

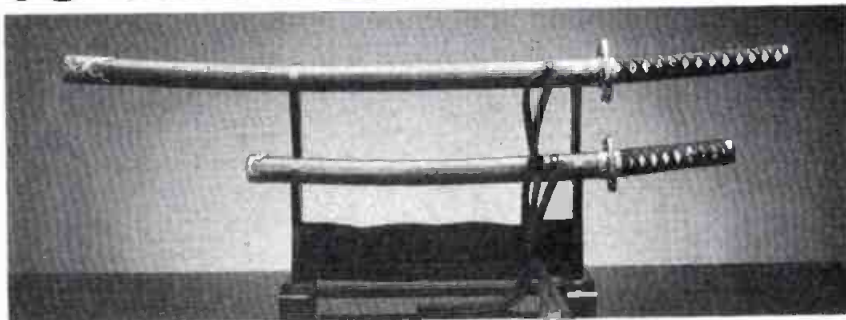
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# The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jul 13

## IT TAKES A MASTER STRATEGIST TO WIN THE RATINGS WAR



Competition for ratings in the radio business is like war. Everybody fights for the same 100 points. And one thing the *winner*s have in common is the ability to plan and execute a successful strategy. This year The Research Group honors the management of ten of our client stations by electing them to the rank of Master Class Strategist. Each management team has proven itself worthy of this recognition by its outstanding performance in strategic achievement.

### MASTER CLASS STRATEGISTS 1986-87

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KKAT-FM, Salt Lake City  
KMGR-FM, Salt Lake City  
KZFX-FM, Houston

WDBO-AM, Orlando  
WKQS-FM, Miami/  
Ft. Lauderdale  
WKRR-FM, Greensboro

WNOK-FM, Columbia  
WOKQ-FM, Dover  
WVEE-FM, Atlanta

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*Radio's Strategic Research Team*

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July 13, 1987

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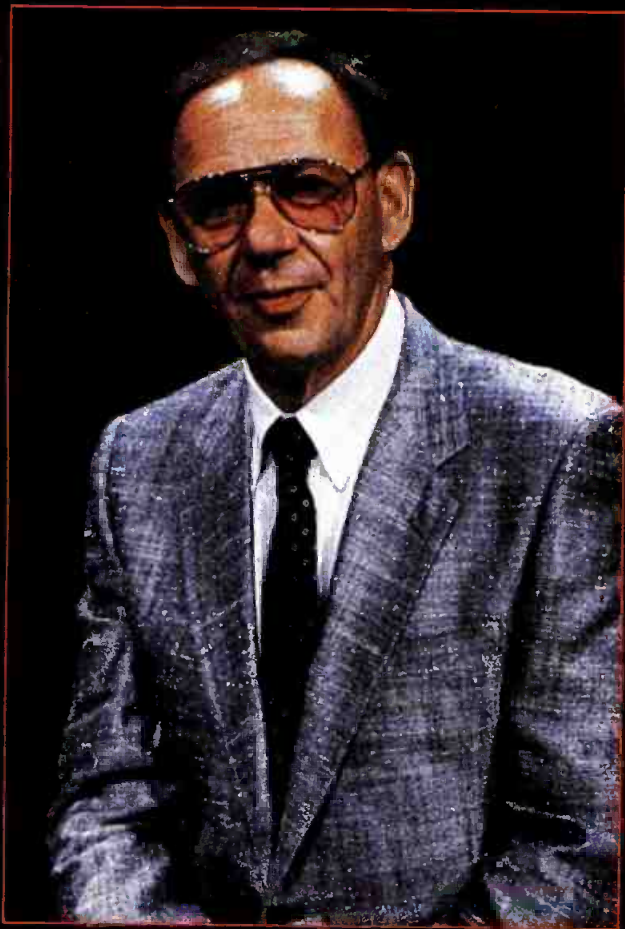
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56th Year 1987  
**North holds audience captive**  
**Upfront buying spree**

# BRING ON THE



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*"Divorce Court is doing some incredible things for us at 10 A.M. It's the time period leader, completely knocking off \$25,000 Pyramid, Hour Magazine, and a competing network game show."*

—Jim Coppersmith  
WCVB-TV, Boston

*"We've had extraordinary success with Divorce Court. It quickly established itself as a great counter-programming vehicle. Not only that, its February '87 performance is our highest time period share at 4 P.M. since our market was metered in the fall of '85."*

—Rob Leider  
WSVN-TV, Miami

# DIVORCE COURT

# COMPETITION.



Three different stations.  
Different time periods. One  
consistent result—success.

Nothing takes on the  
competition like "Divorce Court."  
But don't take our word for it.  
Ask the people who've seen it  
happen right before their eyes.

## DIVORCE COURT

*"Divorce Court has thrived in its 4 P.M.  
time period for the last year, currently  
tripling its lead-in share and delivering  
more adult viewers than the competition."*

—Buddy Ray  
WTVG-TV, Toledo

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



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# CAN HANDLE IT.

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

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

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

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

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

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

**4** Americom knows the serious, capable buyers.

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

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

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

**6** Americom gets the job done right...

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

Dick Oppenheimer to  
George Duncan

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

Alan Beck and Art Kern to  
John A. Gambling

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

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

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

Jim and Jane Hall to  
Mac Tichenor

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

Jack Roth to Bob Duffy  
and Marty Greenberg

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

Sherman Robbins and  
Alan Anderson to  
Donald Wilks and  
Michael Schwartz

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

Sam Sitterle to  
John Hiatt

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

Donald Wilks and  
Michael Schwartz to  
George Silverman

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

Rob Dyson to James Morrell  
and John Kelly

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

Otto Schoepfle to  
Alan Beck and Art Kern

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

Fred Godley to  
Al Kaneb

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

Gery Swanson to  
Tom Stoner

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

Tom Joyner to  
Kerby Confer

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

## AMERICOM



Radio Station Brokerage & Financing

# Broadcasting Jul 13

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**Duffy sells 3 AM's, 5 FM's for \$83 million...** page 72.  
**WCSC-TV Charleston, S.C., sold for \$60 million...** page 72.  
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**DAYTIME TV** □ Media provide saturation coverage of testimony by Oliver North before congressional select committee investigating Iran/Contra arms sales connection. **PAGE 23.**

**SCATTERED CONCERNS** □ Explosive upfront market may bode ill for scatter market. **PAGE 26.**

**CHAPTER 11** □ Media Central, TV group owner, files for bankruptcy. **PAGE 26.**

**ON TRACK** □ Representative Al Swift plans to push ahead with comparative renewal bill. **PAGE 27.**

**EARNINGS REPORT** □ Second-quarter earnings for CBS are off due to accounting of sale of KMOX-TV last year. **PAGE 28.**

**SKY-HIGH RULES** □ OMB clears Commerce Department's rules covering remote sensing satellites. **PAGE 28.**

**METER UNMADE** □ CBS-TV goes through with its decision to drop Nielsen's people meter service. **PAGE 34.**

**MOVING ON UP** □ Fox Broadcasting prepares to launch Saturday-night lineup amid further fine

tuning of *The Late Show*. **PAGE 38.**

**COPYRIGHT DIVIDE** □ Pool of money cable operators paid under copyright license is divided among claimants. **PAGE 44.**

**NEW LINE** □ Judge Robert Bork, nominated by President to Supreme Court, has legal history that cheers many broadcasters and journalists. **PAGE 44.**

**RULE CHANGE** □ House Democrat Edward Markey asks FCC to reconsider its new ex parte rules. **PAGE 47.**

**CON-FIGURED** □ Comsat sells two divisions to Contel for \$38 million, only remnant of what was to be \$2.5-billion merger of companies. **PAGE 48.**

**SHIELD PROTECTION** □ New York appeals court finds state shield law not absolute. **PAGE 51.**

**DEBATE TIMES** □ Commission on Presidential Debates sets dates for four 1988 campaign square-offs. **PAGE 52.**

**HOT SEAT** □ Kim LeMasters is back with CBS Entertainment as VP, programing, and is shooting for number one his second time around. **PAGE 71.**

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# WHAT A DIFFERENCE A YEAR MAKES

KRRT-TV	San Antonio
KTXA-TV	Dallas-Fort Worth
KTXH-TV	Houston
WCAY-TV	Nashville
WCIX-TV	Miami
WDCA-TV	Washington, D.C.
WLFL-TV	Raleigh
WMKW-TV	Memphis
WNOL-TV	New Orleans
WNYB-TV	Buffalo
WTAF-TV	Philadelphia
WTVZ-TV	Norfolk

In the past year, TVX Corporation has become the single largest owner of independent television stations in the nation. During the same year, Seltel has emerged as the most aggressive and results-oriented company in the business. Seltel has attracted top talent, opened new offices and now offers sales and service unmatched by competitors.

Now TVX has named Seltel exclusive national sales representative for its twelve leading independent stations across the country.

We're proud that TVX chose Seltel. We welcome back the TVX stations we served previously and look forward to working with TVX's newest additions.

Seltel and TVX, two of the fastest growing companies in the broadcasting business, have joined forces. Watch for more explosive growth in the future from both of us.

**SELTEL**

PERFORMANCE IS THE BOTTOM LINE.

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## Watched pot not boiling

There's still no action on FCC vacancy, although all parties say decision is "close"—within 10 days is one expert observer's opinion. Situation has been stand-off between office of White House Chief of Staff Howard Baker and personnel office headed by Robert Tuttle, with number of candidates caught up in impasse. FCC Chairman Dennis Patrick, aligned with Tuttle, continues to have hope for Brad Holmes, now chief of FCC's Policy and Rules Division. Favorite of Ken Duberstein, Baker's deputy, is believed to be Hogan & Hartson's Susan Wing, wife of former assistant to President for legislative affairs, M. B. Oglesby Jr., now with Bill Hecht & Associates, Washington lobbying firm.

Still in running: Craig Smith, president of Freedom of Expression Foundation, backed by Senator Bob Packwood (R-Ore.), and Allen Moore, minority chief of staff for Senate Commerce Committee, backed by Senator John Danforth (R-Mo.). Patrick met with Baker two weeks ago to urge action, but Duberstein's absence (his wife had baby that day) prevented decision. Chairman did win agreement that something should be done soon.

## Hold the phone

Upfront market activity was so brisk last week at ABC that network had to stop writing orders last Friday to run computer check of remaining inventory. Both NBC and ABC were said to have written \$700 million in upfront business by end of last week, while CBS was at some unknown lesser figure (see page 26). NBC kept writing orders last week and expects to wrap things up this week. ABC, which continued to negotiate last Friday, will resume order taking today (July 13).

## Detente in space

International Telecommunications Satellite Organization last year gave serious consideration to purchase of Soviet Proton rocket as launch vehicle for Intelsat VI before agreements with Arianespace and Martin Marietta for three Ariane and two Titan 3 C rockets. Intelsat official, Pierre J. Madon, had been in Moscow in November 1986 talking to Soviet officials about possible employment of Proton. And according to memorandum sent to Deputy Director General John Hampton on Nov. 17, copy of which was made available to BROADCASTING, Madon said "contractual conditions are far better than Arianespace's

conditions." Among them was price—69 million Swiss francs, about \$35 million. Memorandum did not refer to Titan, but Intelsat is known to be paying over \$100 million for that rocket. Madon suggested that Hampton propose to Board of Governors it contract with Soviets for "two launches and three options."

Hampton last week said that, with satellite launch vehicles in short supply, Intelsat is looking at all options, including Proton.

## Double check

A.C. Nielsen has not ruled out retaining current NTI audimeter household panel next season (at least through fourth quarter) to cross check ratings produced by new people meter system, which becomes official measurement standard next season. CBS has told Nielsen it would be much more "predisposed" toward new people meter service if some independent method of verification were in place next season as well. Using audimeter panel as verification is obvious consideration because it is already in place. Major drawback from Nielsen's view is expense of maintaining two systems. Nielsen vice president John Dimling confirmed company is considering that alternative.

