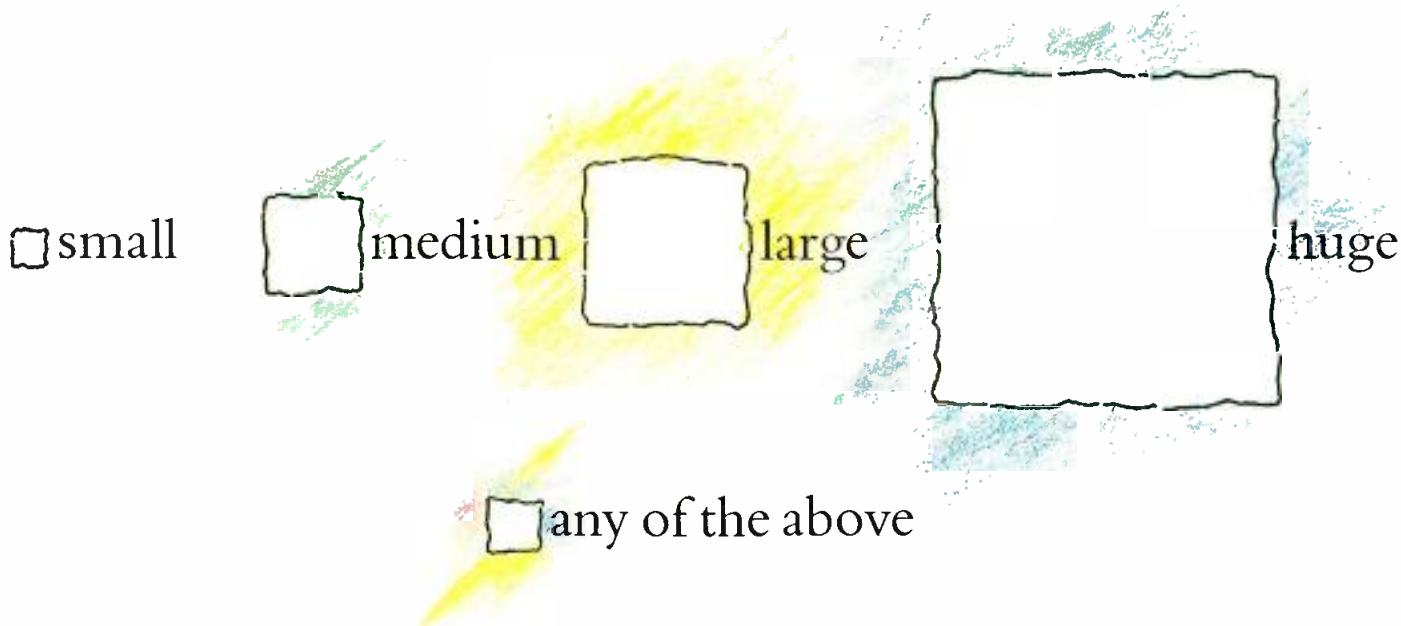
AM and FM transmitters.

**Central Dynamics 3080**  
147 Hymus Blvd., Pointe Claire, H9R 1G1

Total integration of signal distribution system into display controlling signals distributed to master control and production switchers.

**Central Tower 2799**  
8200 Roberts Ridge Rd., Newburgh, Ind. 47630

What size does a newsroom  
have to be before a  
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Basys systems are used in some of the largest newsrooms in the world.

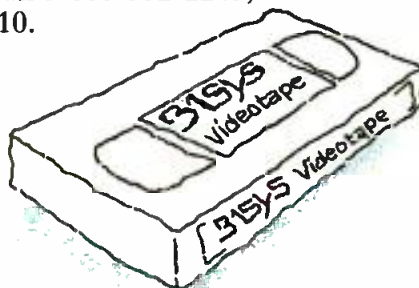
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Dept. B10.



**BASYS**

Basys, Inc., 900 Stierlin Road, Mountain View, CA 94043

This free video offer limited to qualified newsrooms.

See us at NAB, Booth #2913

AM, FM, TV and microwave tower manufacturer, ice shields". **Staff:** Dave Davies, Ernest Jones, Terry Becht.

**Centro Corp.** 3181  
369 Billy Mitchell Rd., Salt Lake City 84116

Design, engineering and construction for post production, production and broadcast facilities: design, engineering and construction of mobile production, equipment enclosures, satellite news gathering truck.

**Century 21 Programming** 3452  
4340 Bellwood Pkwy., Dallas 75234

Gold Discs\*, compact disk production library\*, interactive music scheduling software\*, contemporary and country station ID jingles\*. **Staff:** Dave Scott, Richie Allen, Sam Taylor, Stuart McRae, Bob Lawrence, Eddie Davis, John Miller, Melissa Ewing.

**Century Precision Optics** 2422  
1703 Burbank Blvd., N. Hollywood, Calif. 91601

Lenses.

**Cetec Vega** 3394  
9900 Baldwin Pl., El Monte, Calif. 91731

QX-6 single package transceiver wireless intercom system\*, R-33T and R-33B miniwireless receivers, other wireless microphone and intercom systems. **Staff:** Paul Baughman, Ken Bourne, Gary Stanfill, Dan Peters.

**Channelmatic** 2548  
821 Tavern Rd., Alpine, Calif. 92001

Adcart 2 + 2 ad insertion system\*, broadcast break sequencer for VCR automatic playback\*, Eightball very low cost 8x1 switcher\*, broadcaster 1 VCR changer, patchmaster 10x1 switcher, Li'l money-maker and Spotmatic Jr. ad insertion systems, audio and video distribution amplifiers, universal audio amplifier, sync stripping pulse DA. **Staff:** Bill Killion, Tom Walsh, Tom Panowski, Roger Heidenreich, Tom Madden, Mike Watson.

**Chester Cable** 2734  
Drawer D, Chester, N.Y. 10918

Component GBR video cable\*, audio, video and triaxial cables, audio pair cables. **Staff:** Yves Bonnamour, Kenneth Wyant, Nancy Spadinger, Thomas Kaercher.

**Chisan Unitec** 2494  
Jinguame 6-12-15, Shibuyaku, Tokyo. 150

**Staff:** H. Osato.

**Chyron Corp.** 3072  
265 Spagnoli, Melville, N.Y. 11747

Enhancements to Chyron Scribe, RGU-2 and Chyron IV models 4100 EXB and 4200/Motion\*, Logo Compose, software effects package, digital video effects generator, font library. **Staff:** Alfred Leubert, Joe Scheuer, Leon Weissman, Isaac Hershey, David Buckler, Ron Witko, Bill Hender, Bill Reinhart, Roi Agneta, Harvey Caplan, Bob Knowles, David Diels, Audrey Rudden, Larry Mincer, William Buynak, Mary Ahern, Andre Geiger, Judy

Morro, C. Smith, J. Mauro.

**Cine 60** 3428  
630 Ninth Ave., New York 10036

Battery belts and packs, chargers, sun-gun kits, Hitch-Hiker camera batteries, BP-90, BP-60 PBP-1 VTR batteries, quick release mounts. **Staff:** Don Civitillo, Bob Kabo, Richard Jenkins, Paul Wildum, Paul Wildum Jr.

**Cinema Products** 140  
2037 Granville Ave., Los Angeles 90025

Camera and lens equipment.

**Cinemills Corp.** 2777  
3500 W. Magnolia Blvd., Burbank, Calif. 91505

Lee filters color media, resin and polyester camera filters, Supafrost filters, Desisti lighting equipment, ILC technology HMI bulbs. **Staff:** Walter Mills, Sandy Mills, Linda Roberts, Danny Davis.

**Cipher Digital** 2605  
Box 170, Frederick, Md. 21701

Time code readers, generators, event controllers, video inserters, transport synchronizers and emulators, audio editing systems, edit controllers. **Staff:** Tony Mattia, Mel Danner, Bill Rader, Harry Todt, Larry Jarkey.

**Circuit Research Labs** 2538  
2522 W. Geneva, Tempe, Ariz. 85282

Audio processing equipment, stereo and SCA generators.

**Clear-Com** 3352  
1111 17th St., San Francisco 94107

Series 500 digital beltpacks\*, intercom and IFB equipment. **Staff:** Michael Goddard, Emil Matingnon, Bill Fluster, Bob Tourkow, Bob Cohen, Sharon Krentz.

**CMC Technology** 3340  
2650 Lafayette St., Santa Clara, Calif. 95050

Replacement video head for C-format VPR series machines with dynamic parallel tracking video head, Videomax TD-800 bulk tape demagnetizer, quad video and audio head and VTR accessories. **Staff:** Tony Mlinaric, Bill Fitts, Fred Koehler, Bill Zimborski, John Lassandrello, Tommy Thompson.

**CMX** 3232  
2230 Martin Ave., Santa Clara, Calif. 95050

CMX 6000 videodisk film and video editing system\*, CMX 100 video editing system\*, computer-aided sweetening system editing systems, large scale video editing system. **Staff:** L. Weiland, S. Goodman, R. Sirinsky, C. Hardman, J. Shike, S. Becker, G. Hinderliter.

**Coaxial Dynamics** 108  
15210 Industrial Pkwy., Cleveland 44135

Model 81070 Wattchman transmitter protection system, RF wattmeters, frequency counter/wattmeter combination, termination wattmeters, low and high power directional RF wattmeters and terminations, RF loads, heat exchangers, air cooling for high power water-cooled resistors, RF filters/RF power sensors, OEM

equipment. **Staff:** Robert Scott, John Ittel.

**Colorado Video** 3447  
Box 928, Boulder, Colo. 80306

Freeze frame communications system for transmission of images on VBI, still image storage system. **Staff:** Glen Southworth, Jim Dole, Larry McClelland, David McIntosh.

**ColorGraphics Systems** 3128  
5725 Tokay Blvd., Madison, Wis. 53719

ArtStar Ethernet local area network and workstation\*, ArtStar 3D/ArtStar II enhancements, ArtStar II, LiveLine V high resolution weather graphics presentation system\*, LiveLine PC-based weather graphics system\*, LiveLine IVA enhancements. **Staff:** Ken Simmons, Bob Miller, Kevin Northcutt, Doug Hinahara, Valarie Jones, Richard Daly, Patricia Sprewell, Dean Lyon, Wendell Jordan, Eric Weaver, Terri Bassett, Jeff Puls, Bob Stabler.

**Columbine Systems** 3405  
1620 Jackson, Golden, Colo. 80401

Software for automation of sales, traffic and billing, music, newsroom management system. **Staff:** Murray Goodman, Marilyn Decker, Martha Freeman, Beth Broidis, Bob Lanier, Pete Callaway, Shuny Sugiura, Larry Christofaro, Mark Fine, Patti Baymiller, Kathy Lassila, Dara Hart.

**Comark Communications** 3190  
Box 506, Colmar, Pa. 18915

UHF and VHF transmitters, coaxial and waveguide transmission line and components.

**Communication Graphics** 2423  
313 N. Redbud, Broken Arrow, Okla. 74012

Promotional items—bumper stickers, window decals, T-shirts, jackets, hats and credit cards, media or sales folders.

**Comprehensive Video Supply** 3593  
148 Veterans Dr., Northvale, N.J. 07647

Grade cables and connectors\*, studio and location lighting systems and accessories\*, softlights\*, PC 2 character generator\*, 1987 "Complete Book of Professional Video Accessories." **Staff:** Jules Leni, Pat Birch, Jeff Schneider, Stephen Godfrey, Adam Greissman, Mike Levin, Paul Di Stefano, P. Anderson, Jay Warner, Elizabeth Copping.

**Comprompter** 2710  
141 S. 6th St., Box 128, La Crosse, Wis. 54601

Electronic computerized newsroom, Totaprompter PC-version of portable production/prompting system\*. **Staff:** Ralph King, Rick Hallock, Len Dozier, Bill Feest, Dick Graham, Dick Bracken, Dick Meis, Bruce Dawson, Ron Nelson, Tom Roberts, Wes Crenshaw, Joe Nigro, Doug Scheer.

**Comprompt** 2408  
746 N. Cahuenga Blvd., Los Angeles 90038

Color computerized teleprompting equipment, podium speaker promptu\*. **Staff:** John Keris, Jordan Friedberg, Cort-

# PAST

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ney Goodin, David Schmoeller, Lamar Card, Bethal Bird, Mitch Bird.

**Compusonics Corp.** 2533  
2345 Yale St., Palo Alto, Calif. 94306

DFSP-1000 audio computer, DSP-1500 digital disk broadcast recorder/player. **Staff:** David Schwartz, John Stautner.

**Computer Prompting Corp.** 132  
1511 K St., Suite 831, Washington 20005

CPC-1000 and CPC-2000 computerized teleprompters. **Staff:** Dr. Dilip Som, Sidney Hoffman.

**Comrex** 3460  
65 Nonset Path, Acton, Mass. 01720

Telephone hybrid system\*, frequency extender models\*, one and two line frequency extenders, telephone couplers, SNG/ENG IFB cue systems, TV aural monitors. **Staff:** John Cheney, Lynn Distler.

**Comsat International** 2792  
950 L'Enfant Pl., SW, Washington 20024

International video and audio transmission service via satellite. **Staff:** Jay Trager, Michael Pirrone, Milton Bush, James Kilcoyne.

**Comsat World Systems Division** 3540  
22300 Comast Dr., Clarksburg, Md. 20871

Global television services, CTVS access service\*, occasional video services, contract, occasional and full-priced transponder services, sound program channels. **Staff:** Bruce Crockett, Stephen Carroll, Nancy Salvati, Ray Dongelewicz, Tish Fonda.

**Comtech Antenna** 17  
3100 Communications Rd., St. Cloud, Fla. 32769

C and Ku-band antenna systems.

**Comtek Inc.** 2652  
357 W. 2700 South, Salt Lake City 84115

Wireless remote IFB system with M-72 base station transmitter and PR-72b personal receiver, RC-72 wireless cueing system, MR-182 high performance wireless microphone system. **Staff:** Ralph Belgique, Steve Kartchner.

**Comwave** 130  
Box 69, Mountaintop, Pa. 18707

Microwave transmitters, repeaters and amplifiers for TV, ITFS, OFS and MMDS.

**Concept Productions** 3334  
1224 Coloma Way, Roseville, Calif. 95661

Adult Contemporary, Contemporary Hit Radio, Album Oriented Rock, Country and Contemporary MOR automated or live assist formats, formats on digital audio tape plus computer controlled programming systems. **Staff:** Dick Wagner, Mary Wagner, Renee Montero, Larry Anderson, Dan Mortimer, Elvin Echiyama, Lisa Cerda.

**Conifer Corp.** 2610  
1400 N. Roosevelt, Burlington, Iowa 52601

MMDS/ITFS block downconverters, parareceptor high performance MMDS/ITFS receive antennas, four-foot perforated par-

areceptor antenna. **Staff:** Jim Clark, Charlie Brown, Joyce Vance.

**Connectronics Corp.** 2403  
652 Glenbrook Rd., Stamford, Conn. 06906

Audio wire and cable, audio mixing consoles. **Staff:** Richard Chilvers, Stephen Ash, David Roberts.

**Conrac** 3124  
600 N. Rimsdale Ave., Covina, Calif. 91722

Micromatch color studio monitor system. **Staff:** Gene Ornstead, Scott Newton.

**Continental Electronics** 3200  
4212 S. Buckner Blvd., Dallas 75227

AM transmitters and FM transmitters (from 1 kw to 70 kw), RF equipment, excitors, FM antennas and audio equipment. **Staff:** T.E. Yingst, W.D. Mitchell, A.V. Collins, Steve Claterbaugh, R.L. Floyd, Ken Perkins, Cliff Rogers, John Hutson, Dave Hultsman, John Abdnour, Jim Littlejohn, Barry Ariaz, Steve Schott, Tom Cauthers, Marvin Steelman, E.L. King, Bob Dunkin.

**Control Concepts Corp.** 2687  
328 Water St., Box 1380, Binghamton, N.Y. 13901

Islatron product line\*, facility protection for transmitter studios, satellite systems, video editing, control systems and other digital equipment. **Staff:** Oral Evans, Bill Lichtner.

**Conus Communications** 3385  
3415 University Ave., Minneapolis 55414

Satellite newsgathering, satellite services, event coordination utilizing Ku-band technology, national and regional coverage, two-way interactives, planned and shared events coverage, Washington bureau, TV Direct partner. **Staff:** Charles Dutcher III, Anita Klever, Scott Goodfellow, Ray Conover, Woody Hubbell, Todd Hanks.

**Convergence Corp.** 3252  
1641 McGaw, Irvine, Calif. 92714

**Corporate Communications Consultants** 221  
64 Clinton Rd., Fairfield, N.J. 07006  
System BM color correction system.

**Crosspoint Latch** 3533  
95 Progress St., Union, N.Y. 07083

Post-production switchers, sync generators, master control switchers.

**Crown International** 2927  
1718 W. Mishawaka Rd., Elkhart, Ind. 46517

Power amplifiers, microphones, audio analyzer. **Staff:** James Bumgardner, Anthony Satariano, William Raventos, James Beattie, Charles Gushwa, Verne Searer, Don Peterson, Dave Engstrom, Terry Frick.

**CSI Electronics** 3418  
4204 S. Florida Ave., Suite 4, Lakeland, Fla. 33813

40 kw single ended FM transmitter\*, CSX-20F exciter\*, 10 kw, 20 kw and 25 kw transmitters. **Staff:** Bernard Gelman, Dale Leschak.

**Cubicomp Corp.** 3478  
21325 Cabot Blvd., Hayward, Calif. 94545

Enhanced version of PictureMaker/30 and /20 3D graphics systems. **Staff:** Harry Taxin, Peter McBride, Martin Stein, Bob Pariseau, Doug Harrison, Carol Byram, Jim Hudman, Henry Lasch, Stephenie Shephard, Terry Edwards, Leslie Evans, Kathy Carr, Richard Thornton, David Dunaway, Kerry Brix.

**Current Technology** 2723  
1400 S. Sherman, Suite 202, Richardson, Tex. 75081

Main Power product family, low amp power siftors for equipment protection. **Staff:** Barry Epstein, Peter Diamond, Mark Arnsperger, James Johnson, Martin Sandberg.

**Custom Business Systems** 2517  
Box 67, Reedsport, Ore. 97467

Business software computer system, traffic and billing, sales management, general ledger and payroll, enhanced co-op/copywriter system, word processing, music library, concert music system. **Staff:** Steve Kenagy, Wes Lockard, Jerome Kenagy, Al Aslakson, Bob Lundstrom, Ira Apple, Barbara Simon, Mike Povlo, Cindy Wasson, Sue Brower, Stephanie McKenna, Kathy Lowe, James Hamilton.

**Cycle Sat** 2654  
119 Willowglen Dr., Box 309, Forest City, Iowa 50436

**Staff:** Timothy Clark, Dave DeWard, Tim Hedrick, Loren Swenson, Jodi Gammon, Sherwin Koch, Joyce Steil, John Price, Frank Rotta, Harry Prestanski, John V. Hanson, John K. Hanson.

**Peter Dahl** 222  
5869 Waycross, El Paso, Tex. 79924

Pre-wired line transient suppression assemblies\* for equipment protection, high-level modulation transformers and reactors for 1 and 5 kw transmitters. single and three-phase plate transformers for 1 and 5 kw transmitters, three-phase high voltage full-wave bridge rectifier assemblies for F-line transmitters. **Staff:** Peter Dahl, Gary Komassa, Ozzie Jaeger.

**Dalsat** 2424  
1205 Summit, Plano, Tex. 75024

ABSAT-8 and -12 satellite newsgathering vehicles. **Staff:** Jack Moore, Pete Zilliox, Clyde Combs, Tony Castro, Tom Jacobsen, Clyde Smith, Kevin Durant, Mark Rose.

**Bill Daniels** 140  
9101 Bond, Overland Park, Kan. 66214

Illustrated trade references, dealer catalogues, manufacturer's catalogues, literature management, super ads.

**Data Center Management** 2760  
1017 Kenilworth Ave., Charlotte, N.C. 28204

Election reporting newsroom system. **Staff:** Rick Summers, Chuck Pool.

**Datacount** 2758  
Box 3078, Opelika, Ala. 36803



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Salt Lake City, Utah 84116 (801) 537-7779

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Datacount accounts receivable and traffic scheduling system. **Staff:** Daniel Tankersley, Jerry Johnson, Burt Carter, Lora Colley, Jim Colley.

**Datatek 3547**  
1121 Bristol Rd., Mountainside, N.J. 07092

Video/stereo audio switching systems\*, stereo audio DAs\*, A/V routing switchers, audio and video DAs, machine control system. **Staff:** Mervyn Davies, Robert Rainey Sr., Robert Rainey Jr.

**Dataworld 2779**  
4827 Rugby Ave., Suite 200, Bethesda, Md. 20814

Directories, allocation and interference studies, population counting, flag services of FCC releases, terrain elevation retrieval program, unused call letters, AM groundwave calculations, daytime channel studies, license assignments and transfers and industry mailing lists. **Staff:** Jack Neff, Shirley Ostmann, Hank Brandenburg, Ron Shaver, Carolyn Wallmark.

**Datum 2446**  
1363 S. State College Blvd., Anaheim, Calif. 92806

5300 ITP microcomputer-based time processor, SMPTE reader and character inserter for SMPTE time code. **Staff:** Gary Geil, Randy Smith, Mike Coffin.

**Davis & Sanford 2496**  
24 Pleasant St., Box 102, New Rochelle, N.Y. 10802

Airlift tripods\*. **Staff:** Bill Resk, Gloria Gonye.

**dbx 2740**  
71 Chapel St., Newton, Mass. 02195

Professional real-time analysis system\*, compressor/limiters, noise reduction systems, 900 series modular signal processing, OEM products, 163x, 263x, 463x, FS-900 two-module frame. **Staff:** A.J. Menozzi, Leslie Tyler, Gregory Green, Gary Soprano, Scott Berdell, Barbara Bennett, Wynne Smith, Ruth Brigandi, Scott Sylvester.

**Dedo Weigert Film 2748**  
Rotmannstrasse 5, D-8000 Munich 2, W. Germany

Dedolight optical lighting system. Dedo-mac macro lens systems, Periscope. **Staff:** Dedo Weigert, Gary Jay.

**Del Compu-Cable Systems 2551**  
6-301 45th St. West, Saskatoon, S7L 5Z9

Spectraview I and Spectraview II low cost high performance character generators with graphics, weather and remote modems, CG-Plus character generator-titrer with gen lock and graphics\*. **Staff:** Bob Hodgins, Dale Lemke.

**Delta Electronics 3488**  
5730 General Washington Dr., Alexandria, Va. 22312

AM stereo exciters and modulation monitors, RF instrumentation products, RF meters, impedance bridges, coaxial transfer switches, remote control systems, power and modulation controllers.

**DeSisti Lighting/Desmar Corp. 2796**  
328 Adams St., Hoboken, N.J. 07030

370 series lightweight piccolo fresnels\*, Giotto cyclorama lighting system\*, studio rigging system by telestage\*, mini-pantograph for studio rigging\*, motorized video monitor hanger for studios\*, electronic ballast for HMI fixtures\*, venture lighting for stage and studio lamps\*, Raffaello HMI softlights 575, 1200, 2500w, Rembrandt series 575 through 12,000w, Leonardo quartz halogen 1k, 2k, 5kw, Tiziano open face focusing discharge 200 and 2500w, Caravaggio Par-64 discharge 1200w, open face focusing spotlight and minibroad kit lights, stands, light and lighting control accessories. **Staff:** Mario DeSisti, Frank Marsico.

**De Wolfe Music Library 2712**  
25 W. 45th St., New York 10036

Music library and sound effects library. **Staff:** Andrew Jacobs, Mitchel Green-span.

**Dialight Corp. 2691**  
203 Harrison Pl., Brooklyn, N.Y. 11237

**Dielectric Communications 3436**  
Tower Hill Rd., Raymond, Mass. 04071

Doubly truncated waveguide\*, FM ring and panel antennas, waveguide and accessories, UHF and VHF TV antennas coaxial transmission line and accessories, RF loads, FM filters and combiners, TV filters and diplexers, coaxial and waveguide switches, opto switchers and combiners. **Staff:** Richard Broadhead, Stan Thomas, Colleen Mitchell, Sharon Dickinson, Howard Acker, Larry Sawyer, Jim Beville, Bill DeCormier, Cole Plummer, Homer Stanley, Wally Warren, Bill Holroyd, Noel Luddy, Oded Ben-Dov, Bob Winn, Don Hymas, Bill Schacht, Jim Kelly, Dan Schulte, Max Ellison, John Shipley, Chuck Koriwchak, Dan Nungesser, Ken Tingley.

**Digital Arts 2482**  
7370-Q Opportunity Rd., San Diego, Calif. 92111

Digital graphics animation system\*. **Staff:** Sheldon Liebman, Ed Chmiel, Phillip Beffrey, Tom Lockwood.

**Digital Services 3304**  
3622 N.E. 4th St., Gainesville, Fla. 32609

Eclipse and Illusion optical digital effects systems, SX2000D digital effects system with switcher M/E and keying amps. **Staff:** John Davis, Ann Merideth, Jim Seipp, John Barker, Hugh Gillogly, Morrell Beavers, Mike Barsness, Tom Sabiston.

**Dimension Production Music 2484**  
603 Commerce way, West, Jupiter, Fla. 33458

Production music library.

**DISC 2794**  
3023 S. Tejon, Englewood, Colo. 80110

**Di-Tech 3567**  
48 Jefryn Blvd., Deer Park, N.Y. 11729

Audio follow video routing switchers,

audio/video/pulse distribution amplifiers, video equalizers, video detectors, telephone control systems, audio routing switchers, audio monitor amplifier. **Staff:** Dan Mazur, Tony Bolletino, George Petri-lak, Joe Perullo, Bob Johnson.

**Dolby Laboratories 2705**  
100 Potrero Ave., San Francisco 94103

Signal processing and noise reduction systems, Dolby Spectral Recording system. **Staff:** Kevin Dauphinee, David Robinson, Robert Cavanaugh, Bill Mead, Doug Greenfield, Andreas Koch, Dick Gayer, Bill Russell, Steve Forshay, Lisa Van Cleef, Ioan Allen, George Pavlik.

**Dorough Electronics 2602**  
5221 Collier Pl., Woodland Hills, Calif. 91364

Audio console model 700\*, loudness meters, discriminate audio processor, stereo generator model. **Staff:** Mike Dorough, Kay Dorough, Jon Churchill, Dick Burden.

**Drake-Chenault 2510**  
2000 Randolph Rd., SE, Albuquerque, N.M. 87106

Goldmine CD\*, radio station consulting services, syndicated formats in CHR, AC, urban, soft AC and country, History of Rock and Roll (52), perceptual and music testing research\*, video sales presentations for radio. **Staff:** Denny Adkins, William Sanders, Steve Sandman, Rick Lemmo, John Carlile, Rob Bein, Joe Patrick, Bob Laurence, Charlie Quinn, Kim Travis, Richard Holcombe, Peggy Riemer.

**Dubner Computer Systems 3110**  
6 Forest Ave., Paramus, N.J. 07652

CBG-2LX and Texta character generators, Texta 500\*, 5-k\*, 10-k and 20-K on-line character generators, DPS-1, and Turbo Piant paint systems, video graphics systems. **Staff:** Harvey Dubner, Bob Webb, Evelyn Bronson, Ivan Maltz, Keith Thomson, Chuck Diehl, Bob Dubner, Emily Dubner, Abbie Winson, Hugh Casey, Gary Berger, Andrew Ferguson, Laurie Reynolds, Matt Fau, Lee Wrench.

**DX Communications 2693**  
10 Skyline Dr., Hawthorne, N.Y. 10532

Ku- and C-band receiving equipment.

**Dynair Electronics 3409**  
5275 Market St., San Diego 92114

Dynasty routing switchers. **Staff:** Garry Gramman, Dave Castellini, Bob Jacobs, Jim Moneyhun, Al Wilson, Bob McAll, Jim Meek, Tom Meyer, Phyllis Lynch, Ellie Jett, Rich Smith, Kirk Kinley.

**Dynamic Sound + Vision 2578**  
16-18 Waltham St., Artarmon NSW Australia 1064

Digital theme store. **Staff:** Ron Wood, Greg Taylor.

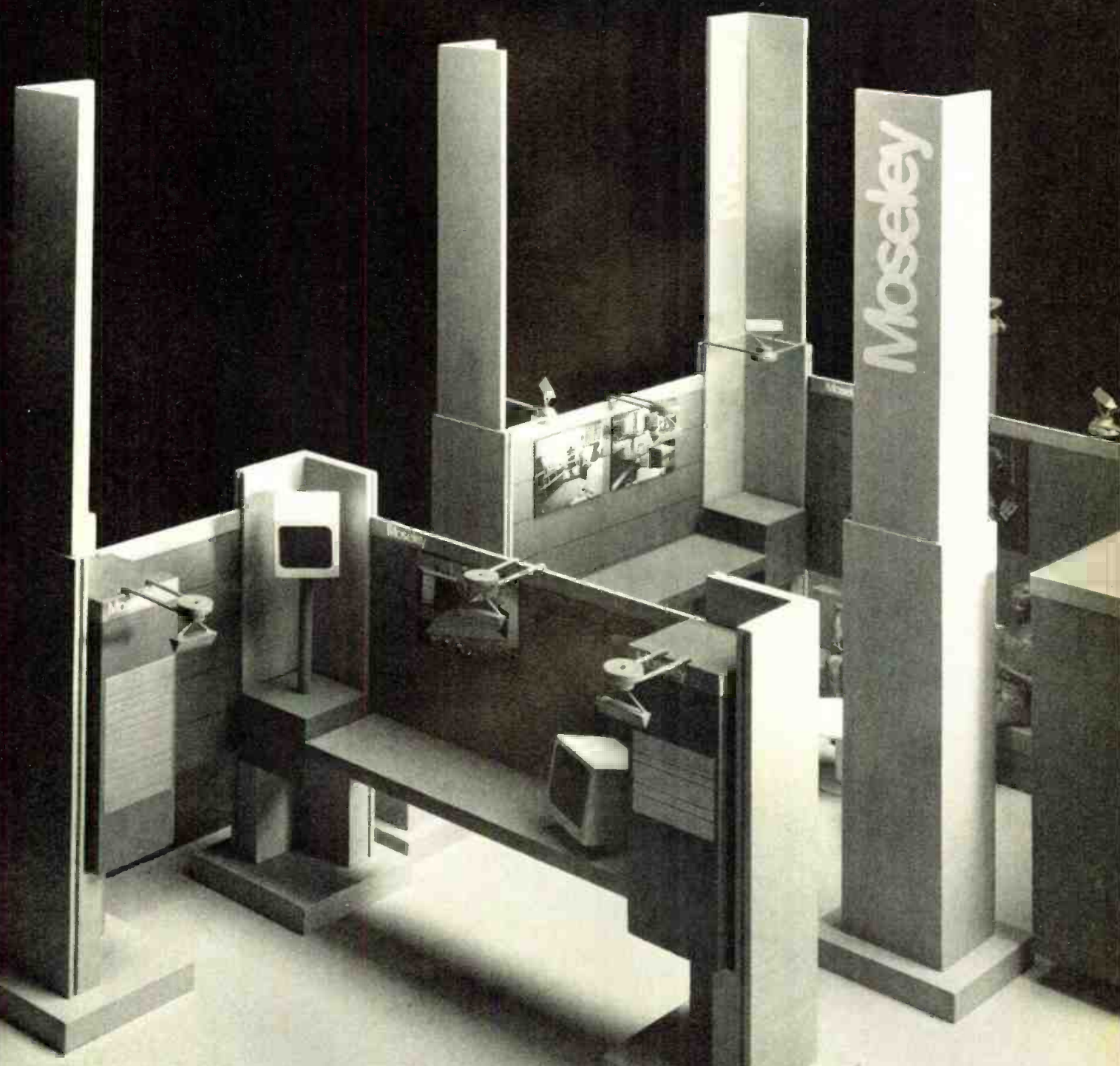
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Videotapes, imaging products.

**Echolab** 2828  
175 Bedford Rd., Burlington, Mass. 01803  
Color special effects generators, audio switchers.

**EEG Enterprises** 2802  
1 Rome St., Farmingdale, N.Y. 11735  
VBI data transmission equipment, closed captioning, teletext, private data transmission on TV networks\*, network communication and control. **Staff:** Bill Posner, Ed Murphy, Mike Doller.

**EEV** 2626  
4 Westchester Pl., Elmsford, N.Y. 10523  
Leddicon camera tubes for studio, ENG and EFP cameras, Vidicon camera tubes for caption scanning and telecine applications, high efficiency klystrons for UHF TV transmitters, tetrodes for AM and FM transmitters. **Staff:** Paul Plurien, Tom Soldano, Tim Sheppard, Mike Mandl, Dave Clissold, Mike Kirk, Vijay Patel, Charles Settens, Dennis Baker, Harry Kozicki, Kees Van Der Keyl, Don Rose, Jim Comella, David Farrar, David Wilcox.

**EG&G Electro-Optics** 2612  
35 Congress St., Salem, Mass. 01970  
LS-161 medium intensity aviation obstruction warning light\*, LS-158 high intensity aviation obstruction marking and lighting system for towers taller than 500 ft. **Staff:** George Mandeville Jr., Tom Allain, Don Rowe, Roger Wood.

**Electro Controls** 2632  
2975 S. 300 West, Salt Lake City 84115  
Studio lighting and control equipment.

**Electro Impulse Laboratory** 3431  
116 Chestnut St., Box 870, Red Bank, N.J. 07701  
DPTC-75KFM\*, 25KFM\* and 50KFM\*. **Staff:** Thomas McNicholas.

**Electro-Voice** 3430  
600 Cecil St., Buchanan, Mich. 49107  
Speaker products, microphones and accessories, mixers.

**Electronic Research** 2576  
108 Market St., Newburgh, Ind. 47630  
FM panel antennas, side mount FM antennas, duplexers, field service.

**Electronic Systems Lab** 2640  
120 S.W. 21st Terrace, C-104, Fort Lauderdale, Fla. 33312  
EELA broadcast, location, film and post production mixers, reportophones, hybrids, preamps, compressors/limiters, balancing units, phasemeters and recorder test sets, signal processing equipment, ADR systems and synchronizers, TC generators, readers, video burn-in units and incremental TV generators, cassette duplicators, CC and videocassette loaders and supplies, on-air consoles, mixers.

**Elicon** 3220  
940 S. Leslie St., La Habra, Calif. 90631  
PCCS portable remote motion control system with pan/tilt head, videocassette duplication robot system. **Staff:** Peter Regla, Elizabeth Regla, William Lee.

**EMCEE Broadcast Products** 3032  
Box 68, White Haven, Pa. 18661  
Frequency agile synthesized MMDS transmitter, 100w MMDS transmitter, low cost MMDS/ITFS downconverter and antenna, 100 watt VHF and UHF translators, 1 kw broadcast transmitters stereo audio, tower and installation services. **Staff:** James May, Perry Spooner, John Saul, Robert Nash, Frank Trainor, Robert Luka, Paul Anthony, Carl Zbegner, James Jarick.

**Emcor** 2402  
1600 4th Ave., Rochester, Minn. 55901  
Modular electronic enclosure systems, computer support furniture, chassis slides, emission control cabinets, instant emcor quick ship program. **Staff:** John Horton, Tom Regnier, Mark Fritsch.

**ENG Corp.** 3308  
2930 Cloverdale Ave., Concord, Calif. 94502  
Mobile news vans and cars.

**Environmental Technology** 2696  
1302 High St., South Bend, Ind. 46618  
De-icing controls for FM and TV antennas, equipment.

**ESE** 3470  
142 Sierra St., El Segundo, Calif. 90245  
Digital clocks, timers, time code generators and readers, master clock systems, programable timers.

**Ethereum Scientific Corp.** 2464, 9  
7641 Clarewood, Suite 336, Houston, Tex. 77036  
**Staff:** Michael Cordell, Denny Kunce, Joe Ford, Joel Bagelman, Peggi Ellis, Susan Miller.

**Eventide** 2830  
One Alsan Way, Little Ferry, N.J. 07643  
SP 2016 effects processor/reverb, H969 and H949 harmonizer, BD980 broadcast digital delay. **Staff:** Gil Griffith, Joe Shapiro, Jeanne Meade.

**Evertz Microsystems** 201  
3465 Mainway, Burlington, Ont. L7M 1A9  
SMPTE/EBU post production time code equipment including LTC and VITcode generators, readers, character inserters, deleters, translators and digital clocks, Chaser time code-based chase synchronizer\*, emulator intelligent audio transport interface\*, model 120 multiformat time code display\*, ev-bloc modular time code system\*. **Staff:** Alan Lambshead, Carter Lancaster, Gerry Wheaton.

**Excalibur Industries** 2637  
12427 Foothill Blvd., Lake View Terrace, Calif. 91342  
Custom cases, video systems cases, AKS case line, EIA rack cases, travel cart

and accessories, lightweight custom shipping containers. **Staff:** Joseph Byron, Joanne Miller, Walter DeVore, Dan Levy, Jamie Alexander.

**Factbook Research** 3383  
1836 Jefferson Pl., N.W., Washington 20036  
Computerized market research services. **Staff:** Lynn Levine, Claire Smith.

**Fairlight Instruments** 104  
2945 Westwood Blvd., Los Angeles 90064

**Faroudja Laboratories** 2488  
946 Benicia Ave., Sunnyvale, Calif. 94086  
NTSC encoder and decoder. **Staff:** Yves Faroudja, Isabell Faroudja, Thomas Lyon, Jim Campbell.

**FCC** 3433  
1919 M St., NW, Washington 20554

**Ferno-Washington** 2914  
70 Weil Way, Wilmington, Ohio 45177  
Ferno freelancer\*, transport carts for field production. **Staff:** Gordon Shields, Fred Stevens.

**Fidelipac** 3092  
Box 808, Moorestown, N.J. 08057  
Production version\* of CTR 30 series three-deck NAB cartridge recorder/reproducer, Dynamax CTR10 and 100 series recorders and players, ESD10 eraser/splice detector, Dynamax back-lubricated 1/4-inch cartridge tape, Models 300, 600, 1200 and Master Cart tape cartridges, on-air and recording warning lights, cartridge racks, accessories. **Staff:** Robert Thanhauser Jr., Daniel McCloskey, Arthur Constantine, Jack Ducart, Rosemary Jukes, William Franklin, Fred Buehler.

**Fife-Pearce Electric** 2686  
17141 Ryan Rd., Detroit, Mich. 48212  
Magnetic tape erasure equipment.

**Film House Inc.** 2816  
24 Music Square West, Nashville 37203  
Television commercials for various formatted radio stations. **Staff:** Curt Hahn, Tony Quin, Laura Frisbie, Ron Routson, Phil Hahn, Eric Hahn, Nina Rossman, Joel Natalie, Peter Natalie, Laurie Ruggare, Teri Whitehead, Phyllis Blake.

**Firstcom Broadcast Services** 2829  
13747 Montfort, Suite 220, Dallas 75240  
Digital production library, digieffects sound effects library, The World's Best sales/production library, ID packages. **Staff:** Jim Long, Cecelia Garr, Fran Sax, Janie Autz, Ken Nelson, Micheline Karas, Lew Witz, Karen King.

**Flash Technology** 3454  
55 Lake St., Nashua, N.H. 03060  
High and medium intensity lighting for marking AM, FM and TV towers, FTB301 medium intensity beacon\*, RSC610 red light controller\*, SC110 high intensity light controller\*, FTB205 high intensity beacon. **Staff:** Lew Wetzel, Fred Gronberg, Rick Sullivan, Stan Kingham, Denis Buckland, Stig Jorgensen.

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**Focal Press 2541**

80 Montvale Ave., Stoneham, Mass. 02180  
Books on television and radio. **Staff:** Kevin Kopp, Arlyn Powell.

**For-A Corp. 3599**

320 Nevada St., Newton, Mass. 02160

Digital audio memory\*, PVM-600 video production switcher\*, CCS-4350 color corrector\*. TCR-3300 time code reader\*, time base correctors, component video systems, production switchers, color corrector, encoders, decoders, transcoder, VITC and LTC generator, reader and titler, NTSC signal processors, video graphics, character generators. **Staff:** David Acker, Tedd Jacoby, Gary Chapman, Tom O'Neill, Gary Carter, John Margardo, Lisa Withington, Chris Fries, Rishsi Morioka, Masao Komiya, Takeshi Enomoto, Marc Thompson.

**Fort Worth Tower 3360**

1901 E. Loop 820S, Box 8597, Fort Worth 76124

Guyed and self support towers and prefabricated equipment buildings. **Staff:** Tommy Moore, Betty Moore, Fred Moore, Carl Moore.

**Fortel 3044**

2985 Gateway Dr., Suite 600, Norcross, Ga. 30071

Time base correctors, synchronizers, image correction systems.

**Fostex 2579**

15431 Blackburn Ave., Norwalk, Calif. 90650

Multitrack tape recorders, cassette/mixers four-track, speakers, headphones, microphones. **Staff:** Fred Huang, Y. Abe, Mark Cohen, Budd Johnson, Martin Forber.

**Frezolini Electronics 2716**

5 Valley St., Hawthorne, N.J. 07506

Super premium Frezzi-Max battery packs, on-board power supply interface, in-board battery packs, Frezzi-mini fill camera lights, AC adaptors, chargers and accessories. **Staff:** Jim Crawford, Jack Frezzolini, Jack Zink.

**Fuji Photo Film 3240**

555 Taxter Rd., Elmsford, N.Y. 10523

One-inch, 3/4 and half-inch videocassettes, half-inch Betacam videocassettes, half-inch M-format videocassettes, VHS/Beta half-inch SHG and standard videocassettes, 8mm videocassettes. **Staff:** S. Bauer, B. Friedrich, G. Brill, T. Takahashi, K. Kurokawa, J. Hegadorn, G. Kern, T. Shay.

**Fujinon 3410**

10 Highpoint Dr., Wayne, N.J. 07470

Half-inch, two-thirds and 1 1/4-inch broadcast video lenses for color TV cameras, 5.5-48 mm wide angles lens to a super 36mm-1600mm. **Staff:** Jack Dawson, John Newton, Jess Kodaira, Dave Waddell, Bruce Wallace, Jorge Castaneda, Chuck Lee, Reno Morabito, Mark Schurer, M. Kawamura, M. Higuchi, Mort

Russin, Scott Dunlop, Kathy Mix, Eric Rojack.

**Future Productions 2790**

630 Ninth Ave., New York 10036

Duplicating system with machine control, monitoring control, source routing and signal distribution, FP 200, FP 80\*, A/D-10 and A/D-24 audio and video distribution amplifiers for duplication systems.

**Staff:** Ken Washino, Tim Forster, Kunio Fuse, Valerie Shimoyama, Tom Burkholder.

**G-M Power Products 2930**

943 N. Orange Dr., Los Angeles, Calif. 90038

Dual 12v 10A/H ginat superblock, battery belts, packs, chargers and accessories.

**Staff:** Gideon Ben-Akiva, Gerald Meisel, Avi Yaron.

**Garner Industries 2601**

4200 N. 48th St., Lincoln, Neb. 68504

Video, audio and computer tape erasers. **Staff:** Phil Mullin, Jim Nichols, Jim Lucy, Bruce Alderman.

**General Electric 2497**

One College Blvd., Portsmouth, Va. 23705

Comband bandwidth compression addressable system for MDS, MMDS, ITFS, engineering and support services, subscriber receive site equipment, block converters, antennas. **Staff:** Robert Hoffman, Ron Polomsky, Doug Howe, Lauriston Hardin, Chuck Fitzer, Dave Headley.

**General Electric 2717**

Nela Park-4033, Cleveland 44112

Stage and studio bulbs, GEMI multivapor lamps\*, F18BX/SPX30 and F39BX/SPX30 compact fluorescent lamps\*. **Staff:** Brian Behm, Charles Clark, Fred Grunewald.

**Generic Computer Systems 2818**

357 N. Main St., Butler, Pa. 16001

Automation for broadcast traffic and billing. **Staff:** Joel Rosenblum, Hirsch Rosenblum, Dai Rosenblum, Zeldia Wilbert, Dave Allen.

**Gentner Engineering 2669**

540 W. 3560 South, Salt Lake City 84115

Telephone interface equipment including digital hybrid\*, frequency extension systems, program switchers, remote control unit, patch panels. **Staff:** Russ Gentner, Bill Gillman, John Leonard Jr., Gary Crowder, Elaine Jones, Brooks Gibbs, Keldon Paxman, David Pedersen, Chris Gentner.

**GML Inc. 2745**

8150 Leesburg Pike, Suite 910, Vienna, Va. 22180

Proteus: dual channel time base correction, frame synchronizers, pro amps with digital effects and A/B transition capability, X-Calibre dual channel digital effects system, range of upgradable time base correctors\*. **Staff:** Gary Glover, John Coffey, Tony Stalley, Peter Tyson, Paula Bowen.

**Alan Gordon Enterprises 3435**

1430 Cahuenga Blvd., Hollywood, Calif. 90028

Fax animation equipment, EOS/Fax video animation controller, computer motion controlled fax animation stand.

**Gorman-Redlich 2715**

6 Curtis St., Athens, Ohio 45701

EBS encoders-decoders, NOAA weather alert receivers, digital AM antenna monitors. **Staff:** Jim Gorman, Judy Gorman, John Gorman, Elizabeth Gorman, Catherine Gorman, Tom Gorman, Mrs. Catherine Gorman.

**Gotham Audio 3354**

1790 Broadway, New York 10019

RSM 190 Neumann stereo condenser shotgun microphone\*, EMT 258 dynamic noise filter for cleaning recordings, transient limiters with delay line for transmitters, broadcast turntables, tape recorder for studio production, CD player, self-powered reference monitor speakers. **Staff:** Russell Hamm, Jerry Graham, Juergen Wahi, Peter Engel.

**Graham-Patten Systems 2528**

Box 1960, Grass Valley, Calif. 95945

Video audio multiplexing process system\*, universal television equipment control system, edit suite audio mixers, video keying systems, utility video distribution amplifiers, trays including remote controlled audio and video DAs. **Staff:** Tim Prouty, Merv Graham, Mike Patten, Bill Rorden, Kirk Bradford, Laurie Lewis, Jim Ward, Reed Lawson.

**Graland Distributors 2692**

Box 45134, Baton Rouge, La. 70895

**Staff:** Greg Stentiford, Anne Stentiford, Darline Carr.

**Grass Valley Group 3112**

Box 1114, Grass Valley, Calif. 95945

Model 200 production switcher\*, Edit-1 transportable complete videotape editing system\*, TEN-20 routing switchers\*, model 9950 sync pulse generator changeover switch\*, 8560 stereo audio DA system\*, STM-85N NTSC source timing module\*, SCB-100N NTSC sync/color bar generator\*, DS3 telecommunications products\*, 4500 video codec\*, DS3 digital cross connect\*, 87DS3-PSW protection switch\*, editing systems, master control switcher and automation system, production switchers, timing/processing/distribution equipment, fiber optic communications systems, routing switchers, effects memory systems, audio mixers, digital effects systems. **Staff:** Dave Friedley, Dan Wright, Bob Cobler, Birney Dayton, Jerry Sakai, Len Dole, Dennis Brunnenmeyer, Dave Mayfield, Bob Johnson, Jay Kuca, Gail Clason, Lee Frisius, Don Rhodes, Chuck Covert, Doug Butterbaugh, Louis Swift, Tom O'Connor.

**Gray Communications 3402**

Box 3229, Albany, Ga. 31708

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287 Grove Street  
Newton, MA 02116

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**Gray Engineering Labs 2515**

504 W. Chapman Ave., Orange, Calif. 92668

FCM-227A film counter, multiplexer and character generator\*, time code data transmitter, time code data receiver/character generator, video reticle generator, data transmitter/character generator, code phase corrector, film counter/character generator, time code analyser. **Staff:** Scott Gray, John Gray, R. Tracy Gray, Lewis Reitz Jr., Gary Thompson.

**Great American Market 2714**

826 N. Cole Ave., Hollywood, Calif. 90038

ColorWiz rolling color changer\*, LineLite extruded plastic material for use with blacklight\*, special application lighting, projections, scenic projectors, patterns, other rolling color changers. **Staff:** Joseph Tawil, Mofid Bissada, Michael Tolin, Jeffrey Lind.

**Grumman Corp. 2481**

Great River, N.Y. 11739

AIS 5000 automatic ad insertion system\*. **Staff:** Ed Youskites, Tony Sciacca, Charles Vassallo, Rich Schmidt, Ray Wickman, Ken Speiser, George Rooney, Scott Schaire, Joe Menniti.

**James L. Grunder & Assoc. 2429**

5925 Beverly, Mission, Kan. 66202

Low-cost digital effects system\* with touch pad controller\*, single channel effects system, dual channel effects systems, standards converters. **Staff:** James Grunder, Nick Nichols, Jim Benouire, Wes Dixon, Brett Grunder, Mike Miller, Robin Palmer, Ian Cunliffe.

**GTE Spacenet Corp. 3324**

1700 Old Meadow Rd., McLean, Va. 22102

Satellite communications services including NewsExpress, Call Express, turnaround service for bandwidth conversion, full, partial and occasional use transponder time. **Staff:** Dr. C.J. Waylan, Ray Marks, Michael Caffarel, Harry Mahon, John Liddle, Marianne Voight, Sid Skjei, John Whetstone, Donna Corcoran, Stuart Chimes, Jonathan Feldman, Twig Murray, Jean Davis, Rick Boyland, Harley Shuler.

**Hallikainen & Friends 2925**

141 Suburban Rd., San Luis Obispo, Calif. 93401

Low cost UHF telemetry radio equipment\*, adapter to automate operation of Moseley TRC-15A remote control\*, remote control units, digital telemetry update kits for audio mixers. **Staff:** Harold Hallikainen, Frank Calabrese, Gerry Franke, Rick Smith, Betsy Ehrler, Chris Boyle, Cathy D'Amelio, Rita Kinnear, Ric Turner.

**Hardigg Industries 2489**

Box 201, South Deerfield, Mass. 01373

Reusable plastic shipping and storage containers, package cushioning devices, 19-inch rack-mounted shipping and storage plastic container\*. **Staff:** John Miller, Norman Roberts, Jack

Charles, Jamie Hardigg.

**Harris Corp. 3136**

Box 4290, Quincy, Ill. 62305

External cavity klystron UHF transmitter\*, SiteLink 950 mhz aural STL for radio applications\*, Global 6, 6 ghz transmitter/receiver\*, 25 kw FM transmitter\*, 10 kw AM transmitter\* with digital amplitude modulation, I-Net Iris still store storage-sharing between systems\*, I-Mac networking of up to four Iris systems, 30 kw low band and high band color TV transmitters, 3.5 kw, 5 kw, and 35 kw FM transmitters, 1 kw and 5 kw AM transmitters, synchronous transmission, gold medalist audio console, medalist 8, 10 or 12 audio consoles, Sentinel 16 and 48 intelligent remote control systems, Iris C still store with Harris-Aurora 75 videographics system interface, ESP II still store, 550VT time base corrector, AC-20AS singal processor, 632 frame synchronizer, 640 frame synchronizer/time base corrector, VW-3 TBC/frame synchronizer, Microstar 23 and 7FB radios, FV2/2.5CR central receiver, Challenger long range system, FV7F fixed wideband microwave radio transmission system. **Staff:** John Delissio, Gary Thursby, Ronald Frillman, Wilfred Bone, Robert Hallenbeck, S. Hawkins, E. Lowder, James Marwood, Mitchell Montgomery, Ivey Raulerson, Donald Taylor, Arthur Silver, Marvin Bredemeier, T. James Woods, Barry Huntsinger, Christopher Kreger, C. Wayne Schuler, Curtis Lutz, Warren Bortoff, Richard Chalk, Roy Giles, John Klecker, Thomas O'Hara, Paul Raymond, Thomas Schoonover, John Borger, James Burger, Shawn Underwood, Gary Johnston.

**Harrison Systems 3412**

437 Atlas Dr., Nashville 37211

Television stereo/mono audio production system, audio routing switchers, video switcher/editor interface, other mixing consoles and production equipment.

**Karl Heitz 2900**

34-11 62d St., Woodside, N.Y. 11377

Gitzo video/cine and photo tripods, leveling balls, fluid and counterbalanced heads, dollies, monopods, microphone fishpoles, lightstands.

**Hipotronics 2645**

Drawer W, Millerton, N.Y. 12546

Automatic voltage regulators. **Staff:** Michael Peschel, Peter Rubicam, Ben Carnevale.

**Hitachi Denshi America 3160**

175 Crossways Park West, Woodbury, N.Y. 11797

Computacam auto set-up, HDTV cameras.

**HM Electronics 2619**

9675 Business Park Ave., San Diego 92131

HM58 dynamic handheld mic\*, RM77 reverb mic\*, FR200A field pac, cabled and wireless intercom systems and wireless

microphone systems. **Staff:** Mike Hughes, Randy Opela, Tonnia Sills.

**Hoffend & Sons 2641**

34 E. Main St., Honeoye, N.Y. 14471

Motorized lighting hoists\*, engineers, manufacturers and installers of stage and studio equipment including manual rigging, motorized rigging, turntables, curtains, cycloramas and computerized control systems. **Staff:** Thomas Young, Richard Nicholson, C.T. Oakes, Don Hoffend, Don Hoffend Jr., Don Hamilton, Lonnie Smyser, Jack Hoffend.

**Holiday Industries 2737**

14825 Martin Dr., Eden Prairie, Minn. 55344

Broadband meters for measuring RF exposure, HI-5000SX system, instrument for measuring non-ionizing radiation from VDT's. **Staff:** Burton Gran, William Rankin, Reed Holaday.

**Home Shopping Network 2753**

1529 U.S. 19 South, Clearwater, Fla. 33546

Home shopping programing.

**Hotronics 2531**

1875 S. Winchester Blvd., Campbell, Calif. 95008

Time base corrector and TBC/frame synchronizer with optional freeze frame/field, pixel-by-pixel drop out compensator and digital SMPTE color bar.

**Howe Technologies Corp. 2832**

2300 Central Ave., Suite E, Boulder, Colo. 80301

2100 and 2300 phase chasers, phase analyzer\*, stereo headphone amplifier\*. **Staff:** Ken Marcoux, Terry Sweeney, Jeff Michael, Bill Laletin, Kristi Urquidi, Doug Sutherland, Joe Davis, Jeff Sampson, David Campbell, Jim Groh, Elaine Jamie-son, Gerald Ellis, Carol Marcoux.

**Hubbard Communications 3286**

12495 34th St., NW, St. Petersburg, Fla. 33702

Model SNG-450 SNG vehicle with ABC/CBS communications package\*, SNG-220 with Conus package, low-boy SNG truck, video time delay machine, video cart machine sequencer. **Staff:** George Orgera, Alan Jester, Bob LaDow, Tom Kidd, Dennis Luck, John Terhar, Jim McGriff, Charles Corpany.

**ICM Video 2468**

Box 26330, Oklahoma City 73126

Video enhancer/processors, video/audio distribution amplifiers, character generators, RS-400 routing switchers\*. **Staff:** Mike Janko, Judy Dahlquist, David Broberg, Scott Janko, Ron Dewell, Mike Schueder, Randy Steele.

**IGM Communications 3378**

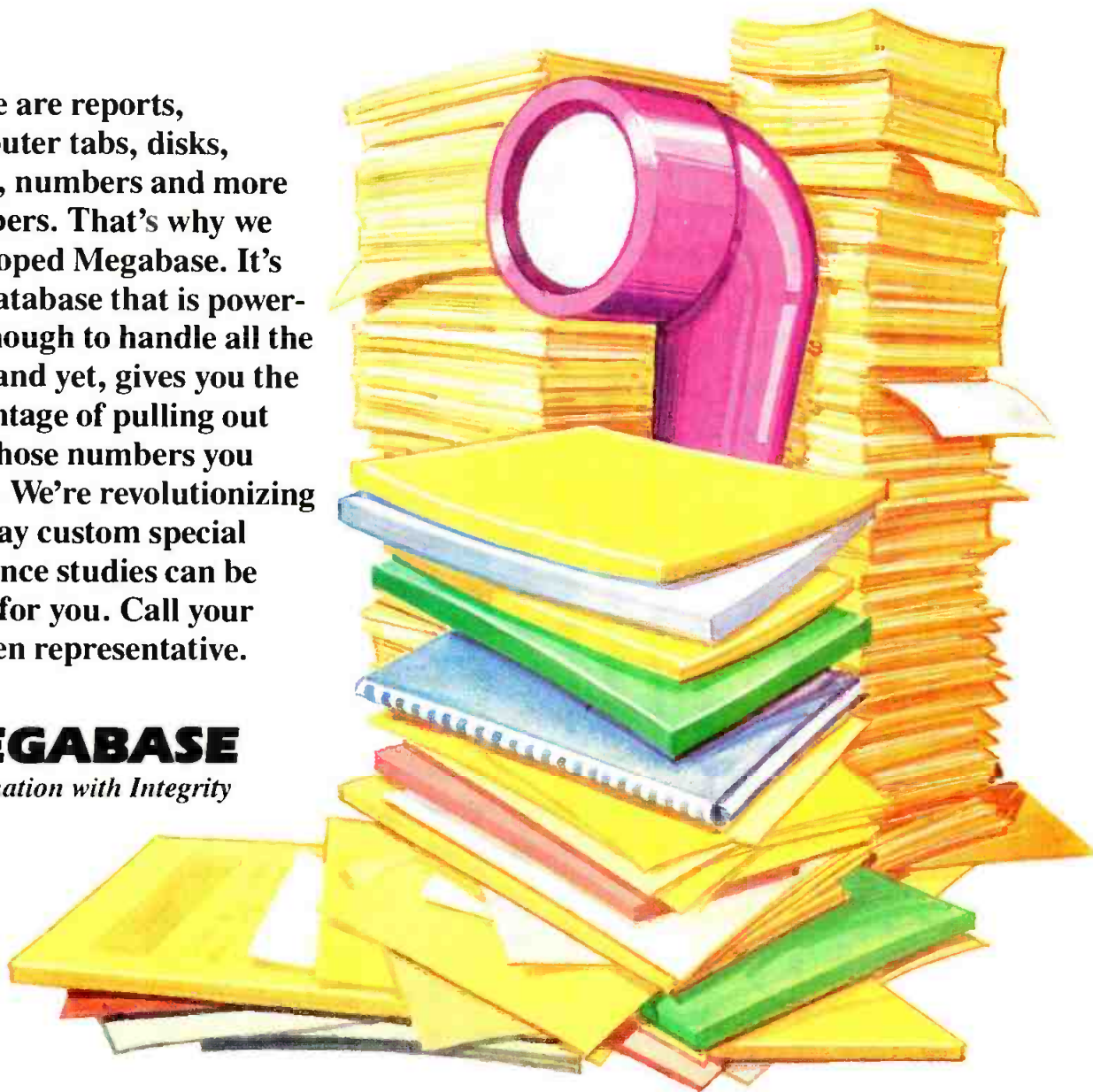
282 W. Kellogg Rd., Bellingham, Wash. 98226

IGM-SC and IGM-EC program automation control systems, multiple cart playback machines. **Staff:** Jim Wells, Nick Solberg, Rick Sawyer, Carl Peterson, Tom Ransom.

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**Ikegami Electronics 3150**

37 Brook Ave., Maywood, N.J. 07607

HDK-1125P HDTV camera, HK-322 fully automatic television camera, HK-323 3/4 and one-inch triax and multicore field/studio camera, HK-323P companion portable version, HL-79E high quality color portable with computer control, HL-95 unicum broadcast quality color TV camera with on-board half-inch Beta for MIL VTR's, low-light level silicon intensifier tube camera, ENG/EFP economical portable TV camera, economical studio/field color camera, high performance telecine systems with computer control, B/W CCD camera, one tube color camera, color CCD camera, CCD professional chip camera. accessories, PM9-5, CMU-1450 and 9, 10, 15 and 16 series monitors, large screen projector, digital scan converter, source selector, portable mini microwave link, portable camera/microwave, microwave system, digital component video switcher, 16-channel portable audio mixer. **Staff:** Nick Nishi, Sam La Conte, Yukimitsu Sato, Howard Winch, Robert Estony, Oscar Wilson, J. Webb, John Chow, R. Sooley, L. Sechler, B. Warnke, Bob Johnston, Bud Mills, Frank Heyer, P. Godfrey, Glen Smith.

**ILC Technology 212**

399 Java Dr., Sunnyvale, Calif. 94089

Daymax HMI lamps. **Staff:** Jim Harp, Lynn Reiter.

**Image Video 2636**

705 Progress Ave., Unit 46, Scarborough, Ont. M1H 2X1

Routing and control switchers, monitors.

**Imageering Laser Disk Systems 235**

3314 Poplar Ave., Suite 300, Memphis 38111

ICMS electronic still image camera and videodisk system, ICMS PaintStore system, ICMS StillStore system. **Staff:** B. David Gilliland, Mike Frase, Terry Pahn, John Cox.

**Information Display Systems 2485**

17 Smith St., Englewood, N.J. 07631

(See **Science Applications**). Eidophor large screen display projectors.

**Innovative Television Equipment 3258**

6445 De Soto Ave., Woodland Hills, Calif. 91365

Camera support dollies, tripods, pedestals, pan/tilt heads and accessories for studio, ENG/EFP applications.

**Inovonics 2434**

1305 Fair Ave., Santa Cruz, Calif. 95060

Model 705 FM/FMX stereo generator\*, model 255 Triband/PWM stereo processor, audio recording, signal processing, and instrumentation equipment. **Staff:** Jim Wood, Ann Peiz.

**Interactive Motion Control 2771**

8671 Hayden Pl., Culver City, Calif. 90232

2-D video animation system, video nodal point camera mover system with periscope lens. **Staff:** Joe Parker, Bill Bryan, Peter Van, Margot Hottum, Bill Talbert, Ed Rathbun.

**Intergroup Video Systems 3312**

2040 NW 67th Pl., Gainesville, Fla. 32606

9600 video production switcher, model 4001 digital pattern generator\*, model 9000 VPS\*, model 8000 master control system\*, model 1100 routing system\*, model 90/1616 routing systems\*, model 5000 DAs. **Staff:** Gregg Smith, Ed Miller, Roy English, Norm White, Bob Cooper, Vern Pearson, Bob Mimjiner, Joe Ryan.

**International Music Co. 2920**

1316 E. Lancaster, Fort Worth 76113

Multitrack recorders, digital samplers, programable mixers, speaker systems, speaker enclosures. **Staff:** Kevin Kennedy, Jerry Freed, Harvey Gerst, Russ Rosenfeld, Frank White, Larry Wilson, Jorge Herrera, Harry Starbird, Monte Lamb, Tim Tobias, John Chez, Jim Cowser, Cliff Uttley, Glen Hadley, Jerry Sehi, Lance Johnson, Chuck Murray, Rob Payne.

**International Tapetronics/3M 3052**

2425 S. Main St., Bloomington, Ill. 61702

HCDA 3000 digital audio system\*, high-speed cue version of Omega series cartridge machines\*, DCM-1 dynamic cartridge monitor\*, audio cartridge machines and accessories. **Staff:** Bob Bomar, Bill Parfitt, Chuck Kelly, John Schaab, Tom Becker, John Fesier, Mike Bove, Mark Hill, Bruce Helling, Charlie Bates, Bill Kidd, Janet Schroeder, Dick Lund, Vic Modic, Karen Ryder.

**Itelco USA 2765**

1620 W. 32d Pl., Hialeah, Fla. 33012

UHF and VHF transmitters, TV stereo, microwave radio links.

**ITI Graphic Sytems 2787**

500 Laurelwood Rd., Suite 1, Santa Clara, Calif. 95054

PC-based 3D animation system, weather graphics system.

**ITS Corp. 2415**

375 Valley Brook Rd., McMurray, Pa. 15317

ITS-75 solid state video modulator\*, ITS-300 ICPM measurement set\*, ITS-12 VHF exciter\*, ITS-27 VHF aural IF modulator\*, ITS 1610C 10 w ITFS/MMDS transmitter\*, ITS-1658C 100 w ITFS/MMDS amplifier\*, UHF exciter, 1 kw UHF transmitter. **Staff:** Robert Unetich, Jeffrey Lynn, Sam Zborowski, David Neff, Kenneth Foutz, David Brooking.

**J&R Film Co. 3493**

6820 Romaine St., Hollywood, Calif. 90038

Locbox, video-to-film hard lock synchronizer, video moviola film to tape transfer machine, post production equipment and supplies. **Staff:** Joe Paskal, Ron Powell, Jim Reid.

**J-Lab 2521**

Box 6530, Malibu, Calif. 92064

Component accessories, transcoders\*, field playback modifications\*. **Staff:** Gerald Labarbera, Bob Grant, Larry Arts.

**Jampro Antennas 3587**

6939 Power In Rd., Sacramento, Calif. 95282

FM and TV antennas.

**JBL/UREI 2763**

8500 Balboa Blvd., Northridge, Calif. 91329

Studio monitors, control monitors and mounting accessories. **Staff:** Ron Means, Ken Lopez, Steve Romeo.

**Jefferson-Pilot Data Services 3204**

501 Archdale Dr., Charlotte, N.C. 28210

Broadcast automation systems, in-house and on-line services, JDS AutoSelect III for music rotation systems, Buyline electronic invoice electronic data interchange service. **Staff:** Mike Jones, Lou Pfeiffer, Polly Bolin, Skip Sawyer, John McDonald, Jon Pearce, Dan Phillippi, Jim Butts, De De Dorroll, Doug Domerque, Cindi Marshall, Bob Livingston, Dick Dortch, Steve Weaver, Wayne Evans.

**Jensen Tools 2721**

7815 S. 46th St., Phoenix 85044

Aerospace electronic transport case. **Staff:** Bill Hewitt, Patrick Kennedy, Kim Grube, Kelli Countryman.

**Johnson Electronics 3451**

4300 Metric Dr., Box 4728, Winter Park, Fla. 32793

SCA equipment and related accessories. **Staff:** Melvin Kelch, Douglas Pakos.

**JVC Corp. of America 3180**

41 Slater Dr., Elmwood Park, N.J. 07407

CR-600U microprocessor controlled 3/4-inch VCR\*, M-3000 advanced titling and animation system\*, KM-3000U component post-production switcher\*, KY-80U portable three-tube plumbicon camera for component VCR's\*, solid state cameras with charged couple devices\*, VM-R190U 19-inch high resolution color video monitor\*, KM-F250U multiformat frame synchronizer\*, Elite editing systems, M-II products. **Staff:** Dan Roberts, Mike Messerla, Gary Horstkorta, John Brown, Dave Walton, Roger Bailey, Juan Martinez.

**K&H Products Porta-Brace 2532**

Box 246, N. Bennington, Vt. 05257

Nylon cases for video and film equipment. **Staff:** Marjorie Robertson, Ken Barry, Bob Howe.

**Kahn Communications 2922**

425 Merrick Ave., Westbury, N.Y. 11590

Flatterer for AM antenna broadbanding\*, Power-side for noise and interference reduction\*, Good N Loud\* for AM loudness without splatter and distortion\*, AM stereo exciter, Lines-Plus high frequency and low frequency telephone extender, Symmetra-Peak. **Staff:** Leonard Kahn.