## Can they talk?

CBS Radio is readying new "celebrity audio feed" service that will feature personalities in music, entertainment, sports and politics. Service, which will contain actualities and other short audio pieces, will be made available to affiliates of both CBS Radio Network and RadioRadio. CBS's youth-oriented radio network, beginning Monday, Aug. 3. Move would mark first time same programming or feed service will be offered to both CBS networks.

## Prospective customer

Important new buyer may soon emerge in syndicated programming marketplace. Community Broadcasters Association, which represents budding LPTV industry, is considering forming cooperative to acquire and distribute syndicated programming for 160 or so LPTV stations that are now originating programming. Individual LPTV stations, whose economics are more like those of radio station than full-power independent television station, are having trouble acquiring programming not so much because of license fees, but because of

tape duplication and distribution costs, which stations end up paying. CBA is awaiting go-ahead from antitrust lawyers before proceeding with plans.

## Not enough

FCC's decision to reexamine its ex parte rules (see page 47) may not go far enough to satisfy House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.). Congressman, in letter last week, re-emphasized his opposition to rules that bar Congress from contacting FCC during seven-day "sunshine period" before agency votes and suggested agency take another look. Markey also wants to know whether FCC plans to apply rules during interim reconsideration period. Answer was not forthcoming last week.

## Out in front

Corporation for Public Broadcasting Acting Chairman Howard Gutin may be shoo-in for permanent chairmanship. Former Chairman Lee Hanley, who recently returned to board, has not ruled out seeking position again but said he felt Gutin would be "a superb chairman...I certainly wouldn't have any problem supporting him." Gutin, who is not tied down with full-time job, has been busy as acting chairman since taking over from Hanley in March and says he has "both the energy and the inclination" to lead CPB. Gutin plans to make aggressive bid for top spot and is believed to have support of several members of board, which must choose chairman at its annual meeting Oct. 6.

## Nyet

Soviet Union has dressed down Western Europe on its plans for evolutionary approach to high-definition TV broadcasting, at same time lifting hopes of those supporting Japanese-developed HDTV technology. In letter to French official, Soviet TV spokesman is said to have stated blunt objections to European approach to direct broadcast satellites that calls for early use of slightly improved MAC television system and continuing research into later evolution of compatible wide-screen, high-definition version of MAC. Soviets, with presumed support of Eastern Bloc countries, prefer direct step into HDTV for DBS. Letter does not, however, say USSR supports Japan's 1,125-line HDTV system, technology on which Soviets have remained neutral throughout series of world standards discussions.

# Where Things Stand

A weekly status report on major issues in the Fifth Estate

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**AM-FM allocations.** FCC has proposed to permit about 1,600 AM daytimers operating on clear and regional channels to operate all night with up to 500 watts, with expectation of all but 200-300 of 2,400 daytimers getting some nighttime power. About 500 daytimers operating on foreign clear channels received nighttime authority in previous proceeding. FCC hopes to have final order by fall, with comment deadline July 17 and reply comments due Aug. 3.

FCC has processed 24 of about 80 windows for new FM allocations created by docket 80-90 proceeding. Commission has also received almost 800 petitions for new allotments and facility upgrades.

**AM stereo.** Following five-month inquiry, National Telecommunications and Information Administration concluded last February that AM stereo marketplace has "stagnated" and that multisystem radios are only way to get marketplace moving and insure AM stereo's future. Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—Motorola's C-Quam and Kahn Communications' single-sideband. To confirm its faith in technology, NTIA's laboratories in Boulder, Colo., are testing multisystem radios and integrated circuits. Tests are expected to be completed by end of July.

Motorola has wide support among broadcasters and receiver manufacturers. About 500 AM stations broadcast in stereo with Motorola's system as compared to fewer than 100 with Kahn's. But Kahn Communications, backed by several major group broadcasters, has proved tenacious. Since no one is making radio to receive Kahn signal only, Kahn is counting on proliferation of multisystem radios.

**Antitrafficking.** Congressional interest in reinstating FCC's antitrafficking rule is building. Although Hill action on any broadcast legislation has been put on hold until fate of fairness doctrine is settled (see "Fairness doctrine," below), signs indicate antitrafficking could move on its own (BROADCASTING, June 29). Legislation is pending in House and Senate that would restore three-year rule. House measure (H.R. 1187), offered by Representative Al Swift (D-Wash.), was focus of Telecommunications Subcommittee hearing last month. In Senate, broadcast renewal bill (S. 1277) contains provision that would reimpose rule. Senate hearings are scheduled for July 17 and 20, with antitrafficking key issue.

**Children's television.** U.S. Court of Appeals in Washington remanded FCC action eliminating commercial guidelines for children's programming on grounds commission had failed to justify its deregulatory action. Commission had maintained marketplace regulation would be sufficient to serve public interest; court said commission had offered neither facts nor analysis to

support that position.

Meanwhile, Association of Independent Television Stations, concerned about what it says is decline in TV viewing by children, has authorized life-styles study by M/E Marketing and Research, Boston, to find out where younger viewers have gone, and by extension, how to get them back. Results will be announced at INTV convention in Los Angeles in January.

**Compulsory license.** After often-bitter war of words, cable and motion picture industries have begun talking again about settling their differences over cable's compulsory copyright license. If fruitful, talks could lead to legislation overhauling license. Reform would likely include simplified "flat-fee" formula (so much per subscriber per distant signal) for calculating license fees to replace existing complicated formula (varying percentages of gross basic revenues per signal). Some cable operators have also indicated willingness to give up license under certain conditions after transitional period of five or 10 years, but all feel it's important to preserve license for carriage of local signals and for distant signals by cable systems in "underserved markets."

**Crossownership.** On the telco-cable front, as part of first triennial reassessment of modified final judgment that resulted in breakup of AT&T, District Court Judge Harold Greene is considering whether to lift prohibitions against Bell Operating Companies' providing "information services," which include everything from electronic mail to videotex to cable television.

Even if Greene decides to lift prohibitions, the BOC's still wouldn't be free to provide cable service wherever they wanted. The Cable Communications Act of 1984 codified FCC rules banning all local telcos, except those serving strictly defined "rural areas," from operating cable systems within their service areas.

**Direct broadcast satellites.** High-power DBS, which would use Ku-band spectrum set aside for it, has foundered because of high start-up costs and programing dearth, but low-power C-band variety resulting from scrambling of cable programing on C-band satellites is flourishing. Latter got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programing has grown as more cable programers have scrambled feeds and begun selling subscriptions directly or as packages through other programers or operators.

HBO now wants other major cable programers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to much smaller dishes.

**Equal employment opportunity.** FCC has

amended its broadcast equal employment opportunity rules and reporting requirements. Stations with four or more employees are covered under rules and part-time and full-time employees must be reported separately. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers (BROADCASTING, April 27).

For cable, FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984 (BROADCASTING, Sept. 23, 1985).

**Fairness doctrine.** President Reagan vetoed bill codifying fairness doctrine. Senate Democratic leadership lacked votes to override, but had support to refer veto message to Commerce Committee, where measure originated. It is anticipated doctrine will be attached to legislation President will be reluctant to veto. Broadcast industry opposition to codification was initially limited, with only CBS and Radio-Television News Directors Association working for veto. Now, however, NAB says it will support veto (BROADCASTING, June 29).

FCC has initiated rulemaking to determine whether enforcement of doctrine is contrary to public interest. It acted after panel of U.S. Court of Appeals in Washington remanded case in which Meredith Corp. had challenged constitutionality of doctrine (BROADCASTING, Jan. 19). Same panel, in case brought by Radio-Television News Directors Association and number of other broadcaster groups, had held that it lacked jurisdiction to consider constitutionality of doctrine. Panel directed plaintiffs to submit issue to U.S. District Court. Full court, after considering petitions from broadcasters and FCC, decided to rehear case.

**Federal Trade Commission.** FTC has begun antitrust investigation of National Football League television rights contracts, issuing subpoenas to ABC, CBS, NBC, Fox Broadcasting and NFL. Under investigation is possible network collusion in pressuring NFL to retain basic TV rights structure in recently negotiated three-year \$1.4-billion package or otherwise blocking FBC, HBO and other cable entities from gaining television rights. As part of NFL deal, some games will be shown for first time on cable by 80% ABC-owned cable channel ESPN. FY 1988-90 authorization of FTC cleared Senate in March (BROADCASTING, March 16). House subcommittee with jurisdiction over FTC adopted its own version of FTC authorization on July 1. Both bills authorize FTC at \$69.85 million for FY '88, \$71.9 million in 1989 and \$72.9 million in 1990. Senate version calls for permanent prohibition against FTC regulating ad industry based on "unfairness" standard, controversial provision that is not included in House bill but may be offered during full parent House Commerce Committee markup July 14.

**HF(shortwave).** U.S. and other developed





Small Wonder Watcher:

Gayle Rosenberg

Born Chicago, B. A. Journalism

Editor, national design magazine

Interests: theater, dance, tennis, travel

Mother of Jamie & Adam



Number one with moms.

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countries were reportedly satisfied with results of second—and final—session of World Administrative Radio Conference on planning use of shortwave band. They had succeeded for number of years in blocking effort of some Third World countries, led by Algeria, to establish computer-based planning system. WARC agreed that test that had been conducted between two sessions failed to demonstrate system would meet requirements of countries at conference (BROADCASTING, March 16).

**High-definition television.** HDTV broadcasting may soon be subject of extensive tests by industry organizations. Standards body, Advanced Television Systems Committee, will meet at end of July to discuss plan to see how high-resolution, wide-screen signal could be transmitted on terrestrial TV bands such as UHF or 12 ghz microwave. National Association of Broadcasters, which participated in first demonstration of terrestrial HDTV transmission last January with Association of Maximum Service Telecasters, in June approved and is seeking \$700,000 for two years of HDTV tests to help determine feasibility of HDTV broadcasting compatible with today's standard NTSC (525 scanning line) television receivers. Most advanced HDTV system, Japan's Hi-Vision (with 1,125 scanning lines), although not compatible with NTSC, is already gaining experimental use for high-end video production, while bandwidth-reduced TV receivers and other home video gear are expected to reach market in time for launching of Japan's HDTV direct-broadcasting satellite system in 1990.

**Indecency.** FCC has decided to enforce broader definition of indecency (BROADCASTING, April 20) than "seven dirty words" of 1978 *Pacific* Supreme Court decision. Of three cases pending at time of decision, WYSP(FM) Philadelphia and KCSB-FM Santa Barbara, Calif., and KPFF(FM) Los Angeles, involved indecencies, FCC said, and Pacifica's KPFF was referred to Justice for possible criminal prosecution under obscenity. Pacifica petitioned U.S. Court of Appeals, Washington, for review of commission's action, saying FCC's new policy will have "chilling" effect on broadcast speech.

In mid-May, NAB executive committee issued policy statement "condemning" broadcast of indecent material and asking for clarification of, but not objecting to, commission's new ruling.

TV networks, Motion Picture Association of America and Radio-Television News Directors Association, petitioned FCC for reconsideration of its new standards. Parties said standards were vague, overbroad and contrary to public interest (BROADCASTING, June 8).

Pacifica Foundation, licensee of noncommercial WBAI(FM) New York, on May 22 asked FCC for declaratory ruling on whether planned June 16 broadcast of "Ulysses" excerpts would violate indecency standards. FCC rejected request, saying ruling could be "functional equivalent of prior restraint." WBAI went ahead with broadcast.

**International Telecommunications Satellite Organization.** Intelsat's members, meeting in Extraordinary Assembly of Parties April 1-3, confirmed Board of Governors selection of Dean Burch as director general. Burch, former FCC chairman, succeeds Richard Colino, who along with Deputy Director General Jose L. Alegrett, was fired by board in December after outside lawyers and auditors submitted report indicat-

ing their possible involvement in financial irregularities. Intelsat in May filed civil suit against Colino, claiming his activities resulted in damage to organization of up to \$11.5 million (BROADCASTING, May 25). U.S. attorney for District of Columbia is conducting parallel criminal investigation.

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

**Land-mobile.** FCC proposal to reallocate UHF TV channels for land-mobile radio use has run into controversy, with broadcasters fearing that reallocation would leave broadcasting without spectrum for HDTV use. Broadcasters have asked FCC to delay reallocation proceeding pending completion of study of impact of HDTV on local broadcasting. At present, however, FCC Chairman Dennis Patrick sees terrestrial HDTV and land-mobile use of UHF frequencies as separate issues.

**License renewal reform.** Bills to reform comparative renewal process are pending in House and Senate, but fate of proposed measures is unclear. Hearings are scheduled, Friday July 17 and following Monday, July 20, by Senate Communications Subcommittee on license renewal reform. Hill leadership has indicated that no broadcast legislation will move until outcome of fairness doctrine is determined. Most of broadcast industry's attention has been focused on draft of bill in House, where Representative Al Swift (D-Wash.) has been working with NAB and public interest groups to devise compromise package that would eliminate comparative renewal in exchange for public service obligations. Draft of bill, however, was rejected by NAB board two weeks ago and association says it wants to renegotiate (BROADCASTING, June 29). H.R. 1140, already introduced by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), would eliminate threat of competing applicants, establish two-step renewal process in exchange for reaffirmation of public interest standard. In Senate, S. 1277 would also set up two-step process, but there are number of other provisions broadcasters find objectionable.

**Low-power television.** FCC's freeze on low-power applications and major changes—in effect since 1983—thawed, with new window opened June 22-July 2. Pittsburgh was lone filing site. FCC had no field office there, but city is site of "lock box" bank that is handling \$375 fee accompanying each application. According to FCC's LPTV chief, Keith Larson, filing was light, somewhere in neighborhood of 1200 applications.

**Mergers.** Mass Media Bureau three weeks ago approved purchase of five television stations from Spanish International Communications

Corp. by joint venture of Hallmark Cards and First Chicago Investment Corp. for \$301.5 million. ■ Pending before FCC is proposed \$320-million settlement of KHTV Los Angeles license challenge, in which Walt Disney Co. would end up owning station. ■ Under current review before FCC's television transfer branch is proposed \$270-million sale of WTVJ(TV) Miami by Wometco Broadcasting to joint venture of NBC and General Electric Property Management. ■ Also pending before transfer branch is sale of half-interest in six TV stations currently owned and run by SCI Holdings to Gillett Holdings for approximately \$650 million. Sale is contingent on commission's approving long-form application to transfer five other stations to trust whose beneficiaries are children of George Gillett. Formal agreement between two companies was signed three weeks ago and filed two weeks ago as amendment to application. ■ Taft Broadcasting Co.'s \$157-per-share buyout by joint venture composed of leading shareholders was recently filed at FCC and Taft expects to hold special shareholders meeting next fall. ■ Shareholders of Heritage Communications voted, on June 30, to approve \$34-per-share buyout. On June 26 FCC granted transfer application for Des Moines, Iowa-based company's TV and radio stations.

**Minority preference.** OMB has ruled that broadcast licensees need not return special FCC minority ownership questionnaire that would have generated data for its pending reexamination of constitutionality and advisability of preferences for minorities and women. FCC received comments in proceeding in June (BROADCASTING, June 8). Reply comment deadline, originally July 6, has been extended to Aug. 20.

**Multichannel television.** Multichannel television (MCTV), otherwise known as MMDS or "wireless cable," has made appearance in several markets, including Cleveland, Washington and San Francisco. Using mix of microwave (2 ghz) channels allotted to three services—multi-point distribution service, instructional television fixed service and operational fixed service—pioneer MCTV operators are offering multiple channels of cable programming—sometimes in direct competition with cable systems.

Growth of MCTV has been retarded by regulatory and financial problems. But, according to some MCTV proponents, chief problem is securing distribution rights to popular cable services like Home Box Office and Showtime. Metropolitan had to go to court to get rights to Showtime.

**Multiple ownership.** FCC received comments on proposals to relax its duopoly rules for radio and to loosen strictures of its one-to-a-market rule for broadcast ownership (BROADCASTING, June 22). Reply comments in proceeding (Docket 87-7) are due July 15. Comments are due July 31, and reply comments Aug. 31, in FCC proceeding re-examining cross-interest policy (Docket 87-154), dealing with "nonattributable" ownership interests.

**Music licensing.** For radio, All-Industry Radio Station Music License Committee reached agreement with ASCAP last summer and with BMI this past March for new music licensing pacts. Latest industry contracts for both ASCAP and BMI (both blanket and per-program) eliminate trade and barter income reporting. ASCAP blanket licenses run for five years, retroactive to

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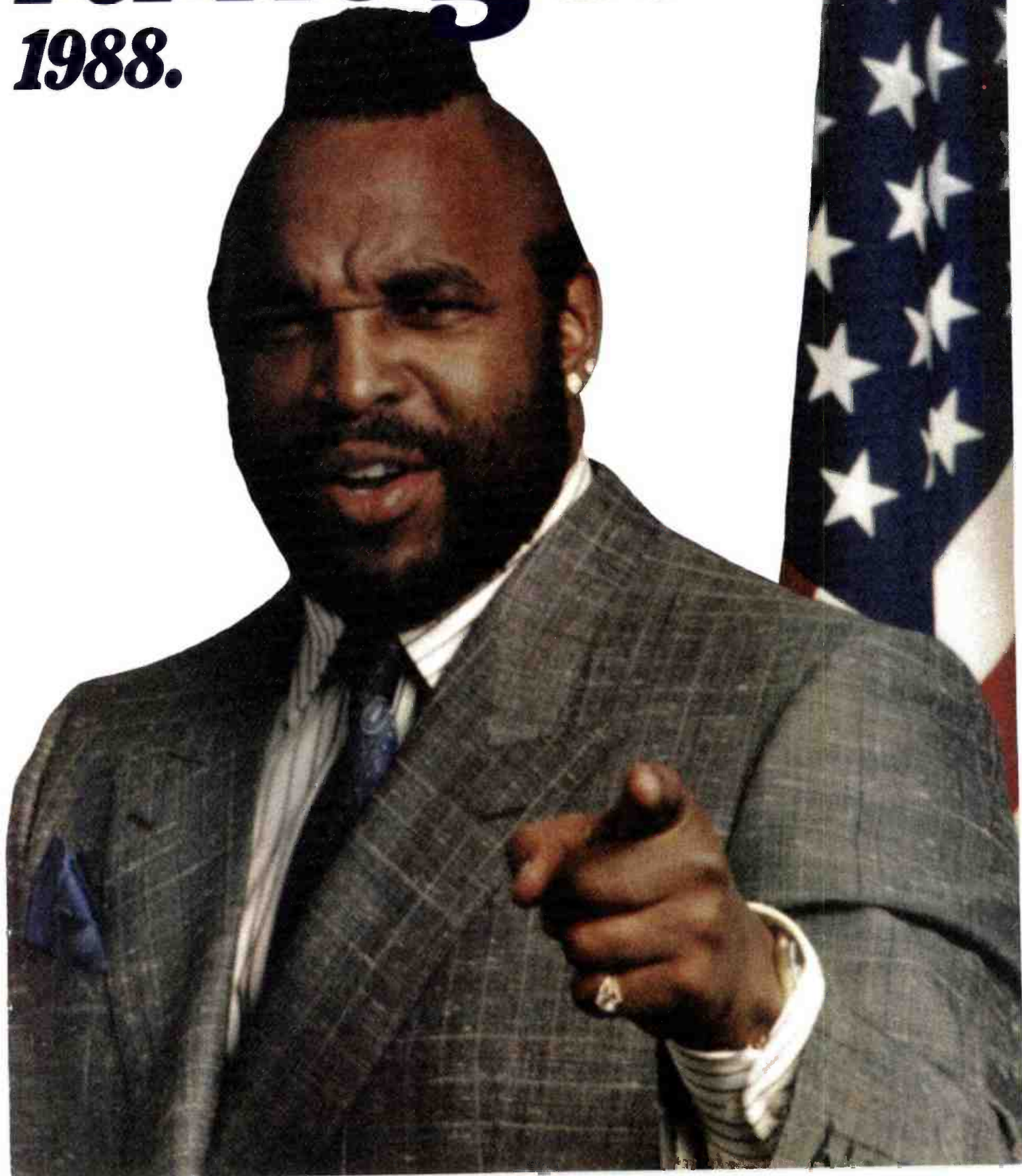
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***1988.***



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"It was a typical day in my newsroom until the sniper report came in. With a group of *our* senior citizens being held hostage a thousand miles away at a Florida resort hotel, we *had* to have coverage, and we needed it *fast*. With an hour and a half to go until news time I couldn't afford to wait. So I picked up the phone and dialed 1-800-922-NEWS. That's the toll free request hotline for The NEWSFEED Network. With NEWSFEED on the job, I knew that I could relax. Sure enough, the video was there on the feed just like I had requested. Our viewers saw pictures of the incident, while folks watching the competition just got a copy story—that's all.

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"I call The NEWSFEED Network because they get me what I want. In fact, last year they handled over 3,000 requests like mine. Whether it's breaking news, a sports interview, file footage or weather video, they *always* come through. The folks at NEWSFEED are an extension of our news team. They're part of our family, because they get us what we need to win! Group W set the standard for satellite news gathering when they started The NEWSFEED Network back in 1981. And they've been innovating ever since.

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Jan. 1, 1986, with per-program agreements in effect for four years, retroactive to Jan. 1, 1987. New agreement raises annual blanket fees by 7.5%.

BMI contract has been "simplified" for blanket licenses, raising annual rates for some stations by 2% to 3%. New blanket licenses are retroactive to Jan. 1, 1987, while new per-program licenses took effect on July 1.

Committee is continuing to solicit funds from industry to pay off remaining legal and administrative debt from contract negotiations.

For television, May 5 trial date set by federal rate court in New York to establish "reasonable" ASCAP fees for blanket and program licenses for TV stations has been pushed back to October. Interim decision was handed down last winter by magistrate in Southern District for New York establishing retroactive ASCAP fees for period from April 1985 through March 31, 1988, of \$60 million (BROADCASTING, March 9). In same ruling, magistrate said music fees should not be based on station percentage-of-revenue because formula is not adequate measure of value of music rights. Ruling is subject to change, pending outcome of rate trial, but sources indicate that BMI and All-Industry Television Station Music License Committee are close to agreement on similar interim operating procedures.

□

**Must carry.** Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. court of appeals in Washington to find FCC's new must-carry rules unconstitutional—violation of cable operators' First Amendment rights—just as it did old rules in summer of 1985. New rules, which are less onerous for operators than were old rules, are product of compromise between cable and broadcasting industries. Not appealing rules was Turner Broadcasting System, whose First Amendment suit was one of two that led to court outlawing old must-carry rules two years ago. In light of limited scope and duration of new rules—they're set to expire after five years—TBS said it was "unnecessary" to pursue a further judicial challenge.

In House, Representative Edward Markey (D-Mass.) has introduced bill to repeal five-year sunset provision of rules that set guidelines for cable carriage of broadcast stations. But at same time measure is on hold. It won't move until Congress deals with fairness doctrine.

□

**People meters.** A.C. Nielsen and AGB Television Research Co. are scheduled to launch people meter TV viewing measurement services in September. First on-line people meter—launched in late April in Denver—was Arbitron and SAMI-Burke's ScanAmerica. Arbitron announced three weeks ago it was postponing national launch of service, previously scheduled for September of 1988, and is buying out SAMI-Burke, Time Inc. subsidiary. Another local service is being launched in New York in September by Seattle-based R.D. Percy & Co., which will monitor both program and commercial ratings.

Nielsen has not signed any broadcast clients exclusively for its people meter service. In fact, both ABC and CBS have formally indicated to Nielsen their intention not to renew three year contracts with the ratings service this September. CBS and NBC claim service's sample base is unreliable and have requested conventional (NTI) ratings service for another season. ABC wants Nielsen to proceed with people meter, but has asked for sampling performance guarantees. Nielsen has agreed and is negotiating

money it will pay networks if it falls short of guarantees.