**Kangaroo Video Productions 2676**

10845 Wheatlands Ave., Suite C, Santee, Calif. 92071

KVP-25 for Sony BVW-25 and BVW-21\*, KVP-6400 for Panasonic AG-6400\*, KRC-3BVF raincover for Sony products\*, KAC-500 carrying case for Sony PVM-8020 monitor\*, KPR-KK detachable cable organizers\*, video packs for VCR's, semi-tough camera case, super-tough camera



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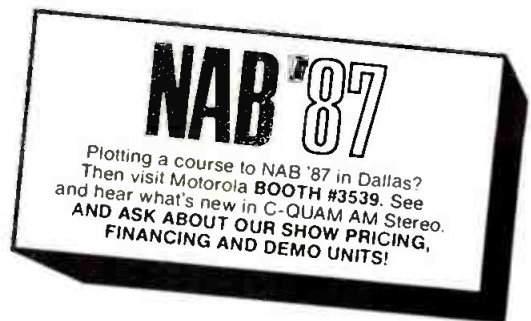
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case for Sony Betacam, KAP Nagra for Nagra recorders, raincovers, accessory cases for monitors, mixers and time code generators. **Staff:** Steve Sickman, Julia Elkins, Joni Maussang, Pam Satterfield, Lynne Domash, Steve Leiserson.

**Kavouras 2657**

6301 34th Ave., South, Minneapolis 55450  
High resolution weather graphics systems, Radac color weather radar, doppler weather radar, satellite image display systems.

**Kay Industries 2511**

604 N. Hill St., South Bend, Ind. 46617  
Rotary phase converters.

**Keltec Florida 2435**

50 Second St., Shalimar, Fla. 32579  
R60-300Ku 14-14.5 ghz seven-inch package\*, H60-300Ku 14-14.5 ghz hub-mounted\*, R50 low power rackmount amplifier in C and Ku band, R90 high power dual drawer amplifier in C, X and Ku bands. **Staff:** James Riches, C. Mark Yount, Larry Newbold, Marsha Mason.

**Kem Elektronik 2467**

Herlingsburg 16, Box 541024, D-200 Hamburg 54, West Germany

**Keylite Productions 2789**

333 S. Front St., Burbank, Calif. 91502  
Lighting equipment for film and video grip equipment and cable crossovers\*. **Staff:** Edward Carlin, Brian Hartley, Michael Carlin.

**Kinometrics/True Time 2513**

3243 Santa Rosa Ave., Santa Rosa, Calif. 95407

National Bureau of Standards and U.S. Naval Observatory synchronized digital clocks, universal clock driver options for digital clocks. **Staff:** Rick Dielman, Jeff McDonald, John Van Groos, Ed Petroka, Dan Paine.

**Kings Electronics 3464**

40 Marbledale Rd., Tuckahoe, N.Y. 10707  
RF coaxial, twinax and triaxial connectors, video patch panels and patch cords.

**Kintek 2455**

224 Calvary St., Waltham, Mass. 02154  
KT-904S broadcast mono stereo converter\*, KT-904 post production studio mono stereo converter\*, KT-960 monogard, KT-932 audio phase meter. **Staff:** Zaki Abdun-Nabi, John Bubbers.

**Kintronic 2540**

Box 845, Bristol, Tenn. 37621  
Low power RF contactor for medium wave, custom high voltage insulators\*, custom detuning unit with motor drive for medium wave and FM patch panels, AM directional antenna phasor cabinet, RF attenuator, isolation transformer, medium wave antenna tuning unit, high power RF contactors for medium wave and fixed and variable inductors. **Staff:** Tom King, Gwen King.

**Kliegl Bros. 3581**

5 Aerial Way, Syosset, N.Y. 11791  
Ellipsoidal and fresnel lighting fixtures, dimmer racks.

**Kline Iron & Steel 2797**

Box 1013, 1225 Huger St., Columbia, S.C. 29202

Designs, fabricates and erects guyed, self-supporting, platform and multiarray towers, space frame structures, special-type antenna structures. **Staff:** B.H. Kline, J.C. Kline, David Monts, Furman Anderson, L.A. Foreman, Ray White, Tony Fonseca.

**Knox Video Products 2611**

8547 Grovemont Cr., Gaithersburg, Md. 20877

Video correctors, character generators.

**Kobold Lighting 2834**

1318 22d St., NW, Suite 105, Washington 20037

**Laird Telemedia 3474**

2424 S. 2570 West, Salt Lake City 84119  
Character generators, paint systems, multiplexers, equipment racks.

**Lake Systems 3532**

287 Grove St., Newton, Mass. 02166

Automatic random access library system\*. **Staff:** Ed Herlihy, Walter Kelley, Frank DeMayo, William Dwyer, William Phillips, Sergio Marino, Gordon Bates, Luke Furr, Terry Barnum, Michael Carozzi, Larry Silverman, Richard Ellis, Frank Kovary, Larry Seehorn, Skip Boucher, Robert Hemenway.

**Landy Associates 3429**

1890 E. Marlton Pk., Cherry Hill, N.J. 08003

Orion research television audio mixing system\*, Dr. Black's Vid-Cad computer system\*, Paltex\* editing system\*, Ikegami HK-323 and 323P studio/field and portable TV cameras, NEC and ITS transmitters and exciter installations. **Staff:** James Landy, David Newborg, Brad Reed, Mike Keller, Mike Landy, Dave Raynes, Ted Szyplulski.

**Larcen Communications 3314**

6520 Northam Dr., Mississauga, Ont.

30 kw VHF transmitter, solid state 5 kw high channel VHF transmitter, demos of multitelevision sound, microprocessor control for television transmitter, contactless switcher for paralleling VHF television transmitters, VHF CP panel antenna. **Staff:** Jim Adamson, Bob Bishop, Charles Coyle, Bill Meechem, Lew Page, C.E. Spence, Al Stevenson, John Tremblay, Clyde Turner.

**LEA Dynatech 3332**

12516 Lakeland Rd., Santa Fe Springs, Calif. 90670

Power conditioning equipment, surge eliminators, transient eliminators, klean-line filters. **Staff:** Stephen Larson, Edward Bellamy, Guy Woody, Peter Carpenter.

**Leader-Brac Industries 2542**

9494 St. Lawrence Blvd., Suite 603, Montreal H2N 1P4

Tape and splicing tape dispenser.

**Leader Instruments 2763**

380 Oser Ave., Hauppauge, N.Y. 11788

Waveform monitors and vectorscope, video sync/test pattern generators, programmable video generators, stereo test equipment, audio generators, audio test equipment, portable and digital storage oscilloscopes.

**Leasing Concepts 2822**

3 Radnor Corporate Center, Radnor, Pa. 19087

**Staff:** Barbara Rose, Karl Komara, Scott Rovner, Daniel Conley, Jeff Borchert, Lynda Clauser.

**LeBlanc & Dick Communications 2417**

1440 Cherry Lane Ct., Suite 201, Laurel, Md. 20707

Broadcast towers and antenna systems, combiners. **Staff:** G.J. Wilson, R. Tattershall, E. Mayberry, P. Dickie, K. DeBelser, G. Patton, L. Penner, R. Baldwin, D. Harward, A. Dick, M. Anders, D. Brawn, J. Tranter.

**Lectronsonics 2445**

2100 Ariviso Dr., NW, Box 12617, Albuquerque, N.M. 87195

VHF wireless microphone systems, portable sound systems.

**Lee Colortran 3598**

1015 Chestnut St., Burbank, Calif. 91506

Television fresnels, location lighting equipment.

**Leitch Video of America 3559**

835K Greenbrier Cr., Chesapeake, Va. 23320

DSS-3100N digital slide store system\*, SPG-1510P PAL sync pulse generator\*, ITG-3400N vertical interval test generator and inserter\*, SCH-7000 displays SCH data, H phase, color frame and time code framing\*, ATG-880 audio tone generator\*, ADA-881 low impedance audio DA\*, transmitters, audio/video DAs, clock system including SMPTE, EBU, impulse drivers and displays, smart digital analog clock, frame synchronizer with VIR corrector. **Staff:** John Walter, Robert Lehtonen, Robert Henson, Gary Stephens, Paul Jenkins, Stan Moote, Gary Newhook, Don Jackson, Strath Goodship, Dave Strachen, Fay Turner, Richard Kupnicki, Aaron Frank, Michael Proulx.

**Lemo U.S.A. 2805**

335 Tesconi Cr., Santa Rosa, Calif. 95401  
Connectors.

**Lenco 3056**

300 N. Maryland St., Jackson, Mo. 63755

PSG-313A frame resident RS 170A sync generator with PC lock\*, EN-15 PC resident RGB encoder\*. NTSC and PAL master sync generators, video, audio and pulse DAs, system timing, encoders, videoscopes, noise meters, NTSC-RGB

decoders, PC resident RGB-NTSC encoders and decoders, digital TBC, color monitors, processing amplifiers, NTSC video test sets, frame resident sync distribution equipment, audio monitor amplifiers. **Staff:** Dave Aufdenberg, Bob Bergfeld, Bruce Blair, Don Ford, Jerry Ford, Bob Brothers, John Nash, George Anderson, Ron Burks, Russ Thalacker, Mark Hill, Brad Diederich, Rich Fay, Jim Rhodes, Paul Gerlach.

**Lexicon** 133, 136  
100 Beaver St., Waltham, Mass. 02154

Stereo digital audio time compressor/expander systems, digital audio delay synchronizers, digital effects system.

**Lighting Methods** 2673  
1099 Jay St., Rochester, N.Y. 14611

L86 dimmer system\*, lighting control equipment, racks, packs, SD individual dimmer for location use. **Staff:** Al Pfeiffer, Jack Nettleton, Bob Vanden Burgt, Bill Florac.

**Lightning Eliminators & Consultants** 151  
13007 Lakeland Rd., Santa Fe Springs, Calif. 90670

Dissipation array system, Chem-Rods rechargeable grounding electrodes, consulting and engineering design services, lightning warning system. **Staff:** Roy Carpenter Jr., E. Alvin Rich.

**Listec Video** 3468  
30 Oser Ave., Hauppauge, N.Y. 11788

Newsroom computer prompter\*, monitor prompters and script tables, production switcher and special effects generators, status display monitors. **Staff:** Jack Littler, Ray Blumenthal, Jane Watt, Jim Lucas, Peter Rowsell.

**Logitek** 2807  
3320 Bering Dr., Houston 77057

Crossfire automated audio crossfade mixer, stereorack, audio consoles, phono preamps, audio DAs, audio power amps, LED audio level displays, timers, speakers. **Staff:** Scott Hochberg, Tag Borland, Patti Bellis.

**Lowel-Light Manufacturing** 2418  
475 10th Ave., New York 10018

Lowel Light array\*, ViP system\*, other location and studio lighting equipment. **Staff:** Marvin Seligman, Roy Low, Amy Carter, Toni Pearl.

**LPB** 3338  
28 Bacton Hill Rd., Frazer, Pa. 19355

Signature III\*, Citation and Alpha series audio consoles, DAs, low power AM transmitters. **Staff:** Charles Sheridan, Richard Crompton, James Beissel, Richard Burden, William Jackson.

**LTM** 2537  
1160 N. Las Palmas Ave., Hollywood, Calif. 90038

HMI lighting fixtures, miniature quartz fresnel line Peppers, studio line of lighting fixtures, MSL fiber optic lighting system, carbon fiber mic poles, fiber carbon

mic pole\*, 575/1200 w HMI softlight, 8x200 HMI multipar. **Staff:** Gilles Galerne, Jean Galerne, Claude Crevet, Herb Bretling, Laura Maurel, Rob Halle, John Banner, Ginny Hart, Patrick Neale.

**Luxor Corp.** 237  
2245 Delany Rd., Waukegan, Ill. 60085

Endura AV/TV carts\*, universal safety accessories. **Staff:** Donald Nicholds, Robert Raw, Jane Hassett, Ron May.

**Lyon Lamb Video Animation** 3492  
4531 Empire Ave., Burbank, Calif. 91505

VTR controllers for recording/editing computer graphics, color encoder/sync generator.

**3M** 3120  
**Broadcasting & Related Products**

3M Center Bldg., 225-3s-05, St Paul 55144  
ES bus machine control system\*, Panther graphics generator\*, 324 master control switcher\*, D-500, D-3600 and D-1512 character generators, routing switchers. **Staff:** J.N. Mazzoni, G.S. Kerr, J.D. Tapley.

**M/A-Com MAC** 3280  
5 Omni Way, Chelmsford, Mass. 01824

Terrestrial microwave at 18 ghz\*, TV telecommunications offering microwave radio equipment in portable and fixed configurations from 2 to 40 ghz. **Staff:** Al Parker, David Erickson, Tom Leonard, Erik Stromstead.

**Magni Systems** 2827  
9500 SW Gemini Dr., Beaverton, Ore. 97005

PAL version of 2015 programable test signal generator with full PAL capability, test signal generators. **Staff:** Victor Kong, Chuck Barrows, Dave Jurgensen, Rich Lyons, Eric Lane, John Judge, Ed Kiyoi, Kelly Parker, Aaron Snyder.

**Magnum Towers** 2901  
9370 Elder Creek, Sacramento, Calif. 95829

AM, FM, VHF and UHF towers.

**The Management** 2512  
Box T, Aledo, Tex. 76008

SuperLog radio traffic and billing systems, EZ-Log low cost computer traffic and billing system\*. **Staff:** Pete Charlton, Debra Patrick, Lawrence Miller, Janet Hoefler.

**Manhattan Production Music** 2550  
Box 1268, Radio City Station, N.Y. 10101

**Marcom** 2433  
Box 66507, Scotts Valley, Calif. 95066

Model 711 TV stereo generator single rack high unit\*, 710 MTS TV stereo generator, 730 TV stereo metered receiver monitor, 701-00M stereo modification kit, 520 FM and TV stereo audio processor, C.N, Rood 114 and 110 5 khz two-line frequency extender, SC-203 and 204 FM stereo digital stereo generator. **Staff:** Martin Jackson, Ted Tripp, Doug Howland, Dave Hill, Paul Davis, Brant Herrett, Brian Rooney, Shirley Jackson, Peg Petersen, Jaap Diderich, Jan Wilson, Alex Tripp, Josh Slay, Bill Wolfenbarger, Paul Rowan.

**Marconi Instruments** 3572  
13882 Park Center Rd., Herndon, Va. 22071

B7500 30 kw high band TV transmitter\*, B6128 500 kw HF transmitter grid deck\*, UHF exciter and klystron pulsar package, 1 kw FM transmitter. **Staff:** Brian Smith, John White, T. Canham, Dick Baker, Pat Milton, Mike Garnett, Simon Fraser, Brian Tuckey, Donna Dennis.

**Mark Antenna Products** 244  
2180 S. Wold Rd., Des Plaines, Ill. 60018

Antennas for terrestrial microwave systems, earth station antennas. **Staff:** Mary Erhardt, Alan Crego, Carlyn Buchanan.

**Marti Electronics** 3496  
Box 661, Cleburne, Tex. 76031

RPT-30 remote pickup broadcast transmitter\*, ATS-15D automatic transmitter switcher for STL and TSL backup\*, TSL-30 30 w transmitter-studio link for data transmission\*, ARS-30 automatic repeater station for remote pickup broadcast\*, aural studio-transmitter link for stereo, microwave booster for relaying STL signals over obstructions, battery portable remote pickup transmitter, portable/mobile RPU receiver, rack-mounted base station receiver. **Staff:** George Marti, M.E. McClanahan, Rick Neace, James Shankles, Steve Jones, Selene Nix, Hoylene Bandy, William Colindres, Eddy Carroll, Jo Marti.

**Matco Control Products** 2587  
427 Terrymount Ave., San Jose, Calif. 95125

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Roslyn, NY 11576

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**Matthews Studio Equipment 3220**  
2405 Empire Ave., Burbank, Calif. 91504

Mini crank-o-vator\*, light heavyweight stands, audio adapters\*, Griptruck, 645, and survival kits. **Staff:** Ed Phillips, Carlos DeMattos, Richard Hansen, Fred Farish, Bob Nettmann.

**Maxell Corp. 3551**  
60 Oxford Dr., Moonachie, N.J. 07074

Blank audio and video recording tape, PCM OpenReel\*, Dat Audio\*, 8 mm. Beta-cam tape. VHS and Beta. U-matic. **Staff:** Jim Ringwood, Joe Birkovich, John Selvaggio, Joe Santangelo, Pat Byrne, Linda Healy, Pete Gallo, Mark Stenehjem.

**Maze Broadcast 107**  
Box 100186, Birmingham, Ala. 35210

Brokers for used broadcast television equipment, GE PVL-1200 23 ghz microwave system\*. **Staff:** Rick Maze, Vira Maze, Tami Maze.

**McCurdy Radio 3028**  
1051 Clinton St., Buffalo, N.Y. 14206

Audio consoles, TV editing mixers, test instruments, audio synchronizers, delay units, switchers, DAs, intercoms.

**McDonnell Douglas Astronautics 2546**  
350 Executive Blvd., Elmsford, N.Y. 10523

OEC fiber optic broadcast quality transmission systems OEC fiber optic switch\*. **Staff:** John Griffin, Neil Jenkins, Ken Pefley.

**McMartin Industries 3385**  
4500 S. 76th, Omaha, Neb. 68127**Media Computing 2803**  
13951 N. Scottsdale Rd., Suite 222, Scottsdale, Ariz. 85260

Angis automated news graphics interface system, wire editor, PC prompter, producers rundown, assignment/archives, script writer, computer generated playlist. **Staff:** Michael Rich, Kathryn Hulka, Jeffrey Croughan, Larry Baum, Gale Wiley, Jim O'Brien, Richard Gornstein.

**Media General Broadcast Services 3335**  
2714 Union Extd., Memphis, Tenn. 38112

Digital Director compact disk production library\*, sales and production libraries, station ID's, custom music, customized contests and promotions, advertiser jingles, video productions, travel services, media placement services. **Staff:** Don Miller, Ed Hartnett, Zack Hernandez, John Vaught, Bob Blow, Dick Denham, George Wilkes, Chase Hooks, John Hagerman, Frank Baker.

**MEI Electronics 2620**  
910 Sherwood Dr., Unit 19, Lake Bluff, Ill. 60044

Digital audio storage unit, satmaster satellite programmer, model 100MP programmer for tape music formats, Digital PCM tone generator. **Staff:** Dave Collins.

**Merlin Engineering 3408**  
2440 Embarcadero Rd., Palo Alto, Calif. 94303

VTR's and accessories, engineering services for VTR's.

**Micro Communications 3438**  
Box 4365, Manchester, N.H. 03108

Waveguide transmission line, antennas and RF systems, technical services.

**Microdyne 3520, 12**  
Box 7213, Ocala, Fla. 32672

QuickLink transportable uplink, automated Ku/C-band downlink terminal, scrambler/descrambler system, 1100-BKR completely agile C/Ku-band broadcast satellite receiver. **Staff:** Steve Benoit, Tom MacAllister, Doug McKay, David Alvarez, Brett Swigert, Jim Grabenstein.

**Micron Audio Products 2752**  
210 Westlake Dr., Valhalla, N.Y. 10595

CNS-500500 series with complimentary noise suppression, MDS-2 modular multi-channel space diversity system, wireless microphone systems. **Staff:** Paul Tepper, John Wykes, Debbie Tlustos.

**Microprobe (see MEI) 2620****Microsonics 2543**  
60 Winter St., Weymouth, Mass. 02188

Video delay lines, ultrasonic glass delay lines, oscillators, crystal filters.

**Staff:** Frank Manning, Brian Renner, Howard Dane, Debbie Fraser, Joe Killough, Fred Shea.

**Microtime 3086**  
1280 Blue Hills Ave., Bloomfield, Conn. 06002

RP-1 3D digital video effects system\*, time base correctors\*, T-300 series time base correctors, Genesis 1/ACT 1 digital video effects system, T-220 format interchange time base corrector, S-230 TBC/frame synchronizer, products available in both NTSC and PAL formats. **Staff:** John Kissel, Chris Smith, David Brown, Langdon Cook, Daniel Sofie, Chuck Bocan, Ray Bouchard, Steve Krant, David Everett, Jerry Rankin, Gene Sarra, Chris Hadji-michael, Robert Wickland, Uri Thier, Ken Schiessel, Michael Salzarulo, Norman Pinette.

**Midwest 3210, 10**  
One Sperti Dr., Edgewood, Ky. 41017

S-1 flyaway satellite news system, S-18 mobile satellite news system, S-23 mobile satellite news system. **Staff:** David Barnes, Jay Adrick, Chris Summey, Skip McWilliams, Fred Wood, Jerry Willingham, Lloyd Hicks, Brad Nogar, Pete Rightmire, John Loughmiller.

**Miller Fluid Heads 3540**  
2819 W. Olive Ave., Burbank, Calif. 91505

Miller 20 fluid head with counterbalancing, Miller 30, 50 and 80 fluid heads with counterbalancing, multistep drag control, fluid pan and tilt heads\*, tripods and accessories\*, camera support products. **Staff:** Art Kramer, Grant Clementson.

**Minolta 2810**  
101 Williams Dr., Ramsey, N.J. 07446

Minolta TV color analyzer II\*. **Staff:** John McCascand, Tim McCann.

**Mitsubishi International 2476**  
46305 Landing Pkwy., Fremont, Calif. 94538

Digital audio storage system. **Staff:** John Senft, Bill Edwards, Steve Meredith, Kent Book.

**Mitsubishi Pro Audio Group 3530**  
225 Parkside Dr., San Francisco 94134

Mitsubishi X-850 32-channel digital audio tape recorder, X-400 16-channel digital audio tape recorder, V-400 8-channel digital audio recorder\*, X-86 two-channel digital audio tape recorder\*, XE-2 digital audio editor\*, quad eight 8000 Wester audio mixing console, 8300 film rerecording console\*, 9000 audio routing switcher, Westrex 6000 magnetic film recorder, 12000 dual magnetic film recorder/reproducer, digital motion control system. **Staff:** Tore Nordahl, Cary Fischer, Bill Windsor, Gerry Eschweiler, Sonny Kawakami, Kiyoshi Kondo, Peter Germansen, Philip Vachon, Mike Porter, Von Smith.

**Mobile-Cam Products 2725**  
Box A 82108, San Diego, Calif. 92138**Modulation Sciences 2811**  
115 Myrtle Ave., Brooklyn, N.Y. 11201

StereoMaxx spatial image enlarger\*, ModMinder\* TV audio modulation status panel, TSG stereo generator, SRD stereo reference decoder, TV sidekick SAP and PRO-channel generators, FM sidekick and data SCA generator, CLD composite distribution system, CP 803 composite processor. **Staff:** Eric Small, Richard Schumeyer, John Chester.

**Modulight (see Bardwell & McAlister) 2746****Mole-Richardson 3368**  
937 N. Sycamore Ave., Hollywood, Calif. 90038

Lighting equipment including Solar-spots, risers, fixtures, kits, grip equipment, hangers and adapters.

**Morton Hi-Tek Furnishings 210**  
950 A W. Central Ave., Brea, Calif. 92621

Series 521 A/B roll editing console, custom racks. **Staff:** Douglas Kanczuzewski.

**Moseley Associates 3202**  
111 Castilian Dr., Goleta, Calif. 93117

CL-100 communications link, MCU dial access remote control system\*, PCL-600 studio-transmitter link\*, MRC-2, MRC-1600 remote control systems, PCL-606 studio-transmitter link. **Staff:** K.F. Zimmermann, W.A. Fink, F. Barbaria, D. Chancey, J. Hamdani, L. Atesman, D. Barnett, V. Mercadente.

**Woyden & Mitchell 219**  
Meydon Ln., Farnham, Surrey, England GU9 8QL**Motorola AM Stereo 3539**  
1216 Remington Rd., Schaumburg, Ill. 60173

AM stereo C-Quam exciters, modulation monitors, C-Quam AM stereo receivers\*. **Staff:** Steve Kravitz, Don Wilson, Frank

Hilbert, Norm Parker, Oscar Kusisto, Chris Payne, Greg Buchwald.

**Motorola Communications** 3442  
1301 E. Algonquin Rd., Schaumburg, Ill., 60196

Two-way radio communications equipment, paging equipment, cellular units and communications test equipment, display pager printer/charger, portable cellular telephone. **Staff:** Mike Olsen.

**Moviola** 3493  
(see J&R Film)

**MPO Videotronics** 2549  
2580 Turquoise Cr., Newbury Park, Calif. 91320

M-POP 1300 high tech message generator\*, VHS color monitors/receivers.

**Staff:** Larry Kaiser, Mark Barker, Bill McNutt, Bill Bailey.

**Multi-Track Magnetics** 2801  
115 Roosevelt Ave., Belleville, N.J. 07107

High-speed studio projector, interlock-interface unit, shaft encoder time code generator, time code reader, sync resolver, recorders. **Staff:** George Zazzali, Dan Zazzali, Len Dickstein, Gary Neyer, Laszlow Katohia, Bruce Scott.

**Musicworks** 2443  
Box 111390, Nashville 37211

Station jingles/ID packages\*, country oldies\*, pop oldies\*, Formats: Country 80, Alive Country, Casual Country, Factor-5, Jim Reeves Radio Special, weekend announcer service, Christmas music. **Staff:** Bill Robinson, Skeeter Dodd, Jeff Miller.

**Mycro-Tek** 2490  
9229 E. 37th St., Wichita, Kan. 67226

Mycro-Vision character generators, SupraEdit text editing video terminal. **Staff:** Mischelle Thompson, Les Spitzer, Tim Lee, Don Boldea, Tim Hurley.

**NAC Inc.** 2932  
17 Kowa Bldg., 2-7 Nishi-Azabu 1-Chrome, Minato Ku, Tokyo 106

**Nady Systems** 2902  
1145 65th St., Oakland, Calif. 94608

501 wireless portable VHF receiver\*, IRT 300 infrared large coverage transmitter\*, 501 VHF and 701 VHF wireless systems, Easytalk communicators. **Staff:** Peter Kalman, Rick Gentry.

**Nagra Magnetic Recorders** 3453  
19 W. 44th St., New York 11036

Portable and miniature recorders, T-audio recorder, synchronizers.

**Nakamichi USA Corp.** 2456  
19701 S. Vermont Ave., Torrance, Calif. 90502

MR-1, MR-2 professional cassette deck, SP-7 stereo headphones. **Staff:** Michael Wuellner, Jett Logan, Robert Shoji.

**Nalpak Sales** 2800  
1937-C Friendship Dr., El Cajon, Calif. 92020

Moulded tripod equipment cases, test charts-slides, travel and production cards. **Staff:** R. Kaplan, D. Kaplan, S.

Singer.

**Narda Microwave** 2545  
435 Moreland Rd., Hauppauge, N.Y. 11788

Field strength meters, loads and wattmeters, microwave STL and remote pickup equipment, RF and microwave coaxial components, microwave path alignment systems, portable coaxial power meters, radio/TV test equipment, portable field strength meters, power meters, RF and microwave coaxial components, E&H field monitor\*. **Staff:** Robert Johnson, Vinod Chitkara.

**Nautel** 2658  
201 Target Industrial Cr., Bangor, Me. 04401

Solid state modular amp/et series of AM transmitters. **Staff:** Jorgen Jensen, David Grace, Dan O'Leary.

**NBC Radio** 3393  
30 Rockefeller Pl., New York 10112

NBC Radio Network.

**NEC America** 3161  
1255 Michael Dr., Wood Dale, Ill. 60191

DVE system 10, 10C, and 100 digital video effects, CCD cameras featuring SP-3A, nonbroadcast CCD cameras, VHF and UHF television transmitters featuring PCN-1430a1 VHF and PCU-960 UHF transmitters. **Staff:** H. Ono, M. Shimizu, J. White, J. Engle, R. Dienhart, M. Burleson, L. Litchfield, G. Schutte, F. Stolten, J. Trumpp.

**L.E. Nelson Sales Corp.** 2918  
5451 Ukiah Cr., Las Vegas 89118

Thorm-EMI's complete range tungsten halogen studio lamps, CID and HMI lamps for remote and ENG applications, BWL 2000w scoop lamp\*, FGM and FGN 1000w par 64 dichroic coated. **Staff:** L. Nelson, B. Nelson, Dan Imfeld, Marion Rimmer, Clive Salmon.

**Neotek Corp.** 2782  
1154 W. Belmont Ave., Chicago 60657

**Staff:** Sue Gosstrom, David Ruttenberg.

**Neo-Visual** 128  
1200 Eglinton Ave., East suite 404, Don Mills, Ont. M3C 1H9

**Network Production Music** 2627  
11021 Via Frontera, San Diego 92127

Music production and sound effects library.

**Neutcik/Dialight Corp.** 2691  
1913 Atlantic Ave., Manasquan, N.J. 08736

Splashproof/dustproof XLR connector, bantam phone plugs, XLR with built-in rotary switch for on/off operation, colored boots for cable ID of the X series Neutcik XLR connector. **Staff:** Kathy Smith, Larry Mayar, Jim Cowan.

**New England Digital Corp.** 228  
Box 546, White River Junction, Vt. 05001

Synclavier digital audio system and direct to disk multitrack recorder. **Staff:** David Nichtern, Mark Terry, Kevin Maloney, John Mahoney, Steve Zaretsky, Ray Niznik, Vaughn Halyard.

**Nielsen Media Research** 2798  
Nielsen Pl., Northbrook, Ill. 60062

Nielsen TV rating services, people meter. **Staff:** Roy Anderson, Terrie Brennan, Larry Frerk, Tom Hargreaves, Terri Luke, Dave McCubbin, Bill Miller, Bob Paine, Stan Petersen, Kel Weber, John Dimling, Jerry Gabert.

**Norpak Corp.** 2574  
10 Hearst Way, Kanata, Ont. K2L 2P4

NAPLPS teletext data delivery systems, work stations, terminal equipment, graphic displays, decoder software/hardware for PC's, delivery/management systems, receivers, TDS3 teletext data delivery system, TTX6 commercial teletext data receiver, IPS4 graphic creation workstation, PCD6/PCX6 PC-based graphic display generators, VTX6A stand-alone graphic displays. **Staff:** James Carruthers, Ed Davies, Alfred Lee, Robert Fitzgerald, Michael Tardiff.

**North American Philips** 3238  
200 Franklin Square Dr., Somerset, N.J. 08873

Stage, studio, theater and TV lamps.

**Nortronics** 3384  
8101 10th Ave., Minneapolis 55427

Magnetic tape heads for replacement on broadcast and reel-to-reel recorders. **Staff:** Karen Nickolauson, Carole Carlson, Jim Tusing, Ed Bedell.

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Evanston, IL 60204-3116. (312) 869-3954.

**Nova Systems 2778**

50 Albany Turnpike, Canton, Conn. 06019

Time base correctors. **Staff:** Stephen Kreinck, William Deegan, Abby Miller.**NPR Satellite Services 203**

2025 M St., NW, Washington 20036

Full-time and occasional audio satellite distribution for audio and voice networks, system maintenance, engineering consulting and technical support, equipment leasing. **Staff:** Bob Gaudian, Bill Bean, Barry Frishman, George Gimourginas, Jim McEachern, Wayne Hetrich.**Nurad 3573**

2165 Druid Park Dr., Baltimore 21211

Three-series of superheterodyne transmitters and receivers for STL/ICR applications\*, 23 ghz transmitter/receiver systems with full diagnostic/alerts\*, 20AR3 and 23AR3 dual conversion, superheterodyne ENG central receivers\*, RX2-series frequency agile portable ENG receivers\*, Superquad II and Silhouette ENG receive systems, Silhouette ENG transmit systems, Super pod helicopter system, portable transmit and receive systems, MC3 and MC4 digital remote controls. **Staff:** Gary Becknell, Nancy Byers, Lisa Czirjak, David Fairley, Fred Hock, Eric McCulley, Rod Merritt, Gordon Neuberth, Stephen Neuberth, Blake Neilson, Tom Padwa, Ron Testerman.**Nytone Electronics 2836**

2424 South 900 West, Salt Lake City 84119

VSS-1 and VSS-2, video slide scanner system.

**O'Connor Engineering Labs 3364**

100 Kalmus Dr., Costa Mesa, Calif. 92626

Camera support systems including the 127A aeroped small studio pedestal\*, 35 tripod ENG\*. **Staff:** Chad O'Connor, Joel Johnson, Mike Thompson, Tom Brenelsen, Kelly Nelson.**Odetics 3586**

1515 S. Manchester Ave., Anaheim, Calif. 92802

Television broadcast cart machines in MII\* and Betacam format. **Staff:** Dave Lewis, Bill Keegan, Jesse Nickels, Charles Martin, Emerson Ray, Neil Heller, Phil McFadin, Dwight Kelley, Gary Morse, Bob Hagemann, Bill Boyd.**Olesen 3550**

1535 Ivar Ave., Hollywood, Calif. 90028

Lighting instruments, lamps, accessories, dimming and control equipment.

**Omicron Video 2661**

9700 Owensmouth Ave., Unit F, Chatsworth, Calif. 91311

Model 470 DC powered audio/video signal distribution system\*, 501 10/1 PT video switcher for digital effects\*. **Staff:** Kimi Akiyama, Mio Akiyama.**Omnimusic 2775**

52 Main St., Port Washington, N.Y. 11050

Production music library with pop, electronic, specialty industrial, classical, comedy and sports, atmosphere music

library. **Staff:** Doug Wood, Kate Corrigan, Sam White.**Optical Disc Corp. 2527**

17517 H Fabrica Way, Cerritos, Calif. 90701

Model 615 pulldown processor\*, 610A videodisk recording system, ODC recordable laser videodisk. **Staff:** Donald Hayes, John Browne, Richard Wilkinson.**Orban Associates 3444**

645 Bryant St., San Francisco 94107

XT2 six-band limiter accessory to 8100A optimod-FM\*, 9100B Optimod-AM audio processing system\*, 787A programable mic processor\*, 46A co-operator\*, audio processors, TV stereo generators, SAP generators, Pro-channel generator, automatic stereo synthesizer, gated compressor/limiter/de-esser, dynamic sibilance controller, parametric equalizer, graphic parametric equalizer. **Staff:** Howard Mullinack, Sid Goldstein, Robert Orban, John Delantoni, Robert Burkhardt, Dave Shantz, John Moreno, Steve Barbera, Bob Billings, Chris Irwin.**Orion Research 2588**

4650 W. 160th St., Cleveland 44135

AMU series software-based audio mixing system, recall memory system, 3900 series audio/video routing switcher\*. **Staff:** Richard Hajdu, Tom Harmon, John Juhasz, Dan Kageff, Don Sullivan, Jack Drobney, Dave Craddock, Bob Stopford.**Osram Corp. 2688**

Box 7062, Jeanne Dr., Newburgh, N.Y. 12550

**Staff:** Paul Caramagna, Gary Newman, Barry Green, Henny Peters, Dr. Michael Gussman.**Otari Corp. 3246**

2 David Dr., Belmont, Calif. 94002

B-11/4-inch two-channel to DTR-900-32 one-inch digital recorders, MKIII, MTR-10/12 series, MX-70 and MTR-90 series tape recorders, DP-4050 series of cassette duplicators, DP-80 open-reel master-maker duplications system, recorders/reproducers. **Staff:** John Carey, David Roudebush, Jack Soma, Emil Handke, Bill Ford, James Goodman, Wende West, Barry Ross, Mark Yamashita, Chris Pukay, Mike Babbitt, Charlie Webster, Mark Calice, Tom Oelner.**Pacific Recorders & Engineering 3151**

2070 Las Palmas Dr., Carlsbad, Calif. 92008

Stereomixer compact stereo audio mixer\*, Tomcat and Micromax cartridge machines, Newsmixer compact modular audio mixer, BMX consoles, AMX operations console, signal processing, switching and routing equipment, turnkey facility operations design and manufacturing services. **Staff:** Jack Williams, John Kenyon, Michael Uhl, Sandy Berenics, Bob Moore, Ron Neilson, Dave Pollard, Don Coujter, Rich Kapushinski.**Paco Electronics 2718**

350 S. Figueroa St., Suite 364, Los Angeles 90071

Battery packs, battery chargers, demer-

morizers and mobile charger. **Staff:** Kuniyasu Kakiuchi, Hideo Kasuga, Tetsushi Wakabayashi, Madoka Goto.**Pag America 2708**

Box 15194, Asheville, N.C. 28803

PAG-lok batteries, camera brackets, chargers with battery-to-camera mounting system\*, Nitacam laser augmented ENG camera that shoots in total darkness\*, on-board batteries, microprocessor controlled chargers, battery belts, portable lights, camera clips. **Staff:** Bebe McClain, Robin Greeley, Nigel Gardiner, Alan Lavendar, Aaron Sorek, Zev Pniel.**Paltex 3260**

2752 Walnut Ave., Tustin, Calif. 92680

Espirit Plus editing system, edit controllers, videotape edit controller, Abner AB/roll microprocessor videotape editing system\*, Paltex editing systems\*, Eddi nonlinear editor\*. **Staff:** Roger Bailey, Stuart Dunford, Thom Belford, Joe Cirincione, Dan Hair.**Panasonic Professional Audio Video div. 3216**

1 Panasonic Way, Secaucus, N.J. 07094

WR-8428 port production and recording console\*. **Staff:** Steve Woolley, Gene Juall, Joseph Crocco, Chris Foreman, Carla Campbell, James Murray, Greg Braithwaite, David Bierut, Dave Tarlowe, Terry Kawakami, Hal Wakabayashi.**Panasonic Broadcast Systems 3116**

One Panasonic Way, Secaucus, N.J. 07094

AU-550 field editing recorder\*, MII studio player, MII office viewer\*, enhanced control panel\* for AU-650 studio VTR and AK-400 CCD camera, AU-650 studio VTR, AU-500 field recorder, AU-400 camera recorder. **Staff:** S. Basara, A.R. Pignoni, T. Urabe, C. Gaydos, P. Livingston, Y. Yao, H. Hatano, E. Matthews, J. Kosiba, J. McGinnis, J. Rollingson, J. Anderson, T. Smith, M. Murase, M. Fujii, M. Iizuka, S. Yuhas, T. Nagai, T. Conboy, J. Greco, T. Conner, T. Larson, T. Wakefield, R. Eiserling, J. McDonnell, M. Redman, T. Gardner, F. DeFina, S. Mimura, J. Jagodinski.**Patch Bay Designation 2409**

4742 San Fernando Rd., Glendale, Calif. 91205

Custom labeling for audio and video patch bays, control panels, racks, mixing boards, self-adhesive labels. **Staff:** Scott Lookholder, Charles Schufer.**Peerless Sales 2412**

1950 Hawthorne Ave., Melrose Park, Ill. 60160

TV/VCR/cable accessory products including security hardware, stands, mounts, carts and brackets for desk, wall and ceiling. **Staff:** Walter Griffing, Marilyn Snodell, Walter Snodell, Ron Snodell, Randy Snodell, Art Mraz.**Penny & Giles 2774**

2716 Ocean Park Blvd., Suite 1005, Santa Monica, Calif. 90405

Slide, rotary, quadrant and motorized

faders, video effects products. **Staff:** David McLain, Peter Kirby, Gaynor Moses, C.J. Melechin.

**PEP** 3387  
25 W. 54th St., New York 10019  
ENG power and battery equipment.

**Perrott Engineering Labs** 2733  
7201 Lee Hwy., Falls Church, Va. 22046

Nickel cadmium, silver zinc and lead acid power systems in clip-on or belt styles, single or multiple fast medium fast or overnight minicharger for ni-cads and silver zinc packs, lighting systems, cam/light maxi-power belt with built-in fast charger, silver zinc BP-90 pack for VTR camera, Nicad universal clip-ons with built-in chargers, silver zinc and ni-cad combo packs, microprocessor universal sequential multiple minicharger for Ni-cads, accessories. **Staff:** W. Aylor, W. Mallon, V. Tygesen, R. Clutter.

**Pesa Electronics** 3417  
6073 NW 167 St., Suite C4, Miami 33015

Sync watcher analyzer and timer, SIM-4000 intercom, CG-4722 character generator, color monitors, low power translators and transmitters, OB vans and turnkey installations. **Staff:** Antonio Borja, Peter Lance, Fernando Guillot, Charles Kunz, A. Ochando, Stuart Moose, Thomas McGann, Vish Vasudeva, M. Goulding, Jesus Reganon, A. Delgado, A. Castillon, Sonia Vazquez, Carol Wills.

**Philips Television Systems** 3140  
2300 S. 2300 West, Salt Lake City 84130

**Philips Test and Measuring** 3238  
85 McKee Dr., Mahwah, N.J. 07430

Waveform/vector monitor, waveform/vectorscope with SC-H phase, other waveform monitors, vectorscopes, modulator exciter, sync and pulse generators, test signal generators, color analyzer, VITZ equipment, modulators, demodulators.

**Photographic Equipment Service** 2463  
165 Huguenot St., New Rochelle, N.Y. 10801  
Computer-controlled graphic stand.

**Pinnacle Systems** 122  
2398 Walsh Ave., Santa Clara, Calif. 95051

2010 software-based effects system, 2020 effects system with freeze file capability, 2030 videographics workstation. **Staff:** Ajay Chopra, Mark Gray, David Fabian, Betsy Edwards, Mirek Jiricka.

**Pinzone Communications Products** 2411  
14850 Cross Creek Rd., Newbury, Ohio 44065

8250/8250K satellite receivers\*, 2 ghz ENG receiver\*, vertical interval multi-channel audio system\*, CPG AM anti-skywave antenna system\*, quad head refurbishment services\*, timeslot personnel schedule program, refurbishment services, computer diagnostics, satellite uplinks/downlinks. **Staff:** Basil Pinzone Jr., Dale Ogilvie, James Toohig, Jim Corum, Hamid Aidenejad, Bob Sourek, Dave Soll, Mark Leslie, Jeff Mey-

er, Ray Walsh, Gary Engard, Bob Broad, Hugh McKenzie.

**Pioneer Communications** 3546  
600 E. Crescent Ave., Upper Saddle River, N.J. 07458

LD-V2000, CD-V42000 and LD-V6200 series laser disk players, high quality, high volume laser disk replication, digital video projector system\*. **Staff:** Frank McLaughlin, Bill Blair, Hank Evers, Geoff Tully, Dale Richman, Pete Imamura, Ron Butler.

**PKE International** 144  
Box 68 Guildford, West Australia 6055

12- and 16-channel stereo broadcast consoles, cart evaluation and mini stereo broadcast audio consoles, news workstation, audio crosspoint system, audio distribution system, delegation switcher controller STD and dual, line equalization system, line conditioning unit, amplifiers, intercom units, jackfields, isolating units, power supply units, line metering panels, equalizers, balancing units, telephone connector hybrid, test tone generator, turntable mounts, modular desks, racks and panels. **Staff:** Frank McQuillin, Peter Nicholls.

**Polaroid** 2837  
575 Technology, Cambridge, Mass. 02139  
FreezeFrame video recorder.

**Porta-Pattern** 3538  
Box 38945, 750 N. Highland Ave., Los Angeles 90038

Test charts and systems, telecine slides and films, spherical transparency illuminator and test transparencies, optical test media, RCA P-200 and P-300 test patterns.

**Potomac Instruments** 3329  
932 Philadelphia Ave., Silver Spring, Md. 20910

Directional array antenna monitors, audio test system, automatic remote control system, frequency synthesizer and coherent detector, medium wave field strength meters, VHF and UHF field strength meters, modulation and power controller, synthesized AM monitor receiver, program audio analyzer.

**Pro Battery** 2761  
3941 Oakcliff Industrial Ct., Atlanta 30343

12v, 13.2 v and 14.4 v on board camera batteries, 12 v 4AH VTR/camera battery, Pro Battery version of Sony NP-1, alkalines, silver cells, lithium, mercury and carbon zinc primary cells. **Staff:** Eugene Sherry, Peggy Young, Kevin Barry.

**Professional Systems Network** 2486  
4680 W. Bradley Rd., Brown Deer, Wis. 53223

Marketing, public relations and production seminars for video dealers. **Staff:** John Grozik.

**Pye TVT** 3238  
Box 41, Coldhams Lane, Cambridge, England CB1 3JU

5 kw FM transmitter\*, high-power UHF

transmitter, dual channel sound in sync system\*, 2 to 240 kw transmitters, 60 kw TV transmitter, other radio and television transmitters.

**QEI Corp.** 3336  
Box D, Williamstown, N.J. 08094

10 w to 60 kw FM transmitters, FM excitors, FM modulation monitor/test set, stereo generator. **Staff:** Charles Haubrich, William Hoelzel III, John Pilman, Ed Etschman III.

**QSI Systems** 2722  
12 Linscott Rd., Box 2176, Woburn, Mass. 01801

Generators, identifiers, mini-production switcher. **Staff:** Alfred Smilgis, Richard Smilgis, Peter Smilgis, Joan Smilgis, Richard Sanford, Ed Ricciardi.

**Q-TV** 3469  
104 E. 25th St., New York 10010

IBM QCP-Mark I computerprompter system, VPS-500-II computerprompter system, mini Q prompter, MVP mini video-prompter, 15-inch spuer lightweight on camera prompter system\*. **Staff:** George Andros, John Maffe, Al Eisenberg, Jim Greenfield.

**Quality Video Supply** 2461  
76 Frederick St., Hackensack, N.J. 07602

Video and audio accessories catalog, telecomp 2000 computer/video combiner, all-in-one monitor/VCR. **Staff:** Shelly Goldstein, Richard Zabel, Rose Marie Cassell, Varghese Reju.

**Quanta Corp.** 3128  
2440 S. Progress Dr., Salt Lake City 84119

Character generators\*, paint systems, Dimension 32 system. **Staff:** Arnold Taylor, Bill Park, Ed Scott, Ron Ward, Ginny Faison, Rick Pack, Milo Whitehead, Mark Harris, Michael Pavlinch, Dimitri Chernyshov, Rex Davis, Jan Quarnberg, Dave Quebbeman, Michael Krowlewski, Gary Montgomery, Brent Bullock, Peter Glassberg, Mel Williams, Ben Everett, George Cudabac, David Hughes, Jack Calaway.

**Quantel** 3171  
655 Washington Blvd., Stamford, Conn. 06901

Encore and mirage with starlight special effects, digital production center, Harry video editor, paintbox digital graphics art system, Cypher special effects machine, Satin standards converter, digital library system. **Staff:** Richard Taylor, Howard Shephard, Hugh Boyd, George Grasso, Steven King, David Dever, Larry Biel, Paul Fletcher, Janice Haigney, Tom Carrigan, Roy Varda, Mike Connell, Bart Kulesz, Kevin Prince, Deborah Lines.

**Quantum Audio Labs** 3446  
1909 Riverside Dr., Glendale, Calif. 91201  
On-air production consoles.

**Quickset** 3380  
3650 Woodhead Dr., Northbrook, Ill. 60062  
Support equipment including tripods, fluid heads, dollies. **Staff:** Tom Oxley, Barry Kipnis, Brenda Sabin, Rudy Merz.

**Radiation Systems 2929**

1501 Moran Rd., Sterling, Va. 22170

Laux/Kenwood TVRO package\*, 5 meter motorized ESA C/Ku-band\*, 5.5 meter remote steerable ESA, SNG antenna.

**Radio Resources 2833**

Box 8782, BWI Airport, Md. 21240

1987 catalog\*, equipment rental program, turnkey installation, equipment financing plans, used equipment program. **Staff:** Ashley Scarborough, Bernie O'Brien, Gerry Ridgeway, Peter Kovaleski, Dan Weathers.**Radio Systems 2680**

Box 356, Edgemont, Pa. 19028

Custom studio cabinetry, console tables, turntable pedestals, storage units, CD and cart racks, ESA-10 console, phono preamplifier, audio distribution amplifiers, studio clocks and timers, Key/cart cart machines, LED metering systems, DCX studio products, turnkey services, pre-wired patch bays and SCA receivers. **Staff:** Daniel Braverman, William Wohl, Andy Lovell, Paul McLane.**RAKS Corp. 216**

5059 S. McCarran, Reno 89502

**Ram Broadcast Systems 3028**

346 W. Colfax St., Palatine, Ill. 60067

On-air consoles\*, audio switchers, phase scopes\*. **Staff:** Ron Mitchell, Steve Gordon, Doc Masoomian, Dave Wolfe, Jim Burns.**Rank Cintel 3066**

260 N. Rte. 303, West Nyack, N.Y. 10994

Digital add-on for enhanced MkIIIc flying spot telecine\*, preprogramming system for ADS 1 CCD broadcast telecine\*, dual picture and transmission display capability for slide file still store\*, telecines, file still store systems, slide capacity library systems, film-to-digital tape demonstration. **Staff:** C. J. Waldron, Colin Brown, Jack Brittain, Graham Barber.**RCA American Communications 3298**

Four Research Way, Princeton, N.J. 08540

C- and Ku-band television distribution services, digital audio and SCPC radio program distribution services.

**RCA New Products Division 3292**

New Holland Ave., Lancaster, Pa. 17604

Color cameras, VHF power tetrode tubes, VHF power tubes and amplifier cavities for use in internally duplexed TV service. **Staff:** Carlton Rintz, Gerald Grill, Dan Thoman, Fred Hughes, Don Carter, Gene Dymacek, Steve Smart, Leon Barbara, Luis Vera, Bob Mazeski, Dick Klein, Oscar Goedecke, Raleigh Nelson.**R-Columbia Products 2671**

2008 St. Johns Ave., Highland Park, Ill. 60035

Ultralight sports broadcaster and cameraman headphones, telephone communication headphone, head worn microphone, condenser lapel microphone, five-channel switchable FM wireless intercom headphone, wireless to wired

base station interface\*. **Staff:** I. Rozak, L. Rozak, S. Rozak, Ed Hill.**Reach Electronics 2437**

1600 W. 13th St., Lexington, Neb. 68850

SCA tone only pagers\*, Liaison dial access paging terminal\*, SCA tone and voice pagers and dial paging terminals, dial access paging terminals, keyboard and panel mount switches. **Staff:** Mike Sutton, Roger Teeters, Eddie Howerter, Keith Wycoff.**Rees Associates 2500**

4200 Perimeter Center Dr., Suite 245, Oklahoma City 73112

**Staff:** Frank Rees Jr., William Yost, C. LeRoy James, Walter Gregg, Jim Little.**Register Data Systems 2505**

Box 1246, Perry, Ga. 31069

Business computer systems, music master music scheduling system. **Staff:** Lowell Register, Janice Register, Richard Spruill, Len Register, Wesley Shaw, Thomas Mead.**Research Technology 3386**

4700 Chase Ave., Lincolnwood, Ill. 60646

TapeChek Model 6120 one-inch videotape evaluator/cleaner, film editing, previewing and cleaning machines. **Staff:** Tom Tisch, Charlie Morganti, Tom Sanders, Larry Beilin, Steve Little, Ray Short, Howard Bowen, Tom Boyle, Jonathan Banks, Stephan Stahl.**RF Scientific 2701**

3030 Bay Front Rd., Mobile, Ala. 36605

Construction and engineering for transportable or fixed satellite earth stations.

**RF Technology 2809**

145 Woodward Ave., S. Norwalk, Conn. 06854

RF-UPL series of ultra portable lightweight microwave transmitters from 1.7 to 2.7 ghz\*, RF series of medium power portable microwave transmitters\*, ENG repeater system\*, fixed link systems for STL/TSL, fixed and portable RF amplifiers, portable and fixed ENG and central receivers, portable microwave systems. **Staff:** Patrick Bradbury, Grady Jackson, Christopher Lay, Peter Burnage, John Clifford, Chuck Bobbins, John Timm, Drew Lance, Peggy Doty.**Richardson Electronics 3343**

40W267 Keslinger Rd., LaFox, Ill. 60147

Radio and TV tubes. **Staff:** Larry Broome, Tony Ianna, Hugh Mullins, Salvador Tejada, Ian Stewart, David Gilden, Bernie Fudim.**Riviera Broadcast Leasing 2793**

7400 Center Ave., Suite 102, Hollywood, Calif. 90028

Equipment leasing, lending and acquisition services.

**Robot Factory 2569**

Box 112, Cascade, Colo. 80809

Robots for promotional use. **Staff:** J.F. Browning, David Colman, Mary Bolner.**Rockwell Int. 3484**

Box 10462, Dallas, Tex. 75207

Video STL microwave, lightwave transmission and video code equipment. **Staff:** Bill Shurtleff, Tom Noble, Les Fisher, Joe Cullinane, Joe Bass, Brad Wick, Bob Hicks, Bob Kellon.**Roh Corp./Anchor Audio 2432**

913 W. 223rd St., Torrance, Calif. 90502

Powered monitor speakers and battery-powered sound systems, accessories, series 100 audio line monitors with built-in bridging switchers, series 200 modular audio systems, series 300 intercom systems, 16-input expansion panel, Liberty and Orator self-contained battery-powered sound systems, enhanced version of AN-256M self-powered sound system. **Staff:** Dan Garrigan, Jim Van-Waay, Jon Peirson, Dick Blunk.**Rodhe & Schwartz 3491**

5 Delaware Dr., Lake Success, N.Y. 11042

Audio analyzer system, video/RF analyzer system, TV demodulators, video noise meters, group delay/sideband analysis with digital TV oscilloscope.

**Rohn 2449**

Box 2000, Peoria, Ill. 61656

**Staff:** Mike Fleissner, Larry Grimes.**Rosco Laboratories 3443**

36 Bush Ave., Port Chester, N.Y. 10573

**Roscor Corp. 3404**

1061 Feehanville Dr., Mt. Prospect, Ill. 60056

Star Fleet 21 satellite newsgathering van. **Staff:** Paul Roston, Phil Roston, Mitch Roston, Lee Ruber, Howard Ellman, Bennett Grossman, Yves Souvenir, Marc Grossman, Jim Pianowski, Ed Lamarre, Dave Karlman.**Ross Video 2616**

Box 220, 500 John St., Iroquois, Ontario K0E 1K0

Model 210A video production switcher\*. **Staff:** Jim Millard, Jack McQuigge, John Ross, Gordon Allison Jr., James Morrison, Tom McKereth, Brian Luscombe, Doris Ross.**RPG Diffuser Systems 2633**

12003 Wimpleton St., Largo, Md. 20772

Broad bandwidth wide angle sound diffusers, acoustical treatment systems\*. **Staff:** Dr. Peter D'Antonio, Dr. John Konner, David Sless, Heidi Martin.**RTNDA 2405**

1717 K St., Suite 615, NW, Washington 20006

**RTS Systems 3566**

1100 W. Chestnut St., Burbank, Calif. 91506

Model MSA325 modular loudspeaker\*, model 927 reference tone generator\*, series 800 intercom system, IFB system, modular amplifiers, amplifier systems, TWintercom systems, computer assisted matrix intercom. **Staff:** Douglas Leighton, Shelley Harrison, Dave Richardson, Bob Ringer, Susan Seidenglanz, Stan



Hubler, Ed Fritz.

**Rupert Neve 3318**  
Berkshire Industrial Park, Bethel, Conn. 06801

V-series multitrack recording consoles with Necam 96, 5106/36 audio console for stereo TV, portable and tabletop consoles for remote broadcast and audio-for-video applications, digital transfer console, video post production and film consoles, automated mixing systems, other mixing consoles, mobile consoles, limiter/compressors, digital signal processing consoles. **Staff:** Barry Roche, Anthony Langley, Phil Wagner, Tom Semmes, Rick Plushner, Tim Mungovan, Geoffrey Langdon, Thomas Schlum, Lisa Vogl.

**Russco Electronics 3450**  
5690 E. Shields Ave., Fresno, Calif. 93727

**Sachtler Corp. 3419**  
55 N. Main St., Freeport, N.Y. 11520

Sachtler combi pedestal\*, OB-tripod system\*, Hot Pod dolly\*, Video 14 fluid head, video 20 ENG/EFP fluid head, 7 + 7 fluid head, Video 20, 25 and 30 fluid heads, hot pod, semi-dolly. **Staff:** Eric Falkenberg, Kurt Gunkel, Michael Accardi, John Gehrt, Juergen Nussbaum, Hardy Jauermann, Henry Kuss, Alex Froemel.

**Samson Music Products 2784**  
124 Fulton Ave., Hempstead, N.Y. 11550

Broadcast STD series 10-channel selectable VHF true diversity wireless system. **Staff:** Scott Goodman, Doug Bryant, Kevin Moran, Chuck DiModica, Jim Greenhill, Joe Martin, Chip Sampson, Bob Brennan, John McFadden, William Ray, Randy Fuchs, Ron Tunks, Alan Hyatt, Bob Rufkahr, John Amstadter.

**Sanken Microphone 206**  
Azabu Heights, suite 607, 1-5-10 Roppongi, Minato-Ku, Tokyo 106

Stereo portable microphone.

**Schafer World Comm. 3353**  
Hwy. 16 South, Box 31, Marion, Va. 24354

Random access compact disk equipment for live and automated operations, audio consoles, digital audio equipment, automation equipment including random access cartridge playback equipment and compact disk player, stereo digital reproduction, telephone equipment. **Staff:** Bob Dix, Kevin Soos, Walter Bumbalo, Ann Dix, Myrtle Vest, Don Wimmer, Pat Dix, Kerby Sneed, Ed Reames, Larry Williams.

**Schmid Telecommunication 2462**  
Rieterstrasse 6, CH-8002, Zurich, Switzerland

**Schneider Corp. of America 3321**  
400 Crossways Park Dr., Woodbury, N.Y. 11797

TV zoom lenses for ENG, EFP, studio and OB cameras.

**Schwem Technology 2553**  
3305 Vincent Rd., Pleasant Hill, Calif. 94523

Gyrozoom 60/300 image stabilizing zoom lens for ENG/EFP cameras, wide angle attachment, remote control system. **Staff:** Clayton Sylvester, Katherine Metrulas, Michael Salit, Holt Johnson, Gerry Greenlaw.

**Science Applications/IDS 2485**  
1710 Goodridge Dr., McLean, Va. 22102

Eidophor large screen display projectors, sales, rentals, leases and engineering services for projectors, design, engineering, integration and installation of broadcast, industrial, educational and CCTV video systems, model 5177 high definition projector\*. **Staff:** David Caruso, Scott Williams, Len Blascovich, Henry Johannes.

**Scientific-Atlanta 3272**  
Box 105600, One Technology Pl., Atlanta 30348

Ku band video exciter, video receivers, video receiver with low noise block converter for SNG trunks, Ku band LNAs 302A and 304, digital audio terminals, B-MAC equipment, video/studio equipment, enclosure cabinets.

**Selco Products 2450**  
7580 Stage Rd., Buena Park, Calif. 90621

Snap-action industrial thermostats, analog panel meters, national modification center. **Staff:** Bill Wilkinson, Diane Durette, Bill Keneipp.

**Sennheiser 2664**  
48 W. 38th St., New York 10018

UHF and VHF wireless microphones, headphones and microphones.

**Sescom 3445**  
2100 Ward Dr., Henderson, Nev. 89015

AG-1 audio generator\*, PG-1 TV pattern generator\*, SAT-2 audio leveler for satellites\*, MLD-6 dual mic-line driver\*, TR and IL series\*. PO-44 thru PO-52 portable line\*, audio transformers, modules and electronic products. **Staff:** Franklin Miller.

**SG Communications 2535**  
3444 N. Dodge, Suite A, Tucson, Ariz. 85716

**Staff:** Douglas Gratzler, Wallace Steiger, Thomas Leschak, James Meehan, Troy Kyman, Stan Klebe.

**Shima Seiki U.S.A. 2573**  
440 Forsgate Dr., Cranbury, N.J. 08512

Computer graphics paint system.

**Shively Labs 2442**  
86 Harrison Rd., Bridgeton, Me. 04009

Half-inch wave spaced broadcast antennas\*, vertically polarized FM broadcast antennas\*, special FM broadcast antennas designed to provide custom horizontal/vertical ratios for special situations, circularly polarized FM broadcast antennas, horizontal-only antennas, rigid coaxial transmission line and coax components, branched and balanced FM combiners, RF patch panels, AM/FM isolators, hybrid power combiners, harmonic filters, directional couplers, pressurization equipment, FCC directional

pattern and omnidirectional pattern studies, VSWR monitoring, display and protection systems, TV antennas. **Staff:** Paul Wescott, D. Steve Collins, Charles Peabody, Gary Somers, Robert Surette, Jonathan Clark, George Harris, Elwyn Wheaton.

**Shook Electronic Enterprises 3222**  
6630 Topper Pkwy., San Antonio, Tex. 78233

22-foot, five camera mobile TV production system. **Staff:** Edwin Shook, L. James Beckman, Stuart Shook, Patrick McCafferty.

**Shure Brothers 3320**  
222 Hartrey Ave., Evanston, Ill. 60202

SM89 shotgun microphone\*, FP51 compressor/mixer\*, VHF wireless microphone system\*, broadcast standard phono cartridges, other studio microphones, field production equipment, AMS automatic microphone system mixers and microphones. **Staff:** John Phelan, Chris Lyons, Michael Pettersen, Al Hershner, Dick Murphy.

**Sigma Electronics 2905**  
1184 Enterprise Rd., East Petersburg, Pa. 17520

Test and sync generators, audio, video and pulse switching and distribution equipment. **Staff:** Sue Huber, Deb Sheppard, Jim Izydorczyk, Jerry Wingle, Bob Hivner, Joe Donches, Kent Porter, Wade Walburn, Errol Moyer, Jeff Spittle.

**Singer Broadcast Productions 2584**  
1840 W. 49th St., Suite 402, Hialeah, Fla. 33012

AM and FM transmitters and antennas, antenna tuning units, stereo and SCA generators, antenna towers, hardware, warning lights, baluns, insulators, coax connectors, coaxial cables, automatic pressurization/dehydration systems, STL link equipment, remote pick-up systems, RF wattmeters/dummy loads, coaxial switches, field strength meters, tape cart machines, open reel tape machines, cassette decks, duplicator systems, turntables/tone arms/cartridges, preamps, microphones, consoles, headphones, DAs, control room monitors, speaker systems, audio processors, limiters, modulation monitors, automation systems. **Staff:** Timothy Hillman, Lawrence Mild, Carl Glazer, John Hillman, Jaime Rojas, Severino Rivano, Orlando Sanchez.

**Skotel Corp. 2738**  
1445 Provencher, Brossard, Quebec J4W 1Z3

Model 132 VITC/LTC time code reader\*, other LTC time code readers. **Staff:** Stephen Scott, Martin Callan, Gilles Therriault.

**Leonard Sloan & Assoc. 2621**  
109 Manufacturing St., Dallas 75207

Promotion items.

**SMPTE 2501**  
595 W. Hartsdale Ave., White Plains, N.Y. 10607

Technical test materials, membership information. **Staff:** Blaine Baker, Janice

Baio, Si Becker, Anne Cocchio, Barry Detwiler, Stan Dickinson, Harold Eady, Maurice French, Jeffrey Friedman, Lynette Robinson, Richard Stumpf, Irwin Young.

**Solid State Logic 3560**  
220 W. 57th St., New York 10019

Audio mixing systems and studio computers. **Staff:** Colin Sanders, David Colie, Michael Guthrie, Richard Houghten, Grey Ingram, Piers Plaskitt, Doug Dickey, Andy Wild, Sarah Baker.

**H.A. Solutec 2530**  
4360 Iberville St., Montreal, Que. H2H 2L8

SOL 2221 stereo VU/PPM meter and phase indicator\*, SOL ADA stereo DA\*, SOL VDA video DA\*, SOL-6800 commercial spots network automation\*, micro-automated broadcasting systems for commercial inserts, SOL AD.ID/Q generator for spts ID and log output. **Staff:** Gilles Fortin, Michel Beland, Gerald Garon.

**Sono-Mag 3480**  
1833 W. Hovey Ave., Normal, Ill. 61761

Broadcast automation programmers and systems for radio, compact disk-based automation program for live assist and random access of CD disks.

**Sony Broadcast Products 3100-01**  
1600 Queen Anne Rd., Teaneck, N.J. 07666

¾-inch U-matic and U-matic SP videotape recorders\*, DXC-3000 and DXC-M3 CCD and tube cameras, high resolution and multiscan video projectors, PVM-2530 cubic monitor\*, BVE-900 high performance editing system, 8 mm video products, digital audio products PCM-3324 digital multitrack, PCM-1630 digital audio processor, PCM-3401 twin speed DASH two-track digital recorder\*, MXP-2000 and MXP-29 mixing consoles, ADS-3000 automation system, studio, lavalier and wireless microphones, wireless mic Betacam adaptor systems, analog recording products, APR-5000 two track recorders, TC-D5ProII portable cassette recorder, CDK-006 auto load changer, Betacam SP production models\*, BVW-35 field recorder/reproducer, BVW-75 studio recorder/player, BVV-5 Betacam SP recording unit, BVW-505 CCD camcorder\*, BVW-503 Saticon camera/Betacam SP recorder unit\*, portable field players, studio editing deck, BVX-10 color corrector, one-inch VTR's\*, DVR-1000 component digital VTR, BVP-360 studio/field production camera, BVP-350, BVP-3A and BVP-30 cameras, BVP-3000 super motion system, betacart multicassette system demonstration, library management system, BVE-9000 editing system, 20-inch and 25-inch cubic monitors, BVM-1310 14-inch color monitor, BVM-1900C, high-definition video system. **Staff:** William Connolly, William Powers, Charlie Taylor, Richard Wheeler, John McPherson, Jerry Smith.

**Sony Information Systems 3100**  
Still imaging devices, MVR-5500 pro ma-

vica recorder/player, MVP-2500 playback-only unit, battery operated still video recorder/player, recordable write-once laser disk system.

**Sony Magnetic Products**

One Sony Dr., Park Ridge, N.J. 07656

Betacam SP U-matic and D-1 digital videocassette products\*, high definition videotape recording products. **Staff:** John Hollands, Nick Hudak, Ken Wiedeman, Marc Feingold.

**Sound Ideas 2561**

86 McGill St., Toronto M5B 1H2

Sound effects library.

**Sound Technology 3328**

1400 Dell Ave., Campbell, Calif. 95008

Audio test equipment, distortion analyzers, tape recorder and transmission test systems, multichannel switching systems, test tapes and records.

**Soundcraft USA 2770**

8500 Balboa Blvd., Northridge, Calif. 91329

Professional audio mixing consoles, multitrack tape recorders, 200 EBU mixing console\*, SAC 2000 on air stereo console\*, TS 12 in-line recording/production console\*. **Staff:** Ron Means, Ken Lopez, Steve Romeo, David Kimm.

**Soundmaster International 2780**

306 Rexdale Blvd., Unit 5, Rexdale, Ont. M9W 1R6

Soundmaster control software for electronic audio post production, Syncro\* totally programable machine synchronizer. **Staff:** Andrew Staffer, Robert Predovich, Peter Moore, Wes Dooley, Lee Murphy, Doug McKenzie.

**Soundtrack/Aircraft Music 2554**

77 N. Washington St., Boston 02114

Custom, syndication and production music service.

**Soundtracs 2454**

77 Selleck St., Stamford, Conn.

Audio mixing consoles. **Staff:** Todd Wells, John Carroll, S.R. Rabich, Dave Talbot, Derek Pilkington, David Ogden, Rowland Powers.

**Stainless 2735**

Third & Montgomery Ave., North Wales, Pa. 19454

Guyed and self-supporting towers, design, fabrication and installation services.

**Standard Communications 2709**

Box 92151, Los Angeles 90009

**Staff:** Mason Truluck, Diane Hinte, Warren Davis, Roland Soucie, Doug Sherar, Steve Higgason, Tom Hill, Bob Lewis, Chris Fabien, Gary Shimko, Tom Cameron, Keith Peterson, Scott Grossman, Sid Boyer.

**Stanton Magnetics 3331**

200 Terminal Dr., Plainview, N.Y. 11803

Broadcast turntable cartridges and styli, turntable slip mats model 30M/SR single cup or shoulder rest headphones. **Staff:** Pete Bidwell, Joseph Woodstock, Jack

O'Donnell, Walter Stanton, John Kuykendall.

**Stantron 2911**  
6900 Beck Ave., N. Hollywood, Calif. 91605

Desk consoles, VTR/VCR racks, duplication racks and cabinet consoles. **Staff:** Guy Tessier, Tom Grant Jr., John Crockett, Lem Pinkowski, Dave Comstock, Dick Turchen, Bruce Dawson.

**Star Case Manufacturing 2503**  
648 Superiro, Munster, Ind. 46321

**Staff:** Dennis Toma, Bernard Fryman, Al Novak, Bill Coffel, David Athans.

**Status Cabinetry 2909**  
615 S. State College Blvd., Fullerton, Calif. 92631

Studio furnishings, racks, consoles, client tables. **Staff:** Keith Hughes, Joe Bilotta, Mike McIntyre, Randy King, Ron Welsh, Lisa Wallace, Randy Miller, Michael Fellner, Mark Ostrowski, Mark Wallach, Burt Yale, Mike Pierce, Dan McKecknie, Bruce Mueller, Ken Crease-man.

**Steady-Film 2648**  
707 18th Ave., South, Nashville, Tenn. 37203

Steady-Film system retrofitted to Rank Cintel Mark IIIC with microprocessor controller which interfaces with Ampex VPR-III and Sony BVH-2500 or Abekas A-62/64 and Harry digital disk colors, increased recording speed rate with Sony BVH-2500. **Staff:** Wayne Smith, Gail Smith, Donna Reid, Phil Kroll.

**Steenbeck 2749**  
9554 Vassar Ave., Chatsworth, Calif. 91311

**Storeel 3322**  
2050-C Chamblee-Tucker Rd., Box 80523, Atlanta 30341

High density storage for compact disks, MII, VHS, versatile units for 3M snap cap tape. **Staff:** Carolyn Galvin, Robert Lauter, Michael Plaut, Robert Gargus, Mort Press, Tom Esposito, Paul Galvin.

**Straight Wire Audio 2518**  
4611 Wilson Blvd., Arlington, Va. 22204

CDQue II professional compact disk player\*, Speed demon varispeed controller for CD players\*, E-Z Wider stereo spatial expander\*, phono and mic preamps, line and distribution amps, ITC cart machine upgrade cards and matrix amps, scamp rack processors, vocal stresser, transdynamic compressor expander, digital mixer, pro digital processor. **Staff:** Bill Sacks, John Kirkland, Rob Forden, Ninh Tong.

**Strand Lighting 3024**  
18111 S. Santa Fe Ave., Rancho Dominguez, Calif. 90221

Dimming, control and fixtures, lighting equipment. **Staff:** Marv Altman, Lin Beard, Jim Crooks, Susan Dandridge, Franc Dutton, Harry Forman, Bob Fugate, Bill Groener, Vito Kowalchuk, Lee Magadini, Kam McCormick, Anne Morris, Jon Pavacik, Bob Schiller, Leonard Wittman.

**Strata Marketing 2689**

403 W. North Ave., Chicago, Ill. 60610

Copmputer software to analyze radio ratings.

**Studer Revox America 3048**

1425 Elm Hill Pk., Nashville 37210

A807 professional recorder\*, C279 compact mixer\*, A820 multichannel recorders, other multichannel recorders, two-track recorders, compact recorders, professional cassette decks, CD players, mixing consoles, audio/video/film synchronizers, studio monitor speakers, telephone hybrid systems. **Staff:** Thomas Mintner, Doug Beard, David Bowman, Chris Ware, Anne Whedbee, Joe Bean, Brian Tucker, Nick Balsamo, Thomas Jenny, Vencil Wells, Peter Kehoe, Fred Layn, Ken Burnett, J.P. Ruch, Clary McDonald.**Studio Technologies 2514**

5520 Touhy Ave., Skokie, Ill. 60077

Stereo recognition/simulator system\*, AN-2 stereo simulator, Mic-PreEminence two-channel mic preamplifier. **Staff:** Gordon Kapes, Carolyn Cashel.**Sunspot 2679**

2440 San Mateo Pl., Albuquerque, N.M. 47110

IBM compatible traffic/accounting system, Sunspot broadcast industry bulletin board electronic forum\*. **Staff:** Joshua Wesley, Maggie Wesley, Jerry Littenberg, John Flint, Arland Hensler, Art Soto.**Swintek Enterprises 2413**

587 Division St., Campbell, Calif.

Wireless microphone and intercom systems.

**Switchcraft Inc. 2711**

5555 N. Elston Ave., Chicago 60630

Phone jacks and plugs, audio and general purpose connectors, jack panels and connectorized jackfields, molded and nonmolded cable assemblies. **Staff:** Terry Leen, Bill Kysiak.**SWR Inc. 3350**

Box 215, Goffstown, N.H. 03045

Hi-power coax for total systems and system components, TV and FM antennas.

**Sylvania Lighting 3327**

Sylvania Lighting Center, Danvers, Mass. 01923

Standard and tungsten halogen incandescent, fluorescent and HID lamps for studio, theater, television and video lighting applications. **Staff:** Bob Shay, Don Richardson, Arnie Westlund, Ray Fleming, Pat Basile.**Symbolics Graphics 2646**

1401 Westwood Blvd., Los Angeles 90024

Integrated paint and animation systems. **Staff:** Ann Newman, Tom McMahon, Beth Fraikorn, Andy Kopra, Anoosh Mostowfi, Ken Brain, Bob Stone, Tom Parish, Jay Sloat, Lynnette Freemantle.**Symetrix 2519**

4211 24th Ave., West, Seattle 98199

109 auto-nulling hybrid interface\*, 104

and TI-101 single-line telephone interface, 108 broadcast telephone interface, voice processor. **Staff:** Dane Butcher, Lavinia Speer, Doug Schauer, Vasco Rubio.**System Associates 3392**

5801 Uplander Way, Culver City, Calif. 90230

Brokers of used TVEquipment. **Staff:** Bily Seidel, Walter Shubin.**Systemation 2458**

337 N. Water, Decatur, Ill. 62523

Complete random access 8 mm digital cassette computerization\*, remote control\*, SuperTrack satellite computerization\*, PC playlist\*, electronic validator\*, satellite/cassette computerization, full stand alone cassette computerization, live assist cassette computerization, automatic telephone record/play, time announce and temperature announce, sales tracking, logging, invoicing. **Staff:** Steve Bellinger, Maureen Bellinger, Roger Pogue, David Webb, Bob Wille, Mark Goodman, Monte Throneburg, David Gerety, Jerry Bassett, Tom Butler, Jay Mitchell, Al Moll, Sandy McKenzie.**Taber Manufacturing 3333**

1880 Embarcadero Rd., Palo Alto, Calif. 94303

1500 automatic degaussers, erasers, audio replacement heads, refurbishing services. **Staff:** Veldon Leverich, Eugene Gottesman.**Tamron Industries 120**

24 Valley Rd., Port Washington, N.Y. 11080

Autom film feeder\* and VideoTrimmer editor\* accessories for Fotovix film video professor. **Staff:** Jeff Buchman, Hank Nagashima, Ted Tysuchyia, Brad Swain.**Tapscan 2821**

2100 Data Park, Suite 202, Riverchase, Ala. 35244

**Tascam 3416**

7733 Telegraph Rd., Montebello, Calif. 90640

ATR-80 24/32 two-inch analog multitrack, M-600 audio console, CD-501 CD player, SMPTE/EBU synchronizer and controller, laser disk-based optical recorder, broadcast quality cassette recorder. **Staff:** Bill Mohrhoff, Gregg Hildebrandt, Jim Lucas, Bill Stevens, Ziggy Haspod, David Oren, Jimmy Yamaguchi, Hal Onda, Vince Basse, Jon Biiese, Sue Osborne, Anders Madsen.**TDK Electronics 2834**

12 Harbor Park Dr., Port Washington, N.Y. 11050

**Teatronics 2756**

3100 McMillan Rd., San Luis Obispo, Calif. 93401

Genesis 660 six-channel 6000 w per channel SSR dimmer\*, 1224 12-channel 1200 w per channel SSR dimmer\*, DPI 624 six-channel 24000 w per channel SSR dimmer\*, DPI 1212 12-channel 1200 w per channel SSR dimmer, tech director manual console\*, computerized lighting control\*, Producer II 24, 36 or 48-channel

computer assist console\*. **Staff:** Roger Volk, Randy Pybas, James Mitchell, Mike Griffen, Gary Henley.**Technov Industries 148**

3974 Amboy Rd., Staten Island, N.Y. 10308

JNB-400 edit expander, CSG-110 sync generator, MDA-310 video/hifi DA. **Staff:** Nigel Redman.**Tekno/Balcar 2472**

100 W. Erie St., Chicago 60610

Tungsten video lighting equipment, lights and lighting kits.

**Tekskil Industries 2570**

108-15290 103A Ave., Surrey, B.C. V3R 7A2

909 camera prompter, 909C computerized camera prompter. **Staff:** Rick Jones, Rick Anselmo, Fred Butler, Ron McLean, Jim Morisson.**Tektronix 3214**

Box 500, Beaverton, Ore. 97077

Automated video measurement equipment\*, 1705 spectrum monitor\*, 1735 dual standard waveform monitor\*, 1480F30 noise measurement kit\*, component analog waveform monitor, test signal generator, composite picture monitor, waveform and vector unit, synchronous changeover unit, stereo audio monitor, BTSC aural modulation monitor/decoder, analyzers.

**Telemet 3396**

185 Dixon Ave., Amityville, N.Y. 11701

Stereo modulator, video and pulse DAs, A/V routing switchers, envelope delay test sets, sideband analyzers, stereo and mono modulators, video test generators, video signal enhancement and correction equipment, chroma keyers, decoders, video equalizers, fiber optic transmitters and receivers, clampers, passive transmitters, thermal equalizers, switcher controllers. **Staff:** Robert Griffiths, Seymour Hamer, Leo Lazarus, Alex Kwartir-off, Ivan Slovak, Tony Silva, Eugene Murphy, Robert Sanator.**Telemetrics 2608**

7 Valley St., Hawthorne, N.J. 07506

Camera remote-control systems triax or coax cable connector, remote pan/tilt heads standard and miniature with programmable presets, remote controlled trolley assembly for pan/tilt head\*, custom designed camera control panels\*. **Staff:** Anthony C. Cuomo, Anthony E. Cuomo, Haig Soojian, Albert Chan, Frank Cusano.**Telepak San Diego 2566**

4783 Ruffner St., San Diego 92111

Carrying cases.

**Telescript 3351**

445 Livingston St., Norwood, N.J. 07748

Monitor prompting systems, telecue and telescriptor transports, hi-resolution lightweight monitor/prompters, computer prompting programs. **Staff:** Bob Swanson, Jim Stringer, Rich Mergner, Kay Hyde, Jerry Swanson, Dean Rogich.

**Teletech** 2762  
23400 Michigan Ave., Dearborn, Mich.  
48124

**Television Engineering** 3400  
580 Goddard Ave., Chesterfield, Mo. 63017  
Electronic newsgathering vans. **Staff:**  
Jack Vines, John Kull, Gary Warnecke,  
Linda Vines.

**Television Equipment Associates** 3342  
Box 393, S. Salem, N.Y. 10590

Matthey zero-loss video delay\*, Brickwall  
video filter\*, Elcon tape cleaner/pro-  
filers\*, other video delays, video filters,  
headsets for intercom and sports com-  
mentator applications, tape cleaner/pro-  
filers. **Staff:** Bill Pegler.

**Television Technology Corp.** 3580  
2360 Industrial Ln., Broomfield, Colo.  
80020

**Telex Communications** 3370  
9600 Aldrich Ave., South, Minneapolis  
55420

HT-400 two-channel handheld wireless  
microphone\*, 6120 XLP pro series dupli-  
cator\*, wired and wireless microphones,  
headsets, headphones, audiocom inter-  
com systems, copiers and duplicators,  
MagnaByte electronic imaging system.\*  
**Staff:** Claude Kleiman, Don Merein,  
Rick Peterson, Joel Johnson, Gary Fisher,  
Dan Paulnock, Wes Alderson, Jim Arring-  
ton, Bill Bencsik, Mike Unzicker, Rick  
Moore, Steve Lichtenauer, Jerry Loomis,  
Gary Bosiacki, Ron Taylor.

**Telnox** 3414  
55 Montpellier Blvd., St. Laurent, Quebec  
H4N 2G3

Telnox L-O, Telnox 10.2\*. **Staff:** Jacques  
Coutellier, Michel Ponton.

**Tennaplex Systems** 2812  
452 Five Farms Ln., Timonium, Md. 21093  
FM and TV broadcast antennas with ideal  
vertical patterns\*, multistation combin-  
er\*, panel antennas, combiners, associ-  
ated equipment. **Staff:** Marvin Crouch,  
Les Lear, Manfred Muenzel, Bob Para-  
dise.

**Tentel** 3326  
1506 Dell Ave., Campbell, Calif. 95008

Video recorder test instruments for diag-  
nosing VCR and VTR mechanical prob-  
lems and performance, Tentelometer  
tape tension gauge\*, test instruments for  
magnetic tape tension, video head tip  
protrusion, elevator latch, spindle height,  
VCR torque measurements. **Staff:**  
Wayne Graham, John Chavers, John  
Bonn, Chris Lui, Lorrie David, Bev Zern.

**Texar** 2571  
616 Beatty Rd., Monroeville, Pa. 15146

**TFT** 3420  
3090 Oakmead Village Dr., Santa Clara, Ca-  
lif. 95051

Aural STL systems and accessories,  
BTSC aural modulation monitors, remote  
control systems, FM modulation monitor,  
AM stereo exciter, EBS systems, AM  
monitor. **Staff:** Joe Wu, Henry Wu, Jesse

Maxenchs, Malcolm Furfly, Herb Didier,  
Kevinn Tam, Joe Borgonia, Terry Peter-  
son, John Stannard, Ron Neilson, Ed  
Fong.

**Theater Service & Supply** 2917  
1792 Union Ave., Baltimore 21211

**Staff:** Richard Antisdell.

**Thermodyne** 2824  
20850 S. Alameda St., Long Beach, Calif.  
90810

Shipping cases, rack-mounted instru-  
ment cases.

**Thomson-CSF, LGT and Video** 3190  
17 rue du Petit-Albi, 95801 Cergy Pontoise  
Cedex France

Low, medium and high-power TV trans-  
mitters, FM transmitters, TVRO equip-  
ment, component digital switcher, digital  
video effects system, digital slide scan-  
ner, converters, ENG/EFP cameras.

**Thomson Electron Tubes** 3422  
550 Mount Pleasant Ave., Dover, N.J. 07801

High power tetrodes for FM radio trans-  
mitters, air-cooled UHF-TV tetrodes, high  
powered Hypervapotron-cooled tet-  
rodes for 50 kw UHF broadcasting\*,  
power grid tetrodes, other radio and TV  
tetrodes, satellite ground station kly-  
strons and TWT's for C band Ku band, 100  
kw FM tetrode\*, Ku band 300 2 conduc-  
tion cooled TWT\*. **Staff:** Victor Pastore,  
D. Kleim, J. Dehayne, G. Gerlach, C. Kal-  
fon, J. Boulange.

**Tiffen Manufacturing** 2736  
90 Oser Ave., Hauppauge, N.Y. 11788

Filters and lens accessories, special ef-  
fect viewing kit. **Staff:** Nat Tiffen, Ira Tif-  
fen, Steve Tiffen, Jack Bonura, Tom  
Grosso.

**Timeline** 2684  
270 Lafayette St., Room 1300, New York  
10012

Time code and synchronization pro-  
ducts.

**TMD, the Will-Burt Co.** 2587  
Box 900, 401 Collins Blvd., Orrville, Ohio  
44667

Pneumatic telescoping masts to position  
communication and broadcast anten-  
nas. **Staff:** David Davis, Donald Barlow,  
Jeffrey Milligan.

**TOA Electronics** 2498  
480 Carlton Ct., S. San Francisco 94080

Studio reference monitors, electronic mus-  
ic mixing systems, microphones. **Staff:**  
Terry Taylor, Bill Eskew.

**Torpey Controls** 2906  
98-2220 Midland Ave., Scarborough, Ont.  
M1P 3E6

Hi-styled, low profile illuminated analog  
clocks to operate from impulse drive,  
master clock systems, digital and analog  
slave clocks, central temperature display  
systems, timers, central timing systems  
with remote readouts, video time display,  
video temperature display, video stop-  
watch, video/audio routing switchers.

**Toshiba America** 3302  
2441 Michelle Dr., Tustin, Calif. 92680

**Toshiba Corp.** 3302  
1-1 Shibaura 1-Chrome Minato-Ku, Tokyo  
105

**Townsend Associates** 3305  
79 Mainline Dr., Westfield, Mass. 01085

30 kw VHF transmitter\*, 60 kw UHF kly-  
stron amplifier\*, 10 kw multiplexed klystron  
amplifier\*, driver/controller for 60 kw UHF  
transmitters\*, VHF/UHF exciter\*, transmit-  
ter test and measuring system\*, DC-80  
EP automatic video cart machine\*, high  
tech television consoles, custom cabin-  
etry, automatic video signal processors B  
series audio jack panels, IFP series  
audio/video interface panels. **Staff:** How-  
ard McClure, Robert Anderman, Don  
Forbes, Ray Yirga, George Townsend,  
Tom McDonald, Jim Rogers, Harry Craig,  
Chuck Balding, Byron Fincher, Jim Gim-  
bel, Richard Abburnante, Art Smith, Allan  
Wheeler, Mike Brunson, Fred Scott, Sarah  
Salisbury, Mike Butterfield, Vincent Elder.

**Transformations** 2631  
5 Moulton St., Portland, Me. 04101

EFX 3-D animation workstation\*. **Staff:**  
Thomas Bryand, David Gaines, Dana  
Hutchins, Lori Dombeck.

**Transmission Structures** 2623  
Box 907, Vinita, Okla. 74301

**Trimm Inc.** 2649  
400 W. Lake St., Libertyville, Ill. 60048

Audio and coaxial plugs, patch cords  
and jacks, jack and fuse panels, terminal  
blocks. **Staff:** Wallace Newton, Richard  
Sinclair, Aurel Seiceanu, Nancy Calkins,  
Harry Lewis, Len Jackson, Stuart Young.

**Trompeter Electronics** 3346  
31186 La Baya Dr., Westlake Village, Calif.  
91362

Coax connectors, cable assemblies,  
patch panels, patch cords and accesso-  
ries. **Staff:** E. Trompeter, H. Gladish, B.  
Byers, Frank Miles, Jeannette Miles, Sam  
Jones, Arnie Stryk.

**TSM (Total Spectrum Mfg.)** 3534  
20 Virginia Ave., West Nyack, N.Y. 10994

HS-110P studio camera automation sys-  
tem\*, Sportsfocus automatic focus sys-  
tem, HS-100P pan/tilt, VS-200M pan/tilt,  
Uni-II SND uniplexer, FCS-30/C graphic  
stand, FCS-20 title stand. **Staff:** Bob  
Gonnelli, Nick Glade, Bob Scotto, Gary  
Rotondelli, Pat Ryan.

**TVI** 2555  
5426 Fair Ave., N. Hollywood, Calif. 91601

Noram portable stages, platforms and  
floors, Colortran six-inch fresnel, Altman  
baby zoom, LTM fixtures, Strand Par 64  
holder. **Staff:** Richard Medvitz, Luis  
Walsh, Dietmar Domkowitz.

**TWR Lighting** 236  
1630 Elmview, Houston 77080

Lighting equipment, beacons, obstruc-  
tion lights, controllers. **Staff:** George  
Jackson, Jack Byers, Mike Elledge, Beth  
Malek.

**Ultimate Corp. 3552**

18607 Topham St., Reseda, Calif. 91335

Newsmatte 2, Ultimate 200, Ultimate 4, Ultimate 5, high definition Ultimate, compositing devices. **Staff:** Paul Vlahos, Pat Smith, David Fellingner, Mary Zaller, Richard Patterson, Ron Ungerman, Arpag Dadourian, Tung Le, Mary Prevelianakis.

**Unicol Products 2474**

74 Fourth St., New Rochelle, N.Y. 10801

**Uni-Set Corp. 2806**

449 Avenue A, Rochester, N.Y. 14621

Direct satellite broadcast cabinets, modular studio setting systems. **Staff:** Ronald Kniffin, Mary Lesczinski.

**Union Connector 2923**

300 Babylon Tpke., Box H, Roosevelt, N.Y. 11575

Multiphase outdoor portable electrical distribution equipment\*, power connectors. Unitrol lighting control system. **Staff:** Richard W. Wolpert, Richard A. Wolpert.

**United Ad Label Co. 2459**

10035 S. Greenleaf Ave., Box 2165, Whittier, Calif. 90610

Custom printed and blank pin feed, face, spine and reel labels for A/V port production facilities, custom printed and black audio cassette labels. **Staff:** Les Redewill, Bill Tangalos, Shelly Apolian, Al Brown.

**United Media 3036**

4075 Leaverton Ct., Anaheim, Calif. 92807

Comme-ette videotape editor, mini-comm A/B/C roll editor, Commander II eight machine edit controller, time code generators, readers and character generators, audio router/dissolver.

**United Ropeworks 2420**

20 Commerce Dr., Montgomeryville, Pa. 18914

Phillystran HPTG, electrically transparent, maintenance-free tower guys and specially designed systems for high power applications.

**UPI 3374**

1400 Eye St., NW, Washington 20005

Radio and television wire service, Pyxys picture service\*.

**UREI 2727**

8500 Balboa Blvd., Northridge, Calif. 91329

Signal processing equipment including power amplifiers, graphic equalizers, electronic crossover, dividing network, 7922 digit delay\*, time align studio monitors, on air broadcast consoles. **Staff:** Ron Means, Ken Lopez, Steve Romeo.

**U.S. Tape and Label 2630**

1561 Fairview Ave., St. Louis 63132

Bumper strips, window labels and concert patches. **Staff:** Byron Crecelius, Audrey Moore, Jim Eiseman.

**Utah Scientific 3128**

1685 W. 2200 South, Salt Lake City 84119

Routing switchers, station automation

hardware, video and audio distribution amplifiers, master control switchers, machine control systems.

**Utility Tower 3485**

3200 NW 38th, Box 12369, Oklahoma City 73157

Tower sections for AM, FM, TV, CATV and MW communications. **Staff:** R. Nelson, Rick Bales, Joe James, Chris Payne.

**Valentino Music Library 3465**

151 W. 46th St., New York 10036

Production music and sound effects libraries, direct licensing of performance rights.

**Valley International 2747**

2817 Erica Pl., Nashville 37204

Comander compressor/expander\* and Leveller audio level control module\* for 800 series powered racks, Autogate two-channel frequency selective noise gate/expander\*, keyable program expander/noise gate, variable ratio limiter, power rack, microphone processor, dual dynamic sibilance processor, limiter/compressor/noise gate/expanders, audio level controller. **Staff:** Norman Baker Tom Irby.

**Valmont Industries 224**

Hwy. 275, Valley, Neb. 68064

Antenna support equipment. **Staff:** Tom Kyle, John Horacek, Larry Hibler, Al Kraft, Mike Brogan.

**Varian Associates 3206**

611 Hansen Way, Suite 111, Palo Alto, Calif. 94304

Varian EIMAC, microwave equipment and microwave tube divisions—High power electron and high voltage planar tubes, RF cavities, power grid tubes, FM and TV amplifiers, UHF-TV klystrode, klystrons high power amps, low and medium power amps, super components, switching system module, modular replacement unit, UHF-TV high efficiency klystrons, electromagnets for UHF-TV transmitters, integral and external cavity klystrons. **Staff:** Susan Adamo, Ken Peterson, Stacy Oresman, Beth Corman, Mike Wytshyn, R. Shuken, George Badger, John Bulton, M. Loring, W. Nanney, Colin Erridge, Earl McCune, G. Huffman, J. Ahern, W. Brunhart, S. Paul, J. Aurand.

**Veam/Litton Systems 123**

100 New Wood Rd., Watertown, Calif. 06795

Electrical multipin quick disconnect metal shell cylindrical connectors, fiber optic single and multichannel connectors and splices, Active Interconnect. **Staff:** Hubert Dumas, Al Bernardini, Dennis Kohanek, Jim Coffey, Rich Schwartz, Do-reen George.

**Vector Technology 2477**

203 Airport Rd., Doylestown, Pa. 18901

Directional antenna phasing equipment, antenna tuning units, diplexers, combiners, dummy loads, filters, toroidal transformers, RF coils, contactors, jacks, capacitors and related components.

**Vertex Communications 2447**

2600 Longview St., Kilgore, Tex. 75662

1.8 meter fly away portable antenna. **Staff:** Bob Scott, George Gilbert.

**Vertigo Systems 225**

Suite 221, 119 W. Pender St., Vancouver, B.C. V6B 1S5

V-2000 series 3D computer animation systems. **Staff:** Sheila Ross, Marty Frange, Domenic Iaia, Paul Wagschal.

**Video Aids of Colorado 2910**

Suite H, 2450 Central Ave., Boulder, Colo. 80301

Audio, video, pulse, video stereo and universal DAs, cross pulse generator, video line isolator, DA assembly, color pattern generator, sequential switcher, audio and video power switch, video squelch, audio and video activated power switch, color Genlock sync generator, color sync generator, burst phase meter, electro-optical isolators, black burst generator kit, RF alarm and power switch. **Staff:** Eric Benson, Kirk Fowler.

**Video Associates Labs 3330**

4926 Spicewood Springs Rd., Austin, Tex. 78759

**Video Brokers 204**

5000 St. Denis Ct., Orlando, Fla. 32812

**Video Communications N229**

1325 Springfield St., Feeding Hills, Mass. 01030

VCI television management systems.

**Video Design Pro 2634**

749 Curver Rd., Las Cruces, N.M. 88005

**Video International 208**

1280 Sunrise Hwy., Copiague, N.Y. 11726

Standard converters, digital comb filter decoder, time base correctors, frame store synchronizer.

**Video Services 2436**

2720 E. Thomas, Bldg. A, Phoenix 85016

Jimmy Jib, The Scout motorized scooter. **Staff:** James Stanton, Ron Olson, Keith Richy.

**Videolab 138**

1978 B Del Amo Blvd., Torrance, Calif. 90501

TCR-6 time code retrofit\* for Sony VO6800, TCR-5 time code retrofit\* for Sony type 5 VTR's, after market retrofit kits for Sony VTR's. **Staff:** Tom Anderson, Kevin Meyer, Kevin Irelan, Maya Ziglar, Chris Douglas, Todd Munro, Kelly Williamson.

**Videomedia 3558**

211 Weddell Dr., Sunnyvale, Calif. 94089

Eagle I, II and III editing systems, Magnum editing system, Mickey I and II editing systems, Q-Star II automated playback, VMC-3000 traffic control. **Staff:** Bill Stickney, Hank Wilks, Jim Thibodeaux, Herb Kneiss, Steve Crawford, Stewart Earnest, Jim Sugg, Karen Francetic, Dick Dorsa, Tim Andrew.

**Videotek 3316**

243 Shoemaker Rd., Pottstown, Pa. 19464

TVM-620 combination waveform monitor/vectorscope\*, DM-140s stereo tuner/demodulator\*, Times Six and Times Six Plus blackburst generators\*, VPH-360 SC/H phase indicator\*, AVM-19s 19-inch color monitor with audio\*, high resolution broadcast color monitors, rackmount color monitors, waveform monitors, vectorscopes, sync generator, routing switchers, distribution amplifiers, demodulators. **Staff:** Phil Steyaert, Peter Choi, Rick Hollowbush, Eric Wahlberg, Emery Grady, Barry Gardner, Bill Boxill, Jay Trunzo, Dave Ritter, Don Taylor, Jim Mauger, Karen Smaltz, Denise Borchelt.

**Videotelecom 2683**

1041 N. Highland Ave., Hollywood, Calif. 90038

**Viking Cases 2915**

10480 Oak St., NE, St. Petersburg, Fla. 33702

Heavy duty shipping cases and lightweight carrying cases. **Staff:** Art Stemler, Bruce Stemler, Jeff Shacter, William Strickland, Robert Stemler.

**Vinten Equipment 3579**

275-C Marcus Blvd., Hauppauge, N.Y. 11788

3286-3 midiped demountable lightweight studio and field pedestal\*, Vision 20 system\*. **Staff:** Joanne Camarda, Greg Reilman, Rudy Zadwary, Robert Polan, Richard Cooper, Alan Clark, Mike Martin, Peter Wayne, Adrian Matthews, Chris O'Neill, Keith Takenaka.

**Vital Industries 3191**

3700 NE 53d Ave., Gainesville, Fla. 32601

Video production switchers, on-air master control switchers, AV routing systems, DAs, digital effects.

**Ward-Beck Systems 3060**

841 Progress Ave., Scarborough Ont. M1H 2X4

R1000 R1400 and R2200 stereo radio consoles, WBS ST series stereo audio consoles, WBS MicroCom communication system, D8212 distribution amplifier assembly, M405D rack mount extended range VU/PPM meter. **Staff:** Ronald Ward, Rodger Beck, Arthur Schubert Jr., Eugene Johnson, William McFadden, Duke McLane, Jorge Fernandez, Claude Grech.

**Wavefront Technologies 2590**

530 E. Montecito St., Santa Barbara, Calif. 93103

Enhancements to 3D dynamic imaging system, software and systems for modeling, motion description and realistic image rendering. **Staff:** Larry Barels, Bill Kovacs, Larry Schnur, Lani Ridley, Ken Duckworth, Lauri Kely, Scott Stein, Andy Rosen, Mike Gadler, John Grower, Mark Sylvester, Joni Brooks, Richard Taylor, Debbie Phalen, Roy Hall.

**Wegener Communications 2491**

150 Technology Park, Norcross, Ga. 30092

Stereo STL equipment, satellite audio and data transmission systems, SCPC and subcarrier radio network downlink systems, digital program and transmission systems.

**Wheatstone Broadcast Group 2400**

6720 VIP Pkwy., Syracuse, N.Y. 13211

SP-6 radio production console\*, other audio, stereo production, on air and reinforcement consoles. **Staff:** Gary Snow, Andrew Calvanese, Michael Shane, Ray Esparolini.

**Wheelit 2478**

Box 7350, Toledo, Ohio 43615

Video transportation carts, video production carts. **Staff:** Thomas Skilliter.

**Whirlwind 2643**

100 Boxart St., Rochester, N.Y. 14612

Audio and video cable and interface products, custom patch bays, panels and installation systems, cable reels, Duracell battery distributor. **Staff:** Michael Laiacona, Carl Cornell.

**H. Wilson Co. 2757**

555 W. Taft Dr., S. Holland, Ill. 60473

**Winsted 3424**

9801 James Cr., Minneapolis 55431

BVE-900 editing console\*, modular editing and post production consoles, space-saving tape and film storage systems, vertical equipment cabinets, duplication racks, tape trucks. **Staff:** Gerald Hoska, Judy Ruzek, Randy Smith, Kent Lilja.

**Wireworks 2401**

380 Hillside Ave., Hillside, N.J. 07205

Multipin-based, multipin-compatible professional audio cabling products, stageboxes, racks, transformer isolated mic splitters, multitrunks, multitails, chassis mount multipin connectors, microphone cables, coaxial cables, cable tester, A/V interconnect system. **Staff:** Gerald Krulewicz, Mary Krulewicz, Angela DiCicco, Bill Hogan, Larry Williams.

**Wold Communications 2606**

10880 Wilshire Blvd., Los Angeles 90024

Satellite telecommunications services and facilities, three television operations centers, mobile satellite and microwave services fleet, studio, Ku- and C-band transmission services, taped playback or live uplink, space and downlink service. **Staff:** Chuck Conaty, Robert Williams, Scott Tipton, Paula Aldridge, Ron Maestri, Ted Sobel, Keitha Fairhurst, Bob Wean, Steve Ludwig, George Geesey, Maxine Jordan, Robert E. Wold, Robert N. Wold, Bill Hynes.

**Wolf Coach 3541**

7 B St., Industrial Park, Auburn, Mass. 01501

B-series vehicle type for ENG/EFP. **Staff:** Richard Wolf, Mark Leonard, Stephanie Ambulos.

**World Tower 2814**

Box 405, Mayfield, Ky. 42066

AM, FM, TV, cable and microwave towers. **Staff:** M. Sholar, Jeff Sholar, Jim Wilson, Ron Williams.

**WSI 2642**

41 N. Road, Box B, Bedford, Mass. 01730

Superseer\* weather graphic, Astrographics, high resolution satellite images, weather graphics and database. **Staff:** Alan Riley, Dave Miller, Steve Vandegrift, Roy Reiss, Maureen Condon, Deb Turner, Dan Bellas, Ron Strahm, Dave Devlin, Rick Curtis, Don Freeland.

**Yamashita Engineering 2766**

559-1, Funako Atsugi-Shi, Kanagawa, Japan

TV sync and test generator NTSC/PAL, dual sync generator, frame memory and synchronizer, video and digital process equipment, video memory equipment, remote control system, hard disk evaluator and software development.

**Zephyr Weather****Information Service 2759**

40 Washington St., Westborough, Mass. 01581

NWS domestic data service difax service, FAA604 service, public product service, international data service, Zephyr domestic plus service, ESD digital satellite views, weather graphics.

**Zonal Limited 2586**

Holmethrope Ave., Redhill, Surrey, England

Acetate and polyester-based magnetic sound recording film, audio tape and cassette products, multitrack audio tapes.

## Outdoor

**Advent Communications 6**

Watermeadow House, Watermeadow Chesham, Buckinghamshire, England HP5 1LF  
Satellite newsgathering systems.

**Aerospatiale Helicopter Corp. 23**

2701 Forum Dr., Grand Prairie, Tex. 75053

**Andrew Corp. 19**

10500 W. 153rd St., Orland Park, Ill. 60462

**BAF Communications 15**

17 Everburg Rd., Woburn, Mass. 01801

Ku-band portable satellite newsgathering equipment.

**Cavalier Computer Services 5**

5354 N. High St., Columbus, Ohio 43214

**Centro Corp. 34**

369 Billy Mitchell Rd., Salt Lake City 84116

**Comtech Antenna 17**

3100 Communications Rd., St. Cloud, Fla. 32769

C and Ku band antenna systems.

**Conus Communications 16**

3415 University, Minneapolis 55414

Satellite newsgathering services and equipment.

**Cycle Sat** 11  
1100 S. Van Buren, Box 1183, Mason City,  
Iowa 50401

**Dalsat** 1  
1205 Summit, Plano, Tex. 75074  
Satellite newsgathering vehicles.

**Ethereum Scientific Corp.** 9  
7641 Clarewood, Suite 336, Houston 77036

**Hubbard Communications** 18  
12495 34th St., North, St. Petersburg, Fla.  
33702  
Satellite newsgathering vehicles.

**IDB Communications Group** 3,4 & 7  
10525 W. Washington Blvd., Culver City, Ca-  
lif. 90232

Satellite transmission and distribution  
services.

**Kavouras Inc.** 20  
6301 34th Ave., South, Minneapolis 55450  
Weather graphics systems.

**MCL Inc.** 8  
501 Woodcreek Rd., Bolingbrook, Ill. 60439

**Microdyne Corp.** 12  
491 Oak Rd., Ocala, Fla. 32672

Transportable Ku- and c-band vehicles,  
descrambling systems, receivers.

**Midwest Communications 10, 13 & 14**  
One Sperti Dr., Edgewood, Ky. 41017  
Satellite news systems.

**Musco Mobile Lighting** 22  
100 First Ave., West, Oskaloosa, Iowa 52577

**Staff:** David Crookham, Terry Haskell,  
Leann Wilsey, Jerome Fynaardt, John  
Denney.

**Pinzone Communications Products 21**  
14850 Cross Creek Pk., Newbury, Ohio  
44065

Satellite uplinks, downlinks and turnkey  
systems, receivers, diagnostic services,  
refurbishment services.

**Radiation Systems** 32  
1501 Moran Rd., Sterling, Va. 22170  
Satellite newsgathering packages, an-  
tennas.

**RCA Americom Division** 29  
4 Research Way, Princeton, N.J. 08540  
C- and Ku-band distribution services.

**Spectra Communications** 2  
8150 Leesburg Pike, Suite 910, Vienna, Va.  
22180

**United Satellite Systems** 28  
Route 1, St. Hilaire, Minn. 56754

Gerry Philpott, Bryce Rathbone, Nancy  
Smith, Peter Zobel. **Research:** Marvin  
Mord, Murray Rosenblum, Paul Sonkin.  
**Meetings and special events:** Cathy  
Carr, Hortense Noble. **ABC News:** David  
Ahrendts, Bill Applegate, Roberta Brav-  
man, Ron DePaolis, Paul Dolan, Don  
Dunphy, Mary Frost, David Glodt, Jeff  
Gralnick, Rex Granum, Mimi Gurbst, Bill  
Lord, Bob Murphy, Tedy Newhall, Stan  
Opotowsky, Andy Porte, Bruce Soloway,  
Stephanie Steiger, Dave Tabacoff, Dick  
Wald, Tami Wilson.

**Capcities/ABC Radio**  
Loews Honeysuckle room  
1330 Avenue of the Americas, New York  
10019

**Staff:** Jim Arcara, Aaron Daniels, John  
Axten, Darryl Brown, Stu Krane, Susan  
Moran, Richard Carr, Sam Patterson,  
Maurice Tunick, Kent Coughlin.

**CBS Inc.**  
51 W. 52d St., New York 10019

**CBS/Broadcast Group Fairmont 2300**  
**Staff:** Thomas Leahy, Tony Malara.

**Affiliate Relations**  
**Staff:** Scott Michels, Neil Baker, Siggy  
Raible, Don Clancy, Bob Shelland, Fran  
Eigendorff, Joe Eustace, Preston Farr,  
Jeff McIntyre, Jay Nordby, Dave Olmst-  
ed, Heather Regan, Diane Quinzi.

**CBS Radio** Loews Anatole 1134

**Staff: CBS Radio Networks:** Robert  
Hosking, Robert Kipperman, Frank Mur-  
phy, Suzanne Sack, Helene Blieberg, Jo-  
seph Dembo, Steve Peppard, Larry  
Conti. **CBS Radio Network:** John Bur-  
rows, Peter Acquaviva, Anne Murray, Da-  
vid Kleinbart, Michael Connolly. **CBS**  
**RadioRadio:** Larry Cooper, David West,  
Susan Jacobi, Nick Kiernan, Robert  
Leeder, Steven Epstein. **CBS Radio Re-**  
**presentatives:** Donald McFarlane.

**CNN Television** Loews Anatole  
1050 Techwood Dr. Box 105264, Atlanta  
30318

**Staff:** Charles Hoff, Tim Wilson, Jon Petro-  
vich, Paul Amos, Bob Rierson.

**Mutual (see Westwood One)**

**NBC Inc.**  
30 Rockefeller Pl., New York 10020

**Staff:** Irwin Segelstein, Tom Rogers.

**NBC-TV Network** Fairmont 2500

**Staff:** Ray Timothy, Pierson Mapes,  
George Hiltzik, Joe Iaricci.

**NBC-TV Affiliate Relations**

**Staff:** Tony Cervini, John Damiano, Bill  
Fouch, Bill Kelley, Erik Bennorth, Mort Dil-  
lon, Arlene Engleman, Peter Flynn, Mike  
Levine. **NBC-TV Sales Services:** Ric  
Quackenboss, Brad Joblin. **Operations**  
**& Technical Services:** Michael Sher-  
lock, Steve Bonica, David Baylor, Antho-  
ny Pedalino, Arthur Digman, John Weir,  
Henry Kanigsberg, Joseph Ulaszewicz.  
**TV Stations Division:** Duffy Sasser, Paul

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### Capital Cities/ABC

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**Affiliate relations: Staff:** Joe Coscia,  
Warren Denker, Bob Hingel, Tim Kearney,  
Arnold Marfoglia, Buzz Mathesius, Eld-  
win Maynor, George Newi, Mike Parlamis,

Beavers; wNBC-TV. Ellen Fleisher, Rich Cervini, Edward Knapp, Mark Monsky, Beverly Littlewood; wRC-TV. Jerry Nachman, Bill Johnston, Harris Sullivan, Tom Mann, Henry Osbourne; wKVC-TV. Thomas Powers, Larry Van Camp, Andy Hitchcock; wMAQ-TV. Jim Powell, Richard Hessel, Fred Rodey; KNBC(TV): Harry Burbidge, Peter O'Connell, Eugene Cartwright. **News:** Jo Moring. **Sports:** Ken Aagaard, John Delisa, Peter Diamond, Mike Eskridge, Terry Ewert, Bob Levy, Kris Ralph, Steve Seidenfrau, Jack Weir, George Wensel. **Press:** Dom Giofre, Cathy Lehrfeld. **Corporate:** Rick Kelly.

**NBC Radio Anatole 1234**

**Staff:** Randall Bongarten, Robert Mouny, Nicholas Schiavone, John Bailie, Craig Simon, David Bartlett, Steve White, Jerry Green, Rick Greenhut, Bob Wogan. **The Source and NBC Radio Entertainment:** Willard Lochridge, Andy Denemark, Nancy Cook, Gig Barton, Patti Le Mon, Angela Becker. **NBC Radio News:** James Farley, Frank Raphael, Kevin Roche. **NBC Radio personalities:** Dr. Ruth Westheimer, Bruce Williams, Sally Jessy Raphael, Don Pardo. **NBC Radio Networks Engineering:** Warren Vandever, Jay Schneider. **NBC Owned Stations:** Bill Kraus, John Irwin, Mark Olkowski, Mike Lonneke, Mike Bock, Mike Donovan, Charles Pickering, James Howard, Bartley Walsh, Scott Standiford, William Newbrough, Terry DeVoto, Walt Ellis. **Advertising and promotion:** Joan Voukides, Tracey McCarthy. **Press:** Cathy Lehrfeld.

**NBN Broadcasting Loews Anatole 934**  
10 Columbus Cr., New York 10019

**Staff:** Sydney Small, Jack Bryant, Joan Logue-Kinder, Del Raycee

**Satellite Music Network Anatole 1672**  
40655 N. Central Expwy., Suite 600, Dallas 75243

**Staff:** Marianne Bellinger, Boobie Bondage, Bob Bruton, Jackie Butler, Pat Clarke, Bill Cook, David Corning, Ken Crosthwait, Mel Diamond, Thom Gatewood, Pat Griswold, Robert Hall, Gary Hamilton, David Hubschman, Carlos Hurd, Bob Jones, J.J. Jordan, John Krogstad, Buddy McGregor, Ron Nickell, Jay Noble, Sheila Quisenberry, Wild Bill Scott, Ralph Sherman, Roy Simpson, Kristine Sites, Tim Spencer, Charlie Strickland, Jerry Thomas, John Tyler, Walter Vaughan, Shirley Ware, Larry Watts.

**Sheridan Broadcasting Anatole 1110**  
411 Seventh Ave., Pittsburgh 15219

**Staff:** Ronald Davenport, Jay Williams, Thad Hill, Connie McDaniel.

**Transtar Radio Networks/CNN Radio**  
**Loews Anatole 2172**

620 S. Pointe Ct., Suite 185, Colorado Springs 80906

**Staff:** Terry Robinson, Gary Fries, Gary Taylor, Ron Ruth, Mike Harvey, Carl Goldman, Tom Page, Larry Wilson, Ken Harris, Clark Jones, Lee Arubuckle, Penny Tucker, Carolyn Metheny.

**The United Stations Loews 2372**  
1440 Broadway, New York, 10018

**Staff:** Bill Hogan, Ed Salamon, Charles King, Ruth Presslaff, Bob Bartolomeo, Denise Oliver, Tony Garcia.

**Wall Street Journal Report**  
**Loews Anatole 1865**

200 Liberty St., New York 10007

**Staff:** Robert Rush, Ken Martin.

**Westwood One/Mutual Broadcasting**  
**Loews Anatole 1034**

9540 Washington Blvd., Culver City, Calif. 90230

News, talk, sports and entertainment programming. **Staff:** Norm Pattiz, Bill Battison, Jack Clements, Ron Nessen, Peggy Solomon, Ben Avery, Esther Bernard, Lynn McIntosh, George Barber, Barbara McMahon, Gordon Peil, Mary McCarthy, Eric Weiss, Tom Evans, Thom Ferro, Steve Jenkins, Jim Brown, Mark Feldman, Penny Yamon, Craig Whetstone.

## Brokers

**American Radio Brokers/SFO**  
**Loews 1182**

1255 Post St., Suite 625, San Francisco 94109

**Staff:** Chester Coleman, Warren Earl, Richard "Julio" Haskey.

**Americom Loews Anatole Atrium 672**  
1130 Connecticut Ave., NW, Suite 500, Washington 20036

**Staff:** Thomas Gammon, Daniel Gammon, Craig Culp, Mark Cunningham, Tim Gammon.

**Henry Ansbacher**  
**Holiday Inn Park Center**

277 Park Ave., New York 10172

**Staff:** Richard Lipstein.

**Blackburn & Co. Loews Anatole 1010**  
1100 Connecticut Ave., Suite 420, NW, Washington 20036

**Staff:** James Blackburn Jr., Richard Blackburn, Susan Byers, Jack Harvey, Charles Kurtz, Tony Rizzo, Joe Sitrick, Jay Bowles, George Otwell, Greg Johnson, Neil Rockhoff, Roy Rowan, Howard Stasen, Steve Pruett, Bud Doss, Alan Tindal.

**Frank Boyle & Co.**  
**Loews Atrium 872**

55 Old Field Point Road, Greenwich, Conn. 06830

**Staff:** Frank Boyle, Bob Pates.

**William R. Brazzil & Assoc.**  
**Plaza of the Americas**

9100 S. Dadeland Blvd., Suite 1101, Miami 33156

**Business Broker Associates**  
**Loews Anatole**

399 Somerville Ave., Chattanooga 37405

**Staff:** Alfred Dick.

**Robert A. Chaisson Loews Anatole**  
39 Locust Ave., New Canaan, Conn. 06840

**Staff:** Robert A. Chaisson.

**Chapman Associates**  
**Loews Anatole 984**

1835 Savoy Dr., Suite 206, Atlanta 30341

**Staff:** Bill Cate, Ray Stanfield, Charles Giddens, Bill Lytle, Brian Cobb, Elliot Evers, Bill Lochman, Greg Merrill, Ernie Pearce, Peter Stromquist, Bill Whitley, Mitt Younts, David LaFrance, Ron Hickman, James Merger, Randy Jeffrey, Kevin Cox, Sharon Fisher, Bernie Kuale, Dan Rouse, Ed Schaffer, Bob Maccini.

**Donald K. Clark Inc.**  
**Loews Anatole 1265**

Box 340617, Tampa, Fla. 33694

**Staff:** Donald Clark, Anne Clark.

**Communications Equity Associates**  
**Loews Anatole 772**  
**Adolphus 625**

851 Lincoln Center, 5401 W. Kennedy, Tampa, Fla. 33609

**Staff:** Kent Phillips, Diane Healy-Linen, Glen Serafin, J. Patrick Michaels.

**Communications Partners**  
1509 Main St., Suite 1300, Dallas 75201

**Staff:** Eric Neuman, Brad Bulkley.

**R.C. Crisler & Co. Loews Anatole 2365**  
Suite 801, 580 Walnut St., Cincinnati 45202

**Staff:** Clyde Haehle, Larry Wood, John Babcock.

**Daniels & Associates Wyndham**  
2930 E. Third Ave., Denver 80206

**Staff:** Phil Hogue, Bruce Cranston.

**Charles C. Earls & Assoc. Wyndham**  
One Route, Box 173, Kennett, Mo. 63857

**Staff:** Charles C. Earls, Scottie Earls, Rick Parrish.

**William A. Exline**  
**Loews Anatole 710 Atrium**

4340 Redwood Hwy., San Rafael, Calif. 94903

el2

**Staff:** Bill Exline, Andrew McClure.

**Norman Fischer & Associates**  
**Loews Anatole 722-24**

Box 5308, Austin, Tex. 78763

**Staff:** Norman Fischer, Bill Prikryl.

**Richard A. Foreman Assoc. Inc.**  
**Regent hotel (by appt. only)**

330 Emery Dr. East, Stamford, Conn. 06902

**Staff:** Dick Foreman, Dick Kozak.

**Milton Q. Ford & Associates**  
**Loews Anatole 1765 Tower**

5050 Poplar Ave., Suite 1135, Memphis 38157

**Staff:** Milton Q. Ford, Jo Ann F. Kail.

**Gammon & Ninowski Media**  
**Investments Loews Anatole 1689**

Suite 306, 1925 K St., Washington 20006

**Staff:** Ron Ninowski, James Gammon, Donald Russell, Jack Satterfield, Al Perry, Richard Wartell, Carl Fielstra.

**Wilt Gunzendorfer & Assoc. Hyatt**  
2210 Hastings Dr., Belmont, Calif. 94002

**Staff:** Wilt Gunzendorfer.



**Hogan-Feldmann Loews Anatole**

Box 146, Encino, Calif. 91426

**Staff:** Arthur Hogan, Jack Feldmann.

**The Holt Corp. Loews Anatole 1123**

Suite 205, Westgate Mall, Bethlehem, Pa. 18017

**Staff:** G. Arthur Holt, Bernhard Fuhrmann, Gary Kirtley, Mark O'Brien, Arthur Holt, Leigh Moylan, Christine Borger, Mary Radakovits, Don Sailors, Carl Haynes, Bruce Earle, John Caso, Carlton Holt.

**Jamar-Rice Co. Loews Anatole 2289**

110 Wild Basin Rd., Suite 245, Austin, Tex. 78746

**Staff:** William Rice.

**Kalil & Co. Loews Anatole 1982**

3438 N. Country Club, Tucson, Ariz. 85716

**Staff:** Frank Kalil, Kelly Callan, Dick Beesmyer, Fred Kalil.

**Lester Kamin & Co. Fairmont 1401**

6100 Corporate Dr., Houston 77036

**Staff:** Lester Kamin, W. Scott Carter, Hazel Arnold.

**Kepper, Tupper & Co. Crescent Court**

300 Knightsbridge Parkway, Suite 360, Lincolnshire, Ill. 60069.

**Staff:** William Kepper, John Tupper.

**Kozacko-Horton Co. Viscount**

Box 948, Elmira, N.Y. 14902

**Staff:** Keith Horton.

**H.B. LaRue Loews Anatole 1289**

9701 Wilshire Blvd., Suite 700, Beverly Hills, Calif. 90212

**Staff:** Hugh Ben LaRue, Harold Gore, Joy Thomas.

**The Mahlman Co. Loews Anatole 8189**

1 Stone Pl., Bronxville, N.Y. 10708

**Staff:** Bob Mahlman Sr., Bob Mahlman Jr., Nancy Mahlman, Josh Mayberry, Bob Biernacki, Lou Faust.

**R.A. Marshall & Co.**

Loews Anatole 1163

508A Pineland Mall Office Center, Hilton Head Island, S.C. 29928

**Staff:** Bob Marshall, Marti Marshall, Linda Ferguson.

**Reggie Martin & Associates**

Loews Anatole 710 Atrium

731 S. Mashta Dr., Key Biscayne, Fla. 33149

**Staff:** Reggie Martin.

**Ralph Meador Loews Anatole 6182**

Box 36, Lexington, Mo. 64067

**Staff:** Ralph Meador, Randy Meador.

**George Moore & Associates**

Loews Anatole 1989-90

12900 Reston Rd., North Dallas Tower, Suite 1040, Dallas 75230

**Staff:** George Moore, Jim Moore, Dave Garland, Cliff Hunter.

**The Montcalm Corp. Fairmont**

801 2nd Ave., Seattle 98104

**Staff:** Jerry Dennon.

**O'Grady & Associates**

Mandalay Four Seasons

Drawer D, Goshen, N.Y. 10924

**Staff:** James S. O'Grady Jr., Jane O'Grady.

**Stan Raymond & Assoc. Loews 1489**

1795 Peachtree Rd., NE, Suite 220, Atlanta 30309

**Staff:** Stan Raymond, Nancy Raymond, Nick Ibornone.

**Cecil L. Richards Inc.**

Loews Anatole 1665

7700 Leesburg Pike, Suite 408, Falls Church, Va. 22043

**Staff:** Cecil Richards, Loyola Richards, Bruce Houston, Lee Hague.

**Robert Rounsaville & Associates**

Loews Anatole 7189

P.O. Box 11898, Atlanta 30355

**Staff:** Robert Rounsaville, Arnold Kaufman, Mary Bush.

**Barry Sherman & Associates Inc.**

Loews Anatole 7182 Tower

1828 L St., N.W., #300, Washington 20036

**Staff:** Barry Sherman, Walter Westman, Dr. Muriel Levin, Lori Curtis.

**Sillerman-Magee**

Mansion

One Corporate Center, 15th fl., Hartford, Conn. 06103

**Staff:** Robert Sillerman, William Magee.

**Howard E. Stark**

By appt. only

575 Madison Ave., 10th Floor, New York 10022

**Staff:** Howard Stark.

**Edwin Tornberg & Co.**

Mansion at Turtle Creek

Box 8698, Washington 20011

**Staff:** Edwin Tornberg.

**Thoben Van Huss & Assoc.**

Loews Anatole 623

One Virginia Ave., Suite 400, Indianapolis 45204

**Staff:** Bill Van Huss, Phil Thoben.

**Ronald A. Wooding & Assoc.**

Wyndham

700 N. Green St., Suite 505, Chicago 60622

**Staff:** Ronald A. Wooding, Reginald Brown.

**Reps**

**John Blair & Co.**

1290 Avenue of the Americas, New York 10104

**Staff: TV:** Harry Smart, Patrick Devlin, James Kelly, Floyd Gelini, William Breda Jr., John Poor Jr., Kenneth Donnellon, Sidney Brown, Jim O'Hickey. **Radio Representation Division:** Charlie Colombo, Barbara Crooks, BoB Lion, Mark Cooper.

**Blair Radio:** Steve Sorich, Bob Ferraro, Ken Miller, Bill Coury. **Torbet:** Tony Fasolino, Mike Bellantoni, Alan Harrison, Mariann DeLuca, Bob Lurito, John Graziano. **Select Radio:** Bill McHale, Scott Donahue, Andy Rainey, Bill Servick, Jim Forrer, David Adams, Brian Robinson.

**Durpetti & Associates Anatole 784**

111 E. Wacker Dr., Chicago 60601

**Staff:** Tony Durpetti, Pat Byrne, John Fabian, Bruce Pollock, Patty Riegler, Ines Stolpe.

**Eastman Radio**

Anatole 1472

1 Rockefeller Pl., New York 10020

**Staff:** Bill Burton, Dave Recher, Jerry Schubert, Carl Butrum.

**Hillier, Newmark,**

**Wechsler & Howard**

Anatole 1272

100 Park Ave., New York 10017

**Staff:** Dick Sharpe, Jacqui Rossinsky, Joi Christo Schlapp, Ira Wechsler, Chuck Hillier, Mark Masepohl, Rocky Crawford.

**Independent TV Sales**

437 Madison Ave., New York 10022

**Staff:** Bill Bee.

**Interep**

100 Park Avenue, New York 10017

See Durpetti & Associates; Hillier, Newmark, Wechsler & Howard; Major Market Radio; McGavren Guild Radio, and Group W Radio Sales.

**Katz Communications**

One Dag Hammarskjold Pl., New York 10017

**Staff: Corporate:** James Greenwald, Lucille Luongo, Debra Kontir.

**Katz Television Group**

**Staff: Corporate:** Peter Goulazian, Rich-

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ard Goldstein, Dick Weinstein, Paul Arzen. **American Television:** James Belyianis, Michael Huggler. **Continental Television:** Tom Olson, Jack Higgins, Ardie Bialek. **Independent Television:** Marty Ozer. **Katz Radio Group:** Ken Swetz, Bonnie Press, Glenn Kumerow, David Halberstam. **Christal Radio:** Bill Fortenbaugh, Mark Braunstein, Dave Winston, Bob Gad, John Comenos, John Fouts. **Katz Radio:** Stu Olds, Bob McCurdy, Herb Hahn, Gerry Boehme, Greg Noack, Jerry Stehney. **Republic Radio:** Jerry Cregan, Jeff Hodge, Jeff Hodge, Bruce Hoban, Dick McCauley, Linda Packer-Spitz, Ed Marshak.

**Major Market Radio Anatole 1023**  
100 Park Avenue, New York 10017

**Staff:** Dave Kaufman, Austin Walsh.

**Masla Radio Anatole 923**  
41 E. 42d St., New York 10017

**Staff:** Jack Masla, Stan Feinblatt, Julie Judge, Kathy Murphy, Peter Moore, Phil Roberts, Liz Rooney, Arnold Taylor, Johnny Pegues.

**McGavren Guild Radio Anatole 734**  
100 Park Avenue, New York 10017

**Staff:** Les Goldberg, Gary Ahrens, Pamela Little, Kay White, Ellen Hulleberg, Tom Poulos, Michael Rich, Tom Dolliff.

**TeleRep Fairmont**  
875 Third Ave., New York 10022

**Staff:** Sandra McCourt, Merritt Rose, Ed Kroninger, Jay Isabella, Larry Goldberg.

**Adam Young**  
3 E. 54th St. New York 10022

**Staff:** Susan Clair Wagner.

### Other

**Alternative Programing**  
2501 Oak Lawn, Dallas 75219

Radio formats. **Staff:** Ralph Riley, Mickey Briggs, Jamie Hastings, Ken Rundel, James Heitman.

**Birch Radio Loews Anatole 1482**  
44 Sylvan Ave., Englewood Cliffs, N.J. 07632

Radio audience measurement for all 212 markets, micro computer generated rat-

ing analysis system. **Staff:** Bill Livek, Craig Harper, Larry Gorick, David Kabakoff.

**Broadcast Investment Analysts**  
**Loews Anatole 1682**

Box 17307, Washington 20041

Investing in Television 1987, Investing in Radio 1987, fair market valuations, asset appraisals, acquisition consulting. **Staff:** Tom Buono, Jon Intrater, Robert Sleight, Frank Higney, David Matthews.

**Firstmark Financial Loews Anatole 884**  
110 Washington St., Indianapolis 46204

Financial services company. **Staff:** Ed Brubeck, Bill Kennedy, Mike Lewis, Rob West.

**Frazier, Gross & Kadlec**  
**Loews Anatole 1020**

4801 Massachusetts Ave., Suite 390, Washington 20016

**Staff:** Charles H. Kadlec, John Kane, Norval Reese, Sandra Freschi, Janice Orman, Elisabeth Swanson, Patricia Schinzinger, Donald Schroeder, John Fedak, Arthur Dietz.

**Ward L. Quaal Co. Loews Anatole 523**  
401 N. Michigan Ave., Suite 3140, Chicago 60611

**Staff:** Ward L. Quaal.

**SESAC Loews Anatole 353**  
10 Columbus Cr., New York 10019

**Staff:** Jim Myers, Mac Allen, Debra Houghton, Greg Riggie, Mitzi Barnes, Al Altman.

**T.A. Associates Loews Anatole 1889**  
45 Milk St., Boston 02190

**Staff:** David Croll, Richard Churchill, Stephen Gormley, William Collatos, James Wade, Christopher Gaffney.

**TelCom Associates Loews Anatole**  
8033 Sunset Blvd., Suite 559, Los Angeles 90046

Program consulting firm. **Staff:** Ronald Krueger.

**Turner Program Services**  
1 CNN Center, Box 105366, Atlanta 30348

The Goodwill Games, Cousteau and nature specials. **Staff:** Bob Schuessler, Bob Rierson, Paul Amos, Carol Bomberger, Jon Petrovich.

**Vidcom International**  
Three West End Ave., Old Greenwich, Conn. 06870

Business computer system. **Staff:** Tony Toogood, Mark Custer, Warren Middleton, Marilyn Hentz.

### FCC

The FCC is expected to be represented at the NAB convention by all of its commissioners—Chairman Mark Fowler; James Quello; Mimi Dawson; Dennis Patrick, and Patricia Dennis. Also expected to be in attendance; Jerald Fritz, chief of staff to Fowler; Dale Brown, special assistant to Fowler; David Donovan, legal assistant to Quello; Bob Pepper, senior adviser to Dennis; John Kamp, director, Office of Congressional and Public Affairs; Sally Lawrence, chief, news media division; Diane Killory, general counsel; Edward Minkel, managing director; Tom Stanley, chief engineer; Robert Cleveland, OET physical scientist; Richard Smith, chief, Field Operations Bureau; James McKinney, chief, Mass Media Bureau; William Hassinger, engineering assistant; Brad Holmes, chief, policy and rules division; Roy Stewart, chief, video services division; Charles Kelley, chief, enforcement division, and Larry Eads, chief, audio services division.

### Public service

Air National Guard Department of the Air Force—2308; Broadcast Financial Management Association and Broadcast Credit Association—2306; Broadcast Technology Society/IEEE—2309; Bureau of the Census, Department of Commerce—2303; FCC—3433; The Marine Corps—2310; Miller, Kaplan, Arase & Co. East Concourse, level 3; Museum of Broadcasting—West Lobby, level 3; National Oceanic and Atmospheric Administration—2302; National Telecommunications and Information Administration—2301; Society of Broadcast Engineers—2307; United States Army Reserve—2304; U.S. Naval Reserve—2311.

## A hospitality suite guide to NAB

Advanced Broadcast Management  
Alias Research  
All Industry TV Music License Committee  
American Image Productions  
American Radio Brokers  
American Security Bank  
Americom Radio Brokers  
Arent, Fox, Kintner, Plotkin & Kahn  
Toby Arnold & Associates  
Arter & Hadden  
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Loews Anatole 653  
Loews Anatole 1182  
Loews Anatole 1189  
Loews Anatole 672  
Loews Anatole 634  
Loews Anatole 684  
Hyatt Regency 2017  
Loews Anatole 1053  
Loews Anatole 5165  
Loews Anatole 2382  
GreenLeaf 1121

Baraff, Koerner, Olender & Hochberg, P.C.  
Birch Radio Research  
Blackburn & Co.  
Bonneville Broadcasting System  
Frank Boyle & Co.  
BROADCASTAP  
Broadcast Investment Analysts  
Broadcast Marketing Associates  
Broadcast Media Associates  
Broadcast Programming  
Broadcast Television Systems  
Broadcasting and the Law  
Burkhart/Abrams/Douglas/Elliott & Associates  
Burns Media Consultants

Loews Anatole 6165  
Loews Anatole 1482  
Loews Anatole 1010  
Loews Anatole 534  
Loews Anatole 872  
Loews Anatole 334  
Loews Anatole 1682  
Fairmont 1921  
Loews Anatole 1989  
Loews Anatole 2082  
Adolphus 920  
Loews Anatole 323  
Loews Anatole 1565  
Loews Anatole 823

Burr, Egan, Deleage & Co.	Fairmont 1800	Leventhal, Senter & Lerman	Fairmont 821
Cadena Radio Centro	Loews Anatole 1572	The Mahlman Co.	Loews Anatole 8189
Capital Cities/ABC		Major Market Radio	Loews Anatole 1023
Radio Network	Loews Anatole 27th floor	R.A. Marshall & Co.	Loews Anatole 1165
TV Network	Plaza of Americas 1524	Reggie Martin & Assoc.	Loews Anatole 710
Capitol Magnetic Products	Loews Anatole 372	Masia Radio	Loews Anatole 923
CBS Inc.		McCurdy Radio Industries	Plaza of the Americas
RadioRadio and Radio Network	Loews Anatole 1134	McGavren Guild Radio	Loews Anatole 734
Television Network	Fairmont 2300	McGrath and Associates	Adolphus 1227
Century 21 Programing	Loews Anatole 7172	Ralph E. Meador & Associates	Loews Anatole 6182
Chapman Assoc.	Loews Anatole 984	Media Capital	Loews Anatole 1582
Chrysler Capital Corp.	Loews Anatole 510	Media General Broadcast Services	Loews Anatole 9172
Churchill Productions	Loews Anatole 810	Midwest Communications Corp.	Hyatt Regency 718
Donald K. Clark Inc.	Loews Anatole 1265	George Moore & Associates	Loews Anatole 1989
Cohn & Marks	Hyatt Regency 1818	Mullin Rhyne Emmonds & Topel	Loews Anatole 3165
Coleman Research	Loews Anatole 9189	Al Ham's "Music of Your Life"	Loews Anatole 1772
Comark Communications	Hyatt Regency 518	Musicworks	Loews Anatole
Communications Equity Associates		Mutual Broadcasting System	
	Fairmont 801, Adolphus 625, Loews Anatole 772	Westwood One	Loews Anatole 1034
Connecticut Radio Network	Wyndham	National Black Network	Loews Anatole 934
Otis Conner Cos.	Loews Anatole 453	National Broadcasting Co.	
Convergence Corp.	Adolphus 724	Radio Network	Loews Anatole 1234
R.C. Crisler & Co.	Loews Anatole 2365	Television Network	Fairmont 2500
CSI Electronics	Hyatt Regency 1517	Operations & Technical Services	Hyatt Regency 2766
Custom Audience Consultants	Loews Anatole 1589	Nightingale-Conant Co.	Loews Anatole 8165
Daniels & Associates	Hyatt Regency 1118	Paltex	Loews Anatole 834
Denon America	Fairmont 1700	C.R. Pasquier Associates	Loews Anatole 6189
Dielectric Communications	Sheraton-Dallas 519	Pepper & Corazzini	Loews Anatole 9165
Digital Equipment Corp.	Fairmont 1621	Performance Group	Hyatt Regency 2018
Drake-Chenault	Loews Anatole 1872	Peters Productions	Loews Anatole 2389
DSI Communications	Fairmont 1500	Pierson, Ball & Dowd	Loews Anatole 472
Dunbar & Associates	Loews Anatole 2289	Pioneer Communications	Marriott Mandalay Las Colinas
Durpetti & Associates	Loews Anatole 784	Jeff Pollack Communications	Loews Anatole 1465
		Programming Consultants	Loews Anatole 484
Charles C. Earls & Associates	Wyndham	Ward L. Quaal Co.	Loews Anatole 523
Eastman Radio	Loews Anatole 1472	Radiation Systems	Hyatt Regency 1718
Elcom Bauer	GreenLeaf 1115	Stan Raymond & Associates	Loews Anatole 1489
William A. Exline Inc.	Loews Anatole 710	RCA American Communications	Hyatt Regency 1018
Fairwest	Wyndham	Cecil L. Richards	Loews Anatole 1665
Film House	Loews Anatole 8172	Thomas L. Root, P.C.	Loews Anatole 9182
Firstmark Financial Corp.	Loews Anatole 884	Robert W. Rounsaville & Assoc.	Loews Anatole 7189
Norman Fischer & Associates	Loews Anatole 723		
Fisher, Wayland, Cooper & Leader	Loews Anatole 753	Salmon Systems	Fairmont 1521
Fletcher, Heald & Hildreth	Loews Anatole 553	Satellite Music Network	Loews Anatole 1672
Milton Q. Ford & Assoc.	Loews Anatole 1765	Ron Schiller Associates	Loews Anatole 1882
Frazier, Gross & Kadlec	Loews Anatole 1020	SESAC	Loews Anatole 353
Gammon & Ninowski Media Investments	Loews Anatole 1689	Sheridan Broadcasting Corp.	Loews Anatole 1110
Greenwood Performance Systems	Loews Anatole 1789	Barry Sherman & Associates	Loews Anatole 7182
Group W Satellite Communications	Hyatt Regency 1417	Burt Sherwood	Loews Anatole 1282
Grumman Electronics	Fairmont 1801	SISCOM	Fairmont 1621
GTE Spacenet	Fairmont 1021	Society National Bank	Loews Anatole 384
Hillier, Newmark, Wechsler & Howard	Loews Anatole 1272	Spencer Broadcast	Loews Anatole 8182
Hogan & Hartson	Loews Anatole 910	Stainless Inc.	Adolphus 525
Holt Corp.	Loews Anatole 1123	TA Associates	Loews Anatole 1889
ITS Corp.	Dallas Hilton 1767	TDK Electronics Corp.	Hyatt Regency 2118
JAM Creative Productions	Loews Anatole 423	Telerep	Fairmont 1221
Jamar-Rice Co.	Loews Anatole 2289	Television Technology	Hilton 2038
Joint Communications	Loews Anatole 2165	Texar	Hilton 2028
Kadison, Pfaelzer, Woodard, Quinn & Rossi	Loews Anatole 2089	Thoben-Van Huss & Associates	Loews Anatole 623
KalaMusic	Loews Anatole 2282	TM Communications	Loews Anatole 2072
Kalil & Co.	Loews Anatole 1982	Townsend Associates	Hyatt Regency 2622
Lester Kamin & Co.	Fairmont 1401	Transmission Structures Ltd.	Hilton 2051
Kaye, Scholer, Fierman, Hays & Handler		Transtar Radio Network	Loews Anatole 2172
	Adolphus 1220, Fairmont 1421	Twentier Systems	Hyatt Regency 1117
Kline Iron & Steel Co.	Hyatt Regency 918	Unidyne Direct Mail	Loews Anatole 2272
H.B. LaRue	Loews Anatole 1289	United Stations Radio Networks	Loews Anatole 2372
LeBlanc & Dick Communications	Dallas Hilton 1768	Wall Street Journal Report	Loews Anatole 1865
Leibowitz & Spencer	Loews Anatole 323	Jim West Co.	Loews Anatole 1772
Leitch Video of America	Adolphus 733	Western Union	Fairmont 1121
		Ronald Wooding & Assoc.	Wyndham

# Localism is watchword at 1987 NAB in Dallas

**Four-day show expects 40,000 attendees; fairness and music licensing on legislative agenda; public service campaigns against drug abuse and for Constitution will also be featured**

"There's something for everyone," that's what officials of the National Association of Broadcasters have to say about the association's 65th annual convention in Dallas. Some 40,000 broadcasters are expected to turn out for the four-day show opening Saturday (March 28-31) which promises to be an industry extravaganza. Not only will the usual attention be paid to industry issues, but broadcasters themselves will be in the spotlight as the convention theme emphasizes "Broadcasters Serving Local America."