AGB has about 800 homes in its proposed 2,000 sample base on line (to be expanded to 5,000 by 1988). ■ ScanAmerica has signed one station in Denver market so far: KOVR-TV. All advertising agencies that buy in Denver on Arbitron are being supplied ScanAmerica numbers. ■ Percy now has about 400 homes installed in New York (out of 1,200) and has signed three stations there: WCBS-TV, WNBC-TV and WNYW-TV.

□

**Public broadcasting.** Donald Ledwig was unanimously elected permanent president of Corporation for Public Broadcasting after serving as acting president seven months (BROADCASTING, July 6). Size of CPB board increased to eight with addition of three new members—Archie Purvis, Marshall Turner and Sheila Tate—and return of former chairman, William Lee Hanley (BROADCASTING, June 29). Former board member Harry O'Connor withdrew his nomination for second term (see "In Brief"). Confirmation of Charles Lichenstein for one of two remaining openings has been controversial: Lichenstein has been faulted by noncommercial system for reputedly believing that funding to CPB should be cut, but Senate source expects nomination to go through ("Closed Circuit," June 29).

**Scrambling.** House hearing last week on scrambling (BROADCASTING, July 6) seemed to indicate there is still congressional concern that home satellite marketplace is not working. Many members of House Telecommunications Subcommittee appeared skeptical of conclusions by FCC, NTIA and Justice Department that TVRO marketplace is competitive, particularly when dish industry continues to complain about access to programming and pricing. Bills have been introduced in Senate and House to promote fair marketing of scrambled satellite signals, but prospect for passage seems remote. Senate Communications Subcommittee is convening scrambling hearing July 31.

### Summary of broadcasting as of April 30, 1987

Service	On Air	CP's	Total*
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses

**Space WARC.** U.S. expressed qualified optimism in September 1985, following first session of two-session conference to develop plan for use of space services. However, controversy between developed and developing countries in first session prevented delegates from completing work in orderly way, with result that countries are concerned about planning for second session, in 1988. Under compromise reached, conference focused on fixed satellite services, agreeing that expansion bands associated with 6/4 hz and 14/11-12 bands—where relatively few satellites operate—would be set aside for arc allotment planning. That was intended to meet demands of developing countries for guaranteed access to orbital arc. As for heavily used C- and Ku-bands, session said "multilateral planning method" would be developed for coordinating requirements in them. U.S. had backed such MPM at session, but since has been having second thoughts.

□

**Syndex.** FCC has proposed rulemaking to reinstate rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations. Broadcast industry is chief advocate for return to syndex, along with motion picture community. FCC has extended comment deadline for syndex to July 22, with reply comments due Sept. 8. In compulsory license proceeding, comment deadline has been extended to Aug. 6, with replies due Sept. 21.

□

**TV stereo.** Seven percent of U.S. TV households have stereo receivers, although vast majority of homes are within reach of broadcast stereo station. Some 400 stations will be broadcasting TV stereo by year's end and one source puts number of cable systems carrying broadcast stereo signal at 300. Receiver penetration is expected to increase, with 37% of all TV sets and 22% of all VCR's sold to dealers and distributors this year featuring stereo, according to the Electronic Industries Association.

□

**Unions.** Some 2,800 technicians, newswriters and others struck NBC June 29. Company and National Association of Broadcast Employees and Technicians union failed to reach agreement on new contract after last four-year pact expired three months ago. Dispute centers on network's proposed increase in use of temporary employees and term of new contract. No new talks are scheduled. ■ Directors Guild of America gave Alliance of Motion Picture & Television Producers until 6 p.m. (Pacific time) Friday to respond to union's final counterproposal, which contains new residuals formula. Separate network talks were ongoing midweek. First DGA strike was possible by Sunday (July 12). Producers and directors were scheduled to meet Thursday. Ninety-six percent of guild members authorized union leadership to call strike against producers, with vote 3,294 for and 132 against. Members overrode guild leaders' recommendation for approval of concessionary contract with networks by margin of 602 to 148. ■ Also holding talks last week to settle labor walk-out were five major animation studios and several hundred members of Screen Actors Guild.

Mutual Broadcasting System has agreed to new three-year contract for some 40 American Federation of Television and Radio Artists-represented editors and reporters. Contract includes 3% salary hike for on-air talent and 4% hike for editors.

# Datebook

● Indicates new entry

## This week

**July 12-15**—*New York State Broadcasters Association's* 26th executive conference, including Fred Friendly (Columbia University)/Arthur Miller (Harvard University) Columbia University seminar on "Broadcasting and the Constitution." Sagamore Resort hotel, Lake George, N.Y.

**July 12-16**—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**July 12-17**—*National Association of Broadcasters* management development seminar for radio. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5405.

**July 14**—*Southern California Cable Association* monthly meeting. Pacifica hotel, Los Angeles.

■ **July 14**—*Women in Cable, Washington chapter*, meeting. Topic: "Syndex: Anticonsumer reregulation or proconsumer competition?" National Press Club, Washington. Information: Kathy Murphy, (202) 737-3220.

**July 15**—Deadline for replies to *FCC* proceeding (MM Docket 87-7) proposing relaxation of provisions of broadcast multiple ownership rules. FCC, Washington.

**July 15**—*Arizona Cable Television Association's* public relations training seminar. Gateway Park hotel, Phoenix. Information: (602) 257-9338.

**July 15**—*Satellite Broadcasting and Communications Association* meeting of earth segment group. 501 North Fairfax Street, Alexandria, Va.

**July 15**—Deadline for entries in *American Film Institute's* National Video Festival, to be held Oct. 22-25 in Los Angeles. Information: (213) 856-7787.

**July 15**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon, "10 Surprising Predictions about the Future of Cable TV." Speaker: Robert Weisberg, managing director. The Nostalgia Channel. Copacabana, New York.

■ **July 15**—*American Women in Radio and Television, Atlanta chapter*, meeting. Jimmy Carter Library, Atlanta.

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

**July 16**—*Caucus for Producers, Writers and Directors* third annual general membership meeting, featuring Garth Ancier, senior VP in charge of programming, Fox Broadcasting Co. Chasen's, Los Angeles.

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

**July 16-18**—*National Federation of Local Cable Programmers* 10th annual convention. Chicago Hilton, Chicago. Information: (202) 544-7272.

**July 16-18**—*Montana Cable Television Association* 28th annual meeting. Colonial Inn, Helena, Mont. Information: Tom Glendenning, (406) 586-1837.

**July 17**—Deadline for comments on *FCC* proposal to permit about 1,600 AM daytimers operating on clear and regional channels to operate all night with up to 500 watts (MM Docket 87-131). FCC, Washington.

**July 17**—Deadline for comments on *FCC* inquiry to consider authorizing short-spaced FM stations using directional antenna systems (MM Docket 87-121). FCC, Washington.

**July 17**—Deadline for comments on *FCC* proposal to eliminate Carroll doctrine and UHF impact policy (MM Docket 87-68). FCC, Washington.

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

**July 17-19**—*Oklahoma Association of Broadcasters* annual summer meeting. Lake Murray Lodge, Ardmore, Okla. Information: (405) 528-2475.

## Also in July

**July 20-22**—*New England Cable Television Association* annual convention. Keynote speaker: Former House Speaker Tip O'Neill. Dunfey Hyannis hotel, Hyannis, Mass.

**July 21-23**—*Florida Cable Television Association* annual convention. Bonaventure hotel, Fort Lauderdale, Fla.

**July 21-24**—*National Cable Forum* summer press tour, in conjunction with *Television Critics Association*. Century Plaza, Los Angeles.

**July 21-27**—Classical music recording workshop, sponsored by *National Public Radio*. State University of New York. Fredonia. N.Y. Information: 1-800-235-1212; extension 2734.

**July 22**—Comments due in *FCC* proceeding (Gen. Docket 87-24) considering reinstatement of syndicated exclusivity rules.

**July 22**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon, "New Era in Spanish Language Television." Speaker: Carlos Barba, VP-programing and production, Telemundo Television Group, and president and general manager, WNJU-TV Linden, N.J. Copacabana, New York.

**July 23**—"How to Get on Public Access," drop-in breakfast sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: Fred Ciccone, director of programming, Manhattan Ca-

ble TV. 11 East 61st Street, New York. Information: (212) 765-2450.

**July 23-25**—*Idaho Association of Broadcasters* annual convention. Sun Valley, Idaho.

**July 24-25**—*South Carolina Broadcasters Association* summer convention. Radisson hotel, Myrtle Beach, S.C.

**July 24-28**—*National Federation of Community Broadcasters* public radio training conference. Clarion hotel, Boulder, Colo. Information: (202) 797-8911.

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

**July 26-28**—*California Broadcasters Association* summer convention, celebrating CBAs 40th birthday. Keynote speaker: FCC Chairman Dennis Patrick. Hyatt Regency, Monterey, Calif. Information: (916) 444-2237.

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

**July 28**—Synditel, syndicators' annual press preview of first-run television programming, during *Television Critics Association* Day (see above). Sheraton Redondo Beach, Redondo Beach, Calif. Information: Bill Coveny, (213) 653-3900.

**July 28**—*Satellite Broadcasting and Communications Association* meeting of public affairs working group. San Diego. Information: Christine Gliozzo, (703) 549-6990.

**July 29**—*Virginia Public Radio Association* meeting. Holiday Inn-South, Charlottesville, Va. Information: (703) 568-6221.

**July 29**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon, "How the MPAA and its Allies Are Combatting the Billion Dollar Swindle which Affects Everyone from Executive Producer to Go-Fer to Consumer." Speaker: William Nix, VP-worldwide director, anti-piracy, Motion Picture Association of America. Copacabana, New York. Information: (212) 765-2450.

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

**July 30**—Deadline for entries in *Critics Award* on sexual content in the media, sponsored by *Center for Population Options*. Information: (818) 766-4200.

**July 31**—Comments due on *FCC* proposal (MM Docket 87-154) to eliminate cross-interest policy.

## 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. 2-7**—*Television Bureau of Advertising/All-Harvard Faculty Taught General Sales Management Program*, sponsored by *TVB*. Stouffer's Bedford Glen (Boston), Bedford Glen, Mass. Information: (212) 486-1111.

**Aug. 3**—Deadline for reply comments on *FCC* proposal to permit about 1,600 AM daytimers operating on clear and regional channels to operate all night with up to 500 watts (MM Docket 87-131). FCC, Washington.

**Aug. 3**—Deadline for reply comments on *FCC* inquiry to consider authorizing short-spaced FM stations using directional antenna systems (MM Docket 87-121). FCC, Washington.

**Aug. 3**—Deadline for reply comments on *FCC* proposal to eliminate Carroll doctrine and UHF impact policy (MM Docket 87-68). FCC, Washington.

**Aug. 4-6**—*CBS* press tour, in conjunction with Televi-

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## Major Meetings

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

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

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

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

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

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

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

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

**Dec. 2-4**—Western Cable Show, sponsored by

California Cable Television Association. Anaheim Convention Center, Anaheim, Calif.

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

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

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

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

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

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

**April 9-12, 1988**—National Association of Broadcasters 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las

Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

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

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

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

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

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

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

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

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

sion Critics Association. Sheraton Redondo Beach, Redondo Beach, Calif.

**Aug. 5-7**—Michigan Association of Broadcasters summer meeting. Shanty Creek, Mich.

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

**Aug. 6**—Comments due in FCC proceeding (Gen. Docket 87-25) aimed at building case against cables compulsory copyright license.

■ **Aug. 6-7**—Michigan Cable Television Association annual summer meeting. Boyne Highlands Resort, Harbor Springs, Mich. Information: (517) 351-5800.

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

**Aug. 9-14**—National Association of Broadcasters management development seminar for television. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5366.

**Aug. 12**—Fall program preview for ABC, sponsored by National Academy of Television Arts and Sciences. New York chapter. Host: Stephen Nenko, director, program administration, ABC Entertainment. Magno screening room, 1600 Broadway, New York. Information: (212) 765-2450.