A last minute addition to the convention agenda is the appearance by Laurence Tisch, CBS chief executive officer, at Tuesday's television luncheon. He's slated to address the group briefly.

The convention theme, said NAB President Eddie Fritts, ties in with the association's public service campaign against drug and alcohol abuse. It also fits in with NAB's plans for helping the country celebrate the bicentennial of the Constitution, Fritts said. Former Chief Justice Warren Burger, who now heads the Commission on the Bicentennial of the Constitution, will appear in a videotaped message during the opening session of the convention, Saturday, March 28. President Reagan will also address the broadcasters via videotape.

NAB is highlighting its public service activities with a panel Sunday morning, March 29, on "Drug Abuse in America" moderated by Sally Jessy Raphael and featuring Gene Anderson, U.S. attorney, western district, Seattle; Joseph P. Riley Jr., president of the U.S. Conference of Mayors and mayor of Charleston, S.C.; Thomas L. Goodgame of Westinghouse Broadcasting and entertainer Larry Gatlin of the Gatlin Brothers, who has been featured in anti-drug PSA's. Another Sunday session sponsored by NAB and the National Broadcast Association for Community Affairs will focus on why "Community



Service Makes Good Business Sense," and includes Westinghouse's Goodgame (moderator); Senator Larry Pressler (R-S.D.); Joe Shamwell of WACR-AM-FM Columbus, Miss.; Norma Philips of Mothers Against Drunk Driving; NBACA President Donna Gettens of WCVB-TV Boston, and Henry Osborne of WRC-TV Washington.

Still other convention attractions include a presentation by the Television Information Office of the results of the 1987 TIO/Roper Report examining the public's attitudes toward television. NAB's Fritts thinks that session will draw a crowd as will the Television Advertising Bureau's sales panel Monday afternoon and the Radio Advertising Bureau's Tuesday session.

NAB's convention program contains a heavy legislative and regulatory thrust, Fritts said. "We'll have more members of congress than ever before." NAB has invited more than 40 congressmen. Key House and Senate committee members will address various issues, among them the fairness doctrine, television music license reform and advertising. Fritts said the show has attracted a great deal of interest abroad. Over 40 countries will be represented in Dallas and the largest delegation ever from Japan is expected.

FCC Chairman Mark Fowler is scheduled to address the convention Tuesday morning. It's anticipated he'll take the industry to task for exhibiting a willingness to accept a public interest standard in exchange for license renewal reform. The other four FCC commissioners Dennis Patrick [chairman designate], James Quello, Mimi Dawson, and Pa-

tricia Dennis will appear with Al Sikes, head of the National Telecommunications and Information Administration, on Tuesday afternoon. On Monday, broadcasters will hear from FCC Mass Media Bureau Chief Jim McKinney.

Among the featured speakers are: Marshall Loeb, commentator and managing editor of *Fortune* magazine, keynoter at Monday's radio luncheon, and Larry Speakes, former White House deputy press secretary, now with Merrill Lynch & Co., who is speaking at the television luncheon on Tuesday.

In other convention activities, the Broadcast Education Association's three-day meeting convenes Wednesday March 25. On Friday, March 27, the NAB/American Bar Association Communications Law Forum is being held. A seminar on low-power television sponsored by the Community Broadcasters Association is scheduled Sunday, March 29, from 2 to 8 p.m. The Association of Maximum Service Telecasters is meeting Saturday, March 28, at 11 a.m., and the Society of Broadcast Engineers holds its annual membership meeting at 5 p.m. Saturday.

Slated Monday, March 30, is a syndicators luncheon at 11:45 a.m. Ham radio operators are holding a reception at 5:30 Monday. On Tuesday, March 31, the Broadcast Pioneers breakfast is slated at 7:35 a.m. The exhibition hall opens Saturday, March 28 and the convention's 41st annual engineering conference convenes March 27.

The agenda for the BEA appears below, the NAB agenda begins on page 117. □

## Broadcast Education Association conference agenda

All events at the Loews Anatole hotel unless otherwise noted.

### Thursday, March 26

**Introductory sessions.** 8:30-9:15 a.m. Madrid room. *Introduction to the Broadcast Program Festival and Student Production Showplace.* Moderator: Warren Pease, University of Arizona.

**Two concurrent sessions.** 9:30-10:45 a.m. Morocco room. *Paper Presentation I.* Moderator: Susan Tyler Eastman, Indiana University.

*The Liberal Arts—Professional Education Controversy in Broadcast Education Curriculum Development.* Miro room. Moderator: Byron Renz, University of Northern Iowa. Panelists: Gerald Sanders, Miami University

of Ohio; Robert Finney, California State University; John Doolittle, American University.

**Two concurrent sessions.** 11 a.m.-12:15 p.m. Morocco room. *Paper Presentation II.* Moderator: Barry Sapolsky, Florida State University.

*Funding Strategies for Broadcast Education.* Miro room. Moderator: Tom Burrows, California State University. Panelists: Robert Smith, Temple University; Ray Wilke, Villanova University.

**Two concurrent teaching seminars.** 1:30-2:30 p.m. *Teaching the Sales Course.* Obelisk A. Moderator: Donald Davis, University of Georgia. Panelists: Donald Singleton, University of Arkansas; Charles Warner, Menlo College; Jerry Bobo, KVIL-FM Dallas.

*Teaching the Policy Course.* Obelisk B. Moderator: Marvin Bensman, Memphis State University. Panelists: John Bittner, University of North Caro-

lina; Don LeDuc, University of Wisconsin-Milwaukee; Eleanore Applewhite, CBS.

**Two concurrent teaching seminars.** 2:30-3:30 p.m. Obelisk A. *Broadcast Journalism*. Moderator: Jeff McCall, DePauw University. Panelists: Ed Bliss, American University; Ray Carroll, University of Alabama; Dick Mallary, Audience Research and Development.

*Production*. Obelisk B. Moderator: Robert Musberger, University of Houston. Panelists: Ronald Compesi, San Francisco State University; Peter Mollar, Syracuse University; Robert Robinson, WFAA-TV Dallas; Jerry Hodges, Sedco-Forex.

**Two concurrent sessions.** 3:45-5 p.m. *Faculty Evaluation, Promotion and Tenure*. Morocco room. Moderator: Marvin Smith, Eastern Washington University. Panelists: Suzanne Regan, California State University; Peter Bukalski, Southern Illinois University.

*Recruiting the Best Students for Your Program*. Miro room. Moderator: Bill King, Phoenix College. Panelists: Stan Lichtenstein, Chabot College; Lee Scanlon, Humboldt State University; Bob Ramsey, Frank Phillips College; Milan Meeske, University of Central Florida.

**Two concurrent sessions.** 5:15-6:30 p.m. *Accreditation in Broadcast Journalism—Questions and Problems*. Emerald room. Moderator: Larry Ward, California State University. Panelists: Charles Arrendell, University of Texas; John Spain, RTNDA; Chuck Sherman, WDOI-TV Peoria, Ill.

*Broadcasting and Social Responsibility*. Miro room. Moderator: Kenneth Harwood, University of Houston. Panelists: Theodore Glasser, University of Minnesota; John Kittross, Emerson College; Val Limburg, Washington State University; James Loper, ATAS; Bernadette McGuire, NAB.

**BEA reception.** 6:30 p.m. Grand ballrooms D and E.

## Friday, March 27

**Two concurrent sessions.** 9:30-10:45 a.m. *Computer Applications in Broadcasting*. Senators lecture hall. Moderator: Joseph Butler, Syracuse University. Panelists: Ron Dyas, California State University; Ernest Martin, Syracuse University; Harry Mansfield, Kansas State Network.

*Television Station Ownership Changes*. Coral room. Moderator: Mike Wirth, University of Denver. Panelists: William Baker, Group W Television; Herbert Howard, University of Tennessee; Gary Ozanich, Donaldson, Lufkin & Jenrette.

**Two concurrent sessions.** 11 a.m.-12:15 p.m. *Current Issues in Law and Policy*. Senators lecture hall. Moderator: Jerry Haines, Wiley, Rein &

**Magazine contingent.** BROADCASTING'S advertising, editorial and circulation staffs will be headquartered at the Wyndham and Loews Anatole hotels during the NAB convention. Attending will be David Berlyn, Vincent Ditingo, Geoff Foisie, Dave Frankel, Adam Glenn, Harry Jessell, Kwentin Keenan, Kim McAvoy, Mark Miller, Charles Mohr, Larry Taishoff, Skip Tash, Tim Thometz, Don West, David Whitcombe and Leonard Zeidenberg.

Copies of the March 30 issue will be available Saturday afternoon, March 28, at the NAB's magazine bins located inside the main entrance of the exhibit hall.

Fielding. Panelists: Richard Wiley, Wiley, Rein & Fielding; William Baker, Group W; Clark Wadlow, Schnader, Harrison, Segal & Lewes.

*The Role of Consultants in Commercial Radio*. Sapphire room. Moderator: Milan Meeske, University of Central Florida. Panelists: Robert Balon, Robert E. Balon and Associates; Ed Shane, Shane Media Services; Donna Halper, Halper Associates.

**BEA luncheon.** 12:30-2:15 p.m. Grand ballrooms D and E.

**Plenary session.** 2:30-3:45 p.m. *Copyright: A Great (Scrambled) Egg in the Sky*. Sapphire room. Moderator: Jerry Udwin, Westinghouse Broadcasting. Panelists: FCC Commissioner James Quello; Ralph Oman, register of copyrights; James Ewalt, Community Antenna Television Association; John Sturm, CBS; Frederick Finn, Brown & Finn.

**Two concurrent sessions.** 4-5:15 p.m. *Selling in the New Competitive Era*. Senators lecture hall. Moderator: Paul Prince, Kansas State University. Panelists: John Lee, WBBM-TV Chicago; Charles Columbo, Blair Radio; Dave Hoxing, Waterman Broadcasting; Charles Warner, Menlo College.

*The Popularity and Politics of TV Evangelism*. Moderator: Stephen Winzenburg, University of Wisconsin. Panelists: Jeffrey Hadden, University of Virginia; Timothy Robertson, CBN; Anson Shupe, University of Texas.

## Saturday, March 28

**General session.** 9:30-10:45 a.m. *Patterns: A Quarter Century of Professional Broadcasting Criticism*. RM-S-411. Dallas convention center. Moderator: James Brown, University of Alabama. Panelists: Lawrence Laurent, Association of Independent Television Stations; Les Brown, *Channels Magazine*; Gale Adkins, Indiana State University.

**Joint session.** 11 a.m.-12:15 p.m. *Broadcasters and Academics—The Research Connection*. Moderator: Richard Ducey, NAB.

# A day-by-day rundown of the NAB agenda

All events at the convention center unless otherwise noted. Grey boxes indicate joint sessions.

## Friday, March 27

### RADIO ENGINEERING SESSIONS

**AM technical improvement.** 11 a.m.-4 p.m. East Ballroom D. Chair: Charles T. Morgan, Susquehanna Broadcasting Co.

*Opening Presentation and Remarks by FCC Mass Media Bureau chief James C. McKinney.* 11 a.m.

*Modulation, Overmodulation and Occupied Bandwidth.* 11:15 a.m. Speaker: Harrison Klein, Hammett & Edison Consulting Engineers.

*Broadbanding AM Antennas for Higher Fidelity and Stereo.* 11:45 a.m. Speaker: Alan W. Parnau, Capital Cities/ABC.

*An Economical Directional System in AM Stations.* 12:10 p.m. Speaker:

Grant W. Bingeman, Continental Electronics.

*Digital Modulation for AM Transmitters.* 12:35 p.m. Speaker: H.I. Swanson, Harris Corp.

*Amplitude Modulation Theory and Measurements—New and Old Paradoxes.* 1:30 p.m. Speaker: Leonard R. Kahn, Kahn Communications.

*Sharing AM Transmitter Sites by Duplexing Antenna Systems.* 1:55 p.m. Speaker: Benjamin F. Dawson III, Hatfield & Dawson Consulting Engineers.

*Alternative AM Antenna Site Uses and Configurations.* 2:20 p.m. Speaker: Ronald D. Rackley, duTriel-Rackley Consulting Engineers.

*The NRSC Voluntary National Standard for AM Pre-emphasis.* 2:45 p.m. Speaker: John Marino, NewCity Communications; William Gilbert, Delco Electronics.

*Implementing the NRSC Pre-emphasis and 10 khz Cutoff Standard.* 3:10 p.m. Moderator: Michael C. Rau, NAB. Panelists: Robert Orban, Orban Associates; Stanley Salek, Circuit Research Labs; Glen Clark, Texas Inc.; William Gilbert, Delco Electronics; Alan Boyer, Sony Corp.; Almon H.

Clegg, Denon America.

## TELEVISION ENGINEERING SESSIONS

**TV cameras and recorder.** 11 a.m.-2:10 p.m. East Ballroom B. Chair: Max Berry, Capital Cities/ABC Television Inc.

*Adapting the M-II Tape Format for Station Automation Systems.* 11:15 a.m. Speaker: Dr. Peter Smith and Eric Pohl, NBC Television.

*Solving Type-C VTR Interchange Problems.* 11:40 a.m. Speaker: Larry S. Jefferson, PBS.

*Video Recording with High Picture Quality Using Magneto-Optical Disk.* 12:05 p.m. Speaker: Shozo Nakagawa, Asaca/Shibasoku Corp.

*Solid State Image Sensors for Broadcast Cameras.* 12:30 p.m. Speaker: M.J.H. van de Steeg, Philips Research Labs/Amperex Electronic Corp.

*User Developed Field Camera Uses Advanced CCD Image Sensor Technology.* 12:55 p.m. Speaker: Henk Griffioen, BTS Broadcast Television Systems.

*Integrating Modern Video Cart Machines into Station Automation Systems.* 1:20 p.m. Speaker: David Lewis, Odetics Inc.

*CBS Hard News Center Relies on New Video Cart Systems.* 1:45 p.m. Speaker: Rupert L. Stow, CBS Engineering & Operations.

**Trends in TV audio.** 2:30-5:05 p.m. East Ballroom D. Chair: Larry Ocker, WTTW(TV) Chicago.

*Trends in Television Audio—Now and in the Future.* 2:45 p.m. Speaker: Randy Hoffner, NBC Television.

*Transmission of Television Stereo Program Audio on Terrestrial and Satellite Links.* 3:10 p.m. Speaker: Ned L. Mountain, Wegener Communications.

*Surround-Sound Enhances Use of TV Multichannel Sound Channels.* 3:25 p.m. Speaker: Robert Schulein, Shure Brothers Inc.

*A State of the Art Stereo Audio Production Facility for Television.* 3:50 p.m. Speaker: Robert B. Kisor, CBS Television.

*Digital Sound & Data for Broadcast Television—A Compatible System.* 4:15 p.m. Speaker: Craig Todd, Dolby Laboratories.

*Stereo and Multichannel Audio Recording for Television Committee of the SMPTE—A Status Report.* 4:40 p.m. Speaker: Charlie Jablonski, NBC Television Network.

MacDonald Sr., The MacDonald Broadcasting Co. Presenters: Don Neely, McNair Anderson; William P. Livek, Birch Radio; Rhody Bosley, Arbitron Ratings.

**Eleven concurrent sessions.** Noon-2 p.m. Rooms W101 and 103. *Program Consultants.* Participants: E. Alvin Davis, E. Alvin Davis & Associates; Kent Burkhardt, Burkhardt/Abrams/Elliott & Douglas; Rick Sklar, Rick Sklar & Associates.

*Subcarrier Opportunities.* Participants: Marcia L. De Sonne, NAB; Paul Hedberg, Hedberg Broadcasting Group; Harry Pappas, Ethnic Radio Network; Bob Peters, SCA Data Systems.

*Instant Rating Book Analysis.* Participants: Miriam Lopez, WPIX-FM New York; Alan Tobkes, Arbitron Ratings; Craig Harper, Birch Radio.

*Doing Your Own Research.* Participants: Dr. Joey Reagan, Washington State University; Edward Cohen, Michigan State University.

*Ask the Lawyer.* Participants: Jeff Baumann, Robert E. Branson and Anita R. Estell, NAB.

*Ask the FCC.* Participants: Dale Brown, David Donovan, William Haslinger and Bradley Holmes, FCC.

*Management Consultants.* Participant: Jim Hooker, Jim Hooker & Co.

*Ask NAB Services.* Participants: Peggy Lambert and Michelle Cash, NAB.

*Sales Consultants.* Participants: Norm Goldsmith, Radio Marketing Concepts; Jim Tazarek, Greenwood Performance Systems; Jay Mitchell, Jay Mitchell & Associates.

*Engineering for Managers.*

*Minority Employment Opportunities.* Participants: Claryce Handy, NAB; Tracey Lewis, Inter-Urban Broadcasting; Donald Lockett, National Public Radio; William Saunders, WPAL(AM) Charleston, S.C.; Cliff Webb, NBC Radio News; Waynette Dunn McClain, KWTD(FM) Lonoke, Ark.

**NAB convention opening celebration.** 2:30 p.m. Arena. Remarks: Joint Board Chairman Ted L. Snider, KARN(AM)-KRYK(FM) Little Rock, Ark. State of the Industry Address: Edward O. Fritts, NAB president & CEO. Presentation of the Distinguished Service Award to Martin Umansky, former president and general manager of KAKE-TV Wichita, Kan. Entertainment: singers Ray Stevens and Lee Greenwood.

## Saturday, March 28

### RADIO SESSIONS

**General session.** 9-10 a.m. *Spanish Radio Programming.* Room W105. Moderator: George Hyde, WQBA-AM-FM Miami. Panelists: Manuel Davila Jr., KCCT(AM) Corpus Christi, Tex.; Elena Hanson Maldonado, KOVO(FM) Calexico, Calif.; Albert Rodriguez, KAZA(AM) San Jose, Calif.; Nathan Safir, KCOR(AM) San Antonio, Tex.

**General session.** 10:05-11:05 a.m. *Spanish Radio Sales.* Room W105. Moderator: Eduardo Cabellero, Cabellero Spanish Media. Panelists: Ramsey Elliott, KRCX(AM) Roseville, Calif.; Mark Rodriguez Jr., KSSA(AM) Fort Worth; Kenneth Wolt, KTNQ(AM)-KLVE(FM) Los Angeles.

**Radio production workshop.** 11 a.m.-2 p.m. Room W107. Presenter: Tyree Ford, production consultant.

**Two concurrent sessions.** 11 a.m.-12:15 p.m. *Radio Acquisition: How to Determine the Value of a Radio Station.* Rooms W108 and 115. Moderator: Tom Gammon, Americom Radio Brokers. Panelists: Tom Joyner, Joyner Broadcasting; Kathy Marien, Bank of New England; Marty Greenberg, Duffy Broadcasting; Jeffrey Smulyan, Emmis Broadcasting Corp.

*Daytimers' Forum.* Room W106. Moderator: David Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio. Panelists: Larry Eads, FCC; Barry Umansky, NAB; Wayne Eddy, KYMN(AM) Northfield, Minn.; John Quinn, WJDM(AM) Elizabeth, N.J.

**General session.** 12:30-2:15 p.m. *Radio Audience Measurement Task Force Presentations.* Rooms W102, 104 and 110. Moderator: Kenneth H.

### RADIO ENGINEERING SESSIONS

**Radio broadcast engineering.** 9 a.m.-2 p.m. East Ballroom D. Chair: George Capalbo, RKO Radio.

*Using Helicopters to Evaluate Sources of RF-Radiation from AM Stations.* 9:15 a.m. Speaker: Jeffrey M. Bixby, Moffett, Larson & Johnson, C.E.

*Protecting a Broadcast Facility from Transient Power Line Disturbances.* 9:40 a.m. Speaker: Jerry Whitaker, *Broadcast Engineering Magazine.*

*Broadcast AM Synchronous Transmission.* 10:05 p.m. Speaker: Robert R. Weirather, Harris Corp.

*Solution to the Network and Antenna Problem Using Microcomputers.* 10:30 a.m. Thomas G. Osenkowsky, radio engineering consultant.

*Highway Information Radio Systems—What They Do, How They Work.* 10:55 a.m. Speaker: Richard H. Crompton, LPB Inc.

*Report on the Formation of the NAB FM Transmission Subcommittee.* 11:20 a.m. John Marino, NewCity Communications.

*Matching FM Antenna Patterns to the Desired Coverage.* 11:45 a.m. Speakers: George M. Harris and Robert A. Surette, Shively Labs.

*Understanding the Fundamentals and Operating Characteristics of FM Broadcasting Antennas.* 12:10 p.m. Speaker: Marvin B. Crouch, Tenna-plex Systems Ltd.

*An Update on the Development Status of the FMX Improved FM Transmission System.* 12:35 p.m. Speaker: Emil Torick, CBS Technology Center.

*Selection of Optimum FM-SCA Frequencies for Minimum Reception Degradation.* 1 p.m. Speaker: James H. Paffenbarger, University of Michigan.

*Propagation of FM Broadcast Signals Over Water.* 1:25 p.m. Speaker:

Lloyd Berg, WDAE-FM Tampa, Fla.

### TELEVISION ENGINEERING SESSIONS

**Television graphics.** 9-12:10 a.m. East Ballroom B. Chair: David Sillman, PBS.

*A State of the Art Graphics Animation Facility.* 9:15 a.m. Speaker: Mark A. Harris, CBS Engineering and Operations.

*Sorting Out TV Graphics Systems for Broadcasters.* 9:40 a.m. Speaker: Steve Davis, WPRI-TV Providence, R.I.

*Data Driven Display Systems for Use in Sports Applications.* 10:05 a.m. Speaker: Andrew Siegel and Adam Wechsler, NBC Television Network.

*Developments in Weather Graphics, Data Bases and Delivery Systems.* 10:30 a.m. Speaker: Joel Myers, Accu-Weather.

*Computer Control Provides Rapid and Accurate Graphics Displays for Elections and Sports Coverage at the ABC-TV Network.* 10:55 a.m. Speaker: Meric I. Adriansen, Capital Cities/ABC Inc.

*Digital Graphics Supports Local Station Broadcast Applications.* 11:20 a.m. Speaker: Judy Rosenfeld, KRON-TV San Francisco.

*Designing and Managing Still-Store Image Inventories for Broadcast Graphics Systems.* 11:45 a.m. Speaker: H. Michael Frase, Imageering Laser Disk Systems, Inc.

## Sunday, March 29

**Two concurrent joint sessions.** 9-10:15 a.m. *Drug Abuse in America.* Theater. Moderator: Sally Jessy Raphael, NBC Talknet, Multimedia Entertainment. Panelists: Gene Anderson, U.S. Attorney, western district, Seattle; Joseph P. Riley Jr., mayor of Charleston, S.C., and president, U.S. Conference of Mayors; Thomas Goodgame, Westinghouse Broadcasting; Larry Gatlin, The Gatlin Brothers.

*FCC-Congressional Staff Breakfast.* Room W116 and 117. Moderator: Belva B. Brissett, NAB.

### RADIO SESSIONS

**MegaRadio session.** 10:45 a.m.-noon. Rooms W108, 109 and 115. With consultant Jim Hooker.

**Joint general session.** 12:15-1:30 p.m. *Political Broadcasting and the Fairness Doctrine.* Room S411. Moderator: John B. Summers, NAB. Panelists: Senators Charles Grassley (R-Iowa), Ernest Hollings (D-S.C.), Richard Shelby (D-Ala.), and Representatives Henry Hyde (R-Ill.), Bruce Morrison (D-Conn.), Patricia Schroeder (D-Colo.) and Larry Smith (D-Fla.).

*Community Service Makes Good Business Sense.* Room W116. Moderator: Thomas L. Goodgame, Westinghouse Broadcasting Co. Panelists: Senator Larry Pressler (R-S.D.); Joe Shamwell, WCR-AM-FM Columbus, Miss.; Norma Phillips, Mothers Against Drunk Driving; Donna Latson-Gittens, president, NBACA, and WQVA-TV Boston; Henry Osborne, WRC-TV Washington.

### RADIO SESSIONS

**Three concurrent sessions.** 12:15-1:30 p.m. *Selling with the Amazing New Retail Research.* Room W107. TBA.

*Winning in AM Radio.* Rooms W101 and 103. Moderator: Art Suberbielle, KANE(AM) New Iberia, La. Panelists: Marc Ericson, WORC(AM) Worcester, Mass.; Dick Schlipp, WEEU(AM) Reading, Pa.; Ed Shane, Shane Media Services; Charlie Jones, WVOC(AM)-WCEZ Columbia, S.C.

*New Stations, New Opportunities, New Competition.* Room W102. Moderator: Barry Umansky, NAB. Panelists: Larry Eads, FCC; Anita L. Wallgren, National Telecommunications and Information Administration; Wallace E. Johnson, Moffet, Larson & Johnson, P.C.; Howard M. Weiss, Mullin, Rhyne, Emmons & Topel.

**Joint session.** 1:45-3 p.m. *Advertising—A Legal Product and a Truthful Message.* Room W117. Moderator: TBA. Panelists: Senator J. James Exon (D-Neb.), and Representatives Tom Bliley (R-Va.), Norman Lent (R-N.Y.), Harold Rogers (R-Ky.) and Mike Synar (D-Okla.).

### RADIO SESSIONS

**Four concurrent sessions.** 1:45-3 p.m. *MegaRadio.* Room W109. Repeat of morning session.

*Developing An Effective Business Plan.* Rooms W105 and 106. Moderator: Sandi Freschi, Frazier, Gross & Kadlec. Panelists: Craig Seymour, RKG Associates; Tom Buono, Broadcast Investment Analysts.

*Operating in the Shadows of a Major Market.* Room W107. Moderator: Rick Sklar, Rick Sklar & Associates. Panelists: Robert Fox, KVEN(AM)-KHAY(FM) Ventura, Calif.; Howard Schrott, Caravan Broadcast Group; Rusty Shaffer, KBOL(AM) Boulder, Colo.

*Advertising's the Name of the Game.* Rooms W104 and 110. Moderator: Valerie Schulte, NAB. Panelists: Edward P. Henneberry, Howrey & Simon; John C. Quale, Wiley, Rein & Fielding; Wally Snyder, American Advertising Federation; Daniel F. Van Horn, Arent, Fox, Kintner, Plotkin & Kahn.

**Four concurrent sessions.** 3:15-4:30 p.m. *Gazing into the Crystal Ball: The Radio Station Manager's Technological Guide to the Future.* Room W116. Presenter: John Abel, NAB.

*50 or More Ways to Save Your Station Money.* Rooms W101 and 103. Panelists: Bud Walters, The Cromwell Group; Jack Zwaska, Music Licensing Report.

*Putting News Back into Radio.* Room W102. Moderator: Bob Priddy, Missouri. Panelists: Jim Farley, NBC Radio; David Shepard, KWIX(AM)-KRES(FM) Moberly, Mo.; Jack Swanson, KGO(AM) San Francisco.

*Helping Your Reps Make Money for You.* Room W107. Moderator: Jerome Feniger, Station Representatives Association. Panelists: TBA.

### TELEVISION SESSIONS

**Four concurrent sessions.** 10:30-11:45 a.m. *The World Television Market... Which Programs "Travel" Best?* Room S411. Moderator: William Baker, Westinghouse Broadcasting. Panelists: Bert Cohen, Worldvision Enterprises; Colin Davis, MCATV International; Roy Gibbs, Lionheart Television International.

*America's Watching: The 1987 TIO/Roper Report: Public Attitudes Toward Television.* Room S412. Moderator: Robert E. Mulholland, Television Information Office. Panelists: Burns Roper, The Roper Organization; Monica Collins, USA Today; Bob Morse, WHAS-TV Louisville, Ky.

*Can You Live with One Rating Service?* Room S413. Moderator: Phillip J. Keller, KOTV(TV) Tulsa, Okla. Panelists: Laverne Cole, Petry Television; Kathy McCauley, J. Walter Thompson; Terry Pittman, KCBS-TV Los Angeles; John Riedl, KABC-TV Los Angeles; Paul Wise, KTVY(TV) Oklahoma City.

*Developing and Keeping Good Employees.* Room S414. Presenters: Gary A. Kasey and C. Peter Giuliano, Executive Communications Group.

**Two concurrent sessions.** 12:15-1:30 p.m. *What's a TV Station Worth Today?* Room S413. Moderator: Peter Desnoes, Burnham Broadcasting. Panelists: Martin Pompadur, Television Station Partners/ML Media Partners; Paul Hughes, Viacom Entertainment Group; Erwin Krasnow, Verner, Liipfert, Bernhard, McPherson & Hand; Milton Maltz, Malrite Communications Group; Frederic Seegal, Shearson Lehman Brothers.

*Broadcast Marketing Gets a Promotion.* Room S414. Moderator: Robert Klein, Klein &. Panelists: Charles Sherman, WHOI-TV Peoria, Ill.; Jim Lynagh, Multimedia Broadcasting Co.; Hank Price, WUSA-TV Washington.

### RADIO ENGINEERING SESSIONS

**Radio station maintenance.** 9:30-11:30 a.m. Chair: James H. Hoke, Edens Broadcasting Inc.

*Maintaining Compliance with FCC Technical Rules.* 9:45 a.m. Speaker:

Richard M. Smith, FCC.

**Keeping Those AM/FM Towers and Antennas in Good Repair and Operating Properly.** 10:10 a.m. Speaker: Douglas Gratzler, SG Communications West.

**Radio Station Maintenance.** 10:35 a.m. Panelists: Richard M. Smith, FCC; Douglas Gratzler, SC Communications; David Chenowith, Continental Electronics; Michael J. Bove, ITC/3M; Robert Bousman, Delta Electronics; Peter J. Kovaleski, Northeast Towers Radio Resources; Robert H. Millice, Sound Technology; William Ryan, KVIL(AM)-KVIX(FM) Dallas.

**Joint engineering luncheon.** 12:30-2:15 p.m. Arena. Call to Order: Harry Owen, chairman, engineering conference committee, and WUSA-TV Washington. Presentation of the Engineering Achievement Award to Renville McMann, formerly of CBS Technology Center. Speaker: Representative Donald Ritter (R-Pa.)

**Joint session.** 2:30-6 p.m. East Ballroom D. **Studio Construction and Acoustics.** Chair: T. Arthur Bone, Knight-Ridder Broadcasting. **Pre-Fabricated Studios for Radio Stations: How and When to Use Them Effectively.** 2:45 p.m. Speaker: J. Andrew Butler, WHN(AM)-WQHT(FM) New York.

**Designing New York's Largest AM/FM Studio Facility.** 3:10 p.m. Speaker: Alfred W. D'Alessio, Northeastern Communications Concepts

**The New PBS Television Technical Facilities.** 3:35 p.m. Speaker: Alfred A. Norcott, PBS.

**Facility and Equipment Purchase Decision Making Process.** 4 p.m. Speaker: Marvin C. Born, KRIS-TV Corpus Christi, Tex.

**Acoustical Design of Broadcast Facilities.** 4:25 p.m. Speaker: Peter D'Antonio, RPG Diffuser Systems.

**Studio Design and Construction.** 4:50 p.m. Panelists: J. Andrew Butler, WHN(AM)-WQHT(FM) New York; Alfred W. D'Alessio, Northeastern Communications Concepts; Peter D'Antonio, RPG Diffuser Systems; Frank W. Rees Jr., Rees Associates; Thomas E. Bohannon, WDBO(AM)-WWKA-FM Orlando, Fla.; Dennis R. Lowe, KMVT-TV Twin Falls, Idaho.

**Four concurrent joint sessions.** 7 p.m. Brisbane room. Hyatt Regency hotel. **RF Radiation Regulation Compliance.** Moderator: Jules Cohen, Jules Cohen & Associates, P.C. Panelists: Thomas J. Vaughan, Micro Communications Inc.; Robert Cleveland, FCC; Ken Keane, Wilner & Scheiner; Robert Culver, Lohnes & Culver.

**Contract Engineers.** Latimer room A. Moderator: James Loupas, James Loupas & Associates. Panelists: Mark W. Persons, M.W. Persons Associates.

**AM Antenna Systems.** Latimer room B. Moderator: Richard Biby, Communications Services Inc. Panelists: Karl D. Lahm, A.D. Ring & Associates; Robert duTreil, duTreil-Rackley, C.E..

**Advanced Television Systems: A Tutorial.** Duncan Room. Moderator: Robert Hopkins, United States Advanced Television Systems Committee.

### TELEVISION ENGINEERING SESSIONS

**HDTV production I.** 9 a.m.-12:20 p.m. East Ballroom B. Chair: Karl Renwanz, WNEV-TV Boston.

**The First Terrestrial HDTV Transmission Demonstration.** 9:15 a.m. Speaker: E.B. Crutchfield, NAB; Greg DePriest, MST.

**Status Report of the SMPTE HDTV Committee.** 9:40 a.m. Speaker: Keith Field, Canadian Broadcasting Corp.

**The NHK Plan for HDTV Broadcasting in Japan.** 10:05 a.m. Speaker: Dr. Masao Sugimoto, NHK.

**HDTV Camera Development.** 10:30 a.m. Speaker: Lawrence Thorpe, Sony Broadcast Products.

**CBC HDTV Production Project Rainbow.** 10:55 a.m. Speaker: Keith Field, CBC.

**HDTV Film to Tape.** 11:20 a.m. Speaker: Jack Brittan, Rank-Cintel.

**Television system maintenance.** 9:30 a.m.-noon. East Ballroom C. Chair: Ray McMillan, Harte-Hanks Communications.

**Preparing TCR-100 Video Cart Machines for Long Term Reliability.** 9:45 a.m. Speaker: Bill Myer, Myer Broadcast Service.

**Using Custom VITS for Automatic Transmission System Video Performance Analysis.** 10:10 a.m. Speaker: William R. Ramsay, Nebraska Educational Telecommunications Commission.

**Television System Maintenance.** 10:35 a.m. Panelists: Bill Myer, Myer Broadcast Service; William R. Ramsay, Nebraska Educational Telecommunications Commission; Clyde Smith, WTLV(TV) Jacksonville, Fla.; Larry Jefferson, PBS; Mike Sherrill, WCJB-TV Gainesville, Fla.; Ken Barker, Townsend Associates.

**Production II.** 2:30-5:10 p.m. East Ballroom B. Chair: Steven Bonica, NBC Television Network.

**HDTV Recording Systems.** 2:45 p.m. Speaker: Lawrence Thorpe, Sony Broadcast Products.

**Special Effects for HDTV.** 3:10 p.m. Speaker: Paul Vlahos, Ultimatte.

**HDTV Production Experiences in New York.** 3:35 p.m. Speaker: Barry Rebo, Barry Rebo Associates.

**The HDTV Paint Box.** 4 p.m. Speaker: Richard Taylor, Quantel Ltd.

**Current Television Systems Standards Converter for HDTV.** 4:25 p.m. Speaker: Dr. Masao Sugimoto, NHK.

**The Captain Video HDTV Production Center.** 4:50 p.m. Speaker: David Nils, Studio Captain Video.

**Satellite systems.** 2:30-6:30 p.m. East Ballroom C. Chair: Tony Uytendaele, Capital Cities/ABC Television Inc.

**Fixed Earth Station Design and Operation for Broadcast Video.** 2:45 p.m. Speaker: Alton C. Stalker, Group W Satellite Communications.

**Computer Techniques Help Solve Satellite Earth Station Site Design Problems.** 3:10 p.m. Speaker: Michael V. Chiarulli, Capital Cities/ABC.

**Technical Trade-offs in Designing Systems for Gathering News via Satellite.** 3:35 p.m. Speaker: Raymond A. Conover, Conus Communications.

**Evaluating Mobile Ku Band Satellite Antennas for FCC Compliance.** 4 p.m. Speaker: Dr. Thomas E. Charlton and K.E. Linehan, Andrew Corp..

**Technical Implementation of the NBC Skycom Satellite System.** 4:25 p.m. Speaker: Robert J. Butler, NBC Television Network.

**Voice Transmission Considerations for Satellite News Gathering Operations.** 4:50 p.m. Speaker: Kurt van Arsdall, GTE Spacenet.

**CBS Mini-RADET Operational Experience.** 5:15 p.m. Speaker: Stavros Hilaris, CBS Engineering and Operations.

**Satellite Operations.** 5:40 p.m. Moderator: Jay Ramasastry, CBS Television Network. Panelists: Sid Skjei, GTE Spacenet; Walter H. Braun, RCA Americom; Jim Cook, Scientific-Atlanta; Ken Miller, Satellite Transmission Systems; Satchandi Verma, Western Union.

## Monday, March 30

### RADIO SESSIONS

**Three concurrent sessions.** 9-10:15 a.m. **Ready, Aim, Fire!** Rooms W101 and 103. With Thomas Winninger.

**Do's and Don'ts of Radio License Renewal.** Moderator: Jeff Baumann, NAB. Panelists: Roy Stewart, FCC; Peter D. O'Connell, Pierson, Ball & Dowd; Roy R. Russo, Cohn & Marks; Richard R. Zaragoza, Fisher, Wayland, Cooper & Leader.

**Tax Reform: Effects on Broadcasting.** Room W107. Moderator: Mark Fratrik, NAB. Panelists: Christopher W. Baldwin, Gannett Co.; Dick Blackburn, Blackburn & Co.; Kenneth Hurt, Deloitte, Haskins & Sells.

**Two concurrent sessions.** 10:30-11:45 a.m. **Winning Big Orders with Research.** Rooms W105 and 106. Presenter: Robert Galen, RAB.

**Ready, Aim, Fire!** Room W101 and 103. Repeat of morning session.



**Two joint sessions.** 10:30-11:45 a.m. *Personnel Planning for the '80s and Beyond.* Room W107. Moderator: Dwight Ellis, NAB. Panelists: Ernie Schultz, RTNDA; Eleanor Brown, Gannett Corp.; Tim Hughes, Cox Broadcasting; Larry Wendinger, Westinghouse Broadcasting Co.

*Jim McKinney and You.* Rooms W102, 104 and 110. Introduction by: Bev E. Brown, KGAS(AM) Carthage, Tex. Featuring: FCC Mass Media Bureau chief James C. McKinney.

## RADIO SESSIONS

**Luncheon.** 11:45 a.m.-1:45 p.m. Radio syndicator's lunch. West hall and arena. Introduction: David Parnigoni, NAB. Luncheon toastmaster: Jerry Lyman, vice chairman radio board, and RKO Radio. Radio Hall of Fame Induction: MC Bev Brown, KGAS(AM) Carthage, Tex. Inductees: Gordon McLendon, Robert Todd Storz and Robert Trout. Kenote address: Marshall Loeb, commentator and managing editor, *Fortune* magazine. Radio creative spots by Ann Winn and Garrett Brown.

**Five concurrent sessions.** 2:45-3:45 p.m. *Program Syndication v. Network Affiliation: Does It Really Make a Difference?* Room W117. Moderator: Anita R. Estell, NAB. Panelists: Fred D. Cooke Jr., Dow, Lohnes & Albertson; Gregg P. Skall, Baker & Hostetter; Steve Sandman, Drake Chenault; Eric R. Weiss, Westwood One/Mutual Broadcasting Network.

*Mastering Music Licensing Agreements—It's Not as Hard as Your Tax Form.* Room W105. Moderator: Catherine Howe Grant, NAB. Panelists: Voncile R. Pearce, Radio South Inc.; James M. Strawn, DKM Broadcasting Corp.; Bud Walters, The Cromwell Group.

*Before You Sign on the Dotted Line...* Room W116. Moderator: Robert E. Branson, NAB. Panelists: George R. Borsari, Borsari & Paxson; Alan C. Campbell, Dow, Lohnes & Albertson; Matthew L. Leibowitz, Leibowitz & Spencer; James M. Weitzman, Kaye, Scholer, Fierman, Hays & Handler.

*Sex, Lies and Slanted News.* 2:45-3:45 p.m. Room W106. Moderator: Steve Bookshester, NAB. Panelists: Diane S. Killory, FCC; Steven A. Lerman, Leventhal, Senter & Lerman; Robert D. Nelson, Andrews Davis Legg Bixler Milsten & Murrah; David M. Olive, Donrey Media Group.

*Winning at the Contest and Promotion Game.* Room W107. Moderator: Barry D. Umansky, NAB. Panelists: Charles W. Kelley, FCC; Elizabeth H. Hayes, Akin, Gump, Strauss, Hauer & Feld; Harold K. McCombs Jr., Mar- met & McCombs; Lee W. Shubert, Haley, Bader & Potts.

**Joint EBS briefing.** 3-4 p.m. *Emergency Broadcast System Briefing.* Room W102. Richard Archut, WKDN-FM Camden, N.J.; Morris Blum, WANN(AM) Annapolis, Md.; Bob Foss, Florida Association of Broadcasters; Larry Gordon, KWIL(AM) Albany, Ore.

## TELEVISION SESSIONS

**Four concurrent sessions.** 9-10:15 a.m. *TV Music Licensing Reform.* Room S411. Moderator: William Duhamel, KOTA-TV Rapid City, S.D. Panelists: Senators Dennis DeConcini (D-Ariz.), Howell Heflin (D-Ala.), Strom Thurmond (R-S.C.) and Representatives Rick Boucher (D-Va.), Mike DeWine (R-Ohio), Romano Mazzoli (D-Ky).

*The New World of Broadcasting—TVB.* Room S414. Moderator: William Moll, Harte-Hanks Communications. Panelists: James Babb, Jefferson-Pilot Communications; Blake Byrne, LIN Broadcasting Corp.; James Coppersmith, WCVB-TV Boston; Robert Lefko, TVB; Jerry Marcus, KRIV-TV Houston; Charles Webb, WVA-TV Bluefield, W. Va.

*Getting Along with Your Local Cable Operator.* Room S412. Moderator: Patricia Smullin, California/Oregon Broadcasting. Panelists: Joe Camicia, Camicia & Camicia; Garrett Girvan, Viacom Cable; Albert Holtz, Meridian Communications Corp.; Julian Shepard, NAB.

*People Meters: A New Look at the Television Audience.* Room S413. Moderator: Charles Sherman, WHOI-TV Peoria, Ill. Panelists: Marvin Mord, Capital Cities/ABC; David Poltrack, CBS Inc.; William Rubens, NBC.

**Four concurrent sessions.** 10:30-11:45 a.m. *High Definition TV: Man-*

*aging the Essential Innovation.* Room S414. Moderator: Wally Jorgenson, Jefferson-Pilot Communications. Panelists: Dan Gold, Knight-Ridder Broadcasting; Jeff Baumann, NAB; Harold Protter, WTVU-TV Milwaukee; Warren P. Happel, Scripps-Howard Broadcasting; Dr. Masao Sugimoto, Japan Broadcasting Corp. (NHK).

*Satellite News Gathering: Status and Impact.* Room S413. Moderator: Marcia L. De Sonne, NAB. Panelists: Robert N. Wold, Wold Communications; Robert N. Warfield, WDIV-TV Detroit; Patrick Shea, KUTV-TV Salt Lake City; Mark Brender, ABC News; Ken Middleton, WTSP-TV St. Petersburg, Fla.; Arthur Hill, Washington International Teleport.

*Programming: What's Hot, What's Not.* Room S411. Moderator: John von Soosten, Katz Communication s. Panelists: Melvin Smith, Tribune Broadcasting; Alan Frank, WDIV-TV Detroit; Michael King, King World; Tim McDonald, TVX Corp.

*What's the Future for Broadcast Unions?* Room S412. Moderator: Bill Bolster, KSDK-TV St. Louis. Panelists: Alfred DiTolla, Int'l. Alliance of Theatrical Stage Employees & Moving Picture Machine Operators; Paul Wagner, International Brotherhood of Electrical Workers Local Union 45; John Hall, American Federation of Television and Radio; Bob Ballow, King & Ballow; Richard Freund, Capital Cities/ABC.

**TVB session.** 2:15-3:30 p.m. Theater. *Case for Market-By-Market Television.* Presenters: Blake Byrne, LIN Broadcasting and chairman, TVB, and Roger Rice, TVB.

**Two concurrent sessions.** 3:45-5 p.m. *Broadcasters Can Negotiate Anything.* Room S414. Moderator: Stuart N. Brotman, advisor/communications. Panelists: Kevin O'Brien, KTVU-TV Oakland, Calif.; George Lilly, KTVQ-TV Billings, Mont.; Benjamin McKeel, Nationwide Communications.

*Television Advertising... Understanding Today's Economic Environment.* Room S411. Moderator: Linda O'Bryon, *Nightly Business Report*, WPBT-TV Miami. Panelists: Robert Coen, McCann Erickson; Peter Goula-zian, Katz Television Group; Alan Goettesman, L.F. Rothschild; Anthony Hoffman, Union Bank of Los Angeles; David Poltrack, CBS Inc.

## RADIO ENGINEERING SESSIONS

**AM-FM allocations.** 9-10:30 a.m. East Ballroom D. Chair: Art Suberbielle, KANE(AM) New Iberia, La.

*How the U.S. Develops Policy Positions on International Telecommunications Issues Affecting U.S. Broadcasters.* 9:15 a.m. Speaker: Richard E. Shrum, U.S. Department of State.

*Status of International AM/FM Broadcast Agreements.* 9:40 a.m. Speaker: William Hassinger, FCC.

*A Proposal for Increasing Power and Antenna Height of Class A FM Stations.* 10:05 a.m. Speaker: John Furr, Clear Channel Communications.

**Radio production.** 10:45 a.m.-12:55 p.m. East Ballroom D. Chair: Paul W. Donahue, KHS-AM-FM Los Angeles.

*Solving Phase Problems in Stereo Audio Broadcast Facilities.* 11 a.m. Speaker: William Laletin, Howe Audio.

*Multitrack Production Enhances On-Air Image and Quality.* 11:25 a.m. Speaker: Robert M. Smith, WRKO(AM) Boston.

*Production Techniques for the "Q-Zoo" Morning Show.* 11:50 a.m. Speaker: Douglas C. Campbell, KKBO-AM-FM Houston.

*Live via Satellite Remotes for the 15th Anniversary Party at Walt Disney World.* 12:15 p.m. Speaker: Ralph Beaver, WRBO-FM Tampa.

**Joint broadcast auxiliary session.** 2:30-6:15 p.m. East Ballroom D. Chair: James Wulliman, WTMJ-TV Milwaukee.

*Further Developments in Aural Studio-Transmitter Links.* 2:45 p.m. Michael D. Callaghan, KHS-AM-FM Los Angeles; Barry Victor, The Victor Group.

*Installing and Operating a 23 ghz Radio STL System.* 3:10 p.m. Speaker: Matthew J. Valteau, WMEX(AM)-WMJX-FM Boston.

*Novel Use of Microwave Alternatives for Radio STL Systems.* 3:35 p.m. Speaker: Ray Klotz, KZLA(AM)-KLAC(FM) Burbank, Calif.

*Frequency Division Multiplex Techniques Increase Aural STL Capacity.* 4 p.m. Speakers: Timothy C. Cutforth, Vir James Consult-

ing Engineers; Jan Chadwell, KOA(AM) Denver.

**ENG Van Safety—A Question of Design and Procedures.** 4:25 p.m. Speaker: Richard Wolf, Wolf Coach Co.

**Developing the FCC Policy on the Broadcast Auxiliary Bands.** 4:50 p.m. Speaker: Thomas B. Stanley, FCC.

**R-TV Frequency Coordination.** 5:15 p.m. Moderator: Jerry Plemmons, Outlet Broadcasting. Panelists: Gerry Dalton, KKDA(AM) Dallas; Richard Rudman, KFWB(AM) Los Angeles; Lyn Heiges, CBS Engineering; Thomas B. Stanley, FCC.

**Joint environmental concerns session.** 3-6 p.m. East Ballroom C. Chair: Warren P. Happel, Scripps-Howard Broadcasting Co.

**Design & Testing of High Power RF Amplifiers To Prevent Lightning Induced Damage.** 3:15 p.m. Speaker: Claud Clinault, Thomson-LGT.

**Measuring and Managing Occupational RF Radiation Exposure on Broadcast Towers.** 3:40 p.m. Speaker: Thomas Vaughan, Micro Communications.

**Identifying and Managing PCB's in Broadcast Facilities.** 4:05 p.m. Jack G. Pfrimmer, General Electric Co.

**Communications Tower Icing in New England.** 4:30 p.m. Speaker: Nathan D. Mulherin, U.S. Army Cold Regions Research & Engineering Laboratory.

**Environmental Concerns.** 4:55 p.m. Panelists: Thomas J. Vaughan, Micro Communications; John G. Pfrimmer, General Electric Co.; Nathan D. Mulherin, U.S. Army Cold Regions Research & Engineering Laboratory; Robert Cleveland, FCC; Ralph H. Justus and Barry D. Umansky, NAB.

#### TELEVISION ENGINEERING SESSIONS

**Advanced television systems.** 9 a.m.-12:25 p.m. East Ballroom B. Chair: Harry Owen, WUSA-TV Washington.

**Report from the Advanced Television Systems Committee.** 9:15 a.m. Speaker: Dr. Robert Hopkins, ATSC.

**HDTV Transmission Subgroup Report.** 9:30 a.m. Speaker: E.B. Crutchfield, NAB.

**Spectrum Allocations Considerations for Implementing a Terrestrial HDTV Broadcasting Service.** 9:55 a.m. Speaker: Richard L. Biby, Communications Engineering Services, P.C.

**New Developments in a Compatible High Definition Television Transmission System.** 10:20 a.m. Speaker: Dr. William R. Glenn, New York Institute of Technology.

**Terrestrial High Definition Television Transmission Project Report.** 10:45 a.m. Speaker: E.B. Crutchfield, NAB; Robert Unetich, ITS Corp.; Thomas Vaughan, Micro Communications.

**Recent Advances in the MUSE HDTV Bandwidth Compressor System.** 11:35 a.m. Speaker: T. Nishizawa, NHK.

**Compatible Modifications to the NTSC System for Improved Picture Quality.** Noon. Speaker: Yves Faroudja, Faroudja Laboratories.

**UHF-TV transmission systems.** 2:30-5:40 p.m. East Ballroom B. Chair: Walter Bundy, WPHL-TV Philadelphia.

**UHF Super Power and the Klystron—Broadcasters' Competitive Advantage.** 2:45 p.m. Speaker: Nathaniel S. Ostroff and Andrew Whiteside, Comark.

**Adapting Wideband External Cavity Klystron Technology to Integral Cavity Equipped Transmitters.** 3:10 p.m. Speaker: Matthew A. Sanderford, Media Central, Inc.

**The UHF Transmitter for the 21st Century.** 3:35 p.m. Speaker: Howard McClure, Townsend Associates.

**Recent Developments in 5-Cavity Klystrons for UHF-TV.** 4 p.m. Speaker: Earl W. McCune, Varian Associates.

**New Circular Waveguide Techniques Lowers Windloading and Cross-Polarized Mode Propagation.** 4:25 p.m. Speaker: Cole N. Plummer, Dielectric Communications.

**Circular Waveguide for UHF-TV—Operational and Field Experience.** 4:50 p.m. Speaker: Geza Dienes, Andrew Corp.

**UHF-TV Klystron Multistage Depressed Collector Program—Third Report.** 5:15 p.m. Speaker: Earl W. McCune, Varian Associates.

## Tuesday, March 31

**Joint session.** 9-10:15 a.m. *Staying Out of the Libel Stew.* Room S411. Moderator: Steve Bookshester, NAB. Panelists: Marty Haag, WFAA-TV Dallas; Chad E. Milton, Media/Professional Insurance; Ron Nessen, Mutual Broadcasting; Bruce W. Sanford. Baker & Hostetter.

#### RADIO SESSIONS

**Three concurrent sessions.** 9-10:15 a.m. *Radio Sales—Where Are You Going... How Are You Going To Get There?* Theater. Presenters: William Stakelin, RAB; Larry Spiegel, Tracey Locke Advertising.

*The People Game—Hiring and Discharging Employees.* Room W106. Moderator: Robert E. Branson, NAB. Panelists: Charles W. Kelley, FCC; Stanley J. Brown, Arent, Fox, Kintner, Plotkin & Kahn; Christopher J. Reynolds, Dempsey & Koplovitz; Kathryn R. Schmeltzer, Fisher, Wayland, Cooper & Leader.

*Music and Program Research.* Room W105. Presenter: James E. Fletcher, Ph.D., University of Georgia.

**Joint address by FCC Chairman Mark Fowler.** 10:30-11 a.m. Theater.

**Joint general session.** 11 a.m.-noon. *Should Stations Accept Contraceptive Advertising?* Moderator: Spencer Kinard, chairman, RTNDA, and KSL-TV Salt Lake City. Panelists: Ralph Daniels, NBC; Sturges Dorrance, KING-TV Seattle; Dave Dodds, WGAL-TV Lancaster, Pa.; Anthony J. Iezzi, Ph.D., Cleveland Catholic Diocese.

#### RADIO SESSIONS

**Lunch with radio syndicators.** 11:45-1:45 p.m. Rooms W101 and 103.

**Four concurrent sessions.** 1-2:15 p.m. *Radio Station Acquisition Financing.* Rooms W102, 104 and 110. Moderator: Matthew Leibowitz, Leibowitz & Spencer. Panelists: John Goodwill, Independence Broadcasting; Paul C. Raeder, ComCapital Group; Chesley Maddox, Ameritrust; Stephen Gormley, TA Associates; Susan Ness, American Security Bank.

*Vendor Promotions—What You Need to Know.* Room W106. Presenter: Karen Wald, Market Share.

*Broadcasters Can Negotiate Anything.* Room W107. Moderator: Stuart Brotman, consultant. Panelists: Dick Elliot, KLTQ-FM Salt Lake City; Richard Rakovan, WFYR-FM Chicago; Gerry Robbins, WCMP-AM-FM Pine City, Minn.

*Winning 100% of the Time!* 1-2:15 p.m. With Dr. Wayne Dyer on stress management.

**Joint general session.** 2:30-3:45 p.m. *Regulatory Affairs: The Washington Scene.* Rooms W108, 109 and 115. Moderator: Richard Wiley, Wiley, Rein & Fielding. Panelists: FCC Commissioners Dennis Patrick, James Quello, Mimi Weyforth Dawson and Patricia Diaz Dennis, and Al Sikes, assistant secretary of Commerce for Communications and Information.

#### RADIO SESSIONS

**Four concurrent sessions.** 4-5:15 p.m. *Do It Yourself: Video Sales Training.* Rooms W102, 104 and 110. Presenter: Helen Berman, Helen Berman & Associates.

*Compensating Your Sales Team.* Room W106. Moderator: Sandy Gambelin, KRBE(AM) Houston. Panelists: Kelly Seaton, WGN(AM) Chicago; Norm Goldsmith, Radio Marketing Concepts.

*AM Improvement.* Rooms W116 and 117.

*Promotions That Work!* Room W107. Moderator: Stuart Saginor, WELI(AM) New Haven, Conn. Panelists: Lance Webster, BPME Image Magazine; Margie Poole, radio promotion consultant; large market best of best winner: Beth Harris, KBPL-FM Denver; medium market best of best winner: J.D.

North, WJLQ-FM Pensacola, Fla.: small market best of best winner: Jan Chamberlin, WDFW-FM Marion, Ohio.

### TELEVISION SESSIONS

**Two concurrent sessions.** 9-10:15 a.m. *Broadcast Marketing in the 1990s.* Room S412. Presenter: Charles R. Pittman, Jefferson-Pilot Retail Services.

*Music Licensing: We've Only Just Begun.* Room S414. Moderator: Jack Zwaska. All-Industry Television Music Licensing Committee. Panelists: Leslie G. Arries, WIVB-TV Buffalo, N.Y.; M.N. Bostick, KWTX-TV Waco, Tex.; Neil Pugh, WHIO-TV Dayton, Ohio; Robert Rice, WPRI-TV, Providence, R.I.

**Television luncheon.** Noon-2:15 p.m. Call To Order: Peter A. Kizer, chairman, NAB Television Board, and Broadcast Communications of America. *The Presidency and the Press.* Speaker: Larry M. Speakes, Merrill Lynch & Co.

**Four concurrent sessions.** 4-5:45 p.m. *Teletext, Datacasting and the Future of the VBI.* Room S412. Moderator: Barry D. Umansky, NAB. Panelists: Gary H. Arlen, Arlen Communications Inc.; Hillary Goodall, Taft Broadcasting Co.; Bruce A. Huber, Zenith Electronics Corp.; Lynn Williams, CBS Inc.; Howard M. Liberman, Arter & Hadden.

*Satellites: Everything You Now Need to Know.* Room S413. Moderator: Valerie Schulte, NAB. Panelists: Ron Lepkowski, communications satellite consultant; Bob Mazer, Chadbourne, Parke, Whiteside & Wolfe; Marvin Rosenberg, Fletcher, Heald & Hildreth.

*Drugs, Sex, Smoking—Is Your Station Prepared?* Room S411. Moderator: Catherine Howe Grant, NAB. Panelists: Stuart H. Bompey, Baer, Marks & Upham; Beth Waxman Bressan, CBS Inc.; Thomas P. Gies, Crowell & Moring; Denson F. Walker, WFAA-TV Dallas.

*Legal Strategies for Cable Carriage in the Modern Era.* Room S414. Moderator: Julian Shepard, NAB. Panelists: Michael D. Berg, Miller & Young; Werner K. Hartenberger, Dow, Lohnes & Albertson; M. Scott Johnson, Gardner, Carton & Douglas; John I. Stewart, Crowell & Moring.

### RADIO ENGINEERING SESSIONS

**Radio new technology.** 9-11 a.m. East Ballroom D. Chair: Dan Lacy, Mountain States Broadcasting Corp.

*Automatic Phase Correction for Tape Cartridge Machines.* 9:15 a.m. Speaker: James R. Carpenter, Broadcast Electronics.

*New Generation Audio Routing Switcher Performs Multiple Functions.* 9:40 a.m. Speaker: Dr. Gunther E. Urbanek, Siemans Sound & Studio Systems.

*Using The New Technologies for Radio News Gathering and Production.* 10:05 a.m. Speaker: Alan W. Clarke, KNUZ(AM)-KQUE(FM) Houston.

*New Concept Audio Console.* 11 a.m. Speaker: Jack Connell, Media Touch Systems.

**Digital radio studio.** 11:30 a.m.-1 p.m. East Ballroom D. Chair: Milford K. Smith, Greater Media Inc.

*Using the R-DAT Digital Recording System in Broadcasting.* 11:45 a.m. Speaker: R. Katsume and Peter Dare, Sony Corp.

*Error Correcting System for Digital Audio Recorders.* 12:10 p.m. Speaker: Robert Youngquist, 3M Co.

*Cost Effective Implementation of Digital Systems in Broadcast Facilities.* 12:35 p.m. Speaker: Skip Pizzi, National Public Radio.

*Commentary Quality Audio (7 khz) for Broadcasters on the New ISDN Digital Service.* 1 p.m. Speaker: Milton M. Anderson and Gary W. Pearson, Bell Communications Research.

### TELEVISION ENGINEERING SESSIONS

**Television engineering and new technology.** 9 a.m.-1:30 p.m. East Ballroom B. Chair: Richard B. Streeter, CBS Television Network.

*Switchless Combiner Isolation Requirements for Television Transmitters.* 9:15 a.m. Speaker: Gregory L. Best, Harris Corp.

*New Developments in Computer Controlled Operatorless Remote Control Television Cameras.* 9:40 a.m. Speaker: M.J. Wolfe, Radamec EPO.

*Electrical Performance Standards for Television Broadcast Transmitters.* 10:05 a.m. Speaker: Tony Uyttendaele, EIATR-4.1 committee on transmitters, and Capital Cities/ABC Inc.

*Computer Aided Design (CAD) Simplifies Audio-Video System Design and Documentation.* 11 a.m. Speaker: Walter Black, Video Design Pro.

*Integrating Digital Component Video Systems into the Analog and Hybrid Broadcast Plant.* 11:25 a.m. Speaker: Curtis Chan and Ian Collis, Sony Communications Products Co.

*New Fiber Optic Developments Provide High Quality Video Transmission.* 11:50 a.m. Speaker: Steve Jackson, Artel Communications Corp.

*Multichannel Broadcast Television Antenna System.* 12:15 p.m. Speaker: James Stenberg, Micro Communications; Ernest H. Mayberry, LDL Communications.

*Digital Techniques for Television Antenna Impedance Measurements.* 12:40 p.m. Speaker: Donald L. Markley, D.L. Markley & Associates C.E.

*High Quality Digital Video at 45 Mbit/sec Data Rate for Network Transmission.* 1:05 p.m. Speaker: Robert J. Blackburn and Edward Underwood, Bell Communications Research.

**Joint FCC engineers Q&A.** 3:45-5 p.m. Chair: Otis Freeman, Tribune Broadcasting Co. *FCC engineers panel.* Panelists: James C. McKinney and William Hassinger, Mass Media Bureau; Thomas B. Stanley and Robert Cleveland, Office of Engineering & Technology; Richard Smith, Field Operations Bureau; James D. Wells, FCC District Office in Dallas.

**Closing celebration.** 6:30-10 p.m. Chantilly ballroom. Reception and dinner. Entertainment with Ray Charles, sponsored by Broadcast Music Inc.

## Related events

### Friday, March 27

*NAB/ABA communications law forum.* 9 a.m. Loews Anatole. Miro room.

*NAB/ABA communications law forum luncheon.* Noon. Loews Anatole. Morocco room.

*NAB/ABA communications law forum reception.* 5:30 p.m. Loews Anatole. Morocco room.

### Saturday, March 28

*Broadcast Education Association session on Criticism of Broadcasting.* 9:30 a.m. Room S411.

*Association of Broadcast Engineering Standards meeting.* 11 a.m. Room S413.

*Association of Maximum Service Telecasters*

*meeting.* 12:30 p.m. East Ballroom C.

*Society of Broadcast Engineers membership meeting.* 5 p.m. East Ballroom D.

*TARPAC reception.* Loews Anatole. Grand ballrooms D and E.

### Sunday, March 29

*Community Broadcasters Association workshop-panel sessions.* 2-6 p.m. Convention center. Keynote speaker: Charles Woods, Woods Broadcasting. *LPTV Overview.* Moderator: Martin Rubenstein. Panelists: Roy Stewart, FCC Mass Media Bureau; Peter Tannenwald and John Kompas, CBA. *Sales and Marketing.* Moderator: Martin Rubenstein. Panelists: Mark Osmondson, K39AS Marshalltown, Iowa; D.J. Everett, W33AG Hopkinsville, Ky.; John Mielke, K25AS Eugene, Ore.; Wayne Register, Woods

Communications. *LPTV Programming.* Moderator: Martin Rubenstein. Panelists: Kris Harvey, K49AZ Twin Falls, Idaho; Bob Raff, K06KZ Junction City, Kan.; Bob Lyons, W08BV Columbus, Ohio; Doyle Weaver, W22AE Bucyrus, Ohio.

*Blitz Club reception.* 4 p.m. Loews Anatole. Metropolitan room.

*International visitors reception.* 5:30 p.m. Room N401.

### Monday, March 30

*Syndicators lunch.* 11:45 a.m. Room W101.

*Ham Radio Operators reception.* 5:30 p.m. Hyatt Regency, Reunion ballrooms A, B and C.

### Tuesday, March 31

*Broadcast Pioneers breakfast.* Loews Anatole. Grand Ballrooms D and E.

## Fairness doctrine codification speeds along in Senate

Commerce subcommittee holds hearing on Hollings bill; markup expected this week

Legislation that would turn the fairness doctrine into law is on a fast track in the Senate. The Senate Commerce Committee plans to mark up the measure tomorrow and the odds are the bill will be hard to stop. Action on the floor will probably follow soon afterward.

The majority of the committee is expected to support the measure, introduced two weeks ago (BROADCASTING, March 16) by Commerce Chairman Ernest Hollings (D-S.C.), Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and John Danforth of Missouri, ranking Republican on the committee. Hollings has vowed to preempt any FCC effort to repeal the doctrine. "I think [FCC Chairman Mark] Fowler wants to leave us a going-away present, and I am not going to accept it," Hollings said during a Communications Subcommittee hearing on the legislation last week.

Like Hollings, most subcommittee members appeared unmoved by arguments that the doctrine has a "chilling effect" on broadcast journalism and should be repealed. "The fairness doctrine is the enemy of free speech," Fowler told the lawmakers. The scarcity rationale for the doctrine, the FCC chairman said, has disappeared. "In most large cities, there are now more over-the-air television outlets than daily newspapers. Cable, satellite and other technologies are expanding these choices even further."

But the only subcommittee member to express that view during the hearing was Senator Bob Packwood (R-Ore.). He argued vehemently that broadcasters should be afforded the same First Amendment rights as those accorded the print press. "On balance I'd rather trust the journalists than the government telling broadcasters what to put on," Packwood said.

Packwood, a former chairman of the Commerce Committee, has sponsored legislation that would free radio and television broadcasters from federal regulations touching on the First Amendment. And during his tenure, he tried to move a diluted version of his bill (it would have only lifted content regulations for radio broadcasters) but was defeated by a 11-to-6 vote in the committee (BROADCASTING, June 18, 1984).

Packwood told BROADCASTING that he didn't plan to filibuster Hollings's bill on the Senate floor. "I couldn't win a filibuster," he said, indicating, however, that he will be active in the debate.

Congressional interest in the doctrine is not limited to the Senate. A companion measure will be offered by House Energy and Commerce Committee Chairman John Din-



Hollings



Packwood



Fowler



Ferris

gell (D-Mich.) and Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), who also plans to convene a hearing on the issue in early April.

The National Association of Broadcasters has alerted broadcasters on its grass-roots lobbying committee. They've been instructed to contact their senators on Commerce and urge them to vote against the measure. "There's not a lot of time for a prolonged fight. We're going to have to move very quickly," said NAB's John Summers, senior executive vice president for government relations. NAB was represented at the hearing by Tom Elkins, president and general manager of KNU(AM) Kahului, Hawaii, and John Spain, news director of WBRZ(TV) Baton Rouge and immediate past president of the Radio-Television News Directors Association.

The doctrine, they argued, interferes with their editorial discretion. "The problem comes when the federal government decides that it will hire a staff in Washington to make sure that I'm exercising my journalistic judgment the way it wants me to out in Hawaii," Elkins said. "Someone who may have had no broadcasting experience at all will sit in an office over on M Street and hold a stopwatch to my broadcasts to see if I've done things the way they think I should have—and the way whoever is then on the commission thinks I should have," he said.

Later, Elkins was asked if any complaints had ever been filed against his station. He told Hawaii's Inouye that none had been filed, but that letters have been written. "We try to diffuse the fairness issue by immediately putting that person on the air," Elkins explained. However, he finds that to be an intrusion and not the most "efficient way to run a newsroom." Furthermore, Elkins told his senator he thinks the doctrine inhibits stations from editorializing.

But Inouye disagreed. Without the doctrine, "I think fewer stations would editorialize. They would put on country music or soft music and tend to shy away from controversy," he said. Elkins responded, "I've found controversy is good business."

Based on his experience, Spain said the doctrine is used to "inhibit and harass." His

station had a run-in during its coverage of the nuclear energy issue. After airing newscasts and an hour-long documentary on the subject the station received a complaint from a local group.

"They made a series of demands, saying that if those demands were not met, a complaint would be filed with the FCC under the fairness doctrine," Spain said. The station stopped covering the issue for 45 days as it worked to put together the information needed "to refute their allegations." After presented its case, the group agreed that WBRZ's coverage was fair.

To the contrary, broadcaster Thomas Goodgame, president of Westinghouse Broadcastings's television station group, testified in favor of retaining the government regulations. Moreover, he disputed Spain's comments. He questioned the rationale for WBRZ's decision to disrupt its coverage of the issue. If the matter is covered fairly, he asked, "why stop coverage, why be fearful of going to the FCC?"

Goodgame maintained that Group W has not felt the doctrine "hampers" its editorial judgment. Instead, he said, it is an "essential element of a broadcaster's basic public interest obligation to the community." In fielding questions, particularly from Packwood, Goodgame stressed that the doctrine is a regulation that "provides for freedom of information... and insures that people have access to the electronic media." Packwood wanted to know if Group W's approach to news would change at all if the doctrine were repealed. No it wouldn't, Goodgame told the senator. With or without it, he said, Group W would cover issues fairly. However, not all broadcasters would do that, Goodgame said.

"If the doctrine is permitted to be obliterated, there will be nothing left of the broadcaster public trustee concept," warned Charles Ferris, a former FCC chairman, now with Mintz, Levin, Cohen, Ferris, Glovsky & Popeo. "Fairness is the body and soul of the public trustee concept, without it licensing would be a sham." It furthers First Amendment principles, Ferris argued. It also insures that the "big and powerful do not dominate the dialogue of this country." □

# Should telcos be let into cable business?

**MPAA, FCC, Justice say yes; NCTA, NAB, ANPA say no, citing First Amendment problems**

To the Motion Picture Association of America, the Department of Justice had it right in recommending to the U.S. district court that the Bell Operating Companies be permitted to enter the information services market. The MPAA said there is a "rapidly rising concentration of cable system ownership" that it said poses a serious threat to competition and the public interest. The seven BOC's that were spun off in the breakup of AT&T, it added, are a reasonable—perhaps the only—source of competition in the provision of broadband communications services.

The FCC, while disagreeing with Justice on some of its recommendations, also endorsed its view regarding the entry of BOC's in various lines of business, including information services, but not because of the concern about the threat of monopoly control by cable systems that concerns MPAA. The commission, in its comments in the proceeding, said changes in the marketplace, technology and regulation, as well as the experience gained since divestiture three years ago, make it appropriate to lift the line of business restrictions imposed in the decree.

AT&T, while saying some restrictions on BOC's entry in new lines of business should be retained, did not oppose the restrictions on entry into information services. That kind of entry was not a factor in the divestiture trial, it said. "To the extent that information services have been offered competitively," AT&T said, "they have not used the kinds of unique information access requirements that the [consent] decree contemplated." So AT&T said it would not oppose the provision of information services by the BOC's.

There was, however, substantial disagreement on the issue in the comments filed with Judge Harold H. Greene in the first triennial proceeding to examine the need for changes in the rules governing the activities of the BOC's. The National Association of Broadcasters, the National Cable Television Association, various cable television interests (including Warner Cable Communications Inc. and Leghorn Telepublishing Co.), and the American Newspaper Publishers Association said there is a serious danger that the BOC's will have the power to engage in anti-competitive activities. Conditions cited by the court in barring BOC's' entry in the information area, they said, have not changed.

NCTA maintained that the Justice Department does not support its assertion that conditions allowing competitive entry into local exchange services exist. Nor, it added, have changes occurred in the technological or regulatory areas to warrant lifting the restrictions. And the NAB says that as long as the BOC's "are the 'gate keepers' of the local transmission facilities, it is imperative that

First Amendment principles guide any consideration on lifting the ban on providing information services." ANPA, too, cited what it says are "the critical First Amendment values" at stake, and said the consequences for consumers of permitting BOC's entry in information services could be disastrous. The information industry, it says, "remains at a stage where it easily could be destroyed by BOC anticompetitive behavior."

The anticompetitive danger that concerns MPAA comes from a different direction—the concentration of cable television ownership. MPAA said that the two largest MSO's have increased their aggregate share of the nation's cable television subscribers from 12.9% in 1982 to about 30% in 1986, while the largest operator, Tele-Communications Inc., has in the same period more than tripled its share of the nation's subscribers to over nine million, or 21.6% of all cable subscribers in the U.S. It also says the cable industry has become vertically concentrated, as well, with Viacom International, the ninth largest MSO, and Time Inc., which controls the second largest MSO, owning basic and pay cable network program services.

"The largest MSO's are now able to use their excessive power in the program supply marketplace to restrict the availability of new cable program networks to all cable systems and subscribers," MPAA said. It added that the "largest MSO's are able to demand from existing program services MSO-wide discounts of a magnitude not available to smaller cable operators" and that "there is no incentive for these MSO's to pass such cost savings on to consumers." Accordingly, MPAA says, the telephone basic operating companies—possibly the "only" potential provider of competitive broadband service—"should not be foreclosed from offering consumers a competitive choice to the existing cable monopoly."

The Association of Independent Television Stations was also expected to file comments urging Greene to permit the BOC's' entry in the information services market. In seeking leave to participate in the proceed-

**PBS budget.** The board of the Corporation for Public Broadcasting has revised its 1987 operating budget, reallocating \$250,000 from support for two-degree satellite spacing to the 1988 Radio Tune In project and \$750,000 of \$1 million set aside for the advertising initiative to the 1988 TV Station Independence Program. It approved a 1988 operating budget of \$220.7 million.

The board also agreed to changes in the bylaws to allow the vice chairman to take over when the chairman's office is vacant, a majority of the board to call for an election in the case of a vacancy and no less than one-third of the board (and no fewer than three members) to call special meetings if there is no chairman to call them. The board passed a resolution affirming support for awarding preferences to women and minorities in FCC licensing proceedings.

ing, INTV said its members have "a strong interest in seeing the introduction of multiple, competing cable systems in local communities so as to better assure the carriage of all television broadcast stations."

And the local telephone company, with existing poles and physical plant, INTV noted, "constitutes a possible competitor" for cable television. The INTV, however, did not file in the first comment round; it is expected to file in the second round that is scheduled for April 6, but Justice has requested a three-week extension. □

## Congress has reservations about Wick's Worldnet plans

**At authorization hearing, senators join House in supporting VOA; say Worldnet may be missing mark**

Congress continues to send signals to U.S. Information Agency director Charles Z. Wick that his plans for an expansion of Worldnet—the agency's international television network—are in trouble in a time of severe budget restraints, particularly when members of Congress with control of the purse appear to have different priorities.

Earlier this month, members of the House International Operations Subcommittee made clear that their sympathies lay with the Voice of America, not Worldnet (BROADCASTING, March 9). Last week, at an authorization hearing of the Senate Foreign Relations Committee, Senator Paul Simon (D-Ill.) indicated he felt the same. (He saw Worldnet reaching "our friends instead of the people we should be reaching out to," a job he saw VOA as performing.) So did Senator Ernest Hollings (D-S.C.), chairman of a Senate Appropriations subcommittee, in questions read for him at a hearing on USIA's 1988 appropriations. ("It would seem we're cutting back on the tried and true for something new.")

It wasn't only the VOA that some members of Congress felt more worthy of consideration than Worldnet. Senator Claiborne Pell (D-R.I.), chairman of the Senate Foreign Relations Committee, complained about what he saw as an undue proportion of personnel at USIA headquarters as opposed to those in overseas missions. The ratio 10 years ago, he noted, was 3-1. Today, it is 4-1.

Indeed, Pell may have his knife out for more than Worldnet. "Spending that can be deferred—and in this category falls much new construction—will likely have to be deferred," he said. Of the \$94.9 million increase over 1987 that USIA is seeking in its \$941.9-million budget request, \$24 million would be used to continue ongoing projects to modernize VOA's aging transmitting facilities. However, Congress has appropriated \$300 million for the \$1.3-billion modernization program since it was initiated in

1983. Of that total, some \$158 million has been obligated.

Wick, over the two days, sought to defend USIA's priorities. He said that although VOA, along with other elements of the agency, suffered drastic cuts in 1987—130.5 hours of programming per week had been dropped—the funds allocated to VOA, after inflation, had increased by 33%, to \$165 million. Funding for the rest of the agency had increased only 23%, after inflation. Hence, he suggested, VOA was not being dealt with unkindly.

As for Worldnet, Wick acknowledged the proposed increase in percentage terms was substantial, but noted the service was starting from a lower base. Some \$6.7 million of the \$95-million increase being sought for the agency would be used to finish putting in place a worldwide Worldnet service. It now links the U.S. with Europe and Latin America with a daily service. The total funds to be spent on Worldnet would be \$32 million, up from \$19 million in 1987, and to Wick, it would be money well spent. Worldnet, he said in both the authorization and appropriation hearings, is "cost effective."

Wick said the service, which makes U.S. policy makers available for questioning by journalists and government officials at U.S. embassies abroad, has generated "four billion viewer impressions" since its first broadcast, in 1983. "It gives us more exposure than USIA has provided in its history," Wick said at the appropriations hearing. USIA was established in 1953. Indeed, Wick said the concept was being copied by the Soviet Union. He said that country's Gho-

zont satellite service transmits 16 hours a day of Russian-language broadcasts to Sweden. He also said the Cuban government uses the satellite to transmit three hours of programming weekly to its troops in Angola.

Besides the debate over money and the priorities for spending it, Wick, at the appropriations hearing, disclosed that he had met with Israeli Prime Minister Yitzhak Shamir, when Shamir was in Washington last month, to discuss the major shortwave transmitting facility the VOA and Radio Free Europe/Radio Liberty plan to build in Israel. The project, expected to cost \$287 million, would consist of 16 500 kw transmitters and 22 antennas, and be capable of reaching southern and eastern Europe, Soviet Central Asia, Afghanistan and East Africa. U.S.-Israeli negotiations on the project began in May 1985 and resulted in an agreement in principle in July 1986. Wick said he had "every reason to believe" the negotiations will be "expedited." A team of Israelis is due to arrive in Washington on March 30 for another round of talks.

And in response to questions from Senator Frank R. Lautenberg (D-N.J.) about VOA's activities in reporting on Cuban involvement in Angola, VOA Director Richard Carlson reported the Voice's Radio Marti service would soon be extending its coverage to that African country. He cited the substantial number of Cuban troops fighting in behalf of the Marxist regime against U.S.-backed forces trying to overthrow it. Carlson said Radio Marti, within "a few weeks," would send a reporter and producer to Angola through neighboring Zaire. □

## CRT divvies '84 royalties

The Copyright Royalty Tribunal last week issued a decision on the distribution of some \$100 million in 1984 cable television royalties. In the proceeding, broadcasters did not fare as well as they hoped but say they were able to cut their losses.

In the second phase of the proceeding, the National Association of Broadcasters failed to persuade the CRT to accept its claim to 0.8% of the royalty pool allocated to program suppliers. Instead the CRT decreased NAB's award to 0.7% (that represents about \$510,000 of the roughly \$73 million, program suppliers are slated to receive).

Others in the program suppliers category, the Motion Picture Association of America and Multimedia Entertainment were also not granted their initial requests. MPAA was seeking 99.3% (it got 98.475%) and Multimedia (producer of *Donahue*, *Sally Jessy Raphael*, and *Pop! Goes the Country*, among others) asked for 1.2% (it received 0.825%).

The royalties program suppliers are seeking amount to about 74% of the total royalty pool. In 1983 cable royalties were about \$83 million of which \$61.2 million went to program suppliers. NAB received roughly \$490,000 from the program suppliers category.

The CRT based its decision to decrease NAB's share because of a drop in Nielsen viewing percentages. The agency also felt an earlier position where it held the "Nielsen data underrated NAB for certain categories of programs" was no longer valid. And "NAB's lack of established marketplace value for many of its works" also contributed to the tribunal's decision.

Furthermore, the agency said it had questions on the "completeness of NAB's presentation." The tribunal also found allegations that NAB's data was flawed troubling.

The royalties are divided into three funds: basic; 3.75% and syndex funds. The latter is a result of a CRT royalty rate hike requiring cable operators to pay 3.75% of their gross receipts from basic services for each distant signal they add and a "syndicated exclusivity (syndex) surcharge for the retransmission of signals formerly subject to the [FCC's] blackout rule."

As for distribution of the basic fund, program suppliers received the largest share, 67.10%. Joint sports claimants were awarded 16.35%, public broadcasting service, 5.2%; commercial television broadcasters, 5%; music claimants, 4.5%; devotional claimants, 1.1%, and Canadian claimants, 0.75%. Commercial radio claimants were awarded nothing.

The CRT's distribution of the 3.75% and syndex funds for commercial television and music claimants matched their awards in the basic fund. Program suppliers, however, received 72% of the 3.75% fund and 95.5% of the syndex. Joint sports received 17.5% of the 3.75% fund, with devotional claimants getting 0.75% of the 3.75% fund and Canadian claimants listed at 0.25% of that fund. □

## Washington Watch

**Music bill.** Senator Strom Thurmond (R-S.C.) offered television music licensing bill (S. 698) that, like its companion measure in House (H.R. 1195), would repeal current blanket licensing scheme and require producers and syndicators to deliver syndicated programming to local television stations with music performance rights included (BROADCASTING, March 2). Thurmond bill, co-sponsored by Senators Phil Gramm (R-Tex.) and Bennett Johnston (D-La.), also includes provisions that would enable songwriters to receive residual payments for continuing use of their music and would allow songwriters and composers to form guilds to negotiate with broadcast industry and production studios. Music licensing organizations (American Society of Composers, Authors and Publishers and Broadcast Music Inc.) remain opposed to legislation. Last week BMI hosted reception and concert featuring singer Ray Charles for members of Congressional Arts Caucus and for its congressional supporters who also balked at TV music licensing bills. □

**Berne convention.** House bill introduced last week would enable U.S. to adopt Berne Convention, international copyright treaty. Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) and ranking Republican on subcommittee, Carlos Moorhead (R-Calif.), offered legislation that, among other things, would amend current U.S. copyright law to cover "moral rights of the author." Those include rights of "paternity and integrity... The right of paternity means that authors may claim authorship in their works, independently of any license or conveyance of their copyrights; the right of integrity gives them power to object to any distortion, mutilation or alteration of their works that would prejudice the author's honor or reputation." □

**Truth in advertising.** House measure, H.R. 1382, called "Truth in Import Advertising Act of 1987," would require radio and television advertisements for all consumer products to include information showing whether item was produced in U.S. and "what percentage of item's component parts are domestically produced." Bill was offered by Representative James Traficant Jr. (D-Ohio).

# Stock Index

	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Wed Mar 18	Wed Mar 11				
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC	337	332	5	1.50	34	5,420
N (CBS) CBS	159	1/2 158	3/4	47	30	3,740
O (CLCH) Clear Channel	14	13	1/2	3.70	20	41
O (INFTA) Infinity Broadcasting	16	3/4 15	1/2	1 1/4	8.06	88
O (JCOR) Jacor Commun.	7	1/8 6	3/4	3/8	5.55	40
O (LINB) LIN	69	1/2 71	3/4	- 2 1/4	- 3.13	53
O (MALR) Mairite	11	3/4 12		- 1.4	- 2.08	14
O (MALRA) Mairite 'A'	10	3/4 10	3/4	15	15	45
O (OBCC) Olympic Broadcast	6	1/2 6		1/2	8.33	16
A (PR) Price Commun.	11	1/8 11	5/8	- 1.2	- 4.30	117
O (SCRP) Scripps Howard	83	1/2 81		2 1/2	3.08	30
O (SUNN) SunGroup Inc.	1	3/4 2	1/4	- 1.2	- 22.22	17
N (TFB) Taft	154	1/2 152	1/2	2	1.31	126
O (TVXG) TVX Broadcast	10	1/2 10	3/8	1/8	1.20	43
O (UTVI) United Television	31	31	1/4	- 1/4	- 0.80	29

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo	62	1/2 59	7/8	2 5/8	4.38	32
A (AAR) Adams Russell	23	1/4 24		- 3/4	- 3.12	19
A (AFP) Affiliated Pubs	48	7/8 50	1/8	- 1 1/4	- 2.49	25
O (ASTVE) Amer. Comm. & TV		1/16 1.16				4
N (AFL) American Family	14	1/4 14	1/8	1/8	88	9
O (ACOMA) Assoc. Commun.	28	28				267
O (BMAC) Bus. Men's Assur.	30	30				18
N (CCN) Chris-Craft	25	25	1/2	- 1/2	- 1.96	11
N (DNB) Dun & Bradstreet	123	3/8 124	3/8	- 1	- 0.80	30
O (DUCC) Durham Corp.	43	3/4 43	1/4	1/2	1.15	11
N (GCI) Gannett Co.	46	1/2 46	3/4	- 1/4	- 0.53	29
N (GY) GenCorp	106	1/2 85		21 1/2	25.29	25
N (GCN) General Cinema	50	3/8 51	1/4	- 7/8	- 1.70	20
O (GCCO) Gray Commun.	222	218		4	1.83	38
N (JJP) Jefferson-Pilot	33	5/8 34		3/8	- 1.10	11
O (JSON) Josephson Intl.	14	1/4 13	1/4	1	7.54	67
N (KRI) Knight-Ridder	55	1/4 55	1/8	1/8	22	24
N (LEE) Lee Enterprises	26	3/4 27	1/2	- 3/4	- 2.72	22
N (LC) Liberty	39	7/8 40	3/8	- 1.2	- 1.23	16
N (MHP) McGraw-Hill	68	1/8 69	7/8	- 1 3/4	- 2.50	23
A (MEGA) Media General	61	5/8 60	3/4	7/8	1.44	26
N (MDP) Meredith Corp.	35	7/8 34	1/2	1 3/8	3.98	14
O (MMEDC) Multimedia	55	1/2 54	1/4	1 1/4	2.30	504
A (NYTA) New York Times	44	7/8 44	5/8	1.4	56	30
O (PARC) Park Commun.	31	1/4 29		2 1/4	7.75	29
T (SKHQ) Selkirk	22	1/2 22	1/4	1 1/2	48	182
O (STAUF) Stauffer Commun.	135	135				22
A (TO) Tech/Ops Inc.	36	3/4 34	1/2	2 1/4	6.52	6
N (TMC) Times Mirror	83	5/8 84		3/8	- 0.44	24
O (TMCI) TM Communications	2	1/4 2	1/8	1.8	5.88	11
O (TPCC) TPC Commun.		3/8 1/16		5/16	500.0	4
N (TRB) Tribune	75	1/4 76	1/4	- 1	- 1.31	24
A (TBS) Turner Bcstg.	21	3/4 19	1/2	2 1/4	11.53	49
A (WPOB) Washington Post	190	1/8 190		1.8	06	24

<b>PROGRAMING</b>						
O (ALLT) All American TV	4	3	3/4	1/4	6.66	4
O (BRRS) Barris Indus.	15	3/4 16	7/8	- 1 1/8	- 6.66	26
O (CMCO) C.O.M.B.	20	3/8 18		2 3/8	13.19	34
N (KO) Coca-Cola	46	3/8 48	3/4	- 2 3/8	- 4.87	24
O (CLST) Color Systems	13	3/4 14	1/4	- 1/2	- 3.50	9
A (DEG) De Laurentiis Ent.	11	7/8 12	1/8	- 1.4	- 2.06	113
O (DCPI) Dick Clark Prod.	7	1/8 7	1/4	- 1.8	- 1.72	12
N (DIS) Disney	60	5/8 60	5/8			42
N (DJ) Dow Jones & Co.	52	1/2 53	1/2	- 1	- 1.86	37
O (FNNI) Financial News	13	5/8 14		3/8	- 2.67	227
A (FE) Fries Entertain.	5	1/2 5	7/8	- 3/8	- 6.38	10
N (GW) Gulf + Western	78	1/2 81	1/2	- 3	- 3.68	23
O (HRSJ) Hal Roach	10	5/8 10	5/8			59
A (HHH) Heritage Entertain.	9	1/2 9	3/4	- 1.4	- 2.56	10
A (HSN) Home Shopping Net.	21	23	7/8	- 2 7/8	- 12.04	47
N (KWP) King World	21	7/8 22	3/4	7/8	- 3.84	41
O (LAUR) Laurel Entertainment	4	7/8 5		1/8	- 2.50	18
A (LT) Lorimar-Telepictures	19	7/8 19	3/4	1.8	63	20
N (MCA) MCA	47	3/4 48	1/2	- 3/4	- 1.54	21
N (MGM) MGM/UA Commun.	13	1/4 13	7/8	- 5/8	- 4.50	676
A (NWP) New World Pictures	11	5/8 12	1/2	- 7/8	- 7.00	22
N (OPC) Orion Pictures	17	3/4 18	3/8	- 5/8	- 3.40	169
O (MOVE) Peregrine Entertain.	14	3/4 14		3/4	5.35	27
N (PLA) Playboy Ent.	12	3/8 10	1/2	1 7/8	17.85	116

	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Wed Mar 18	Wed Mar 11				
<b>PROGRAMING</b>						
O (QVCN) QVC Network	15	1/2 15	3/4	- 1/4	- 1.58	101
O (RVCC) Reeves Commun.	11	5/8 12		- 3.8	- 3.12	145
O (RPICA) Republic Pic. 'A'	9	1/2 9	5/8	- 1/8	- 1.29	67
O (RPICB) Republic Pic. 'B'	10	1/4 10	1/4			73
A (RHI) Robert Halmi	4	3/8 4	1/8	1/4	6.06	39
O (SMNI) Sat. Music Net.	6	3/4 6	3/4			29
N (WCI) Warner	31	1/4 32	1/8	- 7/8	- 2.72	20
O (WWTV) Western World TV	1	1/4 1	3/8	- 1/8	- 9.09	7
O (WONE) Westwood One	39	1/4 37	5/8	1 5/8	4.31	61

<b>SERVICE</b>						
O (BSIM) Burnup & Sims	4	1/4 3	7/8	3/8	9.67	-7
O (CVSI) Compact Video	4	1/4 4	3/4	- 1/2	- 10.52	42
N (FCB) Comsat	34	34				615
N (FGB) Foote Cone & B.	60	3/8 60	1/2	- 1/8	- 0.20	14
O (GREY) Grey Advertising	121	124		3	- 2.41	16
N (IPG) Interpublic Group	36	37		1	- 2.70	21
N (JWT) JWT Group	33	5/8 33	3/4	- 1/8	- 0.37	14
A (MOV) Movielab	6	3/4 6	3/4			11
O (OGLI) Ogilvy Group	35	3/4 36		- 1/4	- 0.69	17
O (OMCM) Omnicom Group	23	7/8 23	3/4	1.8	52	21
O (SACHY) Saatchi & Saatchi	32	32	3/8	- 3/8	- 1.15	20
O (TLMTB) Telemation	3	3/8 3	1/8	1/4	8.00	13
A (TPQ) TEMPO Enterprises	8	3/8 9		- 5/8	- 6.94	21
A (UNV) Unitel Video	9	1/2 9	3/8	1/8	1.33	20

<b>CABLE</b>						
A (ATN) Acton Corp.	2	3/4 2	3/4			-1
A (ACN) Amer. Cablesystems	18	5/8 19		- 3/8	- 1.97	9
A (CVC) Cablevision Sys. 'A'	25	25	1/2	- 1.2	- 1.96	-8
N (CNT) Centel Corp.	64	7/8 67	1/2	- 2 5/8	- 3.88	14
O (CCCOA) Century Commun.	22	21	3/4	1/4	1.14	440
O (CMCSA) Comcast	22	5/8 23		- 3/8	- 1.63	30
N (HCI) Heritage Commun.	33	33	3/8	- 3/8	- 1.12	122
O (JOIN) Jones Intercable	15	1/4 15	1/8	1.8	82	37
T (MHRQ) Maclean Hunter 'X'	22	1/2 20		2 1/2	12.50	31
O (RCCA) Rogers Cable A.	15	13	5/8	1 3/8	10.09	77
O (TCAT) TCA Cable TV	22	1/4 22	1/4			38
O (TCOMA) Tele-Commun.	31	1/4 32	1/8	- 7/8	- 2.72	240
N (TL) Time Inc.	89	1/8 88	3/4	3/8	42	27
O (UACIA) United Art. Commun.	22	7/8 23		- 1/8	- 0.54	108
N (UCT) United Cable TV	33	1/4 33		1/4	75	83
N (VIA) Viacom	51	3/4 51	3/8	3/8	72	50
N (WU) Western Union	3	3/4 3	3/4			91

<b>ELECTRONICS/MANUFACTURING</b>						
N (MMM) 3M	125	3/4 124	3/4	- 1	80	20
N (ALD) Allied-Signal	47	1/4 47	1/2	- 1/4	- 0.52	-11
O (AMTV) AM Cable TV	1	7/16 1	3/8	1.16	4.54	-1
N (ARV) Arvin Industries	34	1/2 32	3/8	2 1/8	6.56	14
O (CCBL) C-Cor Electronics	10	1/4 9	1/2	3/4	7.89	-6
O (CATV) Cable TV Indus.	3	2	3/4	1/4	9.09	-15
A (CEC) Cetec	5	3/8 5	7/8	- 1/2	- 8.51	-8
A (CHY) Chyron	6	5/8 6	3/4	- 1/8	- 1.85	31
A (CXC) CMX Corp.	1	3/4 1	3/4			8
A (COH) Cohu	7	1/8 7		1/8	1.78	14
N (CAX) Conrac	22	19	5/8	2 3/8	12.10	20
N (EK) Eastman Kodak	74	5/8 75	5/8	- 1	- 1.32	63
O (ECIN) Elec Mis & Comm.	1	7/8 1	5/8	1/4	15.38	7
N (GRL) Gen. Instrument	27	3/8 27	5/8	- 1/4	- 0.90	886
N (GE) General Electric	105	3/8 107		- 1 5/8	- 1.51	20
N (HRS) Harris Corp.	37	36	1/2	1/2	1.36	25
N (MAI) M/A Com. Inc.	14	1/4 14	1/4			620
O (MCDY) Microdyne	4	1/4 4		1/4	6.25	38
N (MOT) Motorola	54	3/8 50	1/4	4 1/8	8.20	63
N (NPH) N.A. Philips	40	40	3/4	- 3/4	- 1.84	17
N (OAK) Oak Industries	1	5/8 1	1/8	1/2	44.44	54
A (PPI) Pico Products	6	1/8 5		1 1/8	22.50	21
N (SFA) Sci-Atlanta	16	3/4 15	1/4	1 1/2	9.83	29
N (SNE) Sony Corp.	21	1/4 21	1/4			12
N (TEK) Tektronix	38	1/4 39	1/4	- 1	- 2.54	12
N (VAR) Varian Assoc.	28	3/8 28	1/2	- 1/8	- 0.43	40
N (WX) Westinghouse	62	1/4 65		- 2 3/4	- 4.23	17
N (ZE) Zenith	24	5/8 25		- 3/8	- 1.50	569
Standard & Poor's 400	335.55	331.81			3.73	1.12

T-Toronto, A-American, N-N Y. O-OTC. Bid prices and common A stock used unless otherwise noted "O" in P/E ratio is deficit P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research.

# RIDING GAIN

# O N R A D I O

## NPR's 'ATC' picks new co-hosts

The search for new anchors of National Public Radio's *All Things Considered* formally concluded last week with a feed from NPR's Washington headquarters announcing to affiliates the selection of Renee Montagne and Robert Siegel as the new on-air team. Montagne, an NPR science reporter and frequent editor of the science and national desks, and Siegel, NPR director of news and information, will begin working together on plans for the news program today (March 23) and will begin broadcasting March 30. Current host Noah Adams leaves March 25 to take a job with Minnesota Public Radio (BROADCASTING, Feb. 23), and former host Susan Stamberg left last September to begin hosting NPR's Sunday morning *Weekend Edition* (BROADCASTING, Sept. 15, 1986).

NPR President Doug Bennet said he was "absolutely delighted" with the appointments, and NPR's vice president of programming, Joe Gwathmey, who oversaw the announcement in a room packed with NPR staff, said: "Our new co-hosts are going to



Siegel and Montagne

be joining some very distinguished company . . . We know they'll bring fresh and vigorous leadership to the program while continuing that tradition of NPR news excellence."

According to ATC Executive Producer Ted Clark, the change in on-air talent will provide an opportunity to experiment with the show's format. "We don't want to make any major, major changes," Clark said, but there are plans to run a cover story more often "so that on days when the news is rather scattered and listless, the program will still be about something" and "to resume the process of sending our hosts out of the building to do more reporting in the field."

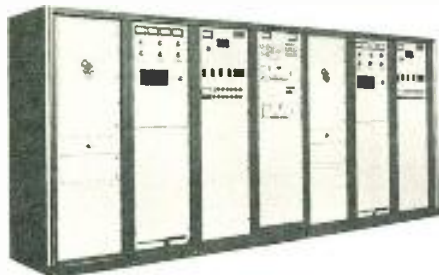
Montagne, 37, who began her radio career in 1974 with noncommercial KPOO(FM) San Francisco, first worked with NPR as an independent reporter from 1981 to 1985. She said of her transition to co-host: "I'm very tickled." Siegel, 39, worked in various positions at three New York stations before joining NPR in 1977, becoming news director in 1983. He said he was excited about returning to the air, his "natural home," after "four unnatural years" as a member of management. According to Clark, the search has been launched to find a replacement for Siegel, with Jo Anne Wallace, director of administration and planning, filling in as director of news and information in the interim. Asked why the search to find new ATC co-hosts took so long, Gwathmey said: "It takes a long time to fill Susan Stamberg's boots."

## Rating the raters

What interests media buyers about radio stations beyond cost-per-point? Local promotions, according to a just-released survey from Blair's radio representation division, composed of Blair Radio, Torbet Radio and Select Radio Representatives. That was one of the findings of a survey, conducted last January among some 2,000 media buyers, that sought to ascertain their buying concerns and particularly how those concerns relate to research and radio sales representatives.

When asked which rating service—Arbitron or Birch—they used, 94% of the media buyers reported that they rely on Arbitron for planning their radio buys—88% said they based their cost-per-points on Arbitron data—and 31% reported using Birch information. (Some agencies and buying services utilize Birch in conjunction with Arbitron for planning buys.) Forty-nine percent of the respondents reported that the media director at their respective agency or buying service makes the decision as to which rating service is to be used.

In other findings, 84% of the responding buyers said they would prefer written presentations from reps, and 55% of the respondents said they would "object" if a sales representative went above their level. Also, about 75% of the buyers who participated in the survey believe that radio sales people who call on them are "knowledgeable, ser-



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The Quality Satellite Network

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

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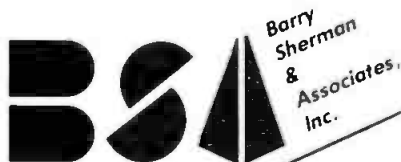
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vice-oriented and competent."

The respondents to Blair's survey have worked as media buyers for an average of nine years.

### Two in one

Westwood One has combined the sales departments of Mutual Broadcasting and the Westwood One Radio Networks. Westwood One Chairman Norm Pattiz said last week: "Advertisers and agencies will now be able to deal with both entities through one representative, one sales manager and one research department."

The sales consolidation means that all of Westwood One Radio Networks' entertainment programming and Mutual's primary menu of news, sports and talk programs—including *The Larry King Show*, *The Dr. Toni Grant Show* and *Rona Barrett's Entertainment Reports*—will now be sold in combination.

Under the new structure, Art Kriemelman, Mutual co-president, also becomes president of the sales division, and Ron Hartenbaum, vice president and director of advertiser sales for Westwood One, serves in the same capacity for the combined sales force. Additionally, Bill Rosalie, who was most recently director of sales planning and administration at the ABC Radio Networks,

### ABC continues RADAR dominance

ABC Radio again took the network radio ratings race among persons 12 and older, claiming three of the top five highest-rated spots, according to the new fall 1986 RADAR 34 (volume 2) report released last week by Statistical Research Inc. (SRI), Westfield, N.J. The latest book shows the ABC Information (ABC-I) network, for the fifth consecutive rating period, in first place with an average audience estimate of 1,835,000, 12-plus, listeners per commercial, Monday through Sunday, 6 a.m. to midnight, up 5.4% from RADAR 33 last spring. ABC's Entertainment (ABC-E) network was third, posting 1,663,000 listeners, with ABC Contemporary (ABC-C) finishing fourth at 1,349,000. The remaining top five slots went to Westwood One's Mutual Broadcasting System, which landed second at 1,690,000 listeners—up 25.4% from its RADAR 33 count—and the CBS Radio Network at 1,277,000, down 3.8%.

But the release of SRI's RADAR 34 report was not without controversy as network radio research executives were up in arms over the approximate 40% deletion of Mutual's programming for the traditionally low-rated 7 p.m. to midnight, Monday through Saturday daypart, and all day Sunday from RADAR's Monday through Sunday, 6 a.m. to midnight published data. SRI sent a memorandum to all subscribing networks noting that the daypart averages for Mutual in RADAR 34 were not comparable to those in RADAR 33. (The number of Mutual-rated programs fell from 126 to 78.) Network researchers argue that the move can distort the overall ratings picture in the new RADAR book. They noted that if Mutual's daypart data were comparable with the other networks, Mutual, for example, would have finished fourth in the 12-plus category, dropping nearly 4% in total week audience from the previous report, instead of being in second place, jumping over 25%. (Mutual's average audiences for the deleted dayparts are still listed in the RADAR book.)

"We wanted to clone a new network from the existing network and take inventory from certain dayparts to make it flexible for attracting potential affiliates," said Bill Battison, president of Westwood One. That new network service is Mutual P.M., which, as of May 1, will have all of its newscasts from 7 p.m. to midnight originating from the West Coast. The 7 p.m. to midnight daypart for news programming and the nighttime Dr. Toni Grant and Larry King talk programs—the latter two shows are not currently rated in RADAR—as well as all Sunday programming is now being marketed as Mutual P.M. "Because it's new, we pulled it [Westwood's designated Mutual P.M. dayparts] out of this book, to make it stand-alone... But we plan to be back in RADAR [with Mutual P.M.] as a full-fledged network as soon as it is practical to do so. When we reenter, the daypart data for Mutual P.M. will be consistent," Battison said.

SRI President Gale Metzger also said there was a problem in timing regarding Westwood starting Mutual P.M. and for producing the present RADAR report. But, said Metzger, Westwood "did not do anything outside the framework of RADAR's current operating rules." As for the future, Metzger said he will examine whether "some aspects of daypart averaging reporting" should be changed.

(Presently, the Satellite Music Network is rated in two parts: SMN One, which is Monday through Saturday, 6 a.m. to 7 p.m., and SMN Two, which is the 7 p.m. to midnight daypart and 6 a.m. to midnight Sunday.)

Rounding out the top 10 radio networks in 12-plus audience are: NBC Radio Network, up 0.4% from RADAR 33 to 1,194,000; NBC's Source network, down 2.9% to 1,119,000; Satellite Music Network One, up 22.9% to 1,105,000; ABC Rock Radio, down 8.7% to 1,040,000, and ABC FM, down 4.4% to 1,037,000.

As in the previous two RADAR reports, the trend in 12-plus audience slippage among the FM youth networks continued. Not only are NBC's Source and ABC's Rock and FM networks down in 12-plus listening, but so are two other young-adult oriented networks, United Stations Radio Network One and CBS RadioRadio, which are off 13.4% and 0.4%, respectively.

The biggest percentage gain was recorded by the Transtar Radio Networks, which jumped 30.1% to 770,000 listeners. Other audience increases in the 12-plus demographic went to NBC Talknet, NBC's nighttime talk programming service, which rose 16.7%; Satellite Music Network Two, up 13.9%; and Sheridan Broadcasting Network, up 9.2%.

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## Signing On

**Clayton-Webster Corp.**, a St. Louis-based radio program supplier, is planning a new, Monday-through-Friday 90-second sports information series hosted by CBS Television's football color analyst, John Madden.

Entitled *John Madden's Sports Quiz*, the program will be primarily targeted to the 18-34-year-old male demographic delivered by album-oriented-rock (AOR) stations. "We have already received positive feedback to the concept from many AOR stations," said Stephen Bunyard, president of Clayton-Webster.

According to a company spokesman, subscribing stations will receive two "completely different" programs for airplay each week; one with a 60-second national advertiser spot that stations must air, and the other with a 60-second "hole" for local advertisers, which would be optional to air.

The new Madden series is slated to debut Sept. 1.

**NBC Radio Talknet**, a nighttime talk program network, is expand-

ing its weekday schedule—Talknet offers programming seven nights a week—with the addition of an advice and conversation show hosted by broadcaster Neil Myers. Myers will be on from 1 a.m. to 4 a.m. NYT, following Sally Jessy Raphael's program, beginning April 14. The expansion of live programming to the overnight hours "is in response to requests from numerous Talknet affiliates," said Craig Simon, vice president and general manager of the NBC Radio Network and Talknet.

Myers has been in broadcasting for the past 20 years, about half of them in local New York radio. Among his more recent positions was substitute talk show host for ABC's Talkradio network service from December 1984 to April 1986. Myers has served the same function at Talknet since May 1986. Myers also has had acting parts in motion pictures, stage plays and television shows.

Talknet currently has an affiliate count of 289 stations covering 95 of the top 100 markets.

has been named director of operations for the new sales division.

### No go

For the first time in at least 10 years, ABC Radio Networks will not hold an annual affiliates meeting at the site of the National Association of Broadcasters' annual convention, which is scheduled to begin later this week (March 28-31) in Dallas.

According to ABC Radio Networks President Aaron Daniels, attendance by ABC stations at the network's affiliates meeting at the NAB convention site has "dwindled" in recent years. "We feel we can meet affiliates

more informally at our hospitality suite and during various ABC affairs at the convention," Daniels said.

### Another season

WABC(AM) New York has extended its broadcast agreement for New York Jets football, which was due to expire this year, through the 1987 season. WABC has had Jets radio rights for the past three years.

### Signing off

Robert Mountry, 58, executive vice president for NBC Radio, who is currently in charge of

NBC's eight owned-and-operated radio properties, said last week that he will soon leave the company after 12 years of service. No specific date has been set for his departure.

"There are so many things happening in broadcasting today that I feel compelled to take a new look at how I want to spend the rest of my career in this business," said Mountry, in explaining his decision to leave. Mountry added that his parting with NBC is "very amicable."

Mountry has been in his current position since April 1982. Prior to that, he served as vice president of marketing for NBC corporate. Mountry joined NBC in January 1975

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from WHN(AM) New York, where he served as general sales manager, to help launch NBC Radio's now-defunct News and Information Service (NIS). He became NIS's vice president and general manager four months later. Mounty also spent 16 years in various capacities with Metromedia Radio.

The veteran radio executive was also instrumental in the creation of "The Source," NBC's young-adult network, in 1979, and Talknet, NBC's nighttime talk program network, in 1981. NBC has no immediate plans to replace Mounty.

### Fastest growing markets

Austin, Tex., is projected to be the most rapidly expanding radio market, based on percentage of population growth, through 1990, according to Broadcast Investment Analysts, a Washington-based broadcast financial consulting firm. BIA estimates the Austin population will increase at a 3.9% compound annual rate. (The projected national population growth rate through 1990 is 1% per year.) Austin's forecast growth is followed by that of Fort Myers, Fla., at 3.8%; Odessa-Midland, Tex., 3.6%; West Palm Beach and Melbourne-Titusville-Cocoa, all Florida, 3.4%, and Phoenix, 3.2%.

On the down side, 13 of the top 150 radio markets are expected to lose population, according to the BIA report. The greatest losses are expected to occur in Youngstown-Warren, Ohio; Eugene-Springfield, Ore.; Duluth, Minn., and Superior, Wis., all of which are projected to lose residents at a 0.7% annual rate through 1990.

The BIA data is contained in the firm's

latest report, "Investing in Radio 1987" ("Riding Gain," Feb. 16.).

### Promotion pros

The National Association of Broadcasters has selected KBPI(FM) Denver, WJLQ(FM) Pensacola, Fla., and WDF(FM) Marion, Ohio, representing stations in large, medium and small markets, respectively, as the winners of its "Best of the Best" promotion contest. The event was previously sponsored by the National Radio Broadcasters Association before it merged into the NAB.

KBPI's promotion involved hanging a 400-foot-by-200-foot banner of the KBPI bumper sticker, "Show Us Your BPI," from the side of Denver's Mile High Stadium At WJLQ, the station's new morning personality and program director, J.D. North, wore a white tuxedo and traveled around the community anonymously paying lunch tabs and grocery and gas bills for two weeks before his "mystery man" identity was revealed. WDF dis-

tributed stickers with partial combinations of its call letters at a local summer festival. If two people with stickers that made a complete combination found each other, they won prizes and qualified for a grand prize of a \$1,000 shopping spree.

Each of the winning stations received, among other things, \$500 and free registration to NAB's upcoming convention in Dallas, March 28-31.

### Closing purchase

Malrite Guaranteed Broadcast Partners has completed the purchase of WTRK(FM) (formerly WZGO(FM)) Philadelphia from Cox Broadcasting for \$13.8 million ("In Brief," Dec. 1, 1986.) The station is the first acquisition by the limited partnership of which Malrite Communications Group, Cleveland, is the general partner. The partnership investment units are offered through E. F. Hutton & Co.

## Changing Hands

### PROPOSED

**KAAY(AM) Little Rock, Ark.** □ Sold by Sudbrink Broadcasting to Beasley Broadcasting for \$2.65 million. **Seller** is West Palm Beach, Fla.-based group of three AM's and four TV's owned by Robert W. (Woody) Sudbrink. **Buyer** is Goldsboro, N.C.-based

group of six AM's and 11 FM's principally owned by George Beasley. **KAAY** is on 1090 khz full time with 50 kw. **Broker:** William B. Schutz Jr., Media Broker.

**WLOE(AM)-WKLM(FM) Eden, N.C.** □ Sold by Colonial Broadcasting Co. to WKLM-FM Broadcasting Inc. for \$2.5 million. **Seller** is Montgomery, Ala.-based group of two AM's and four FM's owned by David Coppock. **Buyer** is subsidiary of Speed-O-Print Business Machine Corp., publicly traded, Chicago-based office equipment distributor headed by Peter Nisselson. It also owns WJYE(FM) Buffalo, N.Y., and WNNR(AM) New Haven, Conn. **WLOE** is on 1490 khz with 1 kw day and 250 w night. **WKLM** is on 94.5 mhz with 100 kw and antenna 980 feet above average terrain. **Broker:** William B. Schutz Jr., Media Broker.

**WERT-AM-FM Van Wert, Ohio** □ Sold by WERT Radio Inc. to Atlantic Resources Corp. for \$1 million. **Seller** is Mattoon, Ill.-based group of three AM's and four FM's owned by J.R. Livesay and family. **Buyer** is owned by Paul E. Cheney and Chris Cage. Cheney is Cincinnati certified public accountant. Cage has interest in, and is general manager of WKKI(FM) Celina, Ohio. **WERT** is daytimer on 1220 khz with 250 w. **WERT-FM** is on 98.9 mhz with 50 kw and antenna 500 feet above average terrain. **Broker:** The Aldworth Organization.

**WBEE(AM) Harvey, Ill.** □ Sold by Heritage Communications to Mariner Broadcasters Inc. for approximately \$1 million cash and note. **Seller** is Des Moines, Iowa-based, publicly traded cable MSO serving approximately 990,000 subscribers and station group of five AM's, four FM's and 11 TV's. **Buyer** is owned by Charles R. Sherrell II and his wife, Trutie. Sherrell is station's general manager. **WBEE** is daytimer on 1570 khz with 1 kw. **Broker:** Ted Hepburn Co.

For other proposed and approved sales see "For the Record," page 153.

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## News anchors address the power of the chair

**Rather, Brokaw, MacNeil say media's power and influence over events is overstated**

A view from the television network anchor chair was provided last week by three now in it—Dan Rather, Tom Brokaw and Robert MacNeil—at a Fordham University seminar in New York. While commenting on the seminar's theme of "Mass Media in a Constitutional Democracy," the three also agreed that their influence, and that of TV, was largely overstated.

*CBS Evening News* anchor Dan Rather said that the anchor keeps the audience's confidence by trying to be "an honest broker of information." He said that in the political process, he thinks the power of the anchor and that of television "is overstated." "There is some power," Rather said, "some considerable power, to set the agenda. I don't think there is very much, if any power, to get people to think a certain way, politically or otherwise, particularly not now in the mid-1980's when the audience is sophisticated." He added that "the second you begin to tell people, 'This is what I believe,' I think your



Henry, Rather, MacNeil and Brokaw

power to influence goes way down. It disappears. The power in that sense is overemphasized," Rather said.

*NBC Nightly News* anchor Tom Brokaw said that the American television audience "is a good deal more skeptical and judgmental than we give them credit for being. They don't make up their minds instantaneously." He said he didn't think that an anchor could "go on the air one night and proclaim something to be true and have the audience, automatically, lemming-like, switch and go with us in whatever direction we decide." Brokaw added that while he recognized that an anchor's role is "important and influential," he agreed with Rather that it was "overstated."

Public Broadcasting Service's Robert

MacNeil said that anchors—as well as policy makers, well-known columnists and some business people—can "get on the phone with almost anybody they want to, at any time—that is power." But, he added, "I don't think television sets the national agenda as much as it dramatizes it, and therefore sets it in people's heads."

William Henry III of *Time*, who moderated the session, noted that anyone who has seen a network news organization knows that it's not "a one-man band," but a program produced with the help of a support staff. Quipped Rather in response: "Stay tuned. The way things are going, that's entirely possible."

Rather also discussed the role of the press—as "watchdog, lap dog or attack dog." One of the roles performed by the press—"not the only role"—is to be a good watchdog, barking at "everything that is suspicious," Rather said. "You do not want a watchdog that only barks at things he knows about. That's not a very good watchdog."

Rather said that "whatever the perception might be, it is not a legitimate role for the American press to be 'a constant attack dog, which goes for the throat, to destroy' those it covers. There is also a 'greater danger, an increasing danger,' to public information, Rather said, of the 'lap dog syndrome,' journalists wanting to be liked by everyone they cover.

MacNeil, co-anchor of *The MacNeil-Lehrer New Hour*, wondered aloud what the writers of the Constitution might think about the state of the media today, their power and size and "how omnipresent they are and how central their role has become to the whole business of government."

MacNeil said: "You only have to imagine Thomas Jefferson going for a walk with 20 camera crews following him to see the paradox of this," or Philadelphia 200 summers ago during the writing of the Constitution, "with the kind of media attention that would be insisted on now... There would have to at least be stakeouts outside Independence Hall every day, if not obligatory news conferences every day," he said. It is debatable, he said, whether the U.S. would have gotten a Constitution "nearly as creative and as brilliant as this one is."

Brokaw said that while there are those who believe, 200 years after the Constitu-

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tion, that network news is "a kind of dinosaur of information," he believes that the writers of the Constitution would have viewed network news as important in a pluralistic society as a "common forum for instant retrieval of information of common problems and common concerns. . . It is an important function that we serve here," Brokaw said. "One to be preserved and encouraged."

Brokaw and Rather also lamented the time constraints of their 22-minute evening news programs. There is "too much shorthand" on TV news programs, Brokaw said, and it is sometimes hard for the viewer to keep up "because it goes by in such a machine-gun fashion." Rather said that while the idea of an hour-long evening commercial network news broadcast "would help and we're in favor of it," it is currently "in the critical care unit and has been for some time." □

## Walters delivered letters to Reagan

**ABC News correspondent carried messages from Iran to White House; network plans no discipline**

Last December, after interviewing Iranian arms merchant Manucher Ghorbanifar and Saudi Arabian businessman Adnan Khashoggi—two key figures in the Iran-contra arms deal—for 20/20, ABC-TV's Barbara Walters took on another assignment. Ghorbanifar asked her to deliver private messages to President Reagan. Walters agreed and now finds herself in the middle of a controversy over the propriety of reporters acting as private transmission links to the government.

*The Wall Street Journal*, which broke the story, reported that Walters said she "felt terrible" in acting as an intermediary for Ghorbanifar but that she thought the information was sufficiently important to warrant its delivery to the President. White House spokesman Marlin Fitzwater said two messages "with no address and no signature" were passed to Reagan in December 1986 and January 1987. The President referred them to the White House counsel, who in turn passed them to the Tower Commission. Fitzwater also said he was told the documents contained "nothing new."

There appeared to be some confusion as to how much of the Ghorbanifar information reached the public. Michael Gartner, president of the American Society of Newspaper Editors and editor of the *Louisville Courier-Journal*, said that acting "as a conduit" involved "a gray area for a journalist." And he said he did not know whether what she did was right or should have been done. "But," he said, "the greater sin is knowing something and not telling her viewers." An ABC spokeswoman said Gartner was operating on an erroneous premise. *The Journal* had said the information delivered by Walters contained allegations about payments made to Iranian officials that she did not broadcast because, she said, they could not be verified. The ABC News spokeswoman



**Bridging the gap.** ABC evening news anchor Peter Jennings joined Soviet commentator Vladimir Pozner live via satellite from Moscow to announce participants and the format for a U.S.-Soviet satellite teleconference April 8. Sponsored by the Center for Communication, the upcoming teleconference on the role of the media in current U.S.-USSR relations will explore, among other issues, how each country "dispels and perpetuates stereotypes we have of one another," said Catherine Gay, executive director for the Center for Communication. The two-hour satellite conference will also discuss investigative journalism going on in both countries, how each covers international stories, and the role of the media in current U.S.-Soviet relations, she said.

Joining Jennings and Pozner will be Seymour Topping, former managing editor of the *New York Times*; Stuart Loory, senior correspondent for the Cable News Network, and Elizabeth Tucker, staff writer for the *Washington Post*. Participating on the Soviet panel: Vitaly Korotich, editor in chief of the weekly Soviet magazine, *Ogonyok*; Alexander Shalnev, commentator for *Izvestia*; Yuri Tschekochikhin, who works for the *Literary Gazette*, and Soviet journalist Tengiz Sulkhaniashvili.

said that as much of the material "as we could verify" was used in follow-up reports.

Walters herself was not talking to reporters last week. But ABC News issued a statement asserting that Walters was "in violation of a literal interpretation" of the network's policy on such matters. It said Walters thought the information "could be of assistance to the remaining hostages" and delivered it to the White House "before informing her management." But the statement also said she "gave the information to the appropriate editors at ABC News."

Still, ABC News said that its policy "expressly limits journalists cooperating with government agencies unless threats to human life are involved." And the correspondent believed that to be the case, according to the statement. Then it said: "The management of ABC News discussed this matter with Ms. Walters, who understands that the transmission of her information to the Presi-

dent was in violation of a literal interpretation of news policy."

The spokeswoman said that Walters—who earns more than \$1 million a year—would not be disciplined.

As the statement indicates, the incident troubled ABC News. But Walters's role is not without precedent at the network. In 1962, during the Cuban missile crisis, John Scali, then ABC News's State Department correspondent, served as a courier between the top KGB agent in the U.S. and the State Department. He carried messages that ultimately led to the resolution of the U.S.-USSR confrontation that threatened to erupt into a nuclear holocaust. Scali, who had been recruited for the courier's job by the KGB agent, did not check with the network until delivering his first message to the State Department. Then he conferred with the vice president of the news division, the late James C. Hagerty. He also checked before

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## Intermedia

**Prom time.** National Association of Broadcasters in cooperation with U.S. Conference of Mayors and National Governors Association kicked off public service campaign, "National Operation Prom/Graduation." Campaign is aimed at promoting nonalcoholic and drug-free activities for teen-agers. Theme for this year's project is "A Class Act: Celebrate Smart," and is co-sponsored "nationally and locally by more than 20 business, government and public interest organizations, including the White House, National Limousine Association, the American Floral Marketing Council and the National Federation of State High School Associations."

**Meter made.** Arbitron said last week it has signed its first client for meter service in Atlanta, which is due to launch in November—WXIA-TV, NBC affiliate. Market will be third in which company has installed meters this year, other two being Cleveland and Denver.

**Advertising deductibility.** Association of National Advertisers defended tax deductibility for advertising expenses in letter to Richard Schulze (R-Pa.), member of House Ways and Means Committee. Schulze circulated letter to committee members questioning validity of advertising deductions. ANA cites, among other things, study by Wharton Econometric Forecasting Associates that concluded: "The impact of limiting the deductibility of advertising expenses should have a larger negative impact on small businesses than on large businesses. . . . Many new small business firms enter existing markets with the help of advertising. By limiting the deductibility of advertising, it will make it more expensive for new small businesses to obtain a sufficient market share. These higher costs of entering markets will discourage the creation of new businesses and inhibit competition."

**Securities subjects.** LIN Broadcasting announced two-for-one stock split in form of stock distribution payable on March 31. As of Feb. 18, there were 26,698,000 shares outstanding. ■ Westwood One said board approved three-for-two stock split of both common and class B stock, expected to be payable on April 6. ■ Lorimar Telepictures said it offered \$150 million principal amount of 11% senior subordinated debentures due 1999, priced at 99.175% to yield 11.125%, through Drexel Burnham Lambert.

delivering State's response.

Scali, who is now a senior correspondent covering national security matters, achieved national attention for his role as courier in the missile crisis. Asked his views on the Walters action, he said: "I don't want to be quoted as criticizing Barbara's role in this area. I can understand how, under the circumstances, she acted as she did, thinking lives were at stake." □

## Marlene Sanders, Fred Graham depart CBS News

Veteran correspondent Marlene Sanders has decided to leave CBS News rather than move to CBS Radio as a full-time anchor for its hourly newscasts. Sanders, who joined CBS in 1978, was asked to join the network's radio division as part of the overall restructuring of CBS News, begun March 6 with the dismissal of 215 news division staff members. She has been on general assignment at the CBS News Northeast bureau in New York since January 1983, in addition to anchoring several editions of *Newsbreak* each week on CBS-TV, as well as periodically anchoring CBS News broadcasts on the CBS Radio Network.

Considered to be a pioneering woman in broadcasting, Sanders worked as a producer, writer and reporter for WNEW-TV New York from 1955 to 1960. She also worked at ABC News as a correspondent and anchor, and in 1976, became vice president and director of television documentaries for ABC News, until joining CBS as a correspondent and producer for *CBS Reports*.

Sanders said last week she has "no plans." She has an "interest" in politics, and may work on a campaign. She is also finishing a book.

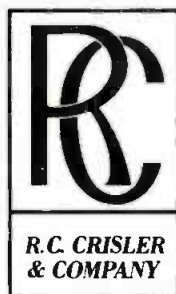
Fred Graham, law correspondent for CBS News for the past 15 years, has been hired by WKRN-TV Nashville as co-anchor of the 5 p.m. and 10 p.m. newscasts.

Although he was one of 14 on-air people laid off by CBS two weeks ago, Graham had been negotiating with the station before the news broke about CBS's cutbacks. WKRN-TV president and general manager, Art Elliot, said he approached Graham around the end of January to see if he "might be interested in coming back to Nashville." (Graham grew up in Nashville and his parents still live there; his wife's parents live in nearby Bowling Green, Ky.)

Elliot said he and Graham met with each other on several occasions to talk about it, and when word of their negotiations "got out through a third party," it was reported in a Nashville newspaper. Elliot said he thinks the publicity about Graham's negotiations with the station contributed to CBS's decision to let him go. "It was an easy cut to make," Elliot said.

Graham's first newscast on WKRN-TV, an ABC affiliate, will be in early May. He joins Anne Holt, who has been an anchor there for the past five years.

At CBS, Graham also served as substitute anchor for *Nightwatch*, *Face the Nation* and the *CBS Morning News*. □



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## The care and feeding of cable advertising

**Annual CAB conference will feature speakers, panels and exhibits geared to increasing ad sales**

The sixth annual Cable Advertising Conference will be held March 29-31 at the Waldorf-Astoria hotel in New York, under the general theme of "We're Reaching Out." As of last Wednesday (March 18), registration for the conference had reached 900 (up about 10% from 1986), with final registration expected to reach 1,100.

The conference, which begins Sunday (March 29) with the opening of CAB's second annual exhibition of hardware and software, will include a discussion of new revenue sources, new sales management techniques and the presentation of CAB Awards by actor and comedian Robert Klein. There will also be three concurrent sessions: "Home Shopping and Direct Response"; "Defining Cable's Role in Media Planning," and "Cable as a Spot Medium—Can Interconnects Drive Growth?"

Among the speakers: Adam Stagliano, senior vice president and director of planning for Doyle Graf Mabley, New York, will examine the effect of cable programming choices on television viewing and advertising. Also participating: Trygve Myhren, American Television & Communications and chairman of the National Cable Television Association, who will discuss the effect of cable deregulation on must carry, channel positions and adjusted rates for basic cable service; Fred Vierra, president of United Cable Television Corp., who will discuss cable programming and audience promotion, and Robert Clasen, president of Comcast Cable Communications, who will talk about new cable marketing strategies and how they can increase subscriber growth. The last three will address the growth of cable's value to viewers and advertisers, CAB said.

Commenting on the presentations of Myhren, Vierra and Clasen, will be Ted

Turner, chairman of Turner Broadcasting; Joel Segal, executive vice president and director of network TV and cable of Ted Bates Advertising; Jerry Maglio, executive vice president of marketing and programming for Daniels & Associates; Kay Koplovitz, president of USA Network; Ed Bleier, president of pay TV and network features for Warner Brothers Television, and Lon Bencini, manager of broadcast media for General Mills. They will analyze the reports "in terms of their impact on television advertising," according to CAB.

There will also be panel presentations on new revenue sources by systems that have been successful in developing "the profit potential" of cable classified advertising, couponing and direct mail, and discussion of the growth of interconnects during a session called "building cable's national and regional sport business," CAB said.

On Tuesday (March 31), Ralph Baruch of Viacom International Inc. and chairman of

the National Academy of Cable Programming, will kick off April's National Cable Month. He is expected to discuss cable's growth as a programming medium and the benefits for cable advertisers.

Co-chairmen of the 1987 CAB conference are Allan Eisenberg, director of advertising sales for American Television & Communications, and Douglas Greenlaw, vice president of advertising sales for the CBN Cable Network.

Said CAB President Robert Alter of the conference: "With cable deregulation a fact of life, the industry is reaching out in new directions, and so is CAB in planning this year's conference. We have not only drawn upon the leaders within the cable industry to be a part of our agenda, we have also secured commitments from nationally recognized sales and management experts outside cable to provide their innovative ideas and perspectives to those attending the conference." □

## Advertising overview

**That's what's planned for 4A's annual gathering in Florida, with speakers, workshops, panels**

Later this week, some 700 advertising agency executives, their spouses, and the press, are expected to make their way to Florida for the American Association of Advertising Agencies annual meeting, held this year at the Boca Raton Hotel and Club, March 25-28.

Highlighting this year's agenda will be a variety of workshops and panel sessions exploring advertising and related issues, as well as golf, tennis and deep sea fishing tournaments to round out the program. The meeting officially begins Wednesday evening (March 25) with a welcoming reception and presentation of "The Wonderful World of

Language" by Keith L. Reinhard, chairman and chief executive officer of DDB Needham Worldwide Inc.

Thursday morning, the 4A's business session will be held, with opening remarks by 4A's President Leonard S. Matthews, elections of officers and directors and a treasurer's report by Delano W. Ladd Jr., chairman and chief executive officer of Edwin Bird Wilson Inc. They will be followed by, among others, economist Arthur Laffer who will offer a U.S. and world economic outlook for 1987 and beyond, and will revisit his industry predictions for the 1980's, which he made at the 4A's annual meeting five years ago.

Concurrent discussions of "Executive Compensation After Tax Reform," "Personal Advocacy: Becoming Your Own Best Friend," "TV production: Simple vs. Simple-minded," as well as sessions on advertising law, "Pitfalls in Agency-Client Agreements" and "What Do You Mean I Can't Fire Him/Her?" are on Friday morning's agenda. They will be followed by a general session with Armand de Malherbe, president of the European Association of Advertising Agencies, Paris.

On Friday, Richard T. O'Reilly, former president of Campaign '80 to elect Ronald Reagan, and national director of the Media-Advertising Partnership's war on drugs campaign, will address the group, followed by Allen G. Rosenshine, president and chief executive officer of New York-based Omnicon Group Inc.; Charlotte Beers, chairman and chief executive officer of Chicago-based Tatham-Laird & Kudner, and the 4A's Leonard Matthews. □

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# TELECASTINGS

## Program funding

Public Broadcasting Service member stations committed a record \$43,847,010 through the Station Program Cooperative to finance the production of 25 series for the 1987-88 season. (Last year, \$39.4 million was spent on 26 series.) Two new series have been purchased—the four-part *Secret Intelligence*, focusing on American security agencies and espionage, to be produced by KCET(TV) Los Angeles, and the 16-part *The American Experience*, a documentary exploring America's history and heritage, a project of WGBH-TV Boston, WNET(TV) New York and KCET. The 23 returning series are *Adventure*, *American Masters*, *American Playhouse*, *Austin City Limits*, *Evening at Pops*, *Eyes on the Prize*, *Firing Line*, *Frontline*, *Great Performances*, *The MacNeill/Lehrer NewsHour*, *Mark Russell Comedy Specials*, *Mister Rogers' Neighborhood*, *Nature*, *Newton's Apple*, *Nova*, *Reading Rainbow*, *Sesame Street*, *3-2-1 Contact*, *The Victory Garden*, *Wall Street Week*, *Wild America*, *Wonderworks* and *The Woodwright's Shop*.

## Extras OK

Screen Extras Guild members have approved a new contract with the Alliance of Motion Picture and Television Producers by nearly a two-to-one margin. Of 2,402 votes cast, 1,572 (65.4%) were in favor of ratification and 830 (34.6%) were against. The new contract has a two-tier wage system, with current SEG members getting \$90 per day (with health and pension benefits) and new members \$5 per hour (with health but no pension benefits). Fewer jobs will be available at the \$90 rate than under the old contract, however.

## Libel in limbo

Terry Rouse, the woman suing Geraldo Rivera and Tribune Entertainment for libel over the syndicated special, *American Vice: The Doping of a Nation*, has temporarily dropped her \$30-million suit, according to her lawyers. Rouse is now in jail in Harris county, Tex., for possession of cocaine. Her lawyers will refile a libel claim, for Rivera's identification of her as prostitute and drug dealer, after she goes on trial for the drug charges.

## Continental premiere

*CBS Evening News with Dan Rather* was seen on French television for the first time last Tuesday, more than a year after the network first broached the idea of a French broadcast (BROADCASTING, Jan. 26).

The program will now air five times a week over France's national UHF pay channel, Canal Plus, after being subtitled in French by a CBS news producer in New York and transmitted over the Intelsat V satellite. The show is broadcast at 7-7:30 a.m., when the normally scrambled Canal Plus re-

mains clear for promotional purposes.

Advertisers on the opening show included Mobil and American Express, with advertising placements being handled by Canal Plus and CBS sharing in a fixed percentage of any profits.

## New China TV company

Peoples Republic of China has formed a national television and radio corporation to conduct technology research and development, as well as manufacturing, marketing maintenance and trade, according to the Associated Press. The China Communication and Broadcasting Electronics Corp. will work to speed the development of the country's still-small television and radio industries, AP added, and will cooperate with foreign companies and import new technology and equipment.

## Gillett goes Beta

Gillett Broadcasting's WMAR-TV Baltimore has purchased nearly \$700,000 in Betacam equipment from Ampex. The half-inch camera and recording gear should be on line by April and will be used to replace the NBC affiliate's current three-quarter-inch videotape gear and cameras.

WMAR-TV Director of Engineering Joe Bruno said the \$676,000 order included nine CVR-105 CCD camcorders, two additional CCD cameras, four CVR-25 portable recorder-players, two CVR-21 portable players, four CVR-10 studio players, three CVR-15 studio players with automatic scan tracking, 12 CVR-40 studio recorder-players and accessories including batteries and Fujinon lenses.

The Betacam products used by the stations were manufactured by Sony under the Ampex label, although Ampex expects to make available its own manufactured Betacam gear later this year.

The station is planning to construct new playback areas and edit booths for the Betacam systems, and is nearing completion of the installation of a new Grass Valley Group Horizon switcher to handle the new facilities, Bruno added. Some Umatic playback capability will be retained in the edit booths to handle existing file material.

As part of a separate order, the station has also purchased an Ampex AVA-3 videographics system and has a tentative order for an Ampex Picturemaker, a three-dimensional animation system developed by Cubi-comp, he added.