**Aug. 13**—Deadline for reply comments in FCC proceeding (MM 87-9) requiring noncommercial FM stations to provide radio reading services use of subcarrier capacity.

**Aug. 13-14**—Alaska Broadcasters Association annual convention, engineering conference and awards banquet. Hotel Captain Cook, Anchorage. Information: (907) 258-2424.

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

**Aug. 14-15**—Utah Broadcasters Association convention. Prospector Square, Park City, Utah.

**Aug. 15**—Deadline for nominations for Women at Work Broadcast Awards, sponsored by National Commission on Working Women. Information: (202) 737-5764.

■ **Aug. 15**—Deadline for entries in Media Awards, for "accurate, realistic and meaningful" portrayal of critical care nursing, sponsored by American Association of Critical Care Nurses. Information: (213) 385-5271.

**Aug. 16-19**—Cable Television Administration and Marketing Society 14th annual meeting. Fairmont hotel, San Francisco. Information: (202) 371-0800.

**Aug. 18**—CBS fall program preview, sponsored by National Academy of Television Arts and Sciences. New York chapter. CBS, New York. Information: (212) 765-

2450.

**Aug. 18-23**—National Association of Black Journalists 12th annual convention. Theme: "Words, Pictures and Sound: Paving the Road to Parity." Intercontinental hotel, Miami. Information: (703) 648-1270.

**Aug. 19**—Ohio Association of Broadcasters news directors workshop. Holiday Inn, Columbus, Ohio.

■ **Aug. 20**—Reply comments due in FCC proceeding (Docket 86-484) reexamining constitutionality and advisability of its practice of granting preferences to females and minorities in broadcast licensing and its distress sales and tax certificate policies. FCC, Washington.

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

**Aug. 26**—NBC fall program preview, sponsored by National Academy of Television Arts and Sciences. New York chapter. NBC, New York. Information: (212) 765-2450.

**Aug. 26**—Ohio Association of Broadcasters news di-

rectors workshop. Embassy Suites hotel, Columbus, Ohio.

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

**Aug. 31**—Reply comments due on FCC proposal (MM Docket 87-154) to eliminate cross-interest policy.

## September

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

**Sept. 2**—PBS fall program preview, sponsored by National Academy of Television Arts and Sciences. New York chapter. PBS, New York. Information: (212) 765-2450.

**Sept. 4**—Deadline for entries in Midwest Radio Theater Workshop. Information: Julie Youmans, MRTW director. KOPN (FM), 915 East Broadway, Columbia, Mo., 65201.

**Sept. 4**—Ohio Association of Broadcasters small market radio exchange. Westbrook, Mansfield, Ohio.

**Sept. 7-9**—Satellite Broadcasting and Communication Association-Satellite Television Technology International trade show. Opryland hotel, Nashville. Information: Margaret Parone, (703) 549-6990.

■ **Sept. 8**—Deadline for reply comments due in FCC proceeding (Gen. Docket 87-24) considering reinstatement of syndicated exclusivity rules.

**Sept. 9**—Virginia Public Radio Association meeting. James Madison University, Harrisonburg, Va. Information: (703) 568-6221.

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

**Sept. 10-11**—Third annual Rocky Mountain Film & Video Expo. Regency hotel, Denver. Information: (303) 691-4600.

**Sept. 11-13**—Maine Association of Broadcasters annual convention and election of officers. Sugarloaf USA, Kingfield, Maine.

**Sept. 11-13**—Radio Advertising Bureau's Radio Sales University. Portland, Ore. Information: 1-800-232-3131.

**Sept. 12**—39th annual prime time Emmy Awards (non-televized), primarily for creative arts categories, sponsored by Academy of Television Arts and Sciences. Pasadena Civic Auditorium, Pasadena, Calif.

**Sept. 13-15**—Nebraska Association of Broadcasters

## Errata

Due to production error, photo of Greg Batusic, newly appointed executive VP and director of sales, Westwood One/Mutual, was inadvertently switched with photo of Jane Bartsch, VP and general manager, KOMA(AM)-KIMY (FM) Oklahoma City, in July 6 "Fates & Fortunes." Both pictures appear below with correct captions.



Batusic

Bartsch

annual convention. Kearney, Neb.

**Sept. 14**—Ohio Association of Broadcasters small market radio exchange. Holiday Inn, Wapakoneta, Ohio.

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

**Sept. 17-18**—37th annual fall broadcast symposium, sponsored by Institute of Electrical and Electronics Engineers. Washington hotel, Washington. Information: (202) 659-3055.

**Sept. 17-19**—American Women in Radio and Television South Central area conference. Houston.

**Sept. 17-20**—American Women in Radio and Television Western area conference. San Jose, Calif.

**Sept. 18-19**—North Dakota Association of Broadcasters annual convention. Minot, N.D.

**Sept. 18-20**—"Hard Choices: Economics and Social Policy," conference for journalists sponsored by Foundation for American Communications. Stouffer Westchester hotel, White Plains, N.Y. Information: (213) 851-7372.

**Sept. 20**—Telecast of Academy of Television Arts & Sciences' 39th Annual Prime Time Emmy Awards over Fox Broadcasting Co. live from Pasadena (Calif.) Civic Auditorium.

**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. 20-24**—Southern Educational Communications Association conference. Hyatt Regency, Baltimore. Information: Jeanette Cauthen, (803) 799-5517.

**Sept. 21**—Deadline for reply comments in FCC proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license.

**Sept. 21-23**—Fifth annual Great Lakes Cable Expo, sponsored by cable television associations of Illinois, Indiana, Michigan and Ohio. Theme: "Cable Means Business." Keynote speaker: Jim Cownie, co-founder and executive VP, Heritage Communications. Indiana Convention Center, Indianapolis.

**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. 22**—Symposium on reporting health risk information, sponsored by Georgetown University Medical Center Institute for Health Policy Analysis, Schools of Public Health and Journalism at University of North Carolina at Chapel Hill and Duke University Center for Health Policy Research and Education. UNC, Chapel Hill, N.C. Information: (919) 966-4032.

**Sept. 22-24**—Ninth annual Satellite Communications Users Conference. Infomart, Dallas. Information: (303) 220-0600.

**Sept. 22-24**—Wisconsin Broadcasters Association annual sales seminar. Eau Claire-Appleton-Madison, Wis.

**Sept. 23-25**—Oregon Association of Broadcasters annual meeting. Shilo Inn, Lincoln City, Ore.

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

**Sept. 24-26**—International Symposium on Broadcasting Technology, sponsored by Radio and Television Broadcasting Society of Chinese Institute of Electronics and China Institute of Radio and Television. Beijing, China.

**Sept. 25**—Society of Broadcast Engineers Chapter 22, Central New York 15th regional convention. Liverpool, N.Y.

**Sept. 25-27**—Massachusetts Association of Broadcasters annual convention. Brewster, Mass.

**Sept. 27-29**—Microwave Communications Association annual convention. Ramada Renaissance hotel, Washington. Information: (301) 464-8408.

**Sept. 27-29**—Kentucky Cable Television Association annual convention. Radisson hotel, Lexington, Ky.

**Sept. 27-29**—New Jersey Broadcasters Association 41st annual convention. Buck Hill Inn, Buck Hill Falls, Pa.

**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**—National Academy of Cable Programming annual fall forum luncheon. Grand Hyatt hotel, New York. Information: (202) 775-3611.

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

**Sept. 29-Oct. 3**—Fifth Canada-Japan TV executives

"Datebook" continues on page 34.



## Giving credit

EDITOR: Since I was so vocal about it before the fact ("Open Mike," Feb. 23), now that the fairness doctrine codification effort has failed the first skirmish, it would be remiss of me not to express a deep sense of gratitude to those who carried the banner for the industry's timid opposition.

First and foremost, to the President for vetoing this politically self-serving and clearly unconstitutional legislation. Second (and not far behind) to Senator Packwood and Congressman Tauke for their firm, intelligent defense, not of broadcasters or broadcasters' "rights," but of the First Amendment and the rights of all Americans. Next to Bill Paley and Walter Cronkite who put their considerable reputations and influence on the line. We should also be grateful to Patrick D. Maines for his articulate and professional assessment of the fairness doctrine in the June 15 issue of BROADCASTING. Even Ralph Nader should have been able to understand that. And we mustn't forget the Justice Department and that infrequent ally of the broadcast establishment, the American Newspaper Publishers Association. This time around it was they who needed an ally in rallying to our defense, and we failed them. To all of those hardy and courageous senators and congressmen who stood up to the Hollings/Dingell steamroller, thank you one and all. And last, but by no means least, to BROADCASTING magazine for reminding us that selling out the First Amendment in the vain hope of getting an easier renewal ride was an unworthy legacy to leave future generations of broadcasters.

To those who still think the fairness doctrine fosters open and robust debate we should ask, "Then where is it?" We have had the fairness doctrine around for 40 years and

the closest we have come to open and robust debate are the presidential TV debates that began in the 1960's, and each of them has had to have relief from the fairness doctrine before it could take place. I believe the proponents of this measure know that the fairness doctrine has kept the broadcasters largely out of the political process, particularly at the local level, and they are frantic to keep it that way.

To the Phyllis Schlaflys, Norman Lears and Ralph Naders of the world we should simply say: "Ladies and gentleman, we will no longer put you on the air unless you agree to be fair. Please submit, in writing, prior to air time, those opposing voices you intend to bring with you." After all, fair is fair.—Joe Meir, president, Insight Services Inc., Salt Lake City.

## Kudos

EDITOR: The BROADCASTING issue of June 22 was a superb example of why your magazine is so unique and highly regarded. No other publication, week in, week out, covers the news with as much thoroughness and attention to detail as BROADCASTING. Every week, you continue to prove why you are considered "The Book of Record" and deservedly so. Our industry is a better place because of BROADCASTING and your efforts.—Bernie Mann, president, Mann Media, High Point, N.C.

## Compromise

EDITOR: Seems to me broadcasters may find themselves backed into another corner.

By simply "opposing" a return to the so-called three-year-rule, Congress just might look at the question in only black and white

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terms.

I see some benefit to industry stability through longer ownership periods, but three years seem just *too* long.

With negotiations, FCC approval and the like, we already *have* a de facto six months holding time now. I see no particular harm in adding another six months or even a year to that for a total of 12 to 18 months.

It does *not* have to be three years or nothing. How about something in between? — *Bill Sims, majority owner, KMIK(AM)-KLSK(FM) Santa Fe, N.M.*

## Collector's corner

EDITOR: I decided to write this after a long conversation with Mike Dorrough [of Dorrough Electronics, Woodland Hills, Calif.] and subsequent talks with other broadcast equipment collectors confirmed the need. I told Mike about a local station that moved its transmitter site and had an informal agreement to donate much of the old gear to a church in Wisconsin as a tax write-off. There was an old General Radio modulation monitor and a Gates Biamote that I wanted. Unfortunately neither the church nor I got either. In haste they trashed almost all of it because the property was about to change hands. They also had a beautiful old Westinghouse 50HG-2 transmitter that ended up being stripped, the remains going down with the building.

Another problem we encounter is when we see something we would like to buy, all of a sudden the persons we are dealing with get dollar signs in their eyes. Never mind the thing has been in the corner of the basement getting rusty and dusty; they still want some ridiculous price. Worse yet, when we come back several months later and ask if they still have the little whatchit, we find out it got trashed two months before. Does that make sense? Why not settle for a few dollars less for that ancient XYZ whatever instead of having to pay to haul it away?

I have talked to a surprising number of people who have managed to latch onto one or more (usually smaller) broadcast transmitters. But I would like to see the larger ones preserved too, especially since there are very few left. For those of you who still have these ancient behemoths and are planning to retire them in a few years, the time to advertise them is now, and advertise often. It

frequently takes quite a while for a collector or even an interested station to arrange plans for the adoption of one of these old beasts.