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## Rockefeller reflects on 10-year CPB tenure

10-year CPB member looks back over her public broadcasting career

The board of the Corporation for Public Broadcasting will lose its ranking member on Thursday (March 26) when the second term of 10-year veteran Sharon Percy Rockefeller expires. A Democrat who served as chairman between 1981 and 1984, Rockefeller fought numerous battles for public broadcasting on Capitol Hill, in the CPB board room and before the general public. "I very much enjoyed being a member of the board," she says. "The field of public broadcasting, like the field of broadcasting, changes a lot. It's always challenging and exciting."

During her first Senate confirmation hearings in 1981, Rockefeller identified public affairs and children's programming as her key concerns. Those concerns have been "extremely well attended to" in the past 10 years, she says, citing CPB's expenditure of more than \$10 million each year on children's programming, including *Sesame Street*, *3-2-1 Contact*, *Square One TV*, *Reading Rainbow* and *Wonderworks*, and offers news



Rockefeller

programs like *The MacNeil/Lehrer News-Hour*, which she describes as "a very important development for all of news and public affairs in American broadcasting." If she

were going through hearings today, says Rockefeller, she would again include public affairs and children's programming as main objectives. "The reason that both these fields are important for CPB is that they're difficult to fund in the private sector," she says. "Children can't buy products and underwriters are less interested in public affairs [programs] because they have the potential to be controversial."

When she became CPB chairman in 1981, Rockefeller said that among her goals was improving the public broadcasting community's cohesiveness and improving its image on Capitol Hill. "I felt very strongly that the public broadcasting family had to unify from within," she says. As chairman, she met "very regularly" with the heads of CPB, the Public Broadcasting Service, National Public Radio and the National Association of Public Television Stations "so that we could resolve our internal conflicts, present a united front, and explain the good message of public broadcasting to all that were interested," she says. When NPR almost went bankrupt in 1983, CPB stepped in with a loan (BROADCASTING, Aug. 1, 1983) because, as Rockefeller explains now, "NPR had to survive, period." According to Rockefeller, legislators and the American public do not distinguish among the four organizations, which must work together. "We have one story to tell; we have one message to convey," she says.

For Rockefeller, lobbying members of Congress has been a full-time job. "You can't just do the work during the time you have the hearing, or during the time you want the money. You have to do it all year long," she says. Not all of her lobbying is formal. "I see people around Washington, and every time someone sees me coming, I hope they see a messenger from public broadcasting," she says. "And they usually do." Her political contacts are in no way harmed by her marriage to Senator John D. Rockefeller IV (D-W. Va.), former West Virginia governor.

Rockefeller described lobbying for the noncommercial system as "an evangelical function. At some point public broadcasting is a cause; it's not just a business. It's something that you believe in," she says. "There's an extra dimension to all of that which requires some fervency. I always enjoyed that part of it, and hoped that I did what I could to spread the gospel."

Rockefeller believes the federal government should be contributing more money to public broadcasting and has been telling it so for 10 years. She has lobbied against advertising on public television, UHF/VHF swaps and content analysis of public television programming. (The proposal for content analysis was recently killed by the CPB board ["In



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Brief," March 9].) "What I've tried to do over the years is identify in which specific areas I could make a difference," she says. The noncommercial institutions "certainly need and deserve more corporate support," Rockefeller says. "To serve on these boards means not only to do the daily work but also to try to keep in mind the really important issues, which will forever change your operation if you haven't solved them," she says.

And the system's problems? "The budget situation continues to be desperate," she says. "Our job is to make our case for our cause in an era of limited resources." For the most part, cable helps public broadcasting, Rockefeller says, because two-thirds of the noncommercial stations are UHF "and cable brings them into the home on an equal par." But "what's happening in the must-carry situation is worrisome because we're being bumped to Siberia," she says. "We have to reverse that trend fast."

Asked how the public broadcasting system, on a shoestring budget, has managed to provide service when many commercial networks have had to cut back staff, Rockefeller stressed what she saw as the differences in the two systems. The commercial networks' "fundamental purpose is to sell advertising, and our fundamental purpose is to provide high-quality programs," Rockefeller says. "I think their purpose should more often be like ours." According to Rockefeller, the public broadcasting system has 12,000 employees at 500 public radio and TV stations. "I think we run a very lean, mean operation—because we've had to. We've never had the money to indulge ourselves. And in some ways, maybe that's kept us better focused."

If the noncommercial system had all the money it wanted, says Rockefeller, it would spend it on "more and better programs." It is always looking for new projects, because "the better the projects, the more likely the funding is going to be," she says. "We hear so much about the difficulties of the organizations and the stations in getting those programs on the air, but the miracle is that they do get on the air, and that they're as good as they are, and that they're improving," Rockefeller says. "Everything in public broadcasting is on an up. The times have been difficult, but the product keeps improving, and I'm positive that it will continue to improve."

Among public broadcasting's accomplishments over the past 10 years have been maintaining high programming standards, insulating the system from political control, preserving the nature and character of public broadcasting and maintaining good relationships with Congress, Rockefeller says. People who work in the noncommercial system do it "because they believe in public broadcasting. They're committed to it. They want it to succeed," she says. "You can't buy that kind of devotion and commitment."

Rockefeller's introduction to public broadcasting came in the early 1970's, when her children began watching *Sesame Street*, PBS was airing the *America* series and the Watergate hearings were covered by NPR. Rockefeller says she had no idea the three programs "were being brought to me by the same group of people." At the time, she says, she "didn't know the difference be-

tween public broadcasting and commercial broadcasting." It was through a fellow Stanford University board member, chairman of KQED-TV San Francisco at the time, that she was introduced to Ward Chamberlin, then the new president of WETA-TV Washington. She joined the WETA-TV board in 1974, and offered seats on the boards of both CPB and

PBS, went to Chamberlin for advice. "I didn't know the difference between them," she says. She followed Chamberlin's recommendation: "'Go to CPB: they need you more.'" Now, after 10 years with CPB, Rockefeller will join the board of PBS. "I've practically come full cycle in 10 wonderful years," she says. □

## Burch wins Intelsat post, now must win community's confidence

**Former FCC chief faces challenge of increased competition to Intelsat, working in shadow of his predecessor's alleged improprieties**

Americans in and out of government who had a hand in former FCC Chairman Dean Burch's successful run for director general of the International Telecommunications Satellite Organization (BROADCASTING, March 16) were expressing pleasure and satisfaction last week. They saw Burch's victory as a demonstration of the success the government can achieve if it is properly organized and runs the proper candidate. For Burch, one challenge may have been met. Another—winning the confidence of some in the Intelsat community who are reportedly skeptical of his loyalties—remains ahead.

One of those who had worked for Burch's candidacy said the process—in which the State and Commerce Departments along with the FCC, the Communications Satellite

Corp. and other representatives of private industry, had cooperated—"had worked well." Indeed, they had worked hard, contacting Intelsat governors and high government officials around the world in Burch's behalf. The candidate himself—in his own travels in Asia and Europe—was seen by backers as having impressed officials with his directness and candor.

Still, for a time on Friday, on the second day of balloting, as Burch's strength in the weighted voting of the board of governors seemed stuck in the mid-to-high 50%-range, one Burch backer was talking uneasily of the "Maalox weekend" he saw ahead if Burch did not secure his victory by day's end. Unless Burch went "over the top"—and won the 63.4% majority required for a victory, the backer said—his support would have begun to "erode" had the balloting been continued on Monday. Pedro Castelo Branco, of Brazil, had achieved about 19% of the vote, acting director general John Hampton, of

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Australia, about 17%, and Pekka J. Tarjanne, of Finland, about 13%.

Burch himself is credited with taking the action that broke open the contest. As one source put it, Burch "offered an olive branch" to Castelo Branco. The precise nature of the "olive branch" is unknown; Burch himself declined to discuss the matter. Conventional wisdom had it that it was an offer of the post of deputy director general, although Intelsat officials who know the Brazilian say it is unlikely he would give up his present prestigious post as head of Embratel, Brazil's signatory to Intelsat, for a secondary post in Washington. Whatever the ploy, it did the trick. And on the next straw ballot—the fourth—Burch won the support of 64.5% of the vote.

Still, the game was not over. France's Intelsat governor, Pierre Godiniaux, was threatening to call for a formal vote. If it had been called, the U.S. might have lost the support of a group of countries consisting of Iran, Pakistan, Korea and Turkey, which collectively have about 3% voting strength on the board and which had supported Burch in the third straw ballot. The Iranian representative reportedly had said his country could not support the U.S. in a formal, public vote. But it was unclear whether that would have prevented the group from continuing to support Burch. And U.S. sources say they were confident that even if that group's vote had been lost, the U.S. could have obtained more than enough to offset it from other governors. The U.S. never had to prove that. For by now, it was late Friday afternoon.



Burch

After four ballots in two days, governors and alternates were eager to resolve the matter, Burch had demonstrated considerable support, and the chairman of the board, Tadashi Nishimoto, was urging Godiniaux not to prolong matters. Godimann did not. And the board made Burch's selection—subject to confirmation by the 113 member countries at an Extraordinary Assembly of Parties April 1-3—unanimous.

Godiniaux is said to have expressed anger over what he suggested was undue American political pressure. He reportedly said the

U.S. government had taken over the role of the U.S. signatory (Comsat) in politicking in Burch's behalf—and expressed the hope such politicking will not be repeated in the future. Indeed, Intelsat sources say some telexes sent from the State Department to foreign governments bore the name of Secretary of State George Shultz—and some, Vice President Bush, long a close confidante of Burch's. A State Department official confirmed Schultz's participation, but said the allegation regarding Bush was "absurd."

As director general of Intelsat, Burch would head an organization of 640 employees, with annual revenue of \$70 million and assets of more than \$3 billion. It's an organization going through troubled times, as it confronts serious competition for the first time in its 22-year history. U.S. policy encouraging the developing of separate international communications satellite systems has attracted the most attention as a possible threat to Intelsat, but many observers, including Burch, see fiber optic undersea cable as the critical competitive problem.

The looming competition is not the only matter troubling the organization. The election was conducted in the shadow of the scandal that created the opening—the board's dismissal, in December, of Director General Richard Colino along with Deputy Director General Jose L. Alegrett, as the result of an investigation of alleged financial improprieties, an investigation that is still going on. Colino was the first American to head the organization—and the circumstances of his removal, Intelsat sources say, constituted a negative burden for Burch to overcome. The Americans' argument was that it was essential to elect the best qualified candidate—and they contended that that description fit Burch, a man who had acquired a substantial reputation in Washington after service as chairman of the FCC from 1969 to 1974, as a senior adviser to Presidents Nixon and Ford, as head of the U.S. delegation to the Space WARC in 1985 and, finally, as a partner, practicing communications law, in the firm of Pierson, Ball & Dowd.

Probably a more serious obstacle for Burch to overcome among governors concerned about competition from separate international communications satellite systems was that Burch has been identified with that policy—and not only because he is an American. Burch last week appeared to confirm the report of an Intelsat source that he had lobbied foreign governments on the separate satellite issue, saying, "I went to Europe last summer to make some calls." However, Burch has told members of the board that, as director general, he would be "my own man."

With that kind of baggage, some sources at Intelsat say Burch has his work cut out to win the confidence of the bureaucracy, many of whose members had made no secret of their support for Hampton. Some board members, too, reportedly, remain to be convinced about Burch's commitment to Intelsat. Still, one staffer said, Burch would be given "the benefit of the doubt." The attitude, of staff and board, he added, "would not be hostile but it would be skeptical. It would say, 'prove it. Prove that you can do a good job.'" □

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## Fall arrives early for network programming

### CBS renews series; ABC wraps up pilot orders

In past years, CBS has waited until its annual affiliates meeting in May to announce renewals for the fall season. But by last week, the network had already renewed eight of its highest-rated series. The reason, sources said, is the threat of a directors strike this summer.

CBS hopes to have four episodes each of *Magnum P.I.*, *Newhart*, *My Sister Sam*, *Murder, She Wrote*, *The Equalizer*, *Dallas*, *Knot's Landing* and *Falcon Crest* (the last three from Lorimar) in the can by the time the Directors Guild of America contract expires on June 30. There have been rumblings that a strike by the 8,200-member guild will occur unless the Alliance of Motion Picture and Television Producers, a consortium of the major studios, makes some major concessions.

At NBC, which has renewed seven shows, and ABC, which has renewed four, officials say there is nothing unusual about renewing popular series this early. NBC has announced renewals for *ALF*, *L.A. Law*, *Matlock*, *Night Court*, *Our House*, *Amen* and *27*, while ABC has given the go-ahead to *Who's The Boss*, *Growing Pains*, *Head of the Class* and *Perfect Strangers*. ABC has five commitments for new series, but a network spokesman said the development deals for the four sitcoms and one drama resulted from the top-named talent involved and had nothing to do with the possibility of a directors strike.

ABC also wrapped up its pilot orders last week. In addition to the five previous series commitments, the network has 22 pilots—10 sitcoms and 12 dramas—vying for possible slots on the fall schedule.

The five previously announced series commitments are:

- *I Married Dora* (Reeves Entertainment and Michael Lesson), a comedy about an introverted, widowed architect with children who marries a pragmatic young Salvadorian refugee.

- *Hooperman* (20th Century Fox, Steven Bochco, Terry Louise Fisher), a comedy about a plain-clothes police detective whose powers of persuasion and grasp of human nature are his most effective peace keeping tools. John Ritter stars.

- Untitled project (Reeves Entertainment and Mike Nichols). A comedy about the relationship between a 35-year-old divorcee and her ex-mother-in-law, starring Maureen Stapleton and Judith Ivey.

- Untitled project (You and Me Kid Productions). A comedy for fall or midseason about an opinionated sportswriter whose ego is continually getting the better of his intellect. Dabney Coleman stars.

- *The Clinic* (Lorimar and Jay Presson Allen), an hour drama about a family-oriented psychiatric clinic where there is a question as to who are the crazier: doctors or patients.

ABC's comedy pilot development list includes:

- *Canteen Ladies* (Avnet/Kerner/Bregman in association with Walt Disney), about two long-time White House cafeteria workers who comment on issues, politics and characters populating their work place. Based on British series of the same name.

- *Cowboy Joe* (working title from Imagine Entertainment), about a restless "contemporary cowboy" who abandons his family to experience the Old West. He returns to his wife 15 years later wanting to settle down. Joe Cutler stars.

- *Doodles* (working title from Tri Star in association with Beth Polson Productions) explores the values and traditions of heartland America through the eyes of a young girl. Hoyt Axton and Gennie James star.

- *Full House* (from Miller/Boyett in association with Lorimar), about a recently widowed father who enlists the live-in help of his brother-in-law and a close friend to assist in raising his three children.

- *It Had To Be You* (Warner Bros.) explains the evolution of a relationship between two rivals at a staid San Francisco publishing house who meet, fall in and out of love, live together and finally marry. Tim Matheson and Annette Benning star.

- *The Pursuit of Happiness* (20th Century Fox), about a young man coming to grips with adulthood after a decade-long idealistic trek across America. Paul Provenza and Brian Keith star.

- *Second Stage* (Winkler/Rich in association with Paramount), about a woman who gives up low-paying public service jobs at age 39 to secure a financial future for herself and her 16-year-old son by joining her father's Boston public relations firm. Joanna

Cassidy stars.

- *There's No Place Like Home* (working title from Pillsbury/Sanford Productions in association with Warner Bros.), about two very different sisters who return to their hometown after their mother dies to run the family diner.

- *The Wayside School* (Broadcast Arts), about students and faculty of an unusual educational institution. The show blends live action with puppets, animation and other special effects.

- *Inside Scoop* (Reeves Entertainment in association with Woody Fraser Productions), a comedy-variety magazine show described as an "irreverent cross between *60 Minutes*, *Nightline* and *Entertainment Tonight*."

Dramatic pilots include:

- *Circus* (Phoenix Entertainment), about the last family circus traveling across America.

- *Remo Williams* (Orion in association with Dick Clark Productions), action-adventure show based on "the Destroyer" series of books.

- *Jon Sable* (Taft Entertainment), a character action-adventure show about morality and redemption, based on the underground comic book of the same name.

- *After Midnight* (Orion), a multiple character show about people who live in a big city, exploring life from midnight to dawn.

- *Desperate* (Warner Bros.), about a man's ascent from an emotional crisis as he tries to put his life back together.

- *Divided We Stand* (Aaron Spelling Productions), a family drama with the theme that there is life after divorce.

- *Believers* (New World Television), a fantasy show that goes by the theme: "You've got to believe."

- *Grownups* (MGM/UA), a light drama about a generation experiencing parenthood



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■ *Free Spirit* (Aaron Spelling Productions), about a woman who remarries and has the ghost of her deceased husband return to haunt her and her present spouse.

■ *Buck James: For Life* (Entertainment Partners in association with Tri Star Productions), based on a true story of an accomplished Texas doctor who tries to improve his stature as a person, and whose treatment of emergency cases laid the groundwork for the establishment of trauma centers. Dennis Weaver stars. □

## NFL, networks both give ground in rights pact

**NFL compromised on payments, but reduced contract length from five to three years, and opened door to cable coverage of games**

The ability to sell a program, and for how much, is usually one of the major issues in any television rights negotiation and was by most accounts the driving force in the recently concluded talks between the networks and the National Football League. The net-

works went into those talks with a two-pronged strategy. They hoped to negotiate lower rights fees this time around because of the depressed network advertising economy. But at the same time they wanted to keep an exclusive hold on the rights to NFL games, barring any fourth carrier from sharing in that pie. But having it both ways was not in the cards. The NFL conceded ground, and a fair amount of it, on broadcast network rights payments. But to make up the difference, or most of it, the league turned to cable (ESPN) and negotiated a historic rights pact that has opened the door to nonnetwork coverage of NFL games for the first time.

The league confirmed last week that its new three-year television rights agreements will pay out \$1.428 billion, or \$476 million annually, over the life of the pact. On an annual basis, that is between 3% and 4% less than the total payments the league received in 1986, which amounted to between \$490 million and \$495 million. The three broadcast networks, however, will pay a total of between 13% and 14% less than they paid in 1986, with ESPN making up the difference. CBS and NBC retain the packages they've had under past agreements, the National Football Conference, and the American Football Conference, respectively. ABC retains its 16-game Monday night package but spins off five other prime time broadcasts to ESPN, which will televise eight regular season prime time games on Sunday evenings.

The four major differences in the new agreement are that cable is now in the rights picture; the networks have broken a string of successive NFL rights fee increases and will pay less; the annual payments are fixed for each rights holder and do not increase over the course of the pact; the new agreement is for three years only, not five years as in past agreements. Only CBS acknowledged making money over the last five-year deal, but it was not happy with what one executive at the network described as a "marginal" profit. Both ABC and NBC claimed to have lost money over the course of the old pacts. All three networks suffered rating declines during the 1986 regular season. ABC averaged a 17.5 rating, off 5.5%; CBS averaged a 15.2, off 4%, and NBC a 12.3, off 2.4%.

Broken out by network, several sources with knowledge of the agreements said that NBC succeeded in gaining the greatest reductions while keeping its package intact. It will pay about \$120 million annually under the new agreement, about 17% less than it paid in 1986. CBS will pay about \$150 million under the new pact, about 10% less than a year ago. Capital Cities will pay not only for the ABC rights but 80% of the ESPN bill as well (ABC owns that percentage of the service). Last year sources at the network said ABC alone would pay \$175 million for its 1986 rights, although more recent published reports have pegged the network's 1986 rights payment at about \$150 million. The remaining \$35 million under the new pact is for annual payments for the post-season playoff and championship games which is what the networks paid for those rights a year ago.

At its annual team owners meeting in Maui, Hawaii, last week, NFL management

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## NBC remains on top in prime time

NBC took week 25 (ended March 15) in the prime time ratings with an 18.2 rating and a 29 share. CBS followed with a 15.1/24 and ABC had a 13.4/21.

A break from the typical top-five shows for the week was made when NBC aired the made-for *Rags to Riches*, on Monday from 8 p.m. to 10 p.m. and pulled in a 25.3/36. *Rags* ranked fourth for the week and aired opposite the first two hours of ABC's rebroadcast of "Star Trek—The Motion Picture." The theatrical movie picked up a 14.3/22 and ranked 32d for the week.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	36.6/54
2.	Family Ties	NBC	36.0/52
3.	Cheers	NBC	25.8/39
4.	Monday Night Movies	NBC	25.3/36
5.	Murder, She Wrote	CBS	24.8/36
6.	Golden Girls	NBC	23.8/38
7.	60 Minutes	CBS	23.4/37
8.	Growing Pains	ABC	22.6/33
9.	Who's the Boss?	ABC	21.7/33
10.	Matlock	NBC	20.9/31
11.	Moonlighting	ABC	20.0/30
12.	Sunday Night Movie	NBC	19.2/29
13.	Amen	NBC	18.9/32
14.	Magic-David Copperfield	CBS	18.8/32
14.	Peopie's Choice Awards	CBS	18.8/28
16.	Dallas	CBS	18.6/30
17.	L.A. Law	NBC	17.5/28
18.	Rags to Riches	NBC	17.3/25
19.	Houston Knights	CBS	17.1/28
20.	Cagney & Lacey	CBS	16.9/28
20.	Hunter	NBC	16.9/30

Rank	Show	Network	Rating/Share
22.	Perfect Strangers	ABC	16.6/26
22.	227	NBC	16.6/27
24.	Dynasty	ABC	16.5/25
25.	Falcon Crest	CBS	16.4/29
26.	Sunday Night Movie	ABC	16.2/24
27.	Knots Landing	CBS	15.7/26
27.	Newhart	CBS	15.7/22
29.	Hotel	ABC	15.6/27
30.	Miami Vice	NBC	15.2/24
31.	Our House	NBC	15.0/23
32.	Monday Night Movie	ABC	14.3/22
32.	Hill Street Blues	NBC	14.3/25
34.	Facts of Life	NBC	14.2/24
35.	Harry	ABC	14.0/22
36.	Kate & Allie	CBS	13.9/20
37.	20/20	ABC	13.7/22
37.	Highway to Heaven	NBC	13.7/21
39.	Cavanaugh's	CBS	13.5/19
40.	CBS Sports Special	CBS	13.3/22
41.	Webster	ABC	13.0/22
41.	Crime Story	NBC	13.0/23

In the news race for week 25, CBS won with a 13.0/23. NBC had a 12.0/22, while ABC finished with a 10.7/19. Last year the news numbers ran CBS 13.1/23, NBC 12.4/22 and ABC 12.0/21.

The HUT level (homes using television) stood at 63.6%, down from week 24's 63.8%, and down from last year's week 25 level of 63.1%.

With five weeks left in the season, the current season-to-date averages are NBC 18.0/28, CBS 16.1/25 and ABC 14.2/22.

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

Rank	Show	Network	Rating/Share
43.	Tuesday Movie	CBS	12.8/21
44.	My Sister Sam	CBS	12.7/18
45.	Remington Steele Special	NBC	12.1/20
46.	Disney Sunday Movie	ABC	11.9/18
46.	Jack & Mike	ABC	11.9/21
48.	Ohara	ABC	11.7/19
49.	Saturday Movie	CBS	11.5/20
50.	Sidekicks	ABC	11.3/19
51.	Sledge Hammer	ABC	11.0/18
52.	Colbys	ABC	10.8/16
53.	Beach Boys Special	ABC	10.6/17
54.	Simon & Simon	CBS	10.0/15
55.	Spenser: For Hire	ABC	9.9/18
56.	Amazing Stories	NBC	9.8/16
57.	Amazing Stories Special	NBC	9.6/17
58.	Starman	ABC	8.1/14
59.	Wizard	CBS	7.8/11
60.	Spies	CBS	7.7/11
61.	Our World	ABC	6.2/9
61.	NBC News: Nuclear Power	NBC	6.2/11

\* indicates premiere episode

said ESPN accounted for "approximately 10%" of the rights payments under the new pact, which would put it at about \$47.6 million annually. But sources close to the negotiations said the cable network would probably account for closer to 11.5% of the total, or close to \$55 million, leaving ABC to account for the balance of \$116 million for 16 regular season Monday night games. On a per-game basis, ABC will pay slightly more than \$7.2 million, which is close to more recent estimates as to what the network paid for each of 21 games last season. That package included 16 Monday games and five additional games broadcast on Thursday, Friday or Sunday evenings.

Network executives last week were downplaying the impact of cable's entrance in the NFL coverage. The net result, they point out, is coverage of three additional NFL games per season, because five games out of its eight-game regular season package (ESPN will also air four pre-season contests, as well as the Pro Bowl) will include the five "special" broadcasts that ABC has given up. "A crucial point in the discussions was the fourth carrier," said Neal Pilson, president, CBS Sports. "On balance we don't think ESPN will have a significant impact on our broadcast schedule. Its really only a net addition of three games." Pilson said all three networks had an opportunity to pick up the fourth package and all three passed.

Kenneth Schanzer, executive vice president, NBC Sports, said, "When we went in we hoped it would be possible to do a deal without a fourth distributor because it might end up diluting the value of our games." But, he said, the fourth carrier became unavoidable as the league sought to minimize the loss of TV revenue. The ESPN package, he said, is "the least intrusive and dilutive way" the league could do that. "We are not looking

at another national distribution system here. Audiences will be low and overexposure won't be a problem." As to what the long term impact may be Schanzer said only time will tell.

Meanwhile, ESPN officials, discussing the deal with reporters at the National Cable Forum in New York last week, suggested the implications of pact the could be much more profound. "The NFL has been the only major sports event not on cable," said ESPN President William Grimes. Roger Werner, the company's executive vice president, said the network is projecting an annual net growth rate of between 6% and 7% over the three-year life of the pact, which would boost the network's subscriber universe from 41 million to perhaps 50 million.

Advertising rates have not yet been established for any parts of ESPN's NFL package, the executives said. The eight Sunday games will air in the last eight weeks of the season, when colder weather and races to the play-

offs should deliver an average 9 rating or better, they said, higher than the record 8 rating once generated by a St. Johns college basketball game. Grimes and Werner suggested it was not unrealistic to assume the rates would be the highest of any program on the channel. They said that 40% of the NFL inventory, or 20 to 24 30-second units, would go to affiliates (the usual split is 80% network/20% local), which should more than offset planned rate increases of between 10 cents and 20 cents per subscriber. Affiliates that reject a rate hike of that magnitude may continue as affiliates but would not be fed the NFL games.

ESPN has the cable rights to the package within its entire satellite footprint and may offer the games to Canada's The Sports Network, to which it already supplies some programming. However, the network is also required by the terms of the pact to make the games available over-the-air in the away markets for each of its telecasts and in the



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*The Cosby Show*, currently being syndicated by **Viacom**, continued its record breaking ways last week, commanding a winning bid of \$100,000 per week (about \$150,000 per episode) from ABC affiliate wcvb-TV Boston. That price is two-and-a-half times the previous record price for a sitcom in the market (\$60,000 per episode that independent wsbk-TV paid for *Cheers* two years ago. Sources last week said that Viacom had set a floor price in the market of \$60,000 per week (\$90,000 per episode), half again what the previous record had been. Bolstered by its success in Boston, Viacom has set what some observers in the industry described as a "very aggressive" floor price for *Cosby* in Detroit, the next major market where the show is being offered—\$50,000 per week, or about \$75,000 per episode. That reserve price is almost twice the current record price for a sitcom in the market, \$32,000 paid by wkbd-TV Detroit for *Webster*. Results of the Detroit bidding are due today (March 23).

**Blair Entertainment** said last week it was firmly committed to clearing 26 episodes of the new weekly first-run half-hour celebrity program, *Fan Club*, even though the program has been cleared in less than 30% of the country. Blair Entertainment President Richard Coveny cited the strength of the stations so far in the lineup—including KABC-TV Los Angeles, wbbm-TV Chicago, kgo-TV San Francisco, wsvn-TV Miami and others—as one reason for the early "firm go" on the show. Usually, shows offered in syndication are not assured of launch unless the station lineup covers at least 70% of the country. Blair is banking on the strength of the stations cleared so far to pull in more clearances. According to Guy Mazzeo, executive vice president, Blair Entertainment, two or more stations in enough markets to put the program over the 70% threshold "want the show. . . We know we'll get the clearances. It's just a matter of where the shoe drops," Mazzeo said. Last week Coveny also said that initial advertiser response to *Fan Club*, aimed at the teenage/young adult audience, "has been equally gratifying." He said a large amount of the inventory for the program has been "presold," but declined to elaborate. The barter show will give stations three-and-a-half minutes of time per episode, while Blair will sell three minutes nationally.

**Orion Television** has announced several changes in the lineup clearing *Hollywood Squares*, which will enter its second season next fall. NBC-owned-and-operated wmaq-TV Chicago (replacing wls-TV) and wrc-TV Washington (replacing wjla-TV) have picked up the show, which is offered for cash plus one minute of national time per episode. Also new to the *Squares* lineup for year two will be kpix-TV San Francisco (replacing kgo-TV) and wnev-TV Boston (replacing wcvb-TV). The changes were made to take advantage of opportunities to upgrade the program's time period. Renewal clearances,

Orion said, bring the show's coverage to 72% of the country, including all of the top 10 and 22 of the top 25 markets.

**Multimedia Entertainment** announced last week that three CBS-owned-and-operated stations, in New York, Los Angeles and Philadelphia, have, in separate deals, cleared *The Dom DeLuise Show*, a proposed new weekly sitcom being offered for cash plus 90 seconds of barter time per episode. Multimedia was still refusing last week to provide any station clearance totals for the program. A company spokeswoman said that among the stations cleared were wdiv-TV Detroit, wmar-TV Baltimore, kprc-TV Houston, wcco-TV Minneapolis, wstp-TV Tampa, Fla., kgw-TV Portland, Ore., and wtnh-TV Hartford, Conn. The show is not yet a firm go for the fall. No further word last week on progress Multimedia is making with its other new first-run show being offered for next fall, *On the Move*, a talk show with host Rita Moreno.

**Public Service Video**, Carrollton, Tex., reports that clearances for its new special half-hour program, *The National Teenage Drug and Alcohol Abuse Quiz*, now total 77 stations. The program follows by a year-and-a-half Public Service Video's *National Alcoholism Test*, which cleared 110 markets. The new program, endorsed by The National Education Association, skews to a younger audience, teen-agers and young adults. Bill Featherstone, vice president marketing, Public Service Video, said he's shooting to get the program, which started airing this month, in at least 125 markets. The program is offered on a straight cash basis, for two runs.

A *Women of the World* one-hour special airing this month, entitled *Women on Men, Men on Women*, has been cleared by **King World Productions** in 101 markets, said the program's producer, Sandra Carter Productions. The special, airing this month, is hosted by actress Helen Shaver and will be sponsored by the Oil of Olay division of Richardson-Vicks. The show is offered to stations for five minutes of air time, with seven minutes of local ad time.

**ITC Entertainment** said last week it cleared the mini-series, *At Mother's Request*, in 43 foreign countries in one month's time. The program aired on CBS in January in two parts averaging a 23 rating and a 35 share.

**Genesis Entertainment** said last week that *The Judge*, a court show strip that premiered last fall, has been renewed for a second season. Almost 110 stations are currently clearing the show, 43 of them clearing it in early fringe. One highlight from the February books: The program gave khj-TV Los Angeles a win from 4:30 to 5 p.m., the first time it has won that time period. The CBS station group has renewed the program, but is airing it only in New York, where it is the second-ranked show at 9:30 a.m.

home market as well, if the game is sold out. To accomplish that, Werner said last week, ESPN will sell those rights to a third party, which will in turn solicit bids from local broadcasters in the appropriate markets. ESPN is making plans to scramble its signal later this year and begin marketing its ser-

vice to satellite dish owners. With the NFL agreement, said Werner, "our early price assumptions will change."

As for the league, Val Pinchbeck, the NFL's director of broadcasting, said the long negotiating process—over 75 meetings with a host of companies interested in the rights

took place over a five-month period—couldn't have come out much better in the current network environment. "It's basically a sound agreement," he said. And while the big money deals are sewed up, there are still a few loose ends to tie, including the network radio package and the international television rights, currently held by Transworld International. □

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## Corday to top restructured Columbia/Embassy Television

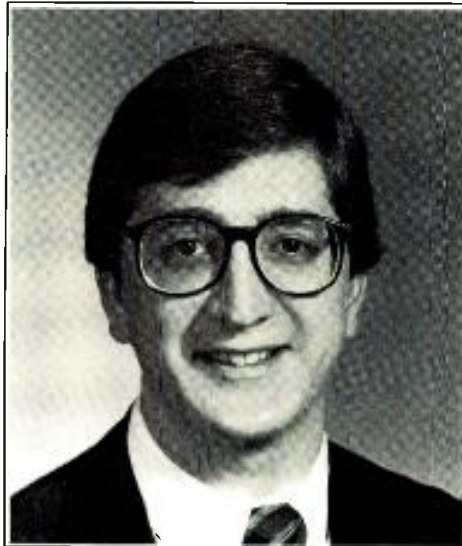
In related move, Embassy president Padnick is leaving to form own movie and television production company

Coca-Cola Television has taken further steps to restructure its studio operations. Under the reorganization plan announced last week, Barbara Corday, president of Colum-



# Bob Maccini to head Chapman Financial Services Division, now open in World Trade Center, Boston, Massachusetts

March, 1987 — Chapman Associates, Inc., one of the nation's largest and oldest Media Brokerage firms, has just announced the addition of a Financial Services Division to be located in Boston, Mass. The division is headed by Bob Maccini, former senior broadcast loan officer with Old Stone Bank in Providence, Rhode Island.



fortunate to have Bob Maccini, a man with experience in broadcast finance and structure, and I am confident that Bob will fill a void in broadcast lending. As Vice President of our Financial Services Division, Bob will be arranging financing on any transaction which presents itself to us, regardless of whether or not it is one of our brokered deals."

Maccini will be responsible for securing broadcast financing for transactions, from 8-figure level down to loans as small as \$1,000,000 for station acquisitions or refinancing. Maccini will be dealing with many broadcast lenders, not only those headquartered in Boston and New York, but all over the country. He also will main-

tain communication with the nation's leading venture capitalists, certain large insurance companies, and other sources of broadcast lending and deal structuring. The two areas of emphasis will be acquisition lending and refinancing.

Chapman President Bill Cate stated, "We are very

For a confidential discussion about securing funds for your next acquisition, or for refinancing of an existing broadcast loan, contact Bob Maccini, Vice President, Chapman Financial Services Division, World Trade Center Boston, Suite 400, Boston, MA 02210, or call (617) 439-5312.

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Radio Fresno, Inc.

*from*

McCarthy Broadcasting, Inc.

*for*

\$5,650,000

**KID-AM/FM**

Idaho Falls, Idaho

*to*

Simmons Family, Inc.

*from*

KID Radio, Inc.

*for*

\$1,900,000

**WISP/WQDW(FM)**

Kinston, North Carolina

*to*

Coastal Carolina Broadcasti

*from*

Caravelle Broadcast Group

*for*

\$1,600,000

**KKVU-AM/FM**

Tremonton, Utah

*to*

McAlester Broadcasting  
Systems of Utah, Ltd.

*from*

Golden Spike Bdcstg., Inc.

*for*

\$422,000

**WRGI(FM)**

Naples, Florida

*to*

All Comm. of Naples, Inc.

*from*

Arkelian Broadcasting Co.

*for*

\$3,300,000

**Southwestern TV**

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\$9,500,000

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**WEUZ(FM)**

Jersey Shore, Pennsylvania

*to*

Summit Enterprises, Inc.

*from*

Kelly Communications, Inc.

*for*

\$550,000

**WIS/WCEZ(FM)**

Columbia, South Carolina

*to*

Ridgely Communications, Inc.

*from*

Cosmos Broadcasting,  
Sand Dollar Broadcasting

*for*

\$4,000,000

**KLPW-AM/FM**

Union, Missouri

*to*

Franklin Radio Corp.

*from*

Franklin County Bdcstg., Inc.

*for*

\$635,000

**KSPN(FM)**

Aspen, Colorado

*to*

Aspen Broadcasting Co.

*from*

Recreation Broadcasting, Inc.

*for*

\$1,500,000

**KIVA(FM)**

Santa Fe, New Mexico

*to*

The Daytona Group

*from*

AMO Broadcasting

*for*

\$1,881,000

**KMBC(FM)**

Eugene, Oregon

*to*

McKenzie River Bdcstg. Co.

*from*

Inspirational Broadcasting

*for*

\$950,000

**KSRF(FM)**

Santa Monica, California

*to*

Radio Broadcasters, Inc.

*from*

Santa Monica Bdcstg., Inc.

*for*

\$5,250,000

**WWMG/WSFM(FM)**

New Bern, North Carolina

*to*

Caravelle Broadcast Group

*from*

Great Southeast Bdcstrs., Inc.

*for*

\$2,250,000

**KRAI-AM/FM, Craig, CC**

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Omaha, Nebraska

*to*

Henry Broadcasting Co.  
*from*

Lee Enterprises, Inc.  
*for*

\$22,000,000

**WSUL(FM)**  
Monticello, New York

*to*

Phillip F. Trainor  
William F. Reynolds  
*from*

Radio Monticello, Inc.  
*for*

\$657,000

**WCRJ(FM)**  
Jacksonville, Florida

*to*

Hoker Broadcasting, Inc.  
*from*

Justice Broadcasting Co.  
*for*

\$6,000,000

**KKAA/KQAA(FM)**  
Aberdeen, South Dakota

*to*

KSOO Radio, Inc.  
*from*

Inset Communications Corp.  
*for*

\$1,198,000

**KKYD(FM)**  
Bryan/College Station, Texas

*to*

James A. Reeder  
*from*

Culpepper, Turner & Buck  
*for*

\$2,800,000

**KXTR(FM)**  
Kansas City, Missouri

*to*

Dr. Robert E. Lee  
*from*

Robert P. Ingram  
*for*

\$5,750,000

**WDVA(AM), Danville, VA**  
**WJLC(FM), S. Boston, VA**

*to*

Joyner Broadcasting  
*from*

Faver Broadcasting Group  
*for*

\$1,800,000

**VMMB/WYRL(FM)**  
Melbourne, Florida

*to*

City Broadcasting Co., Inc.  
*from*

Miller Broadcasting, Inc.  
*for*

\$2,200,000

**WGGG-AM/FM**  
Gainesville, Florida

*to*

Richard Ugarte, David Gregg III  
*from*

Micanopy Broadcasting Co.  
*for*

\$1,450,000

**WAZZ(FM)**  
New Bern, North Carolina

*to*

Joyner Communications  
*from*

WAZZ, Inc.  
*for*

\$1,500,000

**KIQX(FM)**  
Durango, Colorado

*to*

Four Corners Comm. Co., Ltd.  
*from*

Mountain State Broadcasting  
*for*

\$1,350,000

**WKSF(FM)**  
Asheville, North Carolina

*to*

Heritage Broadcast Group  
*from*

Wise Radio, Inc.  
*for*

\$6,000,000

**KRLB-AM/FM**  
Lubbock, Texas

*to*

The Dowe Company  
*from*

Broadcast Holdings, Inc.  
*for*

\$3,675,000

**WKEZ(FM)**  
Yorktown, Virginia

*to*

Eure Communications, Inc.  
*from*

Melody Corp. of Virginia  
*for*

\$1,800,000

**KNSS(FM)**  
Carson City/Reno, Nevada

*to*

TMCI Broadcasting, Inc.  
*from*

Carson City Bdcstg., Inc.  
*for*

\$2,500,000

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bia Pictures Television, will move up to the newly created position of president and chief operating officer of Columbia/Embassy Television at the conclusion of the production season this May.

Corday will supervise production and development at both studios, which in turn will shift their programming emphasis: Embassy Communications will be responsible for all future comedy programming and Columbia for all future dramatic series, movies of the week and mini-series.

In a related development, Glenn Padnick, who served the last three of his 10 years at Embassy (formerly Tandem Productions and T.A.T. Communications) as president, announced he would resign at the end of the production season to form a new feature film and television company. Padnick's resignation was not related to the restructuring efforts, but rather to his long-stated desire to leave the post after several years, according to Gary Lieberthal, chairman and chief executive officer of Columbia/Embassy.

Lieberthal said it has become "increasingly apparent in recent months that each company should concentrate on the businesses



Corday



Padnick

for which it is mostly widely recognized. With Columbia pursuing the dramatic marketplace and Embassy concentrating on comedy, the company is in a position to take creative and marketing advantage of its substantial resources."

It has been difficult for Columbia and Embassy to get programming on the air that is not in each's specialty, Lieberthal added, pointing to the two studios' current list of network prime time programs. Embassy produces three sitcoms, and will have three more debuting in coming weeks, while CPT pro-

duces three hour dramas and only one comedy—*Designing Women* on CBS, which will remain on the Columbia side. CPT also produces two daytime soaps, *Days of Our Lives* and *The Young & the Restless*, and has two upcoming television movies: *Still Crazy Like A Fox: The Movie* and a three-hour NBC film, *Police Story*.

The changes will create two openings at the top of Columbia and Embassy, positions that Lieberthal said would probably be filled in-house within the next few weeks. Lieberthal and Corday are also in the process of determining how the restructuring will affect current executives whose areas of expertise will no longer exist under the new structure.

The revamping of operations will force the relocation of Embassy's dramatic producers from Hollywood to Burbank, Calif., and C/E's distribution and syndication personnel from Century City to the CPT executive offices at the Burbank Studios, said Corday, who joined CPT in July 1982 as an independent producer. She was previously involved with comedy series development at ABC, and co-created the Emmy winning series, *Cagney & Lacey* for CBS. □

## For the Record

As compiled by BROADCASTING, March 12 through March 18, and based on filings, authorizations and other FCC actions.

Abbreviations: A/C—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—presurprise 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.

other broadcast interests. Filed March 11.

- WFAD(AM)-WCVM(FM) Middlebury, Vt. (AM: 1490

khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Addison Co. to Straus Communications for \$1,125,000. Seller is owned by Mark Brady and his wife, Mary, who have

### Ownership Changes

- WRDJ(FM) Daleville, Ala. (1560 khz; 1 kw-D)—Seeks assignment of license from Carol Stanley to WRDJ Christian Radio Cornerstone Ministries Inc. for \$10,000 and assumption of liabilities. Seller has no other broadcast interests. Buyer is owned by Charles McComb and Chester Hayes, who have no other broadcast interests. Filed March 11.

- WTVT(TV) Tampa (ch. 13; CBS; ERP vis. 316 kw, aur. 47.4 kw; HAAT: 1,416 ft.)—Seeks assignment of license from Gaylord Broadcasting Co. to WTVT Holdings for approximately \$365 million. Seller is Oklahoma City-based group of four TV's headed by Edward L. Gaylord. Buyer is owned by George Gillett and Clarence V. McKee. Gillett is Nashville-based group of one AM, one FM and 14 TV's owned by George Gillett. McKee is of counsel with Washington communications law firm of Pepper & Corrazzini. Filed March 9.

- KHBC-TV Hilo, Hawaii (CP)—Seeks assignment of license from Hilo Broadcasting Corp. to Clio Enterprises Inc. for \$325,000 cash. Seller is owned by Marvin S. Chupack, who has no other broadcast interests. Buyer is owned by William Evans, who has interest in KKON(AM)-KOAS(FM) Kealahou, Hawaii. Filed March 6.

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



JIM MOORE  
DALLAS



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no other broadcast interests. Buyer is owned by WELV-AM-FM Ellenville, N.Y., and WFTR-AM-FM Front Royal, Va., and has interest in four weekly newspapers in New York and New Jersey. Filed March 2.

## New Stations

- North Crossett, Ark.—Larry G. Fuss seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1901, El Dorado, Ark. 71731. Principal has interest in KIXK(FM) El Dorado and KZRQ(TV) Pine Bluff, both Arkansas. Filed March 13.
- China Lake, Calif.—Roy William Mayhugh seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 701 W. Perdew Ave., Ridgecrest, Calif. 93555. Principal has no other broadcast interests. Filed March 13.
- San Jacinto, Calif.—Marvin G. Schwartz seeks 96.1 mhz; 141 w; HAAT: 1113 ft. Address: 4507 Park Allegra, Calabasas, Calif. 91302. Principal has interest in KVOL(AM) Big Lake, Tex. Filed March 12.
- Twentynine Palms, Calif.—Morongo Basin Broadcasting Corp. seeks 107.7 mhz; 3 kw; HAAT: 300 ft. Address: 56165 29 Palms Highway, Yucca Valley, Calif. 92284. Principal is equally owned by Cynthia M. Daigneault and her husband, Gary, and Joylan M. Van Elgort, and her husband, Howard. Filed March 11.
- Twentynine Palms, Calif.—Rick L. Murphy seeks 107.7 mhz; 3 kw; HAAT: 300 ft. Address: 2908 Saratoga Ave., Lake Havasu City, Ariz. 86405. Principal has no other broadcast interests. Filed March 6.
- Twentynine Palms, Calif.—Westwind Radio Co. seeks 107.7 mhz; 3 kw; HAAT: 300 ft. Address: 3100 West 16th, Yuma, Ariz. 85364. Principal is owned by Vincent Bosquez, who has no other broadcast interests. Filed March 11.
- Twentynine Palms, Calif.—Perfect Palms Ltd. Partnership seeks 107.7 mhz; 3 kw; HAAT: 300 ft. Address: 73435 Yucca Ave., 92277. Principal is owned by James Smith and four others. It has no other broadcast interests. Filed March 11.
- Twentynine Palms, Calif.—Wade Axell seeks 107.7 mhz; 3 kw; HAAT: 300 ft. Address: 18719 Meadowlark Ct., Penn Valley, Calif. 95946. Principal also owns KSAY(FM) Fort Bragg, Calif. Filed March 11.
- Twentynine Palms, Calif.—Courtney Ftatu seeks 107.7 mhz; 120 w; HAAT: 1,629.8 ft. Address: P.O. Box 1918, Yucca Valley, Calif. 92286. Principal has interest in KSZL(AM)-KDU(AM) Barstow, and KSES(AM) Yucca Valley, both California. Filed March 10.
- Washington—Rick L. Murphy seeks 107.7 mhz. Address: 2908 Saratoga Ave., Lake Havasu City, Ariz. Applicant has interest in KWAZ(FM) Needles, Calif.; KBAS(AM) Bullhead City, Ariz., and KZUL-FM Lake Havasu City, Ariz. His sister, Cynthia Romero, has interest in KZUL-FM. His wife, Janice, has interest in KORS-FM Desert Center, Calif., and KYPB(AM) Quartzsite, Ariz. Filed March 6.
- Orlando, Fla.—Rayfield Crume seeks 100.5 mhz. 50 kw; HAAT: 492 ft. Address: 5433 Lescot Lane, Orlando, Fla. 32811. Principal has no other broadcast interests. Filed March 9.
- Quincy, Fla.—Quincy Communications seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: R.R. #1, Box 203, Stockton, Iowa 52769. Principal is owned by Denny Workman, former owner of Golden Bear Communications. Filed March 13.
- Quincy, Fla.—CCI-FM Ltd. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 11675 Darlington St., Ste. 103, Los Angeles, Calif. 90049. Principal is owned by Cory Rodriguez and 22 others. It has no other broadcast interests. Filed March 13.
- Quincy, Fla.—Uptown Broadcasting Inc. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 219 East Virginia St., Tallahassee, Fla. 32301. Principal is owned by Harold C. Hunter and four others. It has no other broadcast interests. Filed March 9.
- Sparta, Ga.—Larry Rogers Scott seeks 102.7 mhz; 3 kw; HAAT: 300 ft. Address: 1605 Carlisle Dr., Mobile, Ala. 36618. Principal has no other broadcast interests. Filed March 13.
- Sparta, Ga.—Clarence T. Barinowski seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is president of nonprofit Augusta Radio Fellowship, which owns WLPE(FM) Augusta. Filed March 13.
- \*Statesboro, Ga.—Bible Baptist Church Inc. seeks 90.3 mhz; 3 kw; HAAT: 328 ft. Address: 151 Northside Dr., 30458. Principal is nonprofit corporation headed by Lee Driggers. Filed March 9.

- Beaver Dam, Ky.—Beaver Dam Broadcasting Co. seeks 102.7 mhz; 2 kw; HAAT: 387 ft. Address: Rt. 4, Morgantown, Ky. 42261. Principal is owned by Charles Black and his wife, Mary. It also owns WLBQ(AM) Morgantown, Ky. Filed March 12.
- Beaver Dam, Ky.—Michael Brent Ferguson seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 3440 Mason Dr., Orlando, Fla. 32086. Principal has no other broadcast interests. Filed March 12.
- Springfield, Ky.—Jamie Whitlock seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 224 N. Spalding Ave., Lebanon, Ky. 40033. Principal has no other broadcast interests. Filed March 12.
- Springfield, Ky.—Washington-Marion Sound Corp. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 108 W. Main St., 40069. Principal is owned by H. Edward O' Daniel and his wife, Margaret. It has no other broadcast interests. Filed March 13.
- Springfield, Ky.—Ronald M. Livengood seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 966, 35768. Principal also owns WSGG(AM)-WKEA-FM Scottsboro, Ala. Filed March 13.
- Springfield, Ky.—David L. Cunningham seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 1311 Williard, Canadian, Tex. 79014. Principal is buying 25% interest in KEZP(AM) Canadian, Tex., where he is general manager. Filed March 13.
- Springfield, Ky.—Heartland Communications Inc. seeks 102.7 mhz, 3 kw. HAAT: 328 ft. Address: U.S. Highway 68, West. Campbellsville, Ky. 42718. Principal is owned by George E. Owen Jr., president (98%), Marti Hazel (1%) and James Jackson (1%). It owns WKXJ(AM)-WCKQ-FM Campbellsville, Ky. Filed March 6.
- Vineyard Haven, Mass.—Dale C. O'Hayer seeks 830 khz, 1 kw-D, 3 kw-N. Address: RFD 479, Vineyard Haven, Mass. 02568. Principal has no other broadcast interests. Filed March 5.
- Brewer, Maine—Michael Venditti seeks 1600 khz, 5 kw-U. Address: 321 Cliff Ave., Beverly, N.J. 08010. Principal has no other broadcast interests. Filed March 5.
- La Crescent, Minn.—Steven B. Courts seeks 102.7 mhz; 1.9 kw; HAAT: 411 ft. Address: 1111 LaCrosse St., LaCrosse, Wis. 54601. Principal has no other broadcast interests. Filed March 13.
- La Crescent, Minn.—Gwendolyn M. Gutzel seeks 102.7 mhz; 700 w; HAAT: 684 ft. Address: 1633 Redfield St., LaCrosse, Wis. 54601. Principal has no other broadcast

interests. Filed March 12.

- La Crescent, Minn.—White Eagle Broadcasting Inc. seeks 102.7 mhz; 1.9 kw; HAAT: 411 ft. Address: 2161 Wedgewood Dr., East. La Crosse, Wis. 54601. Principal is owned by Eleanor St. John, Richard T. Wilson and two others. It has no other broadcast interests. Filed March 13.
- La Crescent, Minn.—Kendall Durfey seeks 102.7 mhz; 720 w; HAAT: 600 ft. Address: P.O. Box 1, Coweta, Okla. 74429. Principal has interest in KTCR(AM) Wagoner, Okla. Filed March 13.
- La Crescent, Minn.—La Crescent Community Broadcasters seeks 102.7 mhz, 1.7 kw; HAAT: 433 ft. Address: 829 6th Ave. North, Onalaska, Wis. 54650. Principal is owned by Roger Lonquist and Scott Neader. It has no other broadcast interests. Filed March 6.
- Meredith, N.H.—Winnipisaukee Broadcasting Co. seeks 101.5 mhz; 2 kw; HAAT: 121 m. Address: P.O. Box 760, Kingston, N.H. 03848. Principal is owned by Richard A. DeFabiom, William G. Steele and William Tucker. It owns WYRY(FM) Hinsdale, N.Y. Filed March 9.
- Burlington, N.J.—Michael Venditti seeks 1600 khz, 1 kw-D, 0.5 kw DA-N. Address: 321 Cliff Ave., Beverly, N.J. 08010. Principal has no other broadcast interests. Filed March 9.
- Webster, N.Y.—Webster-Fuller Communications Associates seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 1204 Appian Dr., Webster, N.Y. 14580. Principal is owned by Donna Fuller and two others. Filed March 12.
- Webster, N.Y.—Joseph C. Motto seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 4133 Albany St., Albany, N.Y. 12205. Principal has no other broadcast interests. Filed March 12.
- Webster, N.Y.—Petr A. Broikou seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 1159 Woodsboro Farms, Webster, N.Y. 14580. Principal has no other broadcast interests. Filed March 13.
- Webster, N.Y.—Webster Broadcast Associates seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 6800 Fleetwood Rd., Ste. 610, McLean, Va. 22101. Principal is owned by Jo Ann Simpson and Phillip Y. Hahn. Hahn has interest in WLPY(AM) Purcellville, Va. Filed March 13.
- Webster, N.Y.—Wester Communications seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: R.R. #1, Box 203, Stockton, Iowa 52769. Principal is owned by Denny Workman, former owner of Golden Bear Communications. Filed March 13.
- Webster, N.Y.—Bay Area Communications seeks 102.7 mhz; 3 kw; HAAT: 234.8 ft. Address: 32 Lake Rd., 14580. Principal is owned by Vanessa L. Lang, who has no other broadcast interests. Filed March 13.
- Webster, N.Y.—CCI-FM Ltd. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 11675 Darlington St., Ste. 103, Los Angeles, Calif. 90049. Principal is owned by Cory Rodriguez and 22 others. It has no other broadcast interests. Filed March 13.
- Ketchum, Okla.—Quinton D. Burge seeks 107.5 mhz, 50 kw; HAAT: 492 ft. Address: Route 3 Box 111, Vinita, Okla. 74301. Principal has no other broadcast interests. Filed March 9.
- Ketchum, Okla.—Brite-Lite Broadcasting seeks 107.5 mhz, 50 kw; HAAT: 500 ft. Address: P.O. Box 446, Vinita, Okla. 74301. Principal is owned by George Ballew, who has no other broadcast interests. Filed March 9.
- Ketchum, Okla.—Gary Scott Lanier seeks 107.5 mhz; 50 kw; HAAT: 150 ft. Address: Route 1, Box 210 B, Miami, Okla. 74354. Principal has no other broadcast interests. Filed March 9.
- Lone Grove, Okla.—Ruel P. Wilson seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 2007 N. Commerce, Ardmore, Okla. 73401. Principal has no other broadcast interests. Filed March 9.
- Vinita, Okla.—LeeMay Broadcasting Services Inc. seeks 107.5 mhz, 50 kw; HAAT: 492 ft. Address: 410 East Illinois, Vinita, Okla. 74301-3238. Principal is owned by Jackie D. Lee (80%) and Robert L. May (20%). They have interest in, and their wives are officers of, KVIN(AM) Vinita. Filed March 4.
- Narragansett Pier, R.I.—Blount Communications Inc. seeks 102.7 mhz; 3 kw; HAAT: 492 ft. Address: 19 Luther Ave., Warwick, R.I. 02886. Principal is owned by William A. Blount and his wife Ruth. It also owns WARV(AM) Warwick, R.I., WFIF(AM) Milford, Conn. and KHYM(AM) Gilmer, Tex. Filed March 13.
- Narragansett Pier, R.I.—Narragansett Resort Radio seeks 102.7 mhz; 3 kw; HAAT: 492 ft. Address: 2356 Friar Station, Providence, R.I. 02918. Principal is owned by Susan L. Kenary, who has no other broadcast interests. Filed March 13.

## Summary of broadcasting as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational UHF TV	110	3	113
Educational VHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses

■ Narragansett Pier, R.I.—John Leverty and Partners seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 119 Hollydale Rd., Fairfield, Conn. 06430. Principal has no other broadcast interests. Filed March 13.

■ Narragansett Pier, R.I.—Manuel Angelo seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 54 River Rd., Agawam, Mass. 01001. Principal has no other broadcast interests. Filed March 10.

■ Narragansett Pier, R.I.—The Amerzine Co. seeks 102.7 mhz; 3 kw; HAAT: 159 ft. Address: 131 Washington St., Providence, R.I. 02903. Principal is owned by Walter Curtis and Frank Graham. It has no other broadcast interests. Filed March 12.

■ Narragansett Pier, R.I.—Ocean Venture Broadcasting seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 8 La Salle Pl., Newport, R.I. 02840. Principal is owned by Dr. Alberto Coll and Elizabeth Fitch. It has no other broadcast interests. Filed March 13.

■ Narragansett Pier, R.I.—Ocean Waves Broadcasting seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 14 Lake St., Brighton, Mass. 02135. Principal is owned by Harold Silfer, who has no other broadcast interests. Filed March 11.

■ Narragansett Pier, R.I.—David C. Grady and James Durkin seek 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 8 Dana Dr., Barrington, R.I. 02806. Principal has no other broadcast interests. Filed March 13.

■ Narragansett Pier, R.I.—Molly A. Waltman seeks 102.7 mhz; 3 kw; HAAT: 294 ft. Address: 1111 Fawn Rd., Saugerties, N.Y. 12477. Principal has no other broadcast interests. Filed March 13.

■ Narragansett Pier, R.I.—John Correa seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 10 Bayfield Dr., South Kingstown, R.I. 02880. Principal has no other broadcast interests. Filed March 12.

■ Narragansett Pier, R.I.—Cyndie Ann Rakovan seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 45 Abigail St., East Greenwich, R.I. 02818. Principal has no other broadcast interests. Filed March 13.

■ Narragansett Pier, R.I.—South Shore Broadcasting Inc. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 132 Columbia St., Peacedale, R.I. 02883. Principal is owned by Alan Santos and Greg Peppers. It has no other broadcast interests. Filed March 13.

■ Narragansett Pier, R.I.—John J. Fuller seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 85 Narragansett Ave., 02882. Principal owns WJFF(AM) Hope Valley, R.I. Filed March 13.

■ Providence, R.I.—The Wheeler School seeks 89.3 mhz, 0.100 kw; HAAT: 20 ft. Address: 216 Hope St., Providence, R.I. 02906. Principal is nonprofit corp. headed by John Corrigan and has no other broadcast interests. Filed March 4.

■ New Ellenton, S.C.—Bose Gowdy seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 2358 Amsterdam Dr., Augusta, Ga. 30906. Principal is president of WPJK(AM) Orangeburg, S.C. Filed March 13.

■ Salem, S.D.—Franklin Broadcasting seeks 100.5 mhz; 50 kw; HAAT: 493 ft. Address: 237 Western Blvd., Jacksonville, N.C. 28540. Principal owns WJIK(AM) Camp Lejeune, N.C. Filed March 10.

■ Sioux Falls, S.D.—Verna Joy Spriggs seeks 101.9 mhz; 50 kw; HAAT: 500.4 ft. Address: 953 S. Blaine #1, Sioux Falls, S.D. 57103. Principal has no other broadcast interests. Filed March 11.

■ Sioux Falls, S.D.—Kirkwood Broadcasting Inc. seeks 101.9 mhz; 19.5 kw; HAAT: 238.8 ft. Address: 628 W. 20th, 57105. Principal is owned by Lee O. Ax Dahl and his wife, Roanne and Fred Ertz. It has no other broadcast interests. Filed March 11.

■ Sioux Falls, S.D.—Samcom Ltd. Partnership seeks 101.9 mhz; 50 kw; HAAT: 492 ft. Address: 1113 Lark Dr., Brandon, N.C. 57005. Principal is owned by Kirk Fisher and B. Scott Reardon. Filed March 11.

■ Sioux Falls, S.D.—Jefleo seeks 101.9 mhz; 50 kw; HAAT: 233.9 ft. Address: 318 S. Main St., 57102. Principal is owned by Jeff Jay Jacobsen, who has no other broadcast interests. Filed March 11.

■ Sioux Falls, S.D.—Nehemiah Radio Productions Inc. seeks 101.9 mhz; 50 kw; HAAT: 492 ft. Address: 305 W. 14th St., 57102. Principal is nonprofit corporation headed by Jeff Sauer. Filed March 11.

■ Sioux Falls, S.D.—Empire Broadcasting Inc. seeks 101.9 mhz; 50 kw; HAAT: 492 ft. Address: 12 Country Club Heights, Minot, N.D. 58701. Principal is owned by Donald D. Hoberg and James A. Lakoduk. Lakoduk owns KLXX(AM)-KBYZ(FM) Bisarck-Mandan, N.D. Filed March 11.

■ Jellico, Tenn.—Fate Lamont McAnally seeks 102.7 mhz; 800 w; HAAT: 173.1 m. Address: 5245 Elliot Rd., Powder Springs, Ga. 30073. Principal also owns WEKC-(AM) Williamsburg, Ky. Filed March 13.

■ Jellico, Tenn.—Janice Faye Surber seeks 102.7 mhz; 650 w; HAAT: 211.1 m. Address: P.O. Box 414, Williamsburg, Ky. 40796. Principal has no other broadcast interests. Filed March 13.

■ Houston—Matthew Provenzano seeks 1430 khz, 5 kw-D. Address: 740 Voss Rd., Houston, Tex. 77024. Principal has no other broadcast interests. Filed March 3.

■ Lockhart, Tex.—Broadcast Developers Partnership seeks 1210 khz, 0.50 kw-N, 1 kw-D. Address: P.O. Box 1223, Lockhart, Tex. 78644. Principal has interest in KHJK Lockhart and is app. for new AM's at Hawley and Splendora, Tex., and new FM at Sun Valley, Idaho. Filed Feb. 17.

■ Tulia, Tex.—Dominion Communications Inc. seeks 104.9 mhz; 3 kw; HAAT: 311 ft. Address: 230 W 55th St., N3e York 10020. Principal is owned by Peter Winslow, Nannette Markunas and Alton Finley. Finley owns WLZK(AM) Farwell, Tex. and WMRB(AM) Greenville, S.C. Filed March 13.

■ Fairmont, W. Va.—J.C. Broadcasting seeks 94.3 mhz, 2.43 kw, HAAT: 360 ft. Address: 4105 Legation St., N.W. Washington 20015-2919. Principal is owned by Joseph Capobianchi, who has no other broadcast interests. Filed March 10.

■ Buckingham, Va.—Fairmont Community Broadcasters Inc. seeks 94.3 mhz, 3 kw, HAAT: 328 ft. Address: RD1 Box 94, Buckingham, Va. 23921. Principal is owned by Charles White, who has no other broadcast interests. Filed March 9.

CP to change ERP tp 78.5 kw. Filed March 16.

■ WVNA-FM (100.3 mhz) Tusculumbia, Ala.—Seeks CP to change HAAT to 995 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KGOT (101.3 mhz) Anchorage—Seeks CP to change ERP to 100 kw; change HAAT to 1,016.8 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KPXR (102.1 mhz) Anchorage—Seeks mod. of CP to change ERP to 100 kw; change HAAT to 1,016.8 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KAFF-FM (92.9 mhz) Flagstaff, Ariz.—Seeks mod. of CP to change ERP to 100 kw. Filed March 17.

■ KAHM (102.1 mhz) Prescott, Ariz.—Seeks CP to change HAAT to 2,551.8 ft.; change ERP to 50.2 kw; change TL and make changes in ant. sys. Filed March 12.

■ KLFX (96.1 mhz) Tucson, Ariz.—Seeks CP to change ERP to 96.5 kw; change HAAT to 1,952 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KHLS (96.3 mhz) Blytheville, Ark.—Seeks mod. of CP to change HAAT to 1059.4 ft. change TL and make changes in ant. sys. Filed March 10.

■ KYAX (94.5 mhz) Alturas, Calif.—Seeks CP to change HAAT to minus 193.4 ft. Filed March 12.

■ KBES (88.3 mhz) Ceres, Calif.—Seeks CP to change HAAT to 133.2 ft. Filed March 17.

■ KCFM (98.9 mhz) Chester, Calif.—Seeks mod. of CP to change ERP to 54 kw; change HAAT to 2,555.1 ft. and change TL. Filed March 10.

■ KZAY (105.3 mhz) Delano, Calif.—Seeks CP to change HAAT to 492 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KFMI (96.3 mhz) Eureka, Calif.—Seeks CP to change ERP to 100 kw. Filed March 11.

■ KYNO-FM (95.7 mhz) Fresno, Calif.—Seeks mod. of CP to change ERP to 17.5 and change HAAT to 849.5 ft. Filed March 16.

■ KWAZ (97.9 mhz) Nccdes, Calif.—Seeks CP to change ERP to 3.8 kw. Filed March 12.

■ KIOO (99.7 mhz) Porterville, Calif.—Seeks CP to change ERP to 24 kw. Filed March 11.

■ \*KVCR (91.9 mhz) San Bernardino, Calif.—Seeks CP to change ERP to 3.2 kw. Filed March 10.

■ KUIC (95.3 mhz) Vacaville, Calif.—Seeks CP to change ERP to 650 w; change HAAT to 688.4 ft.; change TL and make changes in ant. sys. Filed March 12.

■ KISF (96.1 mhz) Greeley, Colo.—Seeks CP to change HAAT to 1,485.3 ft. and make changes in ant. sys. Filed March 10.

■ KUAD-FM (99.1 mhz) Windsor, Colo.—Seeks CP to change HAAT to 984 ft. Filed March 12.

■ WWUS (104.7 mhz) Big Pine Key, Fla.—Seeks CP to 984 ft. Filed March 16.

■ WWLV (94.5 mhz) Daytona Beach, Fla.—Seeks CP to install aux. sys. Filed March 16.

■ WSOR (95.3 mhz) Fort Myers, Fla.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 980.7 ft. and make changes in ant. sys. Filed March 16.

■ WAIL (99.5 mhz) Key West, Fla.—Seeks CP to change HAAT to 991 ft. and change TL. Filed March 12.

■ WPFM (107.9 mhz) Panama City, Fla.—Seeks CP to change HAAT to 1,008.3 ft. and change TL. Filed March 10.

■ WGTR (97.3 mhz) Miami—Seeks CP to change HAAT to 1,005.7 ft.; change TL and make changes in ant. sys. Filed March 10.

■ WAGQ (104.7 mhz) Athens, Ga.—Seeks mod. of CP to change HAAT to 978.1 ft.; change TL and make changes in ant. sys. Filed March 12.

■ WSB-FM (98.5 mhz) Atlanta—Seeks CP to change HAAT to 1,020 ft.; change TL and make changes in ant. sys. Filed March 10.

■ WDFN-FM (105.3 mhz) Macon, Ga.—Seeks CP to change HAAT to 1,335 ft. Filed March 10.

■ WQXI-FM (94.1 mhz) Smyrna, Ga.—Seeks CP to change HAAT to 1,020.1 ft.; change TL and make changes in ant. sys. Filed March 10.

■ WAUR (107.9 mhz) Aurora, Ill.—Seeks CP to change HAAT to 539.2 ft.; change ERP to 40.5 kw; change TL and make changes in ant. sys. Filed March 12.

■ WDNL (102.1 mhz) Danville, Ill.—Seeks CP to change ERP to 50 kw and change HAAT to 433 ft. Filed March 10.

■ WCNB-FM (100.3 mhz) Connersville, Ind.—Seeks CP

## Facilities Changes

### Applications AM's

#### Tendered

■ KCOB (1280 khz) Newton, Iowa—Seeks CP to increase power to 5 kw; change TL and make changes in ant. sys. Filed March 10.

#### Accepted

■ WKKS (1570 khz) Vanceburg, Ky.—Seeks CP to change TL. Filed March 16.