I recommend better planning, not being greedy and giving adequate lead-time in the interest of preserving some of the old gear. I would also like to hear from people who are interested in collecting it. With enough volunteers to handle the load, we could even form a club. How does the North American Broadcast Equipment Collectors sound?— *Scott Todd, 2911 Simpson Street, Roseville, Minn.*

## Plea for help

EDITOR: For the past three years our Rotary Club has been involved in a number of projects to help schools and hospitals in and near Cap-Haitien, Haiti.

You probably know Haiti is the poorest country in this hemisphere with a per capita income of only \$77. I recently returned from Cap-Haitien where I took two doctors and an agronomist. We found children dying, largely from a simple lack of education.

They badly need a 5 kw or larger, 120 VAC (60 Hz) automatic electric generator, either gasoline or diesel driven. It's difficult to explain, but this is needed for a children's clinic to pump water and power microscopes and other electronic devices. This clinic has four Catholic nuns who daily treat approximately 180 children of all denominations and is the mainstay of medical laboratory work for the entire area in and near Cap-Haitien.

Also badly needed is a low-power (maximum 250 watts, preferably less) FM broadcast radio transmitter, antenna and studio equipment. Haitians have radios, but they need to be taught to boil their water, cook their vegetables and wash their hands. The University Roi there will operate the station and educate the people to live.

Neither of these items needs to be new, but they should be operative and in reasonably reliable operating condition. These two simple needs could start saving lives immediately.

We are hoping an altruistic reader will make a gift of these items, equipment perhaps going to waste somewhere that could be saving lives right now.—*Thomas F. Korn, Marshfield Rotary Club, Marshfield, Wis.*

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Founder and Editor  
Sol Tishoff (1904-1982)

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A commentary on long-form radio programming from Ron Cutler, Cutler Productions Inc., Los Angeles

## A radio game plan: narrowcasting with special programming

Among this year's popular movies is Woody Allen's "Radio Days," a tribute to and celebration of the early days of radio. Audiences of all ages are delighted by Allen's remembrances of the action, comedy, drama, variety and music that flowed magically from that glowing wooden cabinet.

For the younger viewers, this film may represent their first look at radio as anything other than a constant source of pop tunes. For older generations it is a vivid trip down memory lane, an instant passport back to a time when families gathered around a radio and laughed along with a great comedy team such as Burns and Allen. Or when mothers listened dreamily to soap operas, while children counted the minutes until the cowboy show was on.

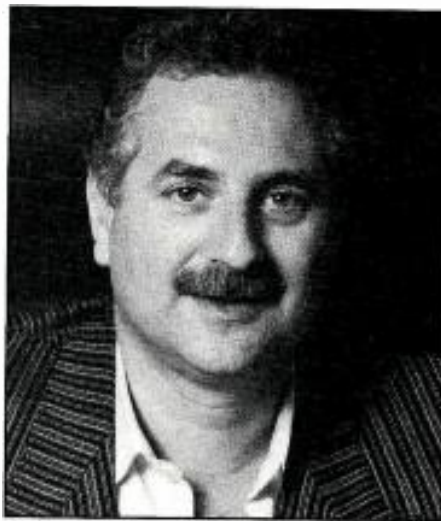
This movie illustrates the important part radio played in an individual's life. Memories of radio personalities and programs, tame and old-fashioned compared to contemporary entertainment fare, bring back to light radio's potential to be more than background music, its potential to be a source of all sorts of entertainment and its ability to seize a loyal audience by its imagination as radio did in the past.

The concept of radio bringing popular entertainment into millions of homes across the country caught on so quickly that in its infancy the medium was already enjoying what we nostalgically refer to as its "Golden Age."

In the 1950's, when television threatened to steal some of its thunder, the emergence of "Top 40" (plus other music-based formats and news, sports and talk formats) guaranteed the success of radio and redefined it as a presenter of new music, not as the varied entertainment medium of the past. Radio station programmers began compiling music playlists—and little else. This was supposed to be the situation for two decades.

Network radio entered a new age in the 1980's sparked by the desire of the radio networks to share in the profits being enjoyed by independent companies. They more or less rediscovered that a wide variety of show formats could equally appeal to listeners, and they learned to become competitive in special programming.

Although most shows currently have a music base, special programming represents an effort to bring a broader range of entertainment to radio. It doesn't have the soap operas, comedies and dramas of the 1930's and 40's. It does have some real personalities: Casey Kasem, Rick Dees, Scott Shannon, to name only three. This is what networks are offering today, and the stations are responding because it gives them an oppor-



Ron Cutler is president of Cutler Productions Inc., Los Angeles, formed in 1983 to produce special programming for network and syndicated radio. He has been involved in radio for 20 years.

tunity to air programs they could not afford to produce on their own.

Special programming isn't simply a three-to-four-hour substitute for the full-time DJ. It is designed to enhance a station's inventory. It's a great image builder and demonstrates to listeners that the affiliate station is more than a continuous jukebox. It's important for stations not to undervalue such shows, which can be used to tremendous advantage by a station or by its competitors.

Most important, special programming boosts cumulative figures. It represents assistance in bridging the gap between the more constant weekly audience and the variable weekend audiences. Second, when properly slotted, these shows can be a real profit center for the station, the keystone in bringing in premium advertisers, especially local businesses (more on this later). Finally, it provides access to top-notch (and very promotable) talent without prohibitive production costs. Imagine being able to boast about your Madonna or Prince interview coming up on the weekend.

Now, a word about advertisers. This "new age" has found radio to be a very explosive area; the growth over the past year alone has been phenomenal. Why? Because, due to the astronomical cost of advertising on television, many advertisers are finding radio—particularly network radio—to be a more efficient, more cost-effective marketing tool. Special programming gives advertisers an environment for their sales message. It's important for an advertiser to identify his target audience and then find the venue that best reaches that audience. The advantages of placing a spot in a special program, rather

than trusting that it will reach the desired audience during a less selective time period, are evident.

An example of how special programming can meet the needs of special audiences is *Musical!*, a show I developed some years ago featuring hits from the stage and screen. Last year *USA Today* did a survey of musical preferences. Of those responding, 17% listed show tunes as a favorite. Since today's radio has developed into a narrowcasting medium (wherein a rating of 7 or 8 can mean a station is a dominant force in the marketplace), that is a substantial audience whose needs are not being addressed by today's conventional radio programming.

Smart station managers present potential advertisers with a total advertising package for specials. It is only with special programming that local advertisers have the opportunity to make a total station buy of a show, the chance to feel that they really "own" something that will enhance their image in the community.

A successful show can be worth \$200,000 to \$300,000 a year in local advertising revenue when properly marketed in a major market, and the potential for profit continues to grow. The more advertisers interested in special programming the more dollars there are to develop new programming. Consequently, special programming will become more important to the networks and their affiliates.

Special programming has become a major part of the network menu, and it will continue to grow and be an important service through the 80's and into the next century. The marketplace is demanding that the producers continue to be creative and continue to expand the types and amounts of available shows.

Quality will be the key here. There will inevitably be a shakedown of the weaker shows, but the good ones will survive. It is up to innovative, creative and quality-conscious producers to satisfy these needs. (After all, it is not easy these days to excite a program director.)

A valuable source of ideas will be the stations themselves. Station managers and program directors know what is happening in their market, how to serve their needs, and how they can showcase special long-form programming to their greatest advantage.

As for the future, I see the networks becoming involved in programming stations on a 24-hour-a-day basis. AM radio in particular needs to develop different formats that are unusual and innovative. With the help of the networks they should be able to accomplish this, and at the same time reduce operating expenses.

Bringing the listeners back to AM radio is one of our goals. It is quite a challenge, but it can and will be met. That's what makes this business exciting.

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# Broadcasting Jul 13

Vol. 113 No. 2

TOP OF THE WEEK



ABC News photo

## Media follow the North star

**Iran/contra hearings become daytime's hot ticket after Lt. Col. Oliver North begins testifying; TV, radio networks, CNN preempt commercials; C-SPAN offers complete coverage later in day**

After a couple of months, the Iran/contra hearings on Capitol Hill had shown signs of fading into the background of American life. But then Marine Lieutenant Colonel Oliver North was the witness and the hearings sprang to life. The man who was said to have been the key to both sides of the story—arms sales to Iran and aid to the contras at a time when Congress had banned it—and who had said he wanted more than anything to tell his story—was getting his chance. For broadcasters providing the coverage—and for the first time in the hearings the three major networks were providing extended gavel-to-gavel coverage—North, the ultimate Marine, did not disappoint. He made for a story journalists and news executives alike described as “fascinating.”

That view was shared by viewers and listeners generally, according to ratings and informal polls. The coverage was expensive, and there was no sign of a let-up in it. The

networks' gavel-to-gavel coverage was to continue through the remainder of North's testimony, expected to be completed today (July 13), and then pick up with former National Security Adviser Rear Admiral John M. Poindexter. As North's superior, he would have had the direct knowledge North lacked of the extent of President Reagan's knowledge, if any, of North's activities. Or, as one observer noted, if there is a “smoking gun,” Poindexter probably knows about it. Then there will be the testimony of the cabinet officers involved, Attorney General Edwin Meese III and Secretary of State George Shultz.

Given that lineup, the networks might have a difficult time justifying, journalistically, breaking away from gavel-to-gavel coverage for weeks ahead. “As the hearings go on they take on sufficient significance that it's essential that they be covered by someone,” as one news executive put it. But it is evident the networks are not unconcerned about the costs involved. As a result, some are recalling the technique the networks employed in a similar situation, during the Watergate hearings in 1973: rotational coverage. ABC, CBS and NBC took turns

providing gavel-to-gavel coverage on a daily basis (BROADCASTING, May 28, 1973). When asked about the possibility of such an arrangement, David Burke, executive vice president of ABC News, said: “Everyone is thinking about it, but there are no plans for it now.”

Of course, the viewers are not dependent entirely on ABC, CBS and NBC for coverage of the hearings. Cable News Network has been covering them virtually gavel-to-gavel from the day retired Major General Richard Secord was sworn in as the first witness, in the historic Caucus Room of the Russell Senate Office Building, on May 5. (One break occurred when CNN covered a PTL press conference featuring the Rev. Jerry Falwell.) The *MacNeil/Lehrer NewsHour* organization was covering the North testimony live on PBS and making it available to 313 public television stations; a large percentage of those, at least in the major markets, are said to be carrying the coverage live, others on a delayed basis. C-SPAN, which according to its chairman, Brian Lamb, has covered “every minute” of the hearings since they began, was present also. However, unlike the other gavel-to-gavel

coverage last week, C-SPAN aired its Iran-contra hearings coverage in full every evening at 8 p.m., as it has since the hearings began. During the day, C-SPAN aired coverage of other live hearings going on in Washington throughout the day.

Then, too, there is a horde of independent radio and television networks and services. Their correspondents and technicians can be seen lining the halls outside the hearing room monitoring the radio and television feeds from the hearing. They range from Conus and Gannett and the U.S. Information Agency to the Pacifica Foundation. On Tuesday, the Senate radio-TV gallery superintendent counted 28 television and 13 radio organizations.

To CNN's executive vice president, Ed Turner, the hearings are making employment at an all-news network—"which cannot only carry the hearings, but also create each day the sidebar material to give color and tone to the story"—particularly "gratifying. With few exceptions, this is the story that's on the minds of most Americans when they think about news," he said. Turner also said that interest is shared "to no small extent" by people around the world, and credited that to CNN, which he noted has a "global audience." He said CNN has received telegrams and calls from English-speaking viewers from around the world expressing appreciation for the coverage. It is, he said, "a grand business to be in at this time."

That is a feeling expressed at all the networks. Larry Grossman, president of NBC News, called North's testimony "fascinating." North is, said Grossman, "awesome." But he also noted that the outside observers whom NBC, like the other networks, is plugging into the coverage provide balance and insights. Larry Speakes, the former White House press spokesman, for instance, said he would discount half of North's testimony.