■ WKDI (840 khz) Denton, Md.—Seeks MP to change TL. Filed March 16.

■ KCZQ (1520 khz) Camdentown, Mo.—Seeks MP to make changes in ant. sys. Filed March 17.

■ KKUL (1410 khz) Portland, Ore.—Seeks CP to make changes in ant. sys. Filed March 17.

■ WLPA (1490 khz) Lancaster, Pa.—Seeks CP to change TL and make changes in ant. sys. Filed March 17.

■ WMRB (1490 khz) Greenville, S.C.—Seeks CP to change TL and make changes in ant. sys. Filed March 17.

■ WWEE (1170 khz) Collierville, Tenn.—Seeks CP to change city of license to Germantown, Tenn. Filed March 16.

■ WCRV (640 khz) Collierville, Tenn.—Seeks CP to increase night power to 500 w and change night TL. Filed March 16.

■ WAEW (1330 khz) Crossville, Tenn.—Seeks CP to reduce day power to 790 w and make changes in ant. sys. Filed March 17.

■ KCIS (630 khz) Edmonds, Wash.—Seeks CP to reduce day power to 4 kw and make changes in ant. sys. Filed March 17.

### FM's

#### Tendered

■ WWSM (105.5 mhz) Bay Minnette, Ala.—Seeks CP to change ERP to 1.9 kw; change HAAT to 410 ft.; change TL and make changes in ant. sys. Filed March 11.

■ WFMH-FM (101.1 mhz) Cullman, Ala.—Seeks CP to change ERP to 100 kw; change HAAT to 1,339 ft.; change TL and make changes in ant. sys. Filed March 10.

■ WHKW (98.1 mhz) Fayette, Ala.—Seeks CP to change ERP to 88.9 kw; change HAAT to 1,013.5 ft.; change TL and make changes in ant. sys. Filed March 10.

■ WABQ-FM (102.5 mhz) Jasper, Ala.—Seeks mod. of

to change ERP to 50 kw and change HAAT to 492 ft. Filed March 10.

■ WJCD-FM (93.7 mhz) Scymour, Ind.—Seeks CP to change ERP to 50 kw and change HAAT to 492 ft. Filed March 10.

■ WRTB-FM (106.5 mhz) Washington, Ind.—Seeks CP to change HAAT to 492 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KQPD (100.1 mhz) Payette, Idaho—Seeks CP to change freq. to 100.3 mhz; change ERP to 100 kw; change HAAT to 474.6 ft. and make changes in ant. sys. Filed March 11.

■ KSEI-FM (102.5 mhz) Pocatello, Idaho—Seeks CP to change ERP to 100 kw. Filed March 16.

■ KJAN-FM (103.7 mhz) Atlantic, Iowa—Seeks CP to change ERP to 49.5 kw; change HAAT to 1,304.4 ft. and change TL. Filed March 11.

■ KFMH (99.7 mhz) Muscatine, Iowa—Seeks CP to change HAAT to 1,200.5 ft.; change TL and make changes in ant. sys. Filed March 11.

■ KTFC (103.3 mhz) Sioux City, Iowa—Seeks CP to change ERP to 100 kw and change HAAT to 270.6 ft. Filed March 16.

■ KKOW-FM (96.9 mhz) Pittsburg, Kan.—Seeks CP to change HAAT to 993.8 ft. and change TL. Filed March 10.

■ WKYA (101.9 mhz) Central City, Ky.—Seeks CP to change HAAT to 990.5 ft. and change TL. Filed March 10.

■ WCTT-FM (107.3 mhz) Corbin, Ky.—Seeks mod. of CP to change HAAT to 985 ft.; change TL and make changes in ant. sys. Filed March 12.

■ WZZF-FM Hopkinsville, Ky.—Seeks CP to change ERP to 100 kw. Filed March 10.

■ WQHY (95.5 mhz) Prestonsburg, Ky.—Seeks CP to change HAAT to 999.7 ft.; change TL and make changes in ant. sys. Filed March 11.

■ WWMR-FM (96.3 mhz) Rumford, Me.—Seeks mod. of CP to change ERP to 100 kw. Filed March 11.

■ WMRQ (103.3 mhz) Boston—Seeks CP to change ERP to 16 kw. Filed March 10.

■ WYKK (104.7 mhz) Escanaba, Mich.—Seeks CP to change HAAT to 1,000 ft.; change TL and make changes in ant. sys. Filed March 11.

■ WFBF (95.1 mhz) Flint, Mich.—Seeks CP to change ERP to 50 kw and change HAAT to 242.7 ft. Filed March 11.

■ WCXT (105.3 mhz) Hart, Mich.—Seeks CP to change HAAT to 1,075 ft. Filed March 11.

■ WJPD-FM (92.3 mhz) Ishpeming, Mich.—Seeks CP to change HAAT to 1,023.36 ft. Filed March 11.

■ WCEN-FM (94.5 mhz) Mount Pleasant, Mich.—Seeks CP to change ERP to 100 kw; change HAAT to 980.7 ft. and change TL. Filed March 10.

■ WYSS (99.5 mhz) Sault Sainte Marie, Mich.—Seeks CP to change ERP to 100 kw. Filed March 10.

■ WLDR (101.9 mhz) Traverse City, Mich.—Seeks CP to change ERP to 100 kw and change HAAT to 439.5 ft. Filed March 11.

■ KCFX (100.7 mhz) Harrisonville, Mo.—Seeks CP to change HAAT to 984.3 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KCPW (94.9 mhz) Kansas City, Mo.—Seeks CP to change ERP to 100 kw. Filed March 10.

■ KSFT (105.1 mhz) St. Joseph, Mo.—Seeks CP to change HAAT to 999.8 ft. Filed March 10.

■ KLQL (101.1 mhz) Luverne, Minn.—Seeks mod. of CP to change HAAT to 984 ft. Filed March 10.

■ KVOX-FM (99.9 mhz) Moorehead, Minn.—Seeks CP to change HAAT to 1,033.2 ft.; change TL and make changes in ant. sys. Filed March 10.

■ WWJO (98.1 mhz) St. Cloud, Minn.—Seeks CP to change HAAT to 1,000 ft. and change TL. Filed March 11.

■ KQIC (102.5 mhz) Willmar, Minn.—Seeks CP to change HAAT to 990.6 ft. and change TL. Filed March 11.

■ KWOC-FM (94.5 mhz) Poplar Bluff, Mo.—Seeks CP to change ERP to 100 kw; change HAAT to 1,005 ft. and change TL. Filed March 11.

■ WCFA (107.9 mhz) Ackerman, Miss.—Seeks CP to change ERP to 984 ft. Filed March 10.

■ WCPC-FM (93.3 mhz) Houston, Miss.—Seeks CP to change HAAT to 1,804 ft. Filed March 10.

■ WSWG-FM (99.1 mhz) Greenwood, Miss.—Seeks CP to change HAAT to 948 ft. and change TL. Filed March 10.

■ WZLQ (98.5 mhz) Tupelo, Miss.—Seeks CP to change HAAT to 990.6 ft.; change TL and make changes in ant. sys. Filed March 11.

■ KBSR-FM (95.3 mhz) Hardin, Mont.—Seeks mod. of CP to change freq. to 95.5 mhz; change ERP to 95.4 kw; change HAAT to 984 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KXNP (103.5 mhz) North Platte, Neb.—Seeks CP to change HAAT to 1,121.8 ft. Filed March 10.

■ KSRZ-FM (94.9 mhz) North Platte, Neb.—Seeks CP to change HAAT to 1,010.2 ft.; change TL. Filed March 10.

■ KESY-FM (104.5 mhz) Omaha—Seeks mod. of CP to change HAAT to 1,085 ft. and change TL. Filed March 11.

■ KZKX (96.9 mhz) Seward, Neb.—Seeks CP to change HAAT to 984 ft. Filed March 11.

■ KCFM (103.9 mhz) Terrytown, Neb.—Seeks CP to change freq. to 96.9 mhz; change TL; change ERP to 100 kw and change HAAT to 692 ft. Filed March 16.

■ \*KPNR (89.5 mhz) Las Vegas, Nev.—Seeks CP to change ERP to 98.3 kw.

■ WMVB-FM (97.3 mhz) Millville, N.J.—Seeks CP to change HAAT to 492 ft.; change TL and make changes in ant. sys. Filed March 12.

■ KRAZ (96.9 mhz) Farmington, N.M.—Seeks CP to change ERP to 100 kw; change HAAT to 1,016.5 ft.; change TL and make changes in ant. sys. Filed March 11.

■ WGNA (107.7 mhz) Albany, N.Y.—Seeks CP to change ERP to 12.5 kw. Filed March 12.

■ WBLI (106.1 mhz) Patchogue, N.Y.—Seeks CP to change ERP to 50 kw horizontal, 38.9 kw vertical. Filed March 10.

■ WLMS (92.1 mhz) Poughkeepsie, N.Y.—Seeks mod. of CP to change TL; change ERP to 2.15 kw; change HAAT to 383.8 ft. and make changes in ant. sys. Filed March 16.

■ WVBS-FM (99.9 mhz) Burgaw, N.C.—Seeks CP to change HAAT to 984 ft. Filed March 16.

■ WWOK (105.7 mhz) Columbia, N.C.—Seeks CP to change HAAT to 987.3 ft. Filed March 12.

■ WWJX (96.7 mhz) Elizabeth City, N.C.—Seeks CP to change HAAT to 282 ft. Filed March 12.

■ WKSJ (98.7 mhz) Greensboro, N.C.—Seeks CP to change HAAT to 1,035.2 ft.; change TL and make changes in ant. sys. Filed March 11.

■ WKRR (101.9 mhz) Cincinnati—Seeks CP to change ERP to 16.2 kw; change HAAT to 874.4 ft. and make changes in ant. sys. Filed March 10.

■ WQTL (106.3 mhz) Ottawa, Ohio—Seeks CP to—Seeks CP to change HAAT to 488.7 ft.; change ERP to 1.38 and make changes in ant. sys. Filed March 10.

■ WCPZ (102.7 mhz) Sandusky, Ohio—Seeks CP to change ERP to 50 kw and change HAAT to 134.1 ft. Filed March 11.

■ WELW (1330 khz) Willoughby, Ohio—Seeks mod. of CP to change city of license to Eastlake, Ohio; change hours of operation to unlimited by adding night service and make changes in ant. sys. Filed March 17.

■ \*KOSU-FM Stillwater, Okla.—Seeks CP to change HAAT to 1,010.2 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KSPI-FM Stillwater, Okla.—Seeks CP to change HAAT to 1,010.2 ft.; change ERP to 100 kw; change TL and make changes in ant. sys. Filed March 10.

■ KCFO-FM (98.5 mhz) Tulsa, Okla.—Seeks CP to 1,226.7 ft. and change TL. Filed March 11.

■ KUGN-FM (97.9 mhz) Eugene, Ore.—Seeks CP to change HAAT to 989 ft. Filed March 16.

■ KLAD-FM (92.5 mhz) Klamath Falls, Ore.—Seeks CP to change ERP to 63 kw. Filed March 12.

■ KAGO-FM (92.5 mhz) Klamath Falls, Ore.—Seeks CP to change ERP to 100 kw; change HAAT to 994.2 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KMJK-FM (106.7 mhz) Lake Oswego, Ore.—Seeks CP to change HAAT to 997 ft. Filed March 12.

■ KIQY (103.7 mhz) Lebanon, Ore.—Seeks CP to change ERP to 100 kw and change HAAT to 514.5 ft. Filed March 10.

■ KXBQ (96.1 mhz) Ontario, Ore.—Seeks CP to change ERP to 51 kw and change HAAT to 253 ft. Filed March 12.

■ KUMA-FM (107.7 mhz) Pendleton, Ore.—Seeks CP to change HAAT to 1,128.3 ft.; change ERP to 100 kw; change TL and make changes in ant. sys. Filed March 12.

■ KPDQ-FM (93.7 mhz) Portland, Ore.—Seeks CP to 1,562 ft. and change TL. Filed March 11.

■ KKLI (97.1 mhz) Portland, Ore.—Seeks CP to change HAAT to 1,268 ft. Filed March 11.

■ KPRB-FM (102.9 mhz) Redmond, Ore.—Seeks CP to change ERP to 100 kw; change HAAT to 1,128.3 ft. and change TL. Filed March 12.

■ WKTZ (96.7 mhz) Mercer, Pa.—Seeks CP to change ERP to 1.4 kw. Filed March 11.

■ WIVA-FM (100.3 mhz) Aguadilla, P.R.—Seeks CP to change ERP to 50 kw. Filed March 10.

■ WBFM (98.1 mhz) Seneca, S.C.—Seeks CP to change HAAT to 1,003.7 ft. Filed March 10.

■ KIOV (104.7 mhz) Sioux Falls, S.D.—Seeks CP to change HAAT to 984 ft. Filed March 11.

■ KQHU (104.1 mhz) Yankton, S.D.—Seeks CP to change HAAT to 980.7 ft. and change TL. Filed March 10.

■ WSMC-FM (90.5 mhz) Chattanooga, Tenn.—Seeks CP to change ERP to 80 kw; change HAAT to 1,039 ft.; change TL and make changes in ant. sys. Filed March 11.

■ WYHY (107.5 mhz) Lebanon, Tenn.—Seeks CP to change HAAT to 1,011.2 ft.; change TL and make changes in ant. sys. Filed March 10.

■ WRJT (107.1 mhz) Monterey, Tenn.—Seeks mod. of CP to change ERP to 760 w and change HAAT to 606 ft. Filed March 10.

■ WTMG (96.3 mhz) Murfreesboro, Tenn.—Seeks CP to change ERP to 100 kw and make changes in ant. sys. Filed March 16.

■ KBUY-FM (94.1 mhz) Amarillo, Tex.—Seeks CP to change HAAT to 1,248.7 ft.; change TL and make changes in ant. sys. Filed March 12.

■ KLSF (96.9 mhz) Amarillo, Tex.—Seeks CP to change HAAT to 1,006 ft.; change TL and make changes in ant. sys. Filed March 11.

■ KHFI-FM (98.3 mhz) Austin, Tex.—Seeks CP to change freq. to 98.1 mhz; change ERP to 100 kw; change HAAT to 980.7 ft. and change TL. Filed March 11.

■ KPEZ (102.3 mhz) Austin, Tex.—Seeks mod. of CP to change HAAT to 437.9 ft.; change TL and make changes in ant. sys. Filed March 12.

■ KWIC-FM (107.9 mhz) Beaumont, Tex.—Seeks CP to

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change HAAT to 999.7 ft. and change TL. Filed March 12.

■ KQXY (94.1 mhz) Beaumont, Tex.—Seeks CP to change TL and SL. Filed March 12.

■ KZZB-FM (95.1 mhz) Beaumont, Tex.—Seeks CP to change HAAT to 1,002 ft.; change TL and make changes in ant. sys. Filed March 12.

■ KAYD (97.5 mhz) Beaumont, Tex.—Seeks CP to change HAAT to 1,130 ft.; change TL and make changes in ant. sys. Filed March 12.

■ KVLV (107.9 mhz) Edinburg, Tex.—Seeks CP to change HAAT to 987.3 ft. and change TL. Filed March 11.

■ KXGC-FM (96.9 mhz) El Campo, Tex.—Seeks CP to change ERP 100 kw and change HAAT to 1,025.6 ft. Filed March 10.

■ KBNA (97.5 mhz) El Paso—Seeks CP to change ERP to 100 kw horizontal; 52.1 kw vertical. Filed March 12.

■ KLTO (94.7 mhz) El Paso—Seeks CP to change ERP to 100 kw horizontal; change HAAT to 1,193.9 ft.; change TL and make changes in ant. sys. Filed March 12.

■ KEGL (97.1 mhz) Fort Worth—Seeks CP to make changes in ant. sys. Filed March 16.

■ KQQK (106.5 mhz) Galveston, Tex.—Seeks mod. of CP change HAAT to 1,312 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KSWP (91.9 mhz) Lufkin, Tex.—Seeks CP to change ERP to 2,583 kw and change HAAT to 228 ft. Filed March 11.

■ KKKK (99.1 mhz) Odessa, Tex.—Seeks CP to change HAAT to 990 ft. Filed March 10.

■ KKKM (104.5 mhz) Orange, Tex.—Seeks CP to change HAAT to 1,130 ft. and change TL. Filed March 12.

■ KBUS (103.9 mhz) Paris, Tex.—Seeks CP to change freq. to 101.9 mhz; change ERP to 50 kw; change HAAT to 492 ft. and change TL. Filed March 11.

■ KTXU (107.7 mhz) Paris, Tex.—Seeks CP to change freq. to 107.7 mhz; change ERP to 29 kw and change HAAT to 633 ft. Filed March 11.

■ KYKR-FM (93.3 mhz) Port Arthur, Tex.—Seeks mod. of CP to 999.7 ft.; change TL and make changes in ant. sys. Filed March 11.

■ KIXY-FM (94.7 mhz) San Angelo, Tex.—Seeks CP to change HAAT to 999.7 ft.; change TL and make changes in ant. sys. Filed March 11.

■ KTYL-FM (93.1 mhz) Tyler, Tex.—Seeks CP to change HAAT to 986.6 ft.; change ERP to 100 kw and change TL. Filed March 11.

■ KNIN-FM (92.9 mhz) Wichita Falls, Tex.—Seeks CP to change HAAT to 984 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KBLQ-FM (92.9 mhz) Logan, Utah—Seeks CP to change ERP to 100 kw and change HAAT to 208 ft. Filed March 10.

■ WRFK-FM (106.5 mhz) Richmond, Va.—Seeks CP to change ERP to 7.6 kw; change HAAT to 1,233.3 ft.; change TL and make changes in ant. sys. Filed March 12.

■ WESI (104.9 mhz) Strasburg, Va.—Seeks CP to change ERP to 1.36 kw and change HAAT to 471 ft. Filed March 12.

■ WSKX (106.9 mhz) Suffolk, Va.—Seeks mod. of CP to change HAAT to 984 ft.; change TL and make changes in ant. sys. Filed March 11.

■ KHWK (106.5 mhz) Richland, Wash.—Seeks CP to change ERP to 100 kw; change HAAT to 1,075 ft. and change TL. Filed March 11.

■ \*KPLU-FM (88.5 mhz) Tacoma, Wash.—Seeks CP to change ERP to 56 kw; change HAAT to 2,342 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KRPM-FM (106.1 mhz) Tacoma, Wash.—Seeks mod. of CP to change HAAT to 1,089 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KZHR (92.7 mhz) Toppenish, Wash.—Seeks CP to change freq. to 92.9 mhz; change ERP to 21.4 kw; change HAAT to 750 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KXDD (104.1 mhz) Yakima, Wash.—Seeks CP to change ERP to 100 kw; change HAAT to 1,447 ft. and change TL. Filed March 11.

■ WSUP (90.5 mhz) Platteville, Wis.—Seeks CP to change ERP to 2.5 kw. Filed March 11.

■ WQJY-FM (100.1 mhz) West Salem, Wis.—Seeks CP to change ERP to 1.15 kw; change HAAT to 531.4 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KFBQ-FM (97.9 mhz) Cheyenne, Wyo.—Seeks CP to

change HAAT to 984 ft.; change TL and make changes in ant. sys. Filed March 10.

■ KDLY (97.5 mhz) Lander, Wyo.—Seeks CP to change HAAT to 521.8 ft.; change ERP to 100 kw; change TL and make changes in ant. sys. Filed March 10.

■ \*KUWR (91.9 mhz) Laramie, Wyo.—Seeks CP to change ERP to 100 kw. Filed March 10.

#### Accepted

■ \*WBHM (90.3 mhz) Birmingham, Ala.—Seeks CP to change ERP to 70 kw. Filed March 10.

■ \*WCSG (91.3 mhz) Grand Rapids, Mich.—Seeks CP to change ERP to 35.7 kw and change HAAT to 570.7 ft. Filed March 16.

■ WFUV (90.7 mhz) New York—Seeks CP to change TL; change HAAT to 500 ft. and make changes in ant. sys. Filed March 16.

#### TV's

##### Accepted

■ WKAB-TV (ch. 32) Montgomery, Ala.—Seeks MP to change ERP vis. to 1,030 kw. aur. 103 kw and change HAAT to 794.1 ft. Filed March 16.

■ WCLJ (ch. 42) Bloomington, Ind.—Seeks MP to change HAAT to 1,040 ft. Filed March 11.

■ KSAX (ch. 42) Alexandria, Minn.—Seeks MP to change ERP vis. to 2,770 kw. aur. 277 kw; change HAAT to 1,176 ft. and change TL. Filed March 12.

■ WYOU (ch. 22) Scranton, Pa.—Seeks CP to install aux. sys. Filed March 17.

■ \*KDSI-TV (ch. 16) Aberdeen, S.D.—Seeks CP to change ERP vis. to 1,349 kw. Filed March 12.

■ WINT-TV (ch. 20) Crossville, Tenn.—Seeks MP to change ERP vis. to 14.8 kw. aur. 1.48 kw and change HAAT to 158.7 ft. Filed March 16.

■ KSUZ-TV (ch. 15) Abilene, Tex.—Seeks MP to change ERP vis. to 3,221 kw. 322.1 kw; change HAAT to 1,270 ft. and change TL. Filed March 10.

#### Actions

#### AM's

■ WAQI (710 khz) Miami—Dismissed app. to reduce day

power to 25 kw. Action March 9.

■ WLDS (1180 khz) Jacksonville, Ill.—Returned app. to change hours of operation to unlimited by adding night service with 250 w; increase day power to 5 kw; change freq. to 1200 khz and change TL. Action March 6.

■ WWCA (1270 khz) Gary, Ind.—Granted app. to change city of license to East Chicago, Ind.; increase day and night power to 2.5 kw and make changes in ant. sys. Action March 4.

■ WQSN (1470 khz) Kalamazoo, Mich.—Returned app. to increase day power to 900 and make changes in ant. sys. Action March 6.

■ WWRL (1600 khz) New York—Granted app. to make changes in ant. sys. Action March 4.

■ WCNL (1010 khz) Newport, N.H.—Granted app. to change freq. to 1020 khz and increase power to 6.5 kw. Action March 4.

■ WNRI (1380 khz) Woonsocket, R.I.—Granted app. to increase power to 2.5 kw. Action March 4.

#### FM's

■ KXDZ (103.1 mhz) Anchorage—Returned app. to change TL; change ERP to 3 kw and change HAAT to minus 156.1 ft. Action Feb. 27.

■ KPCH (97.7 mhz) Duhach, La.—Granted app. to change SL. Action Feb. 10.

■ WFMK (99.1 mhz) East Lansing, Mich.—Granted app. to change TL. Action Feb. 13.

■ KBOM (107.1 mhz) Los Alamos, N.M.—Dismissed app. to change SL. Action March 4.

■ WNYQ (98.3 mhz) Rotterdam, N.Y.—Granted app. to change SL. Action Jan. 29.

■ WGGN (97.7 mhz) Castalia, Ohio—Granted app. to change ERP to 640 w and change HAAT to 724.9 ft. Action March 6.

■ KTTL (94.3 mhz) Alva, Okla.—Granted app. to change TL. Action March 5.

■ WIBF-FM (103.9 mhz) Jenkintown, Pa.—Granted app. to change ERP to 340 w. Action March 6.

■ WSBP (92.1 mhz) Saluda, S.C.—Granted app. to change ERP to 3 kw; change HAAT to 328 ft. and change SL. Action Feb. 27.

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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Wanted: S.E. group seeks general managers** for position now and in the future. Call 912-264-6251.

**General sales manager:** #1 CHR share in the USA, KFMW, and companion AM KWLO, Waterloo, IA, seeks experienced no-nonsense highly-motivated GSM with proven management track record. Send resume & salary history to William L. Fowler, VP Radio, Park Communications Inc., Box 550, Ithaca, NY 14850.

**Business manager** east coast AM/FM needs person with strong accounting and computer background. Minimum three years experience. Send resume and salary requirements to: Box R-74.

**Sales oriented manager.** Looking for pro with professional management track record to multiply sales through people development. One of the finest Midwest small market combos. Excellent compensation and benefit package. Great working environment. Send resume with references and compensation requirements to Susanne S. Bergeron, President, WKAN/WLRT Radio, 6 Dearborn Square, Kankakee, IL 60901. EOE.

**General managers and sales managers:** We're putting together a special group of people to grow an outstanding company. EEO. 415-461-7200.

**General manager:** Top fifty southern market. Major broadcast group. Previous experience as general manager or sales manager required. Send resume and references to Box R-119.

**General manager** for #1 rated metro FM in Indiana college town. Must have 3 years GM experience, college degree, CRMC, or equivalent experience. Need strong ability to hire, train, and motivate sales staff, with emphasis on increasing sales. Group ownership offers excellent compensation, and advancement possibilities. Rush resume, past earnings and compensation requirements to Box R-111. EOE.

**Manager.** Northwest NC station strong in Bluegrass and authentic country music. Great opportunity for someone strong in sales. Ralph Epperson, P.O. Box 907, Mt. Airy, NC 27030. EOE.

**Top-rated profitable** southern New England news/talk station needs seasoned professional general manager. Join rapidly expanding 15 station radio group. News/talk management experience preferred. Resumes to Gerald M. LeBow, Sage Broadcasting Corporation, 1 Dock St., Stamford, CT 06902.

**Manager** needed to share the net profit with good central United States small market radio station. Full Class C FM and low frequency, high power AM. If you are an active, fulltime, successful manager and making less than \$50,000 a year, you should look into this. Full privacy assured. Must have a minimum of two years management experience. Please respond to Box R-120 and I will call you.

### HELP WANTED SALES

**Sales manager.** FM in beautiful Missouri college town has opening for crakerjack sales manager. Budding chain. Opportunity for promotion to GM of other station under consideration. Send complete resume, references and salary information. Admiral Broadcasting Corporation, 8229 Maryland Avenue, St. Louis, MO 63105.

**WRNS,** has a position available in sales, applicants must have at least 2 years sales experience or extensive sales training. Resumes can be mailed to: Webster A. James, Vice President/General Mgr., WRNS-Beasley Broadcasting Downeast, P.O. Box 609, Kinston, NC 28501. WRNS is an equal opportunity employer.

**Audio network, sales.** Excellent guarantee, fast growth. Experience necessary. Send resume: Box 10329, Minneapolis, MN 55440.

**Sales professional:** A self starter with dynamic personality. Plenty of enthusiasm and air personality. Northern Virginia. Call 703-221-1124 between 9 a.m. and 10 a.m.

**Fort Wayne's** top radio property seeks regional sales person. Individual with minimum of 2 years experience including direct and agency sales. A strong presenter with good verbal and writing skills. Send resume to: Kurt Mische, WMEE/WQHK, P.O. Box 6000, Fort Wayne, IN 46896. EOE.

**Aggressive, experienced salesperson wanted.** Benefits and gas allowance included. Send resume to: Sales Department, Flint Metro Mass Media, P.O. Box 9100, Flint, MI 48501.

**Aggressive salesmanager,** strong on promotions. Sunbelt. Fulltime AM stereo. Salary plus percentage. Motown format. Please note this is an AM station. Box R-117.

**Openings immediately** in Northern Shenandoah Valley and on the Delmarva Peninsula near Ocean City, Maryland. Growing company; chance for advancement. Our sales people earn more because ownership/management is sales oriented and on the street. Replies to Bill Prettyman, Prettyman Broadcasting Co., Box 909, Salisbury, MD 21801. EOE.

**Southern California** medium market FM seeks aggressive salesperson with management potential to sell urban/CHR format. Contact Mike Thomas, KMYX, Box 1060, Ojai, CA 93023.

**Sales/radio advertising.** Super sales rep w/top, productive account list at major AM/FM combo, Fairfield City, CT. Immediate opening for an experienced, aggressive account executive with 1-2 years media sales experience. Must have proven track record. Earn over \$45K. EOE. Send resume to Sales Director, WNLK/WLYQ (Q96FM), Box 1350, Norwalk, CT 06852.

**Orlando account executive:** K-92 FM is looking for an account executive who makes things happen. Is the customer number 1 with you? Do you strive to be the best? Do you enjoy taking challenges? Are you able to set priorities and develop strategies for your activities? Are you a top achiever? If so, we can offer you an exciting opportunity. We are a growth-oriented, progressive station seeking an outstanding leader for our sales force. Experience in broadcasting sales a plus, however talent is the primary prerequisite. We offer unlimited income potential, an innovative environment focused on excellence, incentives and recognition based on your individual success, the newest and most comprehensive sales training in the industry, and a chance to join a company with a record of success and a sense of purpose. If you feel you have the talent...act now! Call Laura L. Burkland at 1-800-228-2271. NewCity Communications is an EOE.

**Make \$50,000.00 plus** with number 1 list. Top rated 50kw FM in 40th ADI. Progressive company looking for stable professional Dynamic college town with solid economy/ Apply: Gary Mallernee, WNNW/WHEZ, 9112 S. Westnedge Ave., Kalamazoo, MI 49002.

### HELP WANTED ANNOUNCERS

**Career break through** for right person! Indiana AM, 50 kw FM. Exceptional opportunity for mature career broadcaster with 5 years varied experience but feels advancement is limited. Sports PBP helpful. If you agree radio is more than air ego trips send resume and references. This could be the turnip point of your career. Vern Kaspar RR #7 Frankfort, IN 46041.

**Classical music director.** Tampa, Florida, NPR public radio station seeks a classical music director/announcer. \$15,720 - \$17,292. Bachelor's degree in English or mass communications and one year experience, or five years experience. Deadline 17 April 1987. Employment application available from Personnel Services, University of South Florida, 4202 Fowler Ave., Tampa, FL 33620. 813-974-2970. Send tape and resume to: Bill Morse, WUSF Radio, Tampa, FL 33620-6800.

**Classical music announcer,** KWMM-FM, 100,000 watt NPR station in St. Louis is seeking a classical music announcer. Familiarity with classical music, pronunciation of foreign works, production skills, and classical announcing experience are a necessity. Application deadline: April 3, 1987. Send letter of application, resume, and non-returnable audition tape to Personnel Services, University of Missouri-St. Louis, 8001 Natural Bridge, St. Louis, MO 63121. No phone inquiries, please.

### HELP WANTED TECHNICAL

**Chief engineer:** Southwest AM/FM. Experienced in transmitters, directionals, studio maintenance and remotes. EOE. Send resume and salary requirements to Box R-79.

**Live and work in Northern California's** beautiful wine country. Area's top station needs qualified engineer. Send detailed resume and salary requirements to Gordon Zlot, KZST FM, PO Box "SS", Santa Rosa, CA 95402. Will be interviewing at the NAB. M/F EOE.

**Broadcast Engineering.** WYSU-FM, the fine arts radio station of Youngstown State University is seeking a chief engineer. This individual will maintain two FM transmitters (1) Harris, (1) RCA, (1) master control room and (2) production studios, microwave system and satellite reception equipment. Will also be responsible for compliance with FCC technical regulations; for evaluating and recommending equipment purchases; developing budget recommendations. Candidates must have an associate degree or trade school equivalent in broadcast engineering with 4 to 5 years experience or equivalent combination of education and experience, and valid FCC first class license. Starting salary: \$25,000. Send letter of interest, current resume and an official copy of a transcript documenting academic qualifications for this position, and the names, addresses and telephone numbers of three references to: Robert W. Peterson, Director of WYSU-FM, Youngstown State University, Youngstown, OH 44555-0001. Application deadline March 31, 1987. Youngstown State University is an equal opportunity affirmative action employer.

**Technical director** for radio production facility. Substantial audio production and maintenance required. Formal audio and electronics education essential. Send letter, resume to Alaska Public Radio Network, 4640 Old Seward, # 202, Anchorage, AK 99503. Minorities and women are strongly encouraged to apply.

**Chief engineer** for major market AM & FM. Must have good management skills. Stations are part of major radio group. Rush resume and salary requirements to: J. Jones, 350-A Clayton St., Denver, CO 80206. EOE.

**Looking for a chief engineer** for top contemporary radio station in sunny Florida. Top pay, excellent benefits. Send resume to: Jim Davis, WNFJ-FM, 801 W. Granada Blvd., Suite 204, Ormond Beach, FL 32074. 904-672-9210. EOE, M/F.

### HELP WANTED NEWS

**News director.** Direct & coordinate activities of news department of the Chinese language radio station. BA in journalism, & 2 years experience required. Must be fluent in Chinese-Mandarin. \$2000/mo. Place of employment and interviews: Alhambra, CA. Send this ad and a resume to Job #FHC 1945, P.O. Box 9560, Sacramento, CA 95823-0560 no later than 4/7/87.

**Accepting applications** for possible future openings in news and sports departments. Please send T&R to CNN Radio, 1050 Techwood Dr., Atlanta, GA 30318. No phone calls.

**News person afternoons.** Send tape and resume to Greg Clark, WOBR News, Box 400, Wanchese, NC 27981.

**Reporter/anchor.** NYC suburban daytimer. Research, write issue-oriented stories. T&R: Box 910ND, Pomona, NY 10970. EOE, M/F.



## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**A mature AM/ FM station** in Florida Panhandle needs experienced program/ music director with the ability and talent to do morning show. Growing market with tremendous opportunity. Format CHR or AC background. Salary negotiable. Send resume and tapes to P.O. Box 10, Ft. Walton Bch., FL 32549.

**Traffic director** northeast AM/FM must have at least two years computer experience, Columbine preferred. Send resume and salary requirements to: Box R-75.

**Dynamic New England MOR** seeks crakerjack announcer/copywriter/producer with three years professional experience. Send resume to: Box R-91 EOE.

**Enjoy radio?** Handle remotes? Copy? Production? Operations? Michigan small market AM-FM needs you. Nice people, area, facilities. Info: Box R-113.

**Must be fluent in French:** Dream job - overall production/sales manager of new English language station in Nice, France. Able to do it all with experience/strength in copywriting and hands-on commercial production? Respond Box R-114.

**Miami class...**You will have it...if you are the top-notch classical music program director that WTMI-FM is seeking. You will program a nationally recognized station, with a great signal, new studios and exclusive format in sunny south Florida. PD will do midday shift and promotional coordination. Classical programming experience required. Send resume and aircheck to David M. Harris, GM, WTMI, 2951 South Bayshore Dr., Miami, FL 33133. An equal opportunity employer.

**Afternoon drive.** AM stereo 56, WVOC in Columbia, South Carolina, is looking for a dynamic, high profile afternoon host who can blend music, telephone talk and interviews. We need someone who can continue our ratings strength and reputation achieved over 56 years of full service broadcasting. Females encouraged to apply. Rush resume, tape, salary requirement to Andy Thomas, WVOC Radio, P.O. Box 21567, Columbia, SC 29221. A positive growth experience is waiting for the right person--do it today. An EEO employer.

## SITUATIONS WANTED MANAGEMENT

**AM management.** Have an AM needing a dynamic "Chrysler-turnaround" to successfully compete with FM or other foreign intruders? Have an AM "inferiority complex?" I have a winning "Lee Iaccoca attitude", experience, and the balanced all-division leadership know-how to pinpoint your people and powers. (One 5-step revitalization showed more than 10 times growth in less than 2 years!) The up-beat, successful AM person discovers a way; unsuccessful AM people find excuses, program syndicators, sell at less than equity, or shut down. Serious about zest? 305-942-8861. Free diagnosis. Carl.

## SITUATIONS WANTED ANNOUNCERS

**South Florida,** easy listening, 24 years experience, announcer, PD. Neil Sher, Hollandale Apts., 20F Clifton Park, NY 12065. 518-383-0239.

**Sports pro,** major market, doing radio anchoring and TV producing parttime. Considering all markets. Jim 718-836-5046.

**Talk host** wants to talk 412-321-2895.

## SITUATIONS WANTED TECHNICAL

**Chief engineer** with over 9 years experience in all phases of FM and AM directional. seeks challenging opportunity with stable company. Box R-102.

**Registered professional engineer,** 15 years experience in design, construction, operation and maintenance of high power broadcast facilities including directional antennas. Strong interpersonal and communication skills. Seeking position as group DOE or with consulting firm. Bob Denny, 10801 Dungarvon Ct., Charlotte, NC 28213. 704-547-8450.

**Operating engineer job wanted.** One year of operating experience. Prefer western United States. Will be attending NAB in Dallas. Call Ralph 602-994-4782.

## SITUATIONS WANTED NEWS

**News/talk,** full-service AM? This experienced ND will give you the product people talk about. Enjoys training, rejuvenating, winning. If you're serious, committed to format, let's talk. 901-794-4695.

**Ten years experience,** AP award winner, news director experience, major market experience, Communications Director: House of Representatives, seeks medium or major market news director job on Florida's east or west coast. 703-799-4765.

**Honor student,** Big Ten university with background with U.S. Olympic training center, major league baseball, plus collegiate on-air experience, seeks position with your news and sports staff. Self motivated, Anxious for relocation. Rick: 312-668-5263.

**9 year small market news pro,** will accept rewarding challenge anywhere. Solid, aggressive reporting, good pipes...currently ND in Northwest. Box R-112.

**News:** 28 year broadcasting veteran wishes position as news director/anchor. Medium or small market. Midwest preferred. 319-524-3087 for tape and resume.

**Sports pro,** major market, doing radio anchoring and TV producing parttime. Considering all markets. Jim 718-836-5046.

## SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Sports producer:** Veteran major market producer seeks position with remote sports production unit. 16 years broadcast background. Major league experience. Proven track record & solid references. 301-377-4722.

**Experienced medium market programer** and morning personality Six years P.D. Seven years mornings. B.B.A. #1 ratings last three surveys. Detail minded. J.R. Greeley 314-474-6259.

**RAB awarded broadcaster** 12 year seasoned professional. Top 5 market experience. Operations/PD, news director, CRMC, sales, production. Looking for solid company with stability. All markets. Available now. Contact J. Peter Schmidt (Peter St. James), P.O. Box 2747, New York, NY 10185.

## MISCELLANEOUS

**Our monthly idea-letters** have it all --"Newsbeat" for story tips; "Feedback" for promotions, contests, talk, and more! Since 1966. 3-month trial, \$15. Newsfeatures, Box 14183, St. Louis, MO 63178.

**#1 market airchecks NYC/LI:** 3 stereo cassette hours \$12. Free catalogue. Box 568, E. Hanover, NJ 07936.

# TELEVISION

## HELP WANTED MANAGEMENT

**TV station manager: Chicago.** Must have independent TV start-up hands-on experience and strong sales orientation. Demonstrated leadership and the ability to select and motivate key personnel. Incentive and excellent salary. Send resume and salary history in confidence to: Personnel, P.O. Box 446, Orinda, CA 94563.

**Public service director:** KRIV-TV, Fox Television, Houston, TX is seeking a qualified public service director. Individual will be responsible for producing public service announcements and local public affairs shows. Will serve as liaison to non-profit community organizations. Minimum requirements include at least one year experience as a television public service director. Qualified applicants send resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: Roz Brown. EOE.

**General sales manager:** Midwest 100+ market. Dominant group owned affiliate looking for a dedicated hands-on general sales manager. Local and national sales management experience desired. Proven training and motivational skills are a must. Local sales manager and national sales manager will report to you. Seven local account executives, new Sony 1/2" production facility, full staff of writers, producers and EFP. We are part of Gillett Broadcasting, one of the most aggressive groups in business; and we are looking for a dedicated, motivated manager. Send resume to General Manager, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702-0047. EOE.

**TV promotion manager:** ABC affiliate. News promotion experience a must. Strong creative copy and production skills required. Send tape and resume to Program Manager, KITV, 1290 Ala Moana, Honolulu, HI 96814. EOE.

**Business manager/controller:** New Bern, NC, Group owned ABC affiliate seeks individual experienced in all phases of television broadcast accounting and automated systems. Candidate should possess strong supervisory and communication skills. Accounting degree preferred. Please, no phone calls. Send resume, complete with salary history to William D. Webb, General Manager, WCTI-TV, P.O. Box 2325, New Bern, NC 28560. EOE.

**National sales manager:** Small market affiliate in the Sunbelt needs a strong self-motivated individual with 3-5 years broadcast sales, rep experience very helpful. Ground floor opportunity. Send resume and salary requirements to Box R-107.

**Director of development:** Supervises professional staff responsible for marketing, underwriting, planned giving, membership, and auction activities. Oversees planning and execution of various fundraising events and solicits community and corporate support through community involvement, professional contacts, and on-air appearances. Requires degree in communications, marketing, broadcasting, or related field; Master's preferred. Minimum of five years managerial experience with responsibility for fundraising, community relations, long-range planning, and revenue forecasting. Minimum of five years experience supervising other professional (management level) staff. Knowledge of issues affecting revenue sources for public broadcasting industry. Send resume and letter by April 15: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

## HELP WANTED SALES

**Leading top sixty market Sunbelt** independent in attractive market seeks addition to local staff. Concentration on more difficult agency and direct accounts. Management position possible. Competitive salary, excellent professional and personal environment. Confidential inquiries guaranteed. Address General Sales Manager, Tulsa 23, P.O. Box 33223, Tulsa, OK 74153. No phone calls.

**Senior account executive.** Excellent opportunity for experienced sales professional in the video production industry. Must have active contacts and knowledge of leads to pursue in the Baltimore/Washington area. Good draw, great commission. Call Gerard Ferri, Atlantic Video 703-823-2800.

**Account executive.** WIS-TV has opening for experienced TV sales professional. Must be skilled in verbal and written presentations, AID, Cluster Plus and other research/sales aids. Knowledge of SALLEY avail software programs helpful. Qualified applicants send resume, complete with references, to Joe Tonsing, GSM, WIS-TV, P.O. Box 367, Columbia, SC 29201. EOE.

**TV sales rep needed** to handle major list at southeast network affiliate station. Minimum 3 years media sales desired. Send letters and resumes to: Sandy Rodgers, P.O. Box 12, Richmond, VA 23201.

**Account executive:** Northern California CBS affiliate is looking for enthusiastic and aggressive individual to handle a partial list while willing to develop new accounts. Two years experience in local sales plus knowledge of regional accounts preferred. Box R-115.

**Marketing director:** This is an opportunity to work for two affiliate stations in the Northeast owned by a major broadcasting company. Responsibilities would include new business development, vendor supported business, co-op and research. Presentation skills plus experience with research tools a must: retail and or newspaper background an asset. Send resume and track record in confidence to: Box R-110. EOE.

**Account executive:** Midwest affiliate seeking aggressive professional with 2-3 years broadcast sales experience to take over major list. Send resume to: Jon L. Whhead, LSM, WAND-TV, 904 Southside Dr., Decatur, IL 62521. A LIN Broadcasting station EOE.

**Aggressive, motivated,** success oriented salesperson needed. TV or radio sales experience desired. Send resume to Stan Kaye, GSM, KPEJ-TV, Odessa, TX 79761 EOE.

## HELP WANTED TECHNICAL

**Maintenance supervisor:** Southeast medium market UHF independent located in a most desirable area requires studio maintenance supervisor to provide hands-on technical leadership to a small maintenance staff. Experience in the maintenance of computer editing systems is desirable. EOE. Reply Box R-83.

**Chief engineer:** Southeast medium market UHF independent located in a very desirable area requires a proven manager to provide technical guidance and leadership to the maintenance and operations staff. Recent hands-on high power UHF and studio maintenance experience is desirable. EOE. Reply Box R-84.

**Master control operator.** Fox Television, Boston, has immediate opening for (2) fulltime master control operators. A minimum of 2 years MCR operations experience required. FCC license or SBE certification required. Send resume with references to: WFXT, 100 Second Ave., Needham Heights, MA 02194. Attention: Steve Dutcher, Engineering Operations Supervisor. (No phone calls, please.) EOE.

**TV maintenance engineer.** Fox Television, Boston, has immediate opening for (2) fulltime studio maintenance engineers. A minimum of 2 years experience with ability to troubleshoot state-of-the-art studio equipment to the component level. FCC license or SBE certification required. Send resume with references to: WFXT, 100 Second Ave., Needham Heights, MA 02194. Attention: Bob Badeaux, Chief Engineer. (No phone calls, please.) EOE.

**WXXI in Rochester, NY** is looking for a highly skilled maintenance engineer. Design, repair and maintenance of television equipment, including 1" Ampex VTR, Sony BVU, Ikegami 357 cameras, ACE editor. Minimum five years experience required. Digital, microwave and transmitter experience desired. FCC general class license preferred. Competitive salary and excellent benefit package. Send resume and salary history to WXXI, Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

**ENG technician-news:** Philadelphia. Must be experienced maintenance technician with first class FCC license. Should be knowledgeable in repair of field cameras, and 3/4" broadcast field and editing tape machines. Microwave experience helpful. Resume to Box R-90. EOE.

#### HELP WANTED NEWS

**Assignment editor.** We're looking for a bright high energy person to lead our talented staff of reporters and photographers. Bachelors degree plus 2-3 years experience required. We have all the news gathering tools - uplink, helicopter and live trucks. The number one station in top 30 market. Call Billye Gavitt, 405-843-6641. EOE, M/F.

**Producer wanted** in Washington, DC. Go-getter with a reporter's mind. Ability to juggle elements. Washington experience preferred. Send resume to Box R-82.

**Sports anchor/director:** Top rated station, medium size market in the southwest is looking for energetic, hardworking, local oriented sportscaster. Send resume to Box R-81. EOE.

**Weekend anchor/weekday reporter.** Mid-western CBS affiliate with #1 news department is looking for a weekend anchor/producer who will also report three weekdays. Experienced with video camera and editing equipment required. Excellent salary and benefits. Send resume and salary requirements to: Dan Die-drich, News Director, KRCG-TV, P.O. Box 659, Jefferson City, MO 65102.

**Seeking experienced farm broadcaster** to anchor nationally syndicated agribusiness news program. Strong writing skills, on-air presence, and a firm grasp on agriculture and financing issues a must. Send resume, salary requirements. Box R-73.

**Female anchor:** Small but good CBS Sunbelt affiliate. Tape, resume to: News Director, KOSA-TV, Box 4186, Odessa, TX 79760.

**News reporter.** Fully bilingual Spanish and English. Degree in TV journalism in related field. Minimum 2 years TV or print experience. Resume and 3/4" demo tape, mail to Gustavo Pupo-Mayo, News Director, WLTW/23, 2103 Coral Way, Miami, FL 33145.

**Weekend anchor/reporter.** Must be a journalist first and an air talent, second. Strong writing skills and visual creativity very important. We are dominant CBS affiliate who outworks the competition. Send tape and resume to Jim Holland, News Director, WTVH-TV, 980 James St., Syracuse, NY 13203. No phone calls, please. EOE.

**News producer.** We are looking for a creative producer with good news judgement and conversational writing skills. A minimum two years experience at a commercial television station is required. Resume and non-returnable tape to Dave Davis, News Director, WTVD-TV, P.O. Box 2009, Durham, NC 27702. EOE.

**Anchor.** Still looking for principal anchor at independent station. Metro area of 650,000. Send tape, resume, and salary requirements to: Brad Rinehart, ND, WFMZ-TV, East Rock Rd., Allentown, PA 18103.

**Assignment editor.** Responsibilities include developing imaginative and substantive daily content; motivating staff; efficiently handling people, equipment, logistics, and creatively planning audience building newscasts. Mail resume to Perry Boxx, News Director, KOCC-TV, P.O. Box 14555, Oklahoma City, OK 73113. AAE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Supervisory television production specialist.** The Food and Drug Administration is looking for an energetic and talented individual to fill the position of chief, media and training development branch. The position is a GM-13 supervisory television production specialist position with a starting salary of \$38,727. The branch chief is responsible for the first-line management of the FDA's video production services and a staff of television production, training and information specialists. Candidates will be evaluated on their demonstrated experience and abilities in the following areas: Minimum of six years video production experience including scriptwriting, studio and location production, and editing. Experience in supervising a group of video production specialists. Demonstrated exceptional interpersonal communication skills. Experience with 1" and Betacam equipment. Experience in the production of public service announcements, educational and informational programs; and a working knowledge of good engineering practices is a definite plus. An SF 171. Application for Federal Employment should be sent to DHHS/PHS/FDA Division of Human Resources Management (HFA-408) Food and Drug Administration, Parklawn Building, 5600 Fishers Lane, Rockville, MD 20857. For further information, please call Mr. Jack Underdonk on 301-443-1616. To ensure full consideration, applications should be received by April 17, 1987. An equal opportunity employer.

**Northern California post house** seeks experienced animation and graphic artist. Must have experience using the Dubner CBGII and paint box. Must be "client oriented". Send resume to Cal Image, 3034 Gold Canal Dr., Suite B, Rancho Cordova, CA 95670 or 916-638-8383.

**Commercial director** position available at strong award winning independent. If you can write, shoot, edit and direct and have 1-2 years commercial TV experience, send resume to Production Manager, WVAH-TV, 23 Broadcast Plaza, Charleston, WV 25526.

**Program director:** Opportunity available immediately for a position as a program director of Cleveland's most innovative independent station. Candidate should possess a successful track record in programing, including budgeting, administration, program scheduling, negotiating with syndicators, as well as a strong working knowledge of production and promotion. Please send resumes to Dennis P. Thatcher, General Manager, WOIO-TV, 2720 Van Aken Blvd./Shaker Square, Cleveland, OH 44120. EOE, M/F. Malrite Communications Group, Inc.

**Promotions manager:** KARD-TV, ABC affiliate is seeking creative person for on-air, radio, and print promotions. Send resume to Gwen Kidd, 701 Parkwood Dr., West Monroe, LA 71291. 318-323-1972.

**Producer-director:** Evening director/supervisor to switch fast-paced newscasts, supervise, train crew. DVE, SS, 1" VTR experience. Some commercial production. Send resume with salary requirements to Keith Lasher, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. No phone calls. EOE.

**Producer:** Major independent wants creative, organized leader to develop ideas/proposals and produce slick "hands-on" documentaries and presentations. Minimum 3 years producing experience. Complete knowledge of current production techniques. Excellent tape editing ability required. Deadline writing, researching and people skills also required. Send resume, examples of what you can do (DO NOT SEND TAPES) including budgeting abilities to: Box R-109, EOE.

**TV producer.** WOSU-TV of The Ohio State University is seeking a TV producer. Duties: Produce and supervise the production of public/community affairs and promotional, fine arts, cultural, performance and other television programming and off-air video productions. Conceive, write, direct, and edit programs, draft proposals for program funding, and prepare and monitor budgets. Qualifications: Bachelor's degree in communications or related field or an equivalent combination of education and experience, significant experience in producing, writing, and directing of both field productions and studio and remote multi-camera productions, and editing experience are required. Previous supervisory experience and experience managing budgets are also required. Previous PBS production experience is preferred. Salary: \$20,280-23,040. Candidates should send a resume by April 1, 1987 to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 34210. An equal opportunity/affirmative action employer.

**Videographer/editor** needed for top 20 ABC affiliate. Ability to shoot and edit high production value segments format necessary. Must have demonstrated commitment to visually creative and quality production techniques. College degree and three years videographer and editor experience in a magazine format required. Qualified applicants send tape and resume to Ken Morrison, KOMO-TV, 100 Fourth Ave. North, Seattle, WA 98109. EOE.

**Talents:** Are you now announcing or performing in local television commercials for car dealers, banks, health maintenance, retail, etc.? Do your associates and friends call you off the wall, zaney, nutty, etc.? Well, we have a client who may be looking for you. Send VHS video tape to: Good Advertising, Inc., Communications Arts Building, Box 400, Olney, MD 20832. Phone calls welcome at 301-792-0982.

**Television program and creative service manager** wanted. Includes all on-air promotion. Send tape and resume to Frank Jonas, KOLN/KGIN, Lincoln, NE 68503. EEO employer.

**Operations manager** for Dayton independent. Responsibilities include programing, program negotiation, budgeting, operations and promotion. Exciting opportunity for person with two to five years experience. Send resume to Dave Miller, General Manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. EOE, M/F.

**Promotion producer.** Minimum two to three years experience in television promotion. Primary concentration in news promotion, working closely with news producers and reporters. Strong production in on-air graphics use and writing skills essential. Resume and tape (no phone calls) to Art Moore, Director of Station Promotion and Advertising, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. A Capital Cities/ABC, Inc owned station. EOE.

#### SITUATIONS WANTED MANAGEMENT

**20+ years** in a major market. Successful management experience in news, operations and engineering. Heavy experience in budgets, news, satellites, production. ENG, MSN and people. Seeking operations manager or director of engineering position in a news oriented station. Will be at NAB. Let's talk. Box R-99.

#### SITUATIONS WANTED TECHNICAL

**15 years of experience** in all phases of television operations engineering. Contact Lillian Pierce, 1064 Kenmore Ave., Buffalo, NY 14216. 716-877-9102.

#### SITUATIONS WANTED NEWS

**Creative, aggressive sportscaster** with 2 1/2 years practical experience in Chicago seeking entry level opportunity. Talk-show, play-by-play, sports reporting and production abilities. Degreed with honors (Columbia College, Chicago). Call Patrick McDermand 312-279-8729.

**Aggressive, Quick.** Seeking entry-level reporter position in small market. Good writing skills. Call 901-327-1025.

**Is business/financial coverage** in your future? Anchor/producer now with major business news broadcast operation seeks position with quality station or production company. #1 market/overseas background. Box R-123.

**Meteorologist** with AMS television seal and six years experience at network affiliates seeks position in larger market. 912-598-0071.

**Camerman/editor** seeks staff position. 12-years news experience with network affiliate. Ray Etheridge. 503-429-6945.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Versatile, energetic production specialist** available. 7 years experience in top 20 market. Live shows & elaborate post production. Diverse skills: writing & producing/directing, studio manager, lighting, photographer, Chyron, editing, ENG truck operator. Looking for challenging position. Relocation acceptable in permanent position or freelance. Glenn 303-477-4251.

**Master my possibilities!** 8 years tape, audio, master, camera, TD; CMX trained; AD, promotion. Employed by NBC-TV, CBS-TV, NYC facilities; major indie and public stations. College. General class license. Relocatable. Call Barry 718-636-5240.

**Talented black male director/cinematographer** available. Shoots dynamite pictures, can also write and produce. 10 years experience, studio/location lighting for EFP, ENG, 16mm, Steadicam, Panacam, Betacam, live TV. Film school degree. Several awards. Fast, creative, works well with clients, talent, crews. Take charge individual works well under pressure. Seeks move to production company/unit in a medium to large city with a good client list. References, reel. I'll help you create a contemporary, new look for your spots and specials, and have clients coming back for more. Box R-121.

#### MISCELLANEOUS

**Entry-level opportunities nationwide.** News, sports, production, sales, promotion, public relations. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34273-1476. 813-786-3603.

**Primo People:** The news director's best friend. We can deliver the best in screened and available talent and we can do it immediately. Call Steve Porricelli or Jackie Roe at 203-637-3653. Box 116, Old Greenwich, CT 06870-0116.

**Covering New Hampshire Primary** or New England news. Two fully equipped broadcast quality ENG crews available with all bells and whistles and edit suite. Call 603-679-5648.

## ALLIED FIELDS

#### HELP WANTED MANAGEMENT

**Three graduate assistants** (TV station manager, radio station manager and news director) will be available Sept. 1, 1987. Each position requires 20 hours per week. Assistant will receive \$400 per month plus a partial-to-full tuition waiver. Inquire with Director of Broadcasting, Pepperdine University, Malibu, CA 90265. 213-456-4211. Application deadline: April 1.

#### HELP WANTED INSTRUCTION

**The University of Alaska-Fairbanks** seeks two assistant professors of journalism and broadcasting for nine month appointments starting August 21, 1987: 1. Television: Teach undergraduate courses in television such as television production, videography, instructional broadcasting. 2. Radio: Teach undergraduate courses in radio such as audio production. Both positions teach other courses in journalism, broadcasting, especially broadcast journalism, broadcasting and society, programming and production, advanced broadcast production, public relations and advertising. Produce and/or act as on-air talent for program for local public broadcasting television or radio station located on campus. May be filled as tenure track or on visiting basis for one academic year. Master's degree in radio-TV and relevant professional experience required. Previous teaching experience, scholarly research preferred. Applications must be postmarked March 31, 1987. Send cover letter, resume or curriculum vita including names, addresses and telephone numbers of two academic references in applicant has taught and three professional references, transcripts of all graduate work, and non-returnable professional work sample in form of audition material and/or resume tape with description of applicant's role in its production to: Search Committee, Department of Journalism and Broadcasting, University of Alaska-Fairbanks, AK 99775-0940. The University of Alaska-Fairbanks is an EOE/AA employer and educational institution

**Two tenure track positions open.** Ph.D. (or candidate) and professional experience required. Must show potential as teacher and researcher. Rank and salary dependent upon qualifications. Duties include teaching in one or more of the following areas: television production, media graphics, photography and public relations. We will begin reviewing applications March 27, 1987 and will continue until an acceptable candidate is identified. Send letter of application, curriculum vitae, and three references to: Dr. Mary I. Blue, Chair, Search Committee, Department of Communications, Loyola University, Box 104, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

**University theatre and dance department** seeks experienced television theory and production teacher for fulltime, tenure-track position beginning Fall, 1987. Department of Theatre, CSU, Fullerton, Fullerton, CA 92634. 714-773-3628. Deadline: 4-1-87. Affirmative action/equal opportunity/Title IX employer.

#### HELP WANTED TECHNICAL

**CT/Fairfield County:** Senior video engineer needed for fast growing production company with 1st class equipment and clientele. Excellent technical credentials and experience required, including system design engineering and ability to plan and implement major construction projects. Hands-on maintenance background also a must. Benefits. Salary negotiable. Send resume to: Box R-122.

#### RADIO AND TV PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

#### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000. Ext. R-7833 for current federal list.

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash-highest prices.** We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303-665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**SMC automation system:** Nearly new ESP-2 with CRT, five carousels, two 721 players, four Otari AR5100 decks. Contact 806-372-4518 for details and pricing.

**Wanted: silent station** for ham parts and garden retiree. Box 1013, Cape Canaveral, FL 32920.

#### FOR SALE EQUIPMENT

**AM and FM transmitter** —used, excellent condition. Guaranteed. Financing available. Transcom 215-884-0888.

**25KW FM-Harris FM25(1986), Harris FM25K(1983), CCA 25000DS(1972) CSI 25000E(1978)\*\*20KW FM-Harris 20H3(1970)-CCA 20KW(1973), Transcom Corp 215-884-0888, Telex 910-240-3856**

**5KW/10KW FM \*\*RCA BTF 10D (1969)\*\*3KW FM-CCA 3000DS (1968) 5KW-RCA FM5B(1963)\*\*2.5KW FM-Sparta 602A(1977), ITA 1000C(1965), Transcom Corp 215-884-0888, Telex 910-240-3856**

**Harris 1KW AM\*\*SX-1A (1985)-MW1A (1983)** both in mint condition. Transcom Corp 215-884-0888, Telex 910-240-3856

**50KW AM Continental 317B (1964), RCA BTA 50H\*\*10KW AM-RCA BTA10H on air\*\*5KW AM-RCA BTA5TI(1965), Collins 21E(1964)\*\*1KW Am GatesBCIT-(1963)\*\*Collins 250G, Transcom Corp. 215-884-0888. Telex 910-240-3856.**

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

**New RCA 60kw UHF transmitter.** RCA closeout. Fast delivery. Price: \$325,000 - includes tubes. Bill Kitchen, Quality Media, 303-665-3767.

**Excellent equipment!** UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used; 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas - TX line; much more! Call Ray LaRue 813-685-2938.

**Used 30kw UHF Ampex transmitter** mid band. Partial owner financing possible. Also 1kw EMCEE transmitter, Bogner BU24 antenna. Call 203-668-1423.

**SMC automation system:** Nearly new ESP-2 with CRT, five carousels, two 721 players, four Otari AR5100 decks. Contact 806-372-4518 for details and pricing.

**Maze Broadcast, Inc.** will be in booth 107 at NAB. Come by and let's discuss your used equipment needs.

**Sony BVE-200/500 3/4"** editing system. Reconditioned. \$3500 Paltex ABR-1 AB editor for 5850's \$4500. Maze Broadcast, Inc. 205-956-2227.

**RCA TP-66** 16mm Telecine refurbished \$11,995; RCA FR-35B 35mm telecine low hours \$16,000; RCA TP-7B slide Telecine \$4,500; Eastman PD-1 multiplexer \$2,500; GE 240 camera \$2,000; RCA TK-27 & 28's; accepting film cameras, editing, and other film gear as part trade. International Cinema Equipment, 6750 NE 4th Ct. Miami, FL 33138 305-756-0699. TLX 522071.

**Ampex ADO-3000** perspective & rotation effects system interfaced to and including CMX-3400 editing, VPR-2 & 3's. Still store, and much more. Price range one half to 1 million. Serious inquiries only. Maze Broadcast. 205-956-2227.

**Over 100 AM-FM trans.** in stock. Welcome to our city "Dallas" for NAB. Come see our inventory. Y'all come ya hear! Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248 214-630-3600 new #214-276-9725.

**For sale:** 85 Sony 3/4" VCR's-consisting of: 51 BVU200, 5 BVU100, 8 BVU50, 19 VO2860A, 3 VO2600; 6 Ikegami HL 77 cameras and 6 RCA TK76 cameras; 25 miscellaneous color monitors, 4 CV520 TBC, 1 associated environmental chamber, 777 pieces of miscellaneous Kliegl, Colorfran and Century studio lighting equipment. For further information contact Rick Melamed, ABC-TV, 212-887-4981.

**Two RCA TR800 type VTR's,** full consoles, all extras, excellent condition, also VR1200's and miscellaneous. D. Zulli, 213-466-5441.

**Radio and TV equipment,** all new, best pricing! ADC, AMP, Amphenol, Andrew, Anvil, audio cable, Audio Technica, Audio Pak, Belar, Beiden, Beyer, Cabbage Cases, Cablewave, Cambridge, Canare, Cine 60, ClearCom, Comark, Comprehensive, Conrac, Crosspoint Latch, Crown, Datatek, Dielectric, Dynatech, Elctro Voice, Electrohome, Farrtronics, Fedelipac, For. A, Gentner RF, Hedco, Ikegami, ITE, Jampro, JBR, Kings, Laird, Leader, Lenco, Luxo, M/A-Com, Magni, Marti, Mathey, Microtime, 3-M, Moseley, O'Connor, Panasonic, Peter Lisand, Porta-Pattern, Q-TV, QSI, Quickset, Renovox, RTS, Scala, Sennheiser, Sierra Video, Sigma, Sony, Strantron, TFT, Tektronix, Telemet, Telescript, Telex, TFT, Vertex, Videotek, Vinten, Wiko, Winstled, Ziemark, and more! National Television Systems, 800-531-5143, 800-252-8286.

**An entire radio station** controlled with touchscreen technology! See the future in Allied NAB booth 3414.

**Copper!** For all your broadcast needs. #10 ground radials, 2, 4, 6, 8" strap, fly screen counter poise mesh. 317-962-8596. Ask for copper sales.

**Silverline UHF transmitters** new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen, Television Technology 303-465-4141.

**AM transmitters:** 50, 10, 5, 2.5, 1, .5, and 25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**FM transmitters:** 25, 20, 15, 5, 1, and 25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**Gone live.** 4 Revox decks, racks & brain. Year old BPI unannounced A/C library. \$25 reel. 208-743-2503.

**3/4" evaluated videotape!** Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99. 30 minutes \$8.99. 60 minutes \$11.99. Elcon are evaluated, wrapped and delivered free! Master broadcast quality at half price. Hundreds of thousands sold to professional users. To order call Carpel Video Inc., collect 301-845-8888 or toll free 800-238-4300.

**Refurbished Telecine & video equipment:** RCA TP66 (2) \$8500 ea. — RCA FR16 \$3995 — Athena Mark IV (2) \$1995 ea. — RCA TP6A (2) \$1295 ea. — 35mm Norelco Type 160 \$3500 — RCA FR35A \$4995 — RCA FR35B \$7995 — Multiplexers: Zeimark \$2995 — Laird \$2495 — Gates \$2995 — Cameras: GE Model 240 (2) \$1295 ea. — JVC KY2700 w/CCU & accessories \$4995 — VCR equipment: Sony VO2860 (2) \$795 ea. — Sony VO2800 (2) \$595 ea. — Sony VO2611 (3) \$695 ea. — Sony VO1830 PAL/SECAM (2) \$395 ea. — Panasonic NV2121 (2) \$495 ea. — Panasonic player NV9100A \$595 — Electronic equipment: Waveform monitors, switchers, scopes, audio mixers, VDAs, Tektronic & Conrac minitors. Theatre Sound Service, 767 Front St., Catasauqua, PA 18032. Phone 215-264-2224.

**Conventional 33 LPs** played with a laser beam? See it and the future in Allied NAB booth 3414.

**Sony 5850, 5850, RM-440** only \$7,900. TK-29Bs only 10K. Vital VIX-114s. TK-44s, TCR-100s, ACR-25s, and much more! See Media Concepts in The Merlin Engineering booth at NAB -- Booth Number 3408. We're looking forward to seeing you.

**EMCEE TTU-1000** 1kw UHF translator. Tuneable output. Cost 60K in '82. Sell 25K. Maze Broadcast Inc. 205-956-2227.

**Sony BVU-800** low head hours \$8,900. Sony BVT-800 TBC "like new" \$7,900. 305-856-3607.

**3 Ampex ACR-25B** fresh from Ampex factory re-furb. Includes carts, parts, full Tektronix monitor bridge. Ready to go on-air. Two available as is without factory re-furb, but fully operational. Video Brokers 305-851-4595.

## RADIO

### Help Wanted Announcers

#### CAN YOU TALK?

Do you have a top notch track record as a major market or network radio talk show host?

Can you turn a general conversation telephone talk format into memorable radio night after night?

If you've got what it takes to make it in big time talk radio, you should be talking with us.



Send a resume and a recent aircheck to:

**SHANE MEDIA SERVICES**

6405 RICHMOND AVE SUITE 311  
HOUSTON, TX 77057

an equal opportunity employer, M/F.  
Female applicants are encouraged to apply.

**For Fast Action Use  
BROADCASTING'S  
Classified  
Advertising**

## Help Wanted Management

### STAR SEARCH

I'm looking for people with management skills and equity desires to join new radio group. This is a ground floor growth opportunity. Tell me what you can contribute. 512-892-0470.

### GENERAL MANAGER

General Manager for well established FM station in Charleston, South Carolina. Must have significant GM experience. Send resume with salary history to Post Office Box 242, Charleston, SC 29402.

## Help Wanted Sales

### NATIONAL SALES REP

Prestigious and established radio research and program consulting firm. Rush resume. Box R-100.

## Help Wanted News

### NFL FOOTBALL STATION

seeks dynamic young play-by-play person to do sportstalk, interviews, and be third person on broadcast team as you learn. When present voice "hangs it up" opportunity will open to do play-by-play. Once in a lifetime shot at greatest sports station in country. Send tape and resume to Rick Weaver, Vice President of Sports, WIOD Radio, Box 1177, Miami, FL 33138. No calls.

## TELEVISION

### Help Wanted Programing, Production, Others

# Television Professionals

Independent television station in top 10 market seeks managerial level professionals to restaff in the following positions:

**Promotion Manager**

**Program Director**

**Producer/Director**

**Local Sales Manager**

**Engineers**

Qualified candidates will have proven management capabilities and several years experience in broadcasting, preferably in independent television. If you are seeking an exciting growth opportunity with an established communications company, competitive salary and an excellent benefits program, please send your resume and salary requirements in confidence to:

**P.O. Box R-42**

# VIDEOGRAPHIC DESIGNER

## Vacation Relief April-October

We're WABC-TV in New York.

Right now we're looking for an individual with 2-3 years paintbox experience to fill a vacation relief position.

The successful candidate will create graphics for news, promotion and programming, and will have the ability to conceptualize and produce via post production equipment. Ampex AVA-3 paint system experience is a plus.

This is the ideal opportunity to gain experience while working for one of America's leading networks.

Please send your resume as soon as possible to:

Melinda Lawton  
Art Director  
WABC-TV  
7 Lincoln Square  
New York, NY 10023

No phone calls please.

**CAPITAL CITIES/ABC, INC.**   
Equal Opportunity Employer M/F/H/V

Help Wanted Programing,  
Production, Others Continued

## NEWS PROMOTION WRITER/PRODUCER

Top 20 market ABC affiliate in Florida is looking for a top-notch News Promotion Writer/Producer for immediate hire. Applicant should be creative, energetic and aggressive. Strong writing/production skills and previous television news promotion experience a must. We offer competitive salaries, excellent facilities, and the opportunity to shine in the fast growing Tampa/St. Petersburg market.

No phone calls please.

Send resume and videotape examples to:

**PROMOTION MANAGER  
WTSP-TV  
P.O. Box 10,000  
St. Petersburg, FL 33733**



An Equal Opportunity Employer.

Help Wanted Technical  
Continued

Help Wanted Technical

## VACATION RELIEF ENGINEERS

We're WABC-TV in New York.

Right now we're looking for experienced engineering personnel to fill vacation relief positions for:

**ENG  
Studio  
Videotape  
Maintenance  
Electronic Graphics**

Personnel will be selected by April 4, 1987. If interested, please send your resume to:

Gus Spanos  
WABC-TV  
7 Lincoln Square  
New York, NY 10023

No phone calls please.

**CAPITAL CITIES/ABC, INC.**   
Equal Opportunity Employer M/F/H/V

## DIRECTOR OF BROADCAST OPERATIONS AND ENGINEERING KDKA-TV 2 <sup>GROUP</sup> Pittsburgh, PA

The #1 rated station in the nation's most livable city is seeking a unique individual to direct all phases of engineering and operations: Technical Operations including news and programming; Equipment maintenance; Transmitter; Construction; Electronic news gathering; Directors; Physical plant and building maintenance. This is a department head position reporting directly to the Vice President/General Manager.

The candidate should have the following commercial television credentials:

- Minimum of 8 years major market technical and/or operations management experience.
- Production experience to include news and programming.
- Management experience in an organized labor environment.
- Technical Bachelor of Science degree or equivalent experience.
- Outstanding human relations and management skills.

We offer an excellent compensation and fringe benefits package along with the opportunity to work with an industry leader in a growth environment.

For prompt confidential consideration, please send your resume and salary history to:

JOSEPH GIANQUINTO  
Vice President/Broadcast Operations and Technical Services TV Group  
Westinghouse Broadcasting Company, Inc.  
888 Seventh Avenue New York, NY 10106

**KDKA-TV 2**

We are proud to be an equal opportunity employer

## DESIGN THE FUTURE

The National Broadcasting Company, a pioneer in broadcast technology, is poised and committed to maintaining and expanding that leadership position through the design and development of state-of-the-art broadcast systems for:

- Our current broadcast facilities in New York and Burbank
- A new broadcast headquarters in the New York City area
- Facilities for the '88 Olympics in Seoul.

To meet the challenges and opportunities that lie ahead we are seeking talented broadcast engineering professionals who are ready to assume increasingly responsible project assignments. From concept to completion these projects will involve the development of studio control rooms, audio/video editing suites, mobile production units, and/or computer imaging systems.

Those excited about the prospects of this challenge should consider the opportunity for career advancement in one of the following positions:

### Broadcast Engineering Managers

Managing multiple project areas, these senior level positions have ultimate responsibility for client relationships, project definition, and budget control.

### Project Planners and Design Engineers

Assigned to individual projects, these positions will plan, cost, schedule, and maintain projects from design to implementation and testing.

Join NBC as we design the future of broadcast technology. For consideration, please forward your resume in confidence to: Mark Zulli, Administrator, Technical Recruitment, Suite 1601, NBC, 30 Rockefeller Plaza, New York, New York 10112.

Be sure to contact an NBC Representative at the NAB Convention in Dallas, March 28-31. Look for us in the NBC - O & TS Hospitality Suite at the Hyatt Regency Hotel. (214) 651-1234.



# NBC

*NBC is an equal opportunity employer*



### TAMPA/ST.PETERSBURG

We're the newest PM station and looking for the best experienced PM staff. If you are ready to join the station committed to first class local production we want to talk with you.

**HOSTS  
SHOW PRODUCER  
FIELD PRODUCERS  
SHOOTER/EDITORS**

Send resume, tape and salary requirements in first letter to: Larry Cazavan, Program Director, WTSP-TV, Box 10,000, St. Petersburg, FL 33733. No telephone calls.

We are an equal opportunity employer.

### DO RESEARCH FOR A HOLY-OWNED SUBSIDIARY

We're a major religious and entertainment television network and ministry. And we're seeking someone with initiative, creativity, and strong skills to join our marketing research team.

If you can design and conduct research projects and write actionable reports, have a degree in Marketing or Communication Research, and have three to five years' experience, send us your resume. Who knows? You just might be the person for the job.

Employment Department - Box R  
The Christian Broadcasting Network, Inc.  
CBN Center  
Virginia Beach, VA 23463

## CLASSIFIED ADVERTISING IS YOUR BEST BUY . . .

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

### C-SPAN

C-SPAN Cable Network is seeking experienced RGU2 Chyron Operator to maintain on-air graphics and programing information. Ability to assist in studio and master control operations necessary. Excellent typing skills and attention to detail a must. Salary in mid-teens, excellent benefits. Send resume and cover letter to Personnel, 444 N. Capitol St., NW, Suite 412, Washington, DC 20036.

### Help Wanted Sales

#### REGIONAL SALESPERSON

Top list with #1 NBC affiliate; prefer 3-5 years experience; proficient in packaging and developmental sales; self motivated; We're a LIN Broadcasting station: Send resume to: Sue McDonnell, G.S.M., WOTV, 120 College, S.E. Grand Rapids, MI 49503. EOE, M/F.

### DIRECTOR OF PRODUCTION

Sunbelt ABC affiliate seeks production director capable of leading and directing staff of 17. The person we hire will be a self-starter with the ability and desire to be the best. We do a great deal of commercial production in conjunction with 14 newscasts a week, which require constant interaction with all departments. If you're the no-nonsense person wanting to lead our rapidly growing station to the top, please contact Jess Allred at KBMT, Beaumont, Texas 409—833-7617 or call the Hyatt Hotel, Dallas, Texas during NAB to arrange for an interview.

### GOOD MORNING

There's gold in the morning sun...money! Have developed and hosted early morning news program for #3 station in major market. Done with feeling & fun—it was, and still is, NUMBER 1. Also received two major emmy nominations. Presently anchoring prime news in medium market, but want to get back where I belong ...mornings! Let me show you how to do it inexpensively. Serious inquiries to Box R-116.

## ALLIED FIELDS

### Help Wanted Technical

#### AUDIO/VISUAL TECH Museum

Fulltime technician supervise A/V operations. equipment maint /repair. projection. inventory preservation. video editing. Strong computer background attention to detail, flexible schedule. AA/AS. degree or equivalent exp. Working knowledge of broadcast standard equipment. 3 years professional working exp. required. Send resume to The Jewish Museum, 1109 5th Ave. New York, NY 10128. Attn: Ronnie Parker.

### Help Wanted Management

#### GENERAL MANAGER

Major East Coast video production facility wants the best. WE OFFER-established facility, 7 figure sales, professional staff. WE WANT-experienced pro with minimum 15 year track record able to get things done through people to achieve goals. Appropriate compensation. Confidential replies to:

Box 6153  
McLean, VA 22106

### ATTENTION

#### BLIND BOX RESPONDENTS

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.

## For Fast Action Use BROADCASTING'S Classified Advertising

### Situations Wanted Management

#### COMMUNICATIONS LAWYER

Seeking opportunity in broadcast - cable - or newspaper management and/or legal areas.

20-year diversified law firm practice in all areas of communications.

Flexible about relocation.

Inquiries held in absolute confidence.

Box R-95

### Consultants

#### LICENSE RENEWAL TIME?

Contact

**BROADCAST MEDIA LEGAL SERVICES**  
a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

**1-800-433-2636**

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES

AMEX MC VISA CHOICE

### Employment Services

#### JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P.O. Box 10167, Columbia, MO 65205-4002.

*MediaLine*  
THE BEST JOBS ARE ON THE LINE

#### PROTECT YOUR CALL LETTERS

We will trademark your call letters to ensure their exclusive use by your station. For immediate information call Sommer & Associates, PC.

202-663-9035

#### RADIO SALES & AIR TALENT NEEDED

Due to our large number of placements, and increased demand of radio stations, NATIONAL is in need of qualified personnel for all radio positions, for all size markets. If you are seriously seeking a move, contact NATIONAL now. For complete information and registration form, enclose \$1.00 postage & handling to: NATIONAL BROADCAST TALENT COORDINATORS, DEPT. B., P.O. BOX 20551, BIRMINGHAM, AL 35216, 205-822-9144-ACT NOW!

## Wanted to Buy Stations

Former minority broadcaster seeking opportunity to become owner. Looking for a station suitable for urban contemporary format. Financing and venture capital required, property must be viable, FM or combo preferably. Write 936 Elmwood Ave., Sharon Hill, PA 19079.

### \$100,000 AND RELAX!

Broadcaster with excellent business mind will buy into your radio station today and let you retire in the future. We'll enhance your station together. Hal Silber, 14 Lake Street, Boston, MA 02135. 617-787-7910.

## For Sale Stations Continued

### BUYING RADIO???

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## For Sale Stations

# The Holt Corporation

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The Holt Corporation is the brokerage company that also owns and operates almost a dozen stations... and we've been owners and brokers for almost twenty years.

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Like every broker... we have listings, and we have buyers. We think that ours are better, and that we understand the deals better because we understand broadcasting better!

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\$150,000  
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Make offer  
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### HOUSTON CLASS C

Class C FM located outside of Houston. Asking \$12,000,000 CASH.

BOX R-108

### SOUTHEAST TOP 50 MARKET

5000 watts fulltime Class III AM. Urban format. Good ratings. Real estate included. Priced at just over 1X sales, \$650,000 cash. Box R-94.

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• Top-rated FM in attractive Northeast growth market. Very profitable. Asking \$1.5 million and some terms available.

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### 50,000 WATT AM

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BOX R-106

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5kw AM - 50kw FM. All new FM equipment. Needs cash infusion to realize full potential. Priced under 2 1/2 x gross billings. R.E. included. \$750,000 cash.

**10kw AM (CP)**

Attractive western resort area. Rated market. Includes all broadcasting and transmitting equipment, building, and long term real estate lease. \$165,000.

We have several AM stations, daytime and fulltime, and AM/FM combos available in the Mid-Atlantic area.

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**CALIFORNIA**

Class B/fulltime AM with 1986 cash flow reported at \$92,000. Price of \$1.1 million includes \$100,000 non-compete and studio/AM transmitter real estate. Requires \$350,000 down.

**FAR WEST**

Network affiliate VHF TV with real estate in 3 station market. \$8.0 million with 5.0 million down.

**OREGON**

This developing Class C has new transmitter and showed strong #2 in recent Arbitron. Priced at less than 2 1/2 times gross: \$650,000 includes \$100,000 non-compete. \$125,000 down with 10 year seller financing.

**CALIFORNIA**

Delightful resort area Class A/daytime AM combo. Excellent manager in place. Priced to \$500,000 with \$150,000 down.

**NORTHWEST**

University community AM/FM combo. Upgrade applications for both. Offered at \$1.6 million with \$400,000 down.

**SOUTHERN CALIFORNIA**

Profitable family operated fulltime AM/Class B FM offered at \$2.0 million with \$850,000 down.

**CALIFORNIA COASTAL**

Fulltime AM offered at twice gross, \$600,000 with \$200,000 down.

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## ARIZONA & CALIFORNIA GOLD FOR SALE!!!

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- **"BEAUTIFUL MONTEREY CALLING"** Coastal AM/FM combo... great studios and transmitter sites with low overhead... Arbitron will increase metro population to 500,000 +. Market is reranked to about #75; was #126... Competitive signals... Total turnaround ... For sale \$1,750,000 cash including non-compete.
- **ARIZONA; AM + FM CLASS C-"SUN COUNTRY"** Located in large city... Great market... Stations have cash flow over \$180,000 with exclusive mass appeal format... Long, successful ownership, retirement sale for \$1,900,000 on terms/seller financing.
- **NORTHERN CALIFORNIA; STRONG AM + CLASS C FM** Ideal owner/operator stations... Outstanding long history of profits... Excellent facilities... Neat area features invigorating climate with no snow... Strong economy, major shopping areas and colleges... FM covers several counties from mountain top... For sale \$750,000 with \$250,000 downpayment and very flexible seller financing.

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All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads

**Rates: Classified listings (non-display).** Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

**Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue:** Help Wanted \$80 per inch, Situations Wanted (personal ads) \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

- AM billing \$9,500 per month plus FM CP Western Nebraska Good real estate. Owner relocating. Owner paid \$350,000. Will sacrifice for \$180,000. Only stations in county.
- Several Class C 100,000 watt stations
- Many AM, FM and TVs for sale nationwide. Call to get on our mailing list.
- Buying or selling? See us at NAB by appointment only. Loews Anatole Hotel.

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### VIRGINIA AM/FM COMBO

Only local stations in the county with over \$60 million in retail sales. Attractive real estate included. Price-\$375,000, seller financing available. Contact Tony Rizzo at Blackburn & Company, 202-331-9270.

California central valley AM. Center of dial. Daytime serves 500,000 within 5 millivolts. Nights 350,000 within 2 1/2 millivolts. Cash or terms. Principals only. Write Box 684, Lompoc, CA 93438.

### Carolina Coastal Resort

Class A FM. Station priced to sell. Excellent opportunity for owner who would like to live on Hilton Head. No brokers please.

**Box R-118**

# Fates & Fortunes

## Media

**John Riggle**, general sales manager, KAUT(TV) Oklahoma City, joins WRVN(TV) Richmond, Va., as general manager.

**Jeffrey H. Lee**, former VP and general manager, KPRC-TV Houston, joins KSBW-TV Salinas, Calif., as president and general manager.

**Frank Cruz**, VP and air personality, KVEA(TV) Corona, Calif., Spanish-language station, named general manager, succeeding **Joseph Wallach**, resigned.

**Dennis Kelly**, sales director, KNMZ-TV Santa Fe, N.M., adds duties as general manager.

**Charles P. Young**, sales manager, WGUS-AM-FM Augusta, Ga., named general manager.



Young



Fogel

**Harry R. Fogel**, former owner, WINH(AM)-WGMB(FM) Georgetown, S.C., joins WSPA(AM) Spartansburg, S.C., as general manager.

**Robin Smith**, controller, Edens Broadcasting Inc., Phoenix, owner of four AM and five FM stations, named VP and treasurer.

**Richard F. Spears**, VP and business manager, Greensboro (N.C.) *News & Record*, named VP of parent, Landmark Communications Inc., Norfolk, Va., publisher and owner of one AM, one FM, two TV's and The Weather Channel, cable service.

**John J. Wolters**, VP and assistant controller, ABC TV Network Group, named VP and controller, succeeding **William E. Pierson**, retired. **Jeffrey Ruthizer**, VP, human resources, RKO General Inc., New York, joins Capcities/ABC there as VP, labor relations, succeeding **Dick Freund**, who retires next month.

**Michael Connolly**, district manager, affiliate relations, CBS Radio, New York, named Southeast district director, affiliate relations.

**James B. Holston III**, staff associate, strategy and development, General Electric Co., New York, named managing director, strategy and development, corporate planning, NBC Inc., New York. **Victor J. Garvey Jr.**, administrative executive, travel, East Coast, NBC Inc., New York, named manager, corporate events, West Coast.

**Mark Mason**, program director, WABC(AM) New York, named operations manager.

**George W. Bohn**, independent consultant.

joins Essex Communications Corp., Greenwich, Conn., multiple cable system operator, as VP, Gulf Coast region. He will be based in Gulf Breeze, Fla.

Appointments at Storer Cable: **John W. Stevens**, general manager, Seattle cable system, to operations manager, Louisville/Jefferson county, Ky., system; **Maureen Cestari**, office manager, Dade/Broward, Fla., system, to operations manager, Port Charlotte, Fla., system; **John Camp**, operations manager, Grand Prairie, Tex., to operations manager, Houston.

**Carol Rice**, operations manager, Warner Cable Communications Inc.'s Nashua, N.H., cable system, named general manager.

**Gary Brandt**, director, operations, KRLD(AM) Dallas, named VP, administration, of parent, Metropolitan Broadcasting Corp., New York.

## Marketing

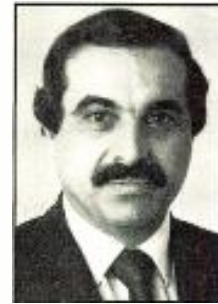
**Paul Strasser**, VP and director, marketing research, Weightman Group, Philadelphia, named president of newly formed subsidiary, Weightman Research. **Martha Ann Heinze**, account executive, Weightman Advertising, Philadelphia, named account supervisor. **Kathleen G. Jenkins**, assistant account executive, Weightman, and **Laura Katz**, account executive, Stockton, West, Burkhart Inc., Cincinnati, named account executives.

Appointments at FCB/Leber Katz Partners, New York: **Patricia Price** and **A. Louis Rubin**, VP's and account directors, to VP's and management directors; **Patricia Albanese** and **Cynthia Beeger**, account executives, to account directors; **Lewis Goldman**, assistant account executive, to account executive.

Appointments at Carmichael-Lynch Inc., Minneapolis: **Tom Qualley**, VP and account supervisor, Grey Advertising, Minneapolis, to account supervisor; **Kathleen Kale**, senior account executive, Grey Advertising, to senior account executive; **Robert Slocum**, market

research director, International Multifoods, consumer products division, Minneapolis, to associate research director; **Shelley Gilbert**, recent graduate, Concordia College, Moorhead, Minn., to research assistant; **Debbie McClernon**, intern, Carmichael-Lynch, to media research analyst; **David Page**, executive art director, Grey Advertising, to senior art director; **Jim Keane**, from Kosmas Advertising, Minneapolis, to art director; **Bob Monachino**, from DBK&O, Minneapolis, to writer; **Jack Steinmann**, from Bozell Jacobs Kenyon & Eckhardt, Minneapolis, and **Bobby Johnson**, broadcast production coordinator, Carmichael-Lynch, to broadcast producers; **Brynn Hausmann**, from Fullerton Lumber Co., Minneapolis, to broadcast production coordinator.

**Jeffrey T. Odiorne**, senior VP, N W Ayer Inc., New York, named executive creative director.



Salerno

**Armand Salerno**, VP, finance, HCM, New York, joins DDB Needham Worldwide there as VP and director, finance.

**Don Williams**, director, sports sales, Blair Television, New York, named VP and director of marketing. **Patrick LaPlatney**, account executive, Blair Television,

Atlanta, named sales manager. **Gregory M. Seraydarian**, account executive, Leo Burnett, Detroit, joins Blair Radio there in same capacity.

**Cynthia Hennessy** and **Shingley Munson**, account supervisors, Tracy-Locke Inc., Dallas, named VP's and account supervisors.

Appointments in new sales division, Westwood One Radio, Los Angeles, following merger with sales department, Mutual Broadcasting System: **Art Kriemelman**, co-president, Mutual, to president, sales division; **Ron Hartenbaum**, VP and director, advertiser sales, Westwood One, to same

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capacity; **Bill Rosalie**, director, sales planning and administration, ABC Radio, New York, to director, operations, sales division.

**Andrew R. Goldblatt**, general sales manager, WEZS(FM) Richmond, Va., joins Select Radio Representatives as Philadelphia office manager. **Jill Burtis-Degan**, account executive, Select Radio, New York, named account executive, Los Angeles. **Bruce Klein**, sales assistant, Select Radio, New York, named account executive. **Catherine A. Burfisher**, account executive, Independent Television Sales, Chicago, joins Select Radio, Detroit, in same capacity.

**John C. Dailey** and **Dina S. Kalish**, network buyers, national broadcast unit, Foote, Cone & Belding Communications Inc., New York, named group supervisors.

**Cathy Carrier**, from Seltel, Chicago, joins MTV Networks Inc., San Francisco, as account manager, advertising sales.

Appointments at Katz Communications Inc.: **Laura Hagan**, account executive, WADO(AM) New York, to account executive, Katz Hispanic Radio Sales, New York; **Rocky Cosgrove**, general sales manager, KJET(AM)-KZOK(FM) Seattle, to account executive, Katz Radio there; **Rotha Maddox**, local sales manager, WYNY(FM) New York, to account executive, Katz Communication's Christal Radio, New York.

**Karen Brownstein**, from Seltel, New York, joins Harrington, Richter & Parson Inc. there as account executive. **Marc Lesage**, account executive, Katz Television, Chicago, joins HRP there as account executive. **Sandy Masinelli**, from WCBT-TV Columbus, Miss., joins HRP, St. Louis, as account executive.

**Robert Webb**, account executive, Seltel, New York, named sales manager. **Barbara Bruns**, account executive, Seltel, Chicago, named sales manager. Appointed account executives, Seltel, New York: **Kelly Patterson**, sales representative, Art Moore & Associates, Seattle; **Jeanne Egan**, account executive, WPMT(TV) York, Pa.; **Shari Reisman**, local sales manager, WLIG(TV) Riverhead, N.Y.; **Ella Schwartz**, senior buyer, Saatchi & Saatchi Compton, New York; **Diane Hochberg**, sales executive, Seltel, Chicago. **Essie Garfinkel**, account executive, Seltel, New York, named account executive, Los Angeles. **Catherine L. Johnson**, from Adam Young Inc., Chicago, joins Seltel there as account executive. **Marcia Wade**, team coordinator, Seltel, Atlanta, named account executive.

**Ronald D. Carter**, account manager, Broyles, Allebaugh & Davis, Englewood, Colo., joins Henry-Gill Inc., Denver, as director, new business development.

**Marc Montoya**, former sales representative, Block Distributing Inc., Austin, Tex., joins Petry Television, Dallas, as account executive.

**Michael Hellerman**, director, account services, Michael Dweck & Co., New York, joins Independent Television Sales there as account executive. **Debbie Veto**, from Katz Continental, Los Angeles, and **Peter Goldstein**, from MMT Independent, Los Angeles, join Independent Television Sales there as account executives. **Jim Thacker**, from MMT, Chicago, joins Independent Television Sales there as account executive.

**Patty Kerr**, assistant account executive, W.B. Doner & Co., Detroit, named account executive.

**Phillip Goldberg**, from Tatham Laird & Kudner, Chicago, joins Dawson, Johns & Black there as account executive.

**Dick Daggett**, sales director, WMAQ-TV Chicago, joins KPRC-TV Houston as general sales manager.

**Warren Anderson**, local sales manager, Post-Newsweek's WDIV(TV) Detroit, named general sales manager of co-owned WFSB(TV) Hartford, Conn.

Appointments at WBEN-AM-FM Buffalo, N.Y.: **James E. Kunz**, general sales manager, WBEN(AM), to VP, sales; **Greg Mazurowski**, general sales manager, WBEN-FM, to VP, sales; **Wendy T. Stahlika**, director, marketing and promotion, to VP, marketing.

**Gary Zenobi**, local sales manager, WTIC(AM) Hartford, Conn., named director, broadcast sales, co-located WTIC-TV.

**Norman R. Cissna**, general sales manager, WSTM-TV Syracuse, N.Y., joins WGGT(TV) Greensboro, N.C., in same capacity.

**Victor Marrero**, from WYOU(AM) Tampa, Fla., joins WRHC(AM) Coral Gables, Fla., as general sales manager.

**Bob Kranz**, account executive, WNAM(AM)-WAHC(FM) Oshkosh, Wis., named general sales manager. **Brian D. McCoy**, recent graduate, University of Wisconsin, Oshkosh, joins WNAM-WAHC as account executive.

**John Stewart**, national sales manager, WISN-TV Milwaukee, named local sales manager. **Jim Killoran**, account executive, named national sales manager. **Pete Monfre**, from WVTV(TV) Milwaukee, joins WISN-TV as account executive.

**Sabra Sanchez**, account executive, KGNR(AM)-KCTC(FM) Sacramento, Calif., named local sales manager.

**Megan Carone**, account executive, Blair Television, Los Angeles, joins WDTN(TV) Dayton, Ohio, as national sales manager.

**Jan M. Bliwas**, account executive, WRAL-TV Raleigh, N.C., joins WDBJ(TV) Roanoke, Va., as national sales manager.

**Christina Kim**, senior research analyst, Access Television, Los Angeles, joins KTTV(TV) Los Angeles, as research manager.

**Duane Dobies**, office manager, WZAK(FM) Cleveland, named retail marketing director. **Renee Zapis**, recent graduate, Baldwin Wallace College, Berea, Ohio, joins WZAK as retail marketing coordinator.

**Frank Fallon**, sales manager, WNEW-FM New York, joins WXRK(FM) there as national sales manager.

**Richard Brown**, account executive, WMRQ(FM) Boston, and **John Jardin** and **Jodi Long**, account executives, WMRE(AM) Boston, join WROR(FM) Boston as retail sales representatives.

**Jack Donovan**, account executive, MMT Sales, Chicago, joins WPWR-TV Aurora, Ill., as national sales manager.

**Hershell Norwood**, former local sales manager, Continental Cable Advertising, Boston, joins WQTV(TV) there as account executive.

**Lucy Jordan Brown**, from WBAY-TV Green Bay, Wis., joins KSTP-TV St. Paul, Minn., as account executive.

**Susie Montgomery**, national sales assistant, KRLD(AM) Dallas, named account executive.

**Lysa Elkins**, from Warner Cable, Houston, and **John Brejot**, from KLTR(FM) Houston, join KKHT(FM) Houston as account executives.

**Richard Reasons**, sales assistant, Blair Television, Los Angeles, joins KSBY-TV San Luis Obispo, Calif., as account executive.

## Programing



Reeves

**George Reeves**, executive VP, Triad Artists Agency, Los Angeles, joins New World Television there as senior VP, business affairs.

**Richard Bencivengo**, producer, Showtime/The Movie Channel, New York, named VP, production. **Nora Ryan**, director, mar-

keting, named VP, marketing operations.

**Thomas C. Hunt**, VP, marketing, International Cable Co., Buffalo, N.Y., joins Telstar Corp., Los Angeles, as president, SelecTV, satellite programing service.

**Dan Filie**, director, current drama, NBC Entertainment, Los Angeles, named VP, current drama.

**Arnold Shupak**, VP, facilities, MGM Studios, Los Angeles, joins Lorimar Productions, Culver City, Calif., as VP, studio operations.



Shupak



Neary

**Brian Neary**, VP and director, Neary/Holmes/Shipstead, Los Angeles, joins Movietime Channel Inc., Los Angeles cable service scheduled to begin operation in June, as VP, creative development. **Phillip Quetschke**, director, information services, Falcon Communications, Los Angeles, joins Movietime as director, network services.

**Gloria Briggs**, director, ABC FM Radio Network, New York, named director, ABC Rock Radio Network. **Susan A. O'Connell**, manager, network programing, ABC Radio, named director, ABC FM Radio Network. **Scott Kushner**, independent producer, joins ABC Radio as clearance representative, entertainment programing.

**Warren J. Specter**, tax manager, Price Waterhouse, Los Angeles, joins Act III Communications Inc. there as VP, finance and administration. **Marilyn Everly**, controller, Act III,

named VP and controller.

**George Blaug**, director. European sales. D.L. Taffner Ltd., London, joins Silverbach-Lazarus Group there as VP.

**A.C. (Tony) Gibbs**, from Martiz Corp., Detroit, joins Jack Morton Productions Inc. as VP and general manager of newly opened Detroit office.

**Herbert Rossin**, former general manager, WILL(TV) Worcester, Mass., joins Video Shopping Mall, Philadelphia home shopping service, as VP and general manager.

**Bernard Stewart**, executive news producer, WBZ-TV Boston, joins ESPN Inc., Bristol, Conn., as director, program planning.

**Lindy DeKoven**, independent producer, joins Walt Disney Pictures, Burbank, Calif., as director, network television development.

**Judith L. Cohen**, private attorney, joins Ruby-Spears Enterprises Inc., Hollywood, animation company, as director, business affairs.

**Burt Wheeler**, head writer and associate producer, *Sale of the Century*, NBC-TV game show produced by Reg Grundy Productions Inc., Los Angeles, named producer.

**Charlene Carl**, president. The Marcus Group Inc., Atlanta advertising agency, joins The Weather Channel there as media director.

**Rick Schulze**, from Colossal Pictures, San Francisco, joins San Francisco Production Group as coordinator, art department. **Kirk McInroy**, chief animator, Vertigo Systems International, Vancouver, B.C., and **Rick McKee**, from Cranston/Csuri, Columbus, Ohio, join San Francisco Production Group as computer animators. **Rita Zimmerman**, art director and computer artist, Angel Entertainment, New York, joins San Francisco Production as staff artist.

**Calvin B. De Mond**, former production manager, WTZA(TV) Kingston, N.Y., joins Xicom Inc., Tuxedo, N.Y., video production company, as producer/director.

**Fred Bierman**, program director, WSBK-TV Boston, joins WFXT(TV) there in same capacity.

Appointments at Voyager Group's newly started WWMG(FM) Charlotte, N.C.: **Don Schaeffer**, morning announcer, WFOX(FM) Gainesville, Ga., to program director and morning announcer; **Tom Gonaware**, from co-owned WRDU(FM) Wilson, N.C., to assistant program director; **Bob Lewis**, from WLCS(FM) Jacksonville, Fla., to midday announcer; **Drew Lane**, from WROV(AM) Roanoke, Va., to afternoon announcer; **Viki Lewis**, former announcer, WKZL(FM) Winston-Salem, N.C., to evening announcer; **Jim Reary**, assistant program director, music director and announcer, WLVK(FM) Statesville, N.C., to overnight announcer.

**Chris Cox**, announcer and assistant program director, WLTT(FM) Fairfield, Ohio, named program director.

**Thea Mockiatis**, senior producer/director, noncommercial WLW(TV) Garden City, N.Y., joins WLIG(TV) Riverhead, N.Y., as production manager.

**Jack Scott**, afternoon announcer, KLSI(FM) Kansas City, Mo., joins WYNY(FM) New York in same capacity.

**Pat Kazakoff**, creative director, P.R.K. Associates, Hartford, Conn., advertising agency, adds duties as hostess, *Kidstime Express*, children's show on WTXX(TV) Waterbury, Conn.

**Kevin Harris**, afternoon announcer, KKYS(FM) Bryan, Tex., joins KHFI-FM Austin, Tex., as night announcer.

**Rich Hoffer**, announcer, WSPD(AM) Toledo, Ohio, joins WGER-FM Bay City, Mich., as morning announcer.

**Sherman Harris**, former regional manager, Mutual Broadcasting, Arlington, Va., and his wife, **Joanne**, join KCHV(FM) Coachella, Calif., as hosts, *People, Places and Things*, daily five-minute program.

## News and Public Affairs

**Ben Cason**, managing editor, news, United Press International, Washington, named editor and senior VP, news.

**Donna Rowlinson**, videotape editor, ABC News's *Nightline*, New York, named associate producer, *Nightline*.

**Marilyn Robinson**, assignment desk editor, CBS News, Washington, joins National Public Radio's *All Things Considered* there as senior editor.

**Kimerly Montour**, news director, KRIV-TV Houston, named VP.

**David J. Mendel**, afternoon anchor and reporter, WARA(AM) Attleboro, Mass., joins WLIS

(AM) Old Saybrook, N.J., as news director.

**Ken Venit**, senior consultant, Primo Newservice Inc., Old Greenwich, Conn., named VP and senior consultant.

**Jamie Dupree**, news director, WINX(AM) Rockville, Md., joins Berns Bureau, Washington news service, as correspondent.

**Rich Porter**, weekend news manager, WPTA(TV) Fort Wayne, Ind., joins WKJG-TV there as assignment editor.

**Karen O'Brien-Smith**, news director, WDNC(AM)-WDCG(FM) Durham, N.C., joins WPTF-TV Raleigh, N.C., as assignment editor.

Appointments at WISN-TV Milwaukee: **Dave Begel**, news analyst, named senior editor; **Rick Rockwell**, producer and reporter, *Wisconsin Magazine*, noncommercial WHA-TV Madison, Wis., to executive producer; **Mitch Fager**, executive news producer, WREX-TV Rockford, Ill., to weekend producer.

**Mark Simmer**, general assignment reporter, KREM-TV Spokane, Wash., named producer, 5 p.m. newscast.

**Jan Gardner**, assistant producer, KWTW(TV) Oklahoma City, joins KAKE-TV Wichita, Kan., as morning and noon anchor.

**Brian Lamb**, sports reporter, KMTR-TV Eugene, Ore., named sports director. **Jerry Allen**, from KYJC(AM) Medford, Ore., joins KMTR-TV as sports reporter and anchor.

**Bob Fields**, sports director and anchor, KBAK-TV Bakersfield, Calif., joins KRDO-TV Colorado Springs in same capacity.

**Gil Fryer**, editor/producer, KERN(TV) Bakers-

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field. Calif. joins KIEM-TV Eureka, Calif., as 11 p.m. anchor and producer.

**Gail Paschall**, weekend anchor, WITN-TV Washington, N.C., named noon anchor. **Ken Brady**, morning anchor and reporter, named weekend anchor.

**Maria Garza**, host. *Adelante*, Hispanic public affairs program. KTXH(TV) Houston. joins KRIV-TV there as host. *Herencia*, Hispanic public affairs program.

**Tim Healy**, sports director and sports anchor. KTSP-TV Phoenix. joins KIRO-TV Seattle as weekend sportscaster. **Larry Rice**, from KMPH(TV) Visalia, Calif., joins KIRO-TV as weathercaster.

**Mark Cooper**, sports director and anchor. WTVH(TV) Syracuse, N.Y., joins WKBW-TV Buffalo, N.Y., as weekend sports anchor.

**Rina Miller**, anchor. WKLQ(FM) Holland, Mich., joins WLIF(FM) Baltimore as afternoon anchor.

**Rick D'Amico**, from WLNS-TV Lansing, Mich., joins KTSP-TV Phoenix as weatherman. **Tom Fergus**, from WEEK-TV Peoria, Ill., joins KTSP-TV as news photographer.

**Dwight Franklin**, from WILX-TV Onondaga, Mich., joins WAVY-TV Portsmouth, Va., as military affairs reporter.

## Technology

**Daniel E. Sassi**, VP, employe relations, RCA American Communications Inc., Princeton, N.J., named VP, employe relations and communications.

**Carlo Severo**, director, national service, Sony Communications Products Co., Park Ridge, N.J., named VP, customer service. **George Kuchmas**, manager, material and production control. Sony Professional Products Co., Fort Lauderdale, Calif., named general manager, manufacturing.

Appointed directors, engineering, broadcast division, Harris Corp., Quincy, Ill.: **Greg Best**, product development manager; **Jim Pickard**, development manager, special products; **George Reiss**, section manager, instrument systems integration division, Tektronics, Vancouver, Wash.

**Robert F. Joyce**, East Coast sales executive, Hartwick/Przyborski Productions, Pittsburgh, joins Discovery Systems, Columbus, Ohio, manufacturer of laser optical disks and audio and video production company, as director, production services, sales and marketing.

**Theresa Sontag**, Canadian services manager, United Video, Tulsa, Okla., satellite carrier, named corporate relations manager. **Ira Apt**, director, marketing information, United Video, named manager, marketing research and development.

**Mark Edelstein**, former chief engineer, WTDY(AM)-WVGN(FM) Madison, Wis., joins Full Compass Systems Ltd., Madison, supplier of audio and video equipment, as service manager. **Michael Beckon**, manager, shipping and receiving, Full Compass, and **Jeffrey Boardman**, sound engineer, Ricky Skaggs Band, Nashville, named salesmen, Full Compass.

## Promotion and PR

**Jerry Franz**, account manager, Doremus Porter Novelli, Washington, named VP.

**Michael Noval**, from Paramount Pictures Corp., Los Angeles, joins Silverbach-Lazarus Group there as director, advertising and promotion.



Bock

**Caroline Bock**, publicist, USA Network, New York, named senior publicist.

**Murray De'Atley**, press information photographer, CBS-TV, Los Angeles, joins ABC Network division there as manager, photographic assignments, public relations/visual

communication.

**Cathy Mantegna**, manager, publicity and promotion, Vestron Video, Stamford, Conn., named director, publicity and promotion, video group; **Angie Hunt**, general manager, video distribution, Palace Video and Palace Productions, London, joins Vestron Video as video publicist.

**Patti A. Reali**, account executive, Gillespie Public Relations, Princeton, N.J., joins McAdams & Ong Public Relations, Philadelphia, as account manager.

**Natalia Porch**, director, research, American Media, Atlanta, joins Lee Bailey Productions, Los Angeles, as promotion and publicity coordinator.

**Anne C. Madell**, public relations associate, Weightman Schaefer Public Relations, Philadelphia, named assistant account executive.

**Christy Faughn Hinson**, from WJKA(TV) Wilmington, N.C., joins WPTF-TV Raleigh, N.C., as promotion manager.

**Barbara Jo Nicely**, promotion director, KSNT(TV) Topeka, Kan., joins WDBJ(TV) Roanoke, Va., in same capacity.

**Norm Silverstein**, deputy press secretary to former Maryland Governor Harry Hughes, joins Maryland Public Television, Owings Mills, operator of six noncommercial TV stations, as executive assistant, communication.

**Tom Meyers**, concert coordinator, WYYY(FM) Baltimore, named director, marketing and promotion.

## Allied Fields

**Richard M. Cohen**, senior VP, Henry Ansbacher Inc., New York, joins Adler & Shykin, New York investment banker, as VP.

**Timothy P. Cornillie**, account executive, The Sturm Communications Group, Chicago, joins Television Bureau of Advertising there as national advertising consultant.

**Al Maxwell**, general partner, KTLT(FM) Wichita Falls, Tex., named to three-year term on Arbitron Radio Advisory Council, New York. **Steve Elliot**, regional sales director, KQZY(FM) Dallas, joins Arbitron Ratings, Los Angeles.

as account executive.

Officers elected by Texas Cable TV Association, Austin: **Neil Haman**, Heritage Cablevision, Harlingen, chairman; **Joseph A. DiBacco**, EchoCable, College Station, vice chairman; **Bryan O'Hara**, Sammons of Fort Worth, secretary/treasurer.



Taylor

**Brian M. Taylor**, director, chapter relations and marketing, Associated Builders & Contractors Association, Washington, joins American Advertising Federation there as VP, membership and marketing.

**Richard J. Bozzelli**, associate, Piper & Marbury, Baltimore law

firm, joins FCC, Washington, as special assistant to general counsel.

**Thelma Garner**, former group marketing manager, Storer Cable Communications, Miami, joins The R Corp., Sarasota, Fla., marketing consultant and sales contracting firm serving cable and broadcasting industries, as marketing associate.

**Fran Curran**, medical reporter, WREG-TV Memphis, joins Audience Research & Development, Dallas, consultancy and research firm, as talent consultant.

**J. David Brugnone**, account manager, central and north Florida regions, Showtime/The Movie Channel, joins Dowden Communications Investors, Atlanta, as director, marketing.

**Nancy Woodhull**, VP, news services, Gannett Co., and president, Gannett New Media, Washington, named winner of Headliner Award for excellence in communications by Women in Communications, Austin, Tex.

**Timothy J. Brennan**, economist, antitrust division, U.S. Department of Justice, Washington, joins George Washington University there as associate professor, telecommunications policy and economics.

## Deaths

**Richard Levinson**, 52, television writer, died March 12 of heart attack at his Brentwood, Calif., home. With his partner, William Link, Levinson had written episodes for several network TV series, including *Alfred Hitchcock Presents*, *Dr. Kildare* and *The Fugitive*, since early 1960's. TV series created by Link and Levinson include *Columbo* and *Ellery Queen* on NBC in 1970's, and, most recently, *Murder, She Wrote* on CBS. Team also wrote TV movies, *The Execution of Private Slovik*, *Crisis at Central High* and *My Sweet Charlie*. Levinson is survived by his wife, Rosanna, and daughter.

**Bob Headlee**, 59, assistant general manager and director, sales, WBRZ(TV) Baton Rouge, died March 12 of pneumonia associated with cancer at Our Lady of the Lake Regional Medical Center, Baton Rouge. Headlee joined WBRZ in 1957 in sales department and was named assistant general manager in 1984. He is survived by his wife, Faie, three sons and two daughters.

## Paying the pipers

"The job is what you make of it," the late Robert Jay Burton, a former Broadcast Music Inc. (BMI) executive, told Frances Williams Preston the day she opened BMI's Nashville office in 1958.

Preston has made the most of it ever since, capping an unostentatious, but steady, 28-year rise through BMI's Nashville ranks with her election to president and chief executive officer by the organization's board of directors last May. Along the way, she established herself as one of the more powerful, behind-the-scenes executives in the music world.

"I've made it my business to know people in every facet of the music industry," says Preston. That translates into a tireless workday, meeting with everyone from record label and broadcasting heads to songwriters and music publishers. The ubiquitous BMI president also divides her time among BMI's three major performing rights offices in New York (headquarters), Los Angeles and Nashville. (BMI has eight other regional offices that specialize in licensing rights.) Preston spends most nights scouting potentially hot new songwriters and performers in those cities, and for obvious reasons. "The more music performing rights you have," says Preston, "the greater your share of the music licensing revenues."

Preston is responsible for BMI's overall operation, which she divides into three distinct categories: performance rights; the collection of licensing fees from users of BMI copyrighted music, and corporate/administrative activities. "It's like running three separate businesses," she says.

Last year, BMI, a not-for-profit organization formed by some 460 broadcasters in 1940, reportedly collected just under \$200,000,000 in licensing fees, which it then distributes to over 85,000 songwriters/composers and music publishers. The largest portion of BMI's revenue comes from the broadcasting industry.

Although Preston has spent most of her career in her native Nashville, considered the "home" of country music, her musical tastes are more eclectic. "I like all kinds of music and I was brought up listening to all kinds of music," she says, diplomatically. Preston's zeal for music is evident in her spacious New York office, which contains items from BMI's music archives. Just behind Preston's desk, a glass-enclosed, brass cabinet houses, among other things, the original manuscript of the pop hit, "Love Will Keep Us Together," written by Neil Sedaka and Howard Greenfield in 1973.

Preston's introduction to the music and recording business can be traced to 1950, when she landed a summer job as receptionist at WSM-AM-TV Nashville. "It looked like an exciting place to work at the time," says Preston, adding that the station was feeding five programs, including the weekly live



FRANCES WILLIAMS PRESTON—president and CEO, Broadcast Music Inc.; b. Aug. 27, 1928, Nashville; attended George Peabody College, Nashville, 1946-1949; receptionist and marketing representative, WSM-AM-TV Nashville, 1950-58; director, BMI, Nashville, 1958-64; vice president, Nashville, 1964-1985; senior vice president, performing rights, BMI, 1985-86; executive vice president and chief operating officer, BMI, 1986; present position since May 1986; m. E.J. Preston, April 13, 1962; children (from husband's previous marriage)—Kirk, 32; David, 28; Donald, 27.

*Grand Ole Opry* broadcast, over the NBC Radio Network. Appearances were not deceiving. "At the station, I met movie stars, musicians and songwriters that came to Nashville from New York and Los Angeles to record," Preston says. "I also met a number of music publishers who came by to pitch songs."

Preston eventually found herself engaged in a variety of tasks at the station, including marketing new television programs and hosting her own 30-minute fashion show. "Anything that had to be done that was new or different at the station, I did it," she says.

Preston's exposure to music was advanced when, in addition to her WSM duties, she "moonlighted" doing bookkeeping chores for several country music artists, including Hank Williams and Hank Snow.

The BMI president recalls that it was around 1955 when she met Robert Burton, then BMI's vice president in charge of publisher and writer relations—Burton would become the organization's president in 1964. She was working, on behalf of WSM, on the *Grand Ole Opry*'s annual birthday celebration in Nashville. "I flew up to New York to meet with all the record companies who were planning to participate in the festival... That's when I became acquainted with BMI's Burton," Preston says. Some three years later, Burton asked Preston to join BMI and set up a beachhead in Nashville.

For the next 27 years, Preston oversaw, in different capacities, the music licensing firm's Nashville activities, primarily in per-

forming rights. Under Preston's leadership the office grew from a two-person staff covering one city to BMI's second largest performing rights office with 35 staffers covering a 16-state area.

Preston was named vice president for Nashville in 1964 and was appointed senior vice president, performing rights, in 1985. In March 1986, she was named executive vice president and chief operating officer for BMI, based in both Nashville and New York, before assuming her current position.

From her vantage point in the South, Preston witnessed the varied directions of music, particularly the growth of rock 'n' roll. Through BMI's Nashville office passed many of the early songwriters/performers of the rock era, including Elvis Presley, Chuck Berry and Jerry Lee Lewis.


If there is a past achievement that makes Preston beam with pride it's being one of the founders of the Country Music Foundation, which built the Country Music Hall of Fame and Museum in Nashville.

The new BMI chief describes herself as "politically alert." In 1962, when new legislation revising the copyright laws was pending in Congress, Preston and Burton drafted a resolution that held in abeyance any copyrighted songs that were due to go into the public domain until the copyright laws were revised. Preston took the resolution to Washington and received the support of the late Senator Estes Kefauver (then D-Tenn.). The resolution passed.

Twenty-five years later, legislation is once again a major priority for BMI; specifically the proposed "source-licensing" bills. The bills, reintroduced in both the Senate and House from the previous Congress, would require syndicators and producers to deliver syndicated programming to television stations with music performance rights included. Stations now pay those fees separately, under the current blanket music licensing arrangement. The bills would also allow songwriters and composers to form guilds to negotiate directly with stations and studios. BMI, along with the American Society of Composers, Authors and Publishers and the Hollywood studios, many of which own music publishing companies, are lobbying to defeat the proposed legislation.

"A group of songwriters trying to negotiate with a large television organization would have a difficult time. They just won't have the clout or power to do it," says Preston.

"The bills would also destroy the music business," she says. "I think the quality of song writing would go down because producers would try to find the cheapest music for their shows rather than the best."

If Burton were alive to observe Preston now, he could say she made about as much of her job as was possible, and may go on making even more. "I always like to look ahead, never back," says Preston. 

**Striking Writers Guild of America** members at CBS and Capital Cities/ABC radio and television received some additional support last week. **Directors Guild of America donated \$10,000 and AFTRA's Washington chapter gave \$1,000**, to WGA strike fund, said Martin Waldman, WGA spokesman. In addition, "We Are Family" rally was planned for last Saturday (March 21) outside CapCities/ABC New York headquarters, by ABC strikers, their spouses and children to emphasize desire to return to "ABC family." Waldman said also that following meetings between network representatives and WGA negotiators throughout last week, there has been "some movement in some areas." However, both sides are "still trying to bridge some major areas of difference," including those pertaining to job security, he said.

Race for **chairmanship of National Association of Broadcasters joint board** continues to heat up. Vying for seat are **Wallace Jorgenson** of Jefferson-Pilot Communications, Charlotte, N.C., and **Peter Kizer** of Broadcast Communications of America, Southfield, Mich. In latest round of campaigning, Stanley S. Hubbard, president and chief executive officer for Hubbard Broadcasting sent letter to NAB directors, endorsing Jorgenson's candidacy.

**Negotiations for sale of WDC-AM-FM Washington have broken off**, according to Harvey Deutch, chairman of one-time potential buyer, Metropolis Broadcasting. The Capitol Broadcasting stations, owned by members of Bender family of Washington, were reported up for sale earlier this year ("Changing Hands," Jan. 19) for what would have been largest AM-FM sale in history: about \$53 million. Deutch said Morton Bender, one of family principals balked at sale. Metropolis had secured financing from Chrysler Capital Corp. for acquisition, Deutch said, and, "if the partners can work out their differences, Metropolis will be ready to resume negotiations." Metropolis, which owns stations in Detroit and Cleveland, said it would be making another purchase in 1987.

**Time Inc.** said last week it was **negotiating to join group of 17 cable MSO's and Kirk Kerkorian in purchasing 35% interest in Turner Broadcasting System** for \$550 million. TBS is selling equity, which will dilute interest of TBS's Chairman and President Ted Turner to just over 50%, to raise money to redeem preferred stock issued as part of TBS purchased of MGM/UA Entertainment last spring. Payments of stock dividends on preferred threatened Turner's control of company. Time's American Television & Communications, second-largest MSO, was conspicuous by absence from original group. One MSO in group said absence was due to Time desire to buy not small piece of TBS, but two of its principal assets, CNN and CNN Headline.

**TV evangelist Jim Bakker resigned** last Thursday as chairman and president of **PTL Television Network** and turned broadcast-cable ministry over to fellow TV evangelist and Moral Majority founder **Jerry Falwell**. Resignation followed Bakker's admission that he had been blackmailed about sexual encounter seven years ago. According to PTL, Falwell will serve as chairman of new eight-man PTL board, including Ben Armstrong, executive director, National Religious Broadcasters, and James Watt, former secretary of interior in Reagan administration. Richard Dortch, who had been PTL's executive vice president, was tapped to replace Bakker as president and principal host of programs. Dortch is also on board. At press conference last Thursday in Lynchburg, Va., according to UPI, Falwell said he decided to take charge of PTL because he feared "a backlash that would hurt every gospel ministry in America, if not the world." In response to allegation from *Charlotte (N.C.) Observer* that Bakker had paid \$115,000 to New York woman who claimed she had had sexual encounter with Bakker seven years ago, Bakker admitted only that "money was paid" to people bent on destroying his ministry. Bakker explained resignation in statement: "I am not able to muster the resources to combat a new wave of attacks that I have learned is about to be launched against us by the *Charlotte Observer*, which has attacked us incessantly for the past 12 years. I am appalled at the baseness of this present campaign to defame and vilify me. I categorically deny that I've

ever sexually assaulted or harassed anyone." Bakker's admission of having been blackmailed was second revelation to rock PTL in recent weeks. Three weeks ago, Bakker's wife and co-host of programming, Tammy Fay, admitted on air that she had been addicted to drugs since birth of daughter, now teen-ager. PTL buys time on 171 broadcast stations for its programming, which is supported by donations. PTL—The Inspirational Network, PTL's cable programming service, also supported by donation, is now carried by 1,300 cable systems serving 15 million homes. Jim McEntee, director of cable marketing, PTL, said cable service would be unaffected by last week's events. "Cable and broadcast affiliates have called to express their sympathy. . . . The feeling has been positive." PTL assets also include Heritage USA, 2,300-acre theme park and resort hotel in South Carolina.

Attorneys defending **Freedom Newspapers Inc.**, based in Orange county, Calif., in **lawsuit to dissolve family-owned media chain**, nation's 14th largest with 29 newspapers and **five television stations**, expect preliminary ruling last week by judge hearing case will substantially reduce length of trial. Orange County Superior Court Judge Leonard Goldstein Thursday (March 19) denied request by plaintiff's attorneys to question nearly 50 family members about their state of mind when Harry Hoiles, 71, oldest surviving child of media chain founder R.C. Hoiles, sought to sell his one-third share in company. If Goldstein agreed, trial would have been extended far beyond one to two months that it is expected to last. Hoiles argues that his family responded to his actions by conspiring to devalue his stock and remove him from management. He is asking for punitive damages and one-third of corporate assets, or about \$334 million. Freedom attorneys argue his share is worth much less. R.C. Hoiles's two other children, Mary Jane Hoiles Hardie and late Clarence Hoiles, countered that Harry Hoiles' legal action stems from his "disappointment and anger" when he could not head Freedom after his brother Clarence stepped down as chief executive officer in 1981. Freedom owns WLNE(TV) New Bedford, Mass.; WRGB(TV) Schenectady, N.Y.; KTUL(TV) Medford, Ore.; WTVC(TV) Chattanooga, Tenn., and KFDM-TV Beaumont, Tex.

**FCC has reaffirmed 1986 finding that de facto control of CBS has not transferred to Laurence Tisch**, CEO and 24.9% owner of CBS stock. Fairness in Media had petitioned FCC to reconsider. "Based on our review of the entire record in this case, we find that further commission action is unwarranted at this time," FCC said. Bruce Fein, FIM attorney and former FCC general counsel, said no determination on whether to appeal had been made by last Friday (March 20).

**The Bold and The Beautiful, CBS's new daytime half-hour serial, debuts today** (March 23) at 1:30 p.m. It is described as "the continuing drama of two Los Angeles families linked by past history and complicated by present alliances, who play out their story amidst the glamorous world of fashion." It replaces *Capitol*, another half-hour soap that debuted in 1984 but never caught on. Executive producer of new program is William J. Bell, who created *Another World* on NBC and *The Young and the Restless* on CBS. Y&R is currently the top-ranked network show in daytime.

**FCC is asking all broadcast licensees to fill out special minority ownership form** aimed at helping it to come up with statistics for pending proceeding reexamining constitutionality and advisability of its practice of granting preferences to females and minorities in broadcast licensing and its distress sales and tax certificate policies (BROADCASTING, Jan. 5). Questionnaire, recommended by Peter Pitsch, chief, FCC Office of Plans and Policy, asks for percentage of ownership of station by minorities and women and information on what owners do at station. It also requests information on station's format and asks licensee to identify itself and any groups at which its programming may be aimed. Pitsch told BROADCASTING that participation is "mandatory." Jeff Baumann, senior vice president and general counsel of National Association of Broadcasters, said association was "very concerned" about ques-



onnaire. He said form originally was supposed to be voluntary and would have been limited in scope to ownership information.

At Senate hearing last week on legislation that would codify fairness doctrine, **Roy Fisher**, dean emeritus, school of journalism, **University of Missouri**, and **Robert Shayon**, **Annenberg School of Communications, University of Pennsylvania**, advanced their view that **fairness doctrine is necessary and should become law**. Fisher said without doctrine (see page 54), broadcasters would have no incentive to cover controversial issues that might jeopardize their ratings. Doctrine "assures a citizen that he really can be heard." Shayon pointed out that even National Association of Broadcasters acknowledges that spectrum is scarce. He cited speech by IAB President Eddie Fritts concerning high-definition television that took note of scarcity. He quoted Fritts as saying: "No one challenges the fact that valuable spectrum space is scarce. We acknowledge that there are conflicting demands on that spectrum. But we do think the FCC is in danger of ignoring one inescapable fact. That is, this valuable spectrum space should be used to serve all the public. It should not be handed over to a few hundred business users per market who make inefficient use of the frequencies they now have."

House Telecommunications Subcommittee has invited heads of three broadcast networks and their news departments to testify at **hearings on impact of "mergers, acquisitions and changes in management" of broadcast networks and network news** (BROADCASTING, March 16). According to subcommittee, there are strong indications that **CBS CEO Laurence Tisch** and **NBC President Robert Wright** will appear. Also invited: **Capcities/ABC Chairman Thomas Murphy** and network news presidents **Howard Stringer (CBS)**, **Loone Arledge (ABC)** and **Larry Grossman (NBC)**.

Proposed increase in temporary, "daily hire" staff for NBC has become major bargaining point at ongoing **contract talks** with union representing 2,800 technical and other employees. During negotiations last week in San Diego, company outline of allowable daily hire percentages was rejected by **National Association of Broadcast Employees and Technicians (NABET)**, which spokesman said remains "adamant" against idea. Talks also covered 350 NBC union newswriters, with company withdrawing proposal which sought "separate seniority," replacement of master seniority list with four separate rankings for network and local radio and TV newswriters. Bargaining will continue this week on secondary issues, with overall wage offer expected from company by time current contract expires March 31.

**ABC-TV** will launch first **late-night network sports talk show** June 1 coincide with beginning of its *Monday Night Baseball* telecasts. Weekly hour-long show, called **ABC Sports Presents: Monday Sportsnite**, will appear from midnight to 1 a.m. following *Nightline* with taped reports and in-studio guests.

**New York Times Co.** said last week that it had settled litigation relating to its **1981 acquisition of two cable television systems** in 56 clustered communities in southern New Jersey from companies controlled by Irving Kahn and associates. Last summer Appellate Division of New York State Supreme Court ruled that Times had to pay long-time cable entrepreneur Kahn about \$41 million plus \$10 million in interest on notes due from its \$126-million 1981 purchase of two New Jersey cable systems in Cherry Hill and Camden areas (BROADCASTING, Aug. 18, 1986). Following that decision, Times had right to go to next highest court and request permission to reopen case, as it did. However, settlement was reached about three weeks ago before case was reopened. Times spokesman Leonard Harris said last week that "as result of the original decision, the company recorded a one-time interest charge of \$8.5 million, or five cents a share." While he would not disclose amount of settlement, he said it would have "no impact on [Times's] 1987 earnings." Kahn said he was "contractually prohibited" from disclosing amount of settlement but that he was "very satisfied" with

with it. Cable systems involved, now known as **NYT Cable TV**, have about 140,000 basic subscribers, Harris said.

Some 100 top- and mid-level **NBC executives were scheduled to convene in Florida** yesterday (Sunday) for three-day meeting exploring future strategies of network. Meeting will be presided over by network president Robert Wright, and General Electric Chairman John Welch will make appearance.

Added starter for FCC commissionership vacancy-to-be: **Joseph Flaherty**, CBS's head of engineering and development, who has attracted attention of White House recruiters looking for candidates with technological expertise. He's credited as father of ENG, has been in forefront of HDTV advancement.

Former CBS engineering executive **Renville McMann returned to hospital** last Friday for treatment of blocked heart artery, according to associates. McMann, 59, was still scheduled to attend National Association of Broadcasters annual engineering luncheon in Dallas where is scheduled to receive 1987 engineering achievement award on March 29. McMann headed advanced TV research at CBS Technology Center, Stamford, Conn., before facility was closed by network late last year. He has undergone nonsurgical procedure to clear artery several times in last month.



**State helpers.** The State Department has drawn on the skills of communications lawyers to create an **Advisory Panel on International Telecommunications Law**. The 15-member panel is designed to advise the department on legal issues associated with what the department sees as the rapidly evolving agenda of the International Telecommunication Union. Ambassador **Diana Lady Dougan**, U.S. coordinator for International Communications and Information Policy, said the panel's first assignment will be advice on the work of an international group of experts now preparing a draft constitution for the 162-member ITU in 1989. The advisory panel includes three former FCC members, two of them former chairmen. **Thomas J. Ramsey**, the Bureau of International Communications Communications and Information policy deputy chief for ITU matters, will be the department's contact for the panel. **Herbert E. Marks**, of Squire, Sanders & Dempsey, is chairman, and **Joseph Kittner**, for many years until its dissolution earlier this year a partner in McKenna, Wilkinson & Kittner, is vice chairman.

Shown above, at the group's organizational meeting last week, are, front row (l-r), former FCC Chairman **E. William Henry**, of Ginsburg, Feldman & Bress; **Marks**; **Dougan**; **Ramsey**, and **Kittner**. Standing (l-r): **James D. Earl**, State Department attorney adviser; **Francis DeRosa**, of General Electric; **P. Michael Nugent**, of Electronic Data Systems Corp.; **Tedson Meyers**, of Reid & Priest; **Keith E. McClintock**, of AT&T; former FCC Chairman **Richard E. Wiley**, of Wiley, Rein & Fielding; former FCC Commissioner **Henry Rivera**, of Dow, Lohnes & Albertson; **Ronald Stowe**, of Pacific Telesis; former FCC Commissioner **Glen O. Robinson**, of the University of Virginia School of Law; and **Michael Gardner**, of Akin, Gump, Strauss, Hauer & Feld. Not present were **Robert Bruce**, of Debovoise & Plimpton, **William Lake**, of Wilmer, Cutler & Pickering, and **Linda Smith**, of Crowell & Moring.

# Editorials

## Catch-22

It's too soon to cross the final Tom Mark Fowler's stewardship of the FCC, but not too soon to start thinking about it. That's what we've done in this week's lead story, analyzing the major accomplishments of the Fowler administration and examining his impact on the world of broadcasting. Curiously, even before he leaves office, the pendulum he has pushed so far in one direction is threatening to swing back in the other.

The issue, reduced to its minimum, is whether broadcasting is to be special among American businesses, held responsible to a standard no others are required to meet and, similarly, afforded protections unique among media. For all of this nation's electronic history, pre-Fowler, there had been little doubt: public trusteeship was in, marketplace was out. He reversed the premises.

Left to his own inclinations, and given an unlimited term, there is no doubt what Mark Fowler would have accomplished. He would have given broadcasters a print model to live by. Indeed, he would have given the industry what the founder of this magazine worked for all of his life: "Radio as free as the press."

But that is not yet to be. In the first place, the Congress of the United States is adamant in its refusal to relent on the so-called fairness doctrine that effectively makes of broadcasters second-rate journalists. Moreover, it will not yield its old habits of keeping the electronic media hobbled in a way the print media have never known.

Worse still, broadcasters themselves have found it uncomfortable in the marketplace, and with the pace of change Fowler and his like-minded colleagues have unleashed. Antitrafficking rules, once unfashionable among the free-enterprise-minded, are now returning to favor. Deals are being struck to codify the public interest standard in return for license renewal protection. There is among the broadcasting establishment a growing inclination to accept a yoke to secure an advantage.

If the future remains unclear, it is nevertheless certain that the past will never be again. Mark Fowler's marketplace may never be realized in the fullness of his vision, but neither will broadcasters ever again operate within as confined a framework as they once knew. He gave broadcasters some freedom. The question is, will they give it back?

## Vital signs

Network advertising figures for 1986 (from the Television Bureau of Advertising, by way of Broadcast Advertisers Reports [BROADCASTING, Feb. 16]), are up, slightly, from a little over \$8.3 billion in 1985 to about \$8.6 billion. Statisticians accustomed to the up, up and away of double-digit jumps in earlier years will perhaps not be buoyed by 1986's 3.4% increase. And the increase is chiefly a recovery from 1985's post-Olympic slump, when the figures were actually down from the year before.

Combine a sluggish economy, the oft cited proliferation of alternative media, the bemoaning of "clutter," the budget cuts and splices of newly merging, acquiring or divesting advertisers (some 10 of the top 25 network advertisers were in that category in 1986), the anxiety of those advertisers over the newly merging and acquiring advertising agencies and the drain of ad dollars into promotion budgets, direct mail, couponing—the point is made—and the resultant advertising climate does seem a likely candidate for dire forecasts.

The numbers, however, show as yet no wholesale decline of fortunes, and do nothing to tarnish the reputation of network

television as a powerful—and healthy—advertising medium. Although nine of the top 25 network television advertisers registered a decline in network spending over 1986, that left 14 gainers (Chrysler showed no appreciable change). While number-one spender Procter & Gamble showed an 8% decline, four of the top five, and eight of the top 10 spenders showed gains over 1985 (BROADCASTING, March 16).

Advertising strategies are changing, and networks will have to be responsive in their sales approaches and pricing structures to remain competitive. But reports of network advertising's demise appear greatly exaggerated.

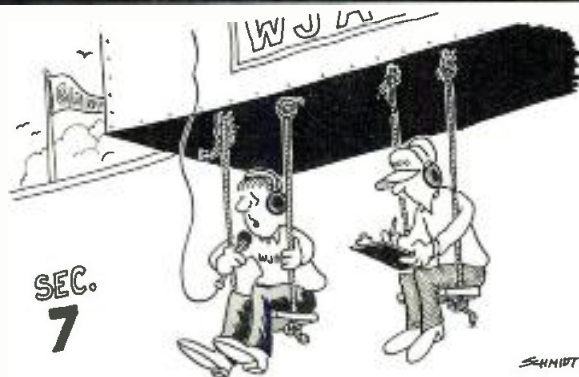
## A judicial recovery

To the considerable relief of journalists in all media, the full bench of the U.S. Court of Appeals in Washington has overturned a finding by a panel of the same court that the *Washington Post* had maliciously libeled the former president of Mobil Oil Co. If the panel's decision, on a 2-to-1 vote, had prevailed, any medium engaged in investigative journalism would have gone into the defense of any libel suit with at least one strike against it.

The two-member panel majority had criticized the *Post's* editing, the professional ambitions of its staff members and the alleged compulsion of "the least responsible journalists" to "scoop their more careful colleague." Not only that, the *Post's* reputation for "hard-hitting investigative journalism," said the panel, was "relevant to the inquiry of whether a newspaper's employees acted in reckless disregard of whether a statement is false or not." Willful or reckless disregard of falsity or truth is the standard set by the U.S. Supreme Court for the "malice" that public figures must prove to win libel suits. Malice, the two appellate judges seemed to be saying, is inherent in the practice of investigative journalism.

It was a vastly different reading of the law and appreciation of the journalistic process that has now come from the full court (BROADCASTING, March 16). "It would be sadly ironic for judges in our adversarial system," said the full court, "to conclude...that the mere taking of an adversarial stance is antithetical to the truthful presentation of facts. We decline to take such a remarkable step in First Amendment jurisprudence... We agree with the *Post* that the First Amendment forbids penalizing the press for encouraging its reporters to expose wrongdoing by public corporations and public figures."

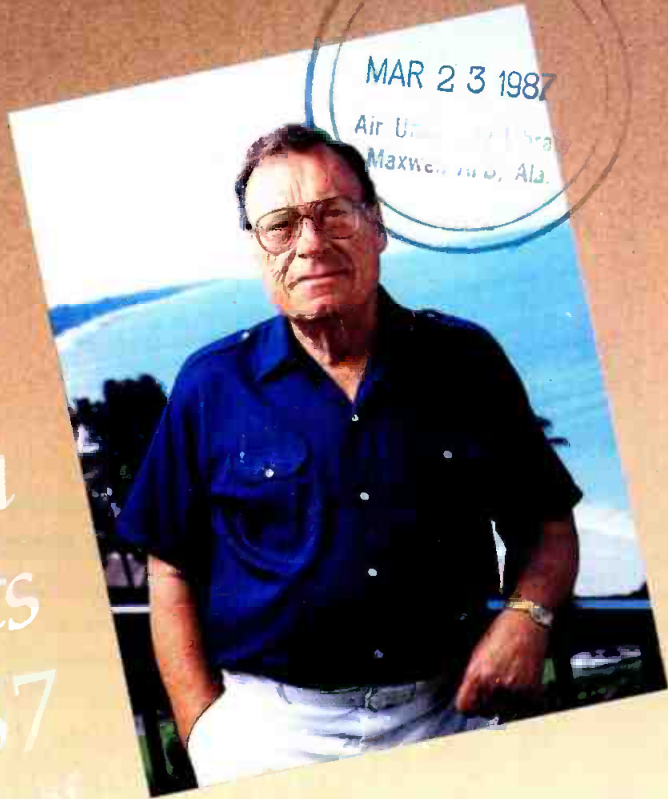
Score a round for the *Post*, the First Amendment, the appellate system and the principle of a keen-eyed press.



Drawn for BROADCASTING by Jack Schmidt  
 "Haven't you gone a little overboard with the budget cuts?"



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