ABC's Burke, like Grossman, found the North testimony impressive. He also observed that the hearing is providing viewers with a look into the foreign policy "mindsets" of Congress and the executive branch. "It's damn educational—and interesting—to see the interplay of the talents involved, and to see a live event of real importance played out before your eyes." The drama of the proceeding is also, inevitably, causing people to choose sides. "They are not always making their choice on the basis of sub-



NBC's Tom Brokaw

stance," Burke said, "but of personalities."

CBS News President Howard Stringer made the news executives' view of North as a witness unanimous. "I think it would have been very easy to underestimate the power of North's testimony," he said. "Forgetting the details of wrongdoing, or the facts as they are evolving, North has turned out to be a very, very powerful witness. He is articulate, he is precise, he doesn't stumble. He's very direct, uses language of ordinary Americans, and he's turned into a very effective communicator." Stringer added: "It would be hard to imagine a jury convicting him of a parking ticket violation now, much less anything else."

Of the three commercial broadcast networks, only CBS News's Dan Rather—whose evening news show is struggling to regain first place in the ratings contest—anchored the proceedings from Washington. Rather did so from a roof-top booth at the Amtrak office building "just a stone's throw from the Capitol itself," said Stringer, who was in Washington last week for the coverage. What was the advantage? Stringer said that "clearly you can do some things electronically; you can interview people down here electronically." But what you can't get, he said, is "the feel and the tone and the texture that you get from talking to the participants, the observers, both before and after the interviews." You don't get "the corridor talk, you don't get the studio talk, with all the people that parade through to talk to Dan on both the late-night specials [CBS is



CBS's Dan Rather

doing] as well as the evening news as well as everything else."

He added that "the distance prevents you from really feeling the excitement and the heat of the event." Rather's presence in Washington, Stringer said, "gets him into the story" and gives him access "to the people and the players. And since the nature of the coverage forces him to be, from time to time, a running commentator, as well as providing an overview, . . . that personal insight is very valuable."

With the Capitol as a backdrop for CBS's reports, it only added to what some referred to last week as the "high drama" taking place in the Senate Caucus Room—and on America's television screens. Wrote Brian Donlon in *USA Today*: "What was once billed as 'Ollie's Follies' has become a surprise hit on daytime TV." And as the *Washington Post*'s Tom Shales said: "As carried by all three major networks, public TV and CNN, the day-long show proved again that Washington can still outdo Hollywood in the production of high-yield dramatic blockbusters."

Evidence that the coverage is enabling the public to witness extraordinary testimony was plentiful during North's appearance. There was, for instance, his recollection that he had told the late director of the Central Intelligence Agency that he, North, was prepared to be the "fall guy" in the event the Iran/contra scheme unraveled—and Casey's reported reply, no, North was not high enough in the pecking order. Poindexter would have to assume the role. It is not often that backstairs scheming of that kind is reported by one of the participants on national radio and television. Then, too, there was North's testimony that he was shredding files in his office in the old Executive Office Building while Justice Department lawyers assigned to the case were 10 feet away reviewing other files. All that live, on national radio and television.

And as Burke suggested the viewers and listeners are choosing sides. Judging by the mail pouring into the offices of the Select House and Senate Committees conducting the hearings, the sentiment is with North, the plain-talking Marine who seems incapable of dissembling. On Tuesday alone, CNN received a total of 269 calls in its Atlanta and New York offices regarding the hearings, 195 of them counted as "pro-North." CNN's Turner also reported that the network received a number of calls from viewers asking where they might send money in North's behalf. Turner said those callers were being

## North cites CBS story

During his testimony last week, Oliver North said that he had tried to squelch a CBS News story about a terrorist threat against him made by Abu Nidal, but "CBS ran the film anyway," North said. A CBS News spokesman said the news division had traced the reference to an April 29, 1986, story by correspondent Doug Tunnell that ran on *The CBS Evening News with Dan Rather*. According to the spokesman, Tunnell's report said that in connection with the bombing of Libya, Abu Nidal's group had targeted North, Major General John Singlaub and the Heritage Foundation, a Washington-based think tank, for reprisal. The CBS spokesman said that the other networks also carried the story, but North mentioned only CBS during his testimony.



referred to the Washington office of North's attorney.

The commercial broadcast networks are losing advertising revenues by providing uninterrupted coverage of North's testimony. CBS and NBC have lost about \$1 million a day, spokesmen for those networks said; ABC has lost between \$800,000 and \$900,000 a day, a spokesman said, and a CNN spokesperson said it has lost about \$500,000 in ad revenue since it began its coverage of the Iran-contra hearings in May.

And as is now customary, the networks received hundreds of calls from viewers complaining about the loss of their soap operas. But the ratings indicate that, on balance, the viewers are more than satisfied with the material being provided in their place—at least at two of the networks, CBS and ABC. According to ABC research, 15-market overnight ratings for Tuesday's North coverage showed ABC with a 6.2/22; NBC with a 4.5/15, and CBS with a 4.0/13 average for the day (9 a.m.-noon and 2-5 p.m.). On Wednesday, ABC research showed ABC with a 5.9/20, NBC a 4.3/14 and CBS a 4.0/13. Thursday's overnight ratings showed ABC with a 6.3/21, CBS with a 4.1/14 and NBC with a 4.6/16. Comparing the Tuesday through Thursday's ratings average for coverage of the hearings to a four-week average of broadcast network daytime programming (the same time schedules), NBC research showed NBC ratings up 15%; CBS up 3% and ABC down 8%.

According to a CNN spokeswoman, Tuesday's ratings, the first day of North's testimony, showed CNN with a 3.2/9.4 (1.3 million households), which she said was the highest ratings so far for CNN's coverage of the hearings, up 220% from "a regular day" in April, before the hearings began. (Prior to North's testimony, on June 8, Fawn Hall's two-hour appearance drew a 3.1/8.9 (1,286,000 households). Last Wednesday, CNN received a 2.2/6.6, although down from Tuesday's ratings, Wednesday's ratings were still 100% above CNN's ratings for April and 30% above the average for the hearings, a CNN spokeswoman said.

Asked whether the broadcast networks' coverage had cut into CNN's ratings, Turner said, "sure, the 'part-time' people—sure it cuts in because when you have four or five networks—depending on what the PBS coverage is—sure it's going to cut in. But that's life," he said.

□

The networks are not limiting their coverage to the hearings themselves, which run from 9 a.m. to 12 noon and from 2 p.m. to 5 p.m. CBS aired half-hour nightly specials last week at 11:30 p.m.-midnight, providing highlights, summary and analysis of the day's hearings. ABC's *Nightline* devoted most of its programming last week to the hearings as well. NBC did a seven-minute wrap-up at 9 p.m. on Tuesday evening, and PBS's *MacNeill/Lehrer NewsHour* has devoted most of its evening program to summarizing the day's events, with interviews and excerpts from the hearings.

□

Most radio networks made North's entire ap-

pearance at the Iran/contra congressional hearings available to affiliates (many of which carried the feeds in their entirety) on their special events satellite channels in addition to carrying live updates each day. The networks also opened many of their hourly newscasts live from Capitol Hill. And that same broadcast agenda for many networks will apply to this week's scheduled appearance of Admiral John Poindexter before the joint select congressional committee.

ABC Radio offered its affiliates continuous coverage of North's testimony, anchored primarily by ABC News correspondent Vic Ratner. ABC also presented live two-and-a-half-minute updates on North during morning and afternoon drive as well as one-minute reports at 28 minutes past the hour from 10:28 a.m. to 5:28 p.m. NYT, anchored by ABC News Correspondent Bob Walker, for its six networks.

The CBS Radio Network had gavel-to-gavel coverage anchored by CBS News correspondent Bill Lynch and aired 90-second special reports from 10:31 a.m. to 4:31 p.m. NYT each day as well as a five-minute wrap-up each evening at 6:31 p.m. NYT.

Mutual Broadcasting System also offered



Major general Richard Secord

live continuous coverage of North with Mutual correspondents Al Freeman and Dan Scanlan at the helm. But the network had no additional reports aside from its regularly-scheduled newscasts and news feeds.

The NBC Radio Network, in response to requests from its affiliates, fed continuous unanchored North coverage that stations could use as they wanted, said Jim Farley, NBC Radio vice president of news. It also fed 90-second special reports at 20 minutes past the hour, anchored by NBC correspondents Russ Ward and Bill Groody.

Associated Press Network News, which utilizes one main satellite channel for its news and features (AP is slated to go to two channels later this year), offered the first hour of North's testimony live last Tuesday (July 7) as well as part of his "opening statement" on Thursday morning. Like NBC, AP transmitted live updates at 20 minutes past each hour—two minutes long—throughout North's testimony, with AP correspondents Louise Schiavone and Mary Belton.

At UPI Radio Network, which also uses one channel, the first 45 minutes of North's opening appearance was aired along with North's entire statement. UPI Radio continues to feed live 45-second Contra hearing

updates at 55 minutes past the hour "every hour the hearings are in progress," said Mike Freedman, director of the network. The updates are anchored by UPI correspondent Pye Chamberlayne.

The United Stations Radio Networks had continuous unanchored coverage and carried 45-second hourly updates throughout the testimony, primarily anchored by United Stations correspondent John Bisney. As an added attraction, the United Stations last Thursday began transmitting printed news-feed "billboards"—computerized previews of audio news material about to be fed.

CNN Radio maintained its regular schedule of short updates at 5:25 p.m. and 6:25 p.m. NYT, which it has aired each day of the hearings.

National Public Radio is continuing gavel-to-gavel coverage and nightly 30-minute special reports on the days of the hearings. The reports are fed at 6:30 p.m. following *All Things Considered*, but may be aired by stations at any time.

The networks' continuous carriage of North was not in vain as several major-market stations, including WCBS(AM) New York, KRLD(AM) Dallas, KGO(AM) San Francisco, WMAL(AM) Washington and KSL(AM) Salt



Fawn Hall on CNN

Lake City, carried virtually all of North's testimony.

The broad appeal of North's testimony on the Iran-contra affair on radio was evident at adult contemporary KSL, when, according to its news director, Doug Miller, the station received a "substantial number" of phone calls from listeners complaining about North's testimony being interrupted at noon (mountain time) last Tuesday when KSL opted to air its one-hour, midday news block.

"This is a breaking story. We did not want to report on it afterwards," said Bruce Kamen, news director for KGO(AM), which aired the hearings live in its morning drive-time slot of 6-9 a.m., usually the most lucrative for advertising. "A considerable amount of sales revenue was given up," Kamen said. "The call we made was to inform the public."

All-news WTOP(AM) Washington has been broadcasting the entire Iran-contra hearing proceedings since late last year when the Senate Foreign Affairs Committee first convened on the subject (BROADCASTING, Dec. 15, 1986.) "We made a decision early on not to decide what [portion of the Iran-contra hearings] would be interesting and what would be boring," said Holland Cooke, the station's operations manager. Cooke said

WTOP uses a "special raw feed" patched through CBS News headquarters in Washington, which is anchored by the station's own Capitol Hill correspondent, Dave McConnell.

Cooke also said that WTOP's average commercial spot load during the hearings has dropped from 18 minutes per hour to four-to-six minutes. Some inventory and make-goods, said Cooke, are being "juggled" and placed in other time slots and during the midday break (roughly noon to 2 p.m. NYT). "I don't have a hard figure on how much more business we could air if we weren't covering the hearings," he said.

□

One question frequently asked in connection with the hearings is how they compare with those of Watergate, the last time the nation's news media covered a convulsion in the manner in which America is governed. The answer is usually that the two events are different. One involved a criminal activity—a break-in—that eventually led to the resignation of a President found to have engaged in a cover-up. The present one involves a contest between an executive branch that seems to have circumvented the law to carry out initiatives in violation of its own and congressional policies, a much more abstract issue. But the events are similar in one respect. The American people are sharing the experience through radio and television. □

## Upfront market continues to look strong

**Observers on both sides of business think it could be a record, but wonder whether scatter market is being hurt**

As one executive involved last week described the emerging upfront market, in network television advertising, "the battle is joined, and it is hot and heavy." Exactly how much business the networks and clients did last week was unclear, but indications are that when the upfront market has played out, within the next week or two, it may surpass

last year's \$2.6-billion mark. There is a range of opinion, however, and some network and agency executives see upfront topping out a little short of last year's mark, while more optimistic executives, on both sides of the business, suggest that sales could reach a record \$3 billion.

If that level is reached, it will be accomplished at the expense of the scatter market, as reports came in last week that many advertisers were using money budgeted for scatter to bolster their upfront buys to insure they get all the time periods, dayparts and programs they want. The concern is that with the elections and Olympics tightening scatter inventories, choice positions may be scarce later on, making this the time to buy.

If that scenario plays out, there are several schools of thought on how the scatter market will take shape. Some believe demand in scatter will ease considerably because many advertisers will have spent dollars initially allocated for the later market in the upfront with little or nothing left. But others believe there will be enough demand later in the year to keep the scatter market robust.

Media buyer Paul Schulman said last week he believes the shape of the scatter market will in large part depend on the ratings coming out of the people meter systems to be used as the new measurement standard next season. "It depends on the ratings," he said. "If they turn out to be good [advertisers will] have reached their goals, but if they are not up to snuff, they will have to dig deeper to meet rating requirements."

At the end of last week, network sources confirmed that NBC and ABC had each written approximately \$700 million in business, with CBS reportedly behind that pace, perhaps by design, to get a better handle on market pricing. Upfront budget plans drawn up by network advertisers indicate an overall demand of more than \$3 billion. It remains to be seen, however, whether the networks will be willing to let advertisers place all of it in the upfront, or hold back some, in an effort to help bring about a strong scatter market. As one network source put it, "There is plenty of money out there looking for a place to go."

Both network and agency executives were reluctant to provide much detail about increases in unit rates or cost-per-thousand rates. Such increases vary from deal to deal, executives caution. But the indications were that NBC, the number-one network in delivery of households and all key demographics

in prime time, was achieving an average hike of between 12% and 15% in unit rates and more than 20% in C-P-M gains. The latter is a reflection of lower people meter ratings for network programs to date. CBS-TV sales vice president Jerome Dominus declined to specify what kinds of increases the network was getting for its time except to say the gains were "modest" on a unit rate basis, with somewhat larger gains on a C-P-M basis, the latter, as with NBC, a reflection of significant declines in CBS-TV ratings by Nielsen's people meter standard.

As to the issue of guarantees, both agencies and networks reported that compromises are being reached in many cases. Without a history of past performance based on people meters, and thus a much higher degree of uncertainty, the networks have complained that it is difficult to provide firm guarantees. In some cases, sources said, advertisers have agreed to a "cushion" or guarantee range, where, for example, the rating floor for a program might be set at 15, but a make-good situation might not take effect unless the program drops to a 13.5. In other cases, the parties have simply agreed to assess rating performance at the end of the season and find a resolution at that time.

"We're getting out of the hard guarantee business," said CBS's Dominus. According to Robert Daubenspeck, senior vice president, national broadcast, Foote, Cone & Belding, guarantees have become another negotiable point in each deal. Advertisers insisting on a firm deal are paying a premium that clients who remain flexible do not pay. "In some cases I was willing to go without [a guarantee] because it was worth the gamble" in the form of more favorable rates, he said. □

## Media Central files for bankruptcy

**Group TV owner runs eight stations principally in smaller markets**

Family owned group broadcaster Media Central Inc. and its eight independent UHF television stations have filed for reorganization under Chapter 11 of the U.S. bankruptcy law.

The Chattanooga-based company, managed and operated by Morton Kent and two sons, Donald and Stephen (a third also holds some ownership interest), listed total company assets of \$67.36 million in an initial July 2 filing. Liabilities totalled \$91.58 million, including \$55.91 million in unsecured debt. Some of the figures for the stations and corporation may include some duplication, according to the company.

More detailed information on the Kent family holdings will be filed next Friday with the U.S. Bankruptcy Court for the eastern district of Tennessee, pending any extension. The company's major creditors are believed to be First American Bank and C&S Bank, together owed some \$14.5 million.

## Meredith buys MMT Sales for \$40 million

Meredith Corp., Des Moines, Iowa, owner of seven TV's and a number of magazines, including *Good Housekeeping*, signed an agreement in principle last week to purchase the rep firm, MMT Sales Inc., in a deal worth \$40 million. MMT had been on the block for roughly a year, during which Chris-Craft/United and Gillett Broadcasting had shown an interest in the company. MMT was created in 1972 by Gary Scollard, chairman and chief executive officer, with a loan from Meredith, which then owned five stations. MMT has been Meredith's rep since it was formed. Scollard said that Meredith's acquisition creates "synergism of ownership" that will give MMT new opportunities for growth. According to Scollard, MMT had billings of \$450 million in 1986, and is predicted to have billings of \$550 million in 1987, on which it expects to gross \$44 million.

Some \$32 million is also reportedly owed in unpaid program contracts.

The family's stations are KZKC(TV) Kansas City, Mo.; WOAC(TV) Canton, Ohio; WKCH-TV Knoxville, Tenn.; KBSI(TV) Cape Girardeau, Mo.; WDBD(TV) Jackson Miss.; WZDX(TV) Huntsville, Ala.; WXTX(TV) Columbus, Ga., and KHAI-TV Honolulu.

Two of the bankruptcy filings were entered involuntarily without the agreement of other general partners at the stations: H. Bernard Dixon of Cleveland, Tenn., at WDBD, and David R. Vaughan of Atlanta at WOAC. Dixon could not be reached last week and Vaughan did not return a phone call.

Several key company officials have left the firm in recent weeks. Among those departed were Dan Sullivan, executive vice president in charge of day-to-day station operations; Art Hook, head of programming; Tom Bumbera director of creative services, and station general managers at Huntsville and Knoxville.

The bankruptcy filing also follows by three months a \$20-million lawsuit filed against Media Central by the investment firm Donatelli & Klein, which was rebuffed in an attempt to purchase the broadcaster for approximately \$22.5 million earlier this year.

D&K, a Bethesda, Md.-based investment firm which owns a part interest in Chattanooga's WDSI-TV, charged in the suit that Media Central used the presence of an apparent purchaser, D&K, to hold off its creditors.

According to the suit, which also charges breach of contract and fraud, Media Central's Morton Kent contacted D&K to offer Media Central and its holdings for sale last October. Following a series of meetings and subsequent negotiations, D&K sent Media Central a letter of its intent to buy the company and its broadcast interests for \$22.5 million, plus the assumption of as much as \$61 million in debts and contract liabilities. The suit claims that Kent said ratification of the agreement by Media Central's board was "a mere formality," prompting D&K last January to begin financial preparations to close the acquisition.

The deal apparently fell through in March, when Kent wrote D&K to deny any agreement existed and to withdraw the letter of intent, saying "a mutually acceptable agreement" could not be reached. Kent also wrote: "Media Central was not able to manage its creditors and lenders for a sufficient period of time to close the transaction along the terms demanded by D&K."

The D&K suit seeks compensatory damages of \$10 million, plus punitive damages of \$10 million. A counterclaim was filed in May by Media Central denying most of the charges and seeking compensatory and punitive damages of \$1 million.

Both legal actions are stayed by the Chapter 11 filing, although a D&K attorney said his company has the option to present the claim to the bankruptcy court or ask the court to lift the automatic stay and allow the suit to proceed.

According to Media Central's Don Kent, the company built all the stations, each of them on the upper portion of the UHF band, putting the first on the air in early 1982 and

another five in 1983 alone. In early 1985, the group reached an agreement to sell the Canton station to Discovery Broadcasting of Ohio for \$5.8 million in cash, but the deal was never completed.

Kent declined to discuss the company's profitability, but told BROADCASTING "the

estimated value of assets on an ongoing basis substantially exceeds the amount of related debt."

The company must submit a reorganization plan for the approval of creditors and the bankruptcy court within 120 days from the original bankruptcy filing.

## Swift to push renewal reform bill

**Representative will proceed even if agreement with broadcasters is impossible; talks with Tauke continue**

With or without broadcaster support, Representative Al Swift (D-Wash.) intends to introduce a comparative renewal reform bill. Swift told BROADCASTING last week that he would prefer to have the industry back the measure which would establish a two-step license renewal process in exchange for reaffirmation of the public interest standard, but that regardless of what the industry does, he will "vigorously" seek passage.

Swift has been working with public interest groups and the National Association of Broadcasters on a renewal package since last spring. But last month, the NAB's joint board of directors, upon examining Swift's draft bill, found it could not endorse it and instructed the NAB staff to come back with a more acceptable package (BROADCASTING, June 29). NAB insiders, however, say the association has abandoned hope of obtaining from this Congress the comparative renewal reform that they originally hoped for.

Among some of the Swift provisions to which broadcasters object (BROADCASTING, June 22) are its record-keeping requirements. The bill would require stations to maintain a record of all broadcast material "responsive to the renewal standard." Stations challenged on renewal could not rely on material outside that record. The overall premise of the measure also worries broadcasters. The NAB directors oppose conditioning renewal on whether a station has provided "meritorious service." Some directors feel the bill's language would result in a quantified system of FCC content regulation, requiring stations to present specific percentages of specific program types within their schedules.

At this stage, Swift said he was still conferring with Representative Tom Tauke (Iowa) on the draft bill. Tauke is the sponsor of another renewal measure that NAB has endorsed, and the two lawmakers are attempting to iron out their differences. They were slated to meet last Friday and today to determine, Swift said, "if there is a way to come up with a bill that will adequately serve the public interest and satisfy the [NAB] board."

He said he had been waiting for Tauke to offer changes in the draft. The Iowa Republican, Swift said, is chiefly concerned that the bill could lead to quantification. "I have no desire to quantify," Swift said. "I clearly want the FCC to have the authority to enforce a standard for service. I don't want the language to be so broadly interpreted to take



Swift

that authority away from the FCC." He said he and Tauke agree on policy, but putting that in language, he said, is another problem.

Another worry of the NAB board is the potential of the renewal bill to become a vehicle for other communications legislation. Swift thinks that if the industry does not support his bill, the measure is certain to be loaded with collateral regulations. "If the NAB is not a player, they have no right to dictate limits," he said. "The best defense is to put something in the bill [such as equal employment opportunities and reinstatement of the FCC's three-year antitrafficking rule] to keep it from becoming a flat car."

Swift doesn't think the NAB board comprehends the legislative process: "I think the problem is they don't understand the ins and outs of how you get things done in D.C. It's not like how you get things done in the Kiwanis Club."

In an article in the Washington-based *National Journal*, NAB was listed as "among the worst" trade associations when it comes to lobbying clout (BROADCASTING, July 6). The article, which was based on reports from lobbyists, congressional staff members and other trade group officials, laid some of the blame on the association's board for not giving NAB staff enough leeway to negotiate. Swift agreed with the *Journal's* assessment. "They haven't been able to pass anything in ages because they can't agree among themselves," said Swift. "NAB's is staff not the problem—they have excellent staff—it's the board."

Swift admitted the chances of his legislation passing are not good without NAB support. "I wouldn't bet the ranch... but I am not going to kill my own baby."

"What we have put together is modest and compensatory," Swift said. "You have to have some EEO and the three-year rule at least as leverage to keep from adding all the

other stuff. Legislation involves some compromise. If NAB really wants reform, then they need to be very serious about how they accomplish that in the legislative process."

How long, he asked, has Congress heard how important it is to get rid of comparative renewal? "Maybe it's not that important to

them. It's their policy call. Essentially, what they'll have to decide is whether they really want to do something about comparative renewal. "This is the best they [broadcasters] can get. We're in a wind-down from the Reagan era. If they say the price is too high, I suspect the price is only going to go up." □

Group show revenues up 15%, to \$782.5 million, with profits of \$98.6 million, up 33%.

The company said its magazine group had revenues of \$20.8 million in the second quarter, up several fold from a year ago when revenues were \$6.4 million. Profits in the same period were also up several fold, to \$6.1 million from \$1.3 million. CBS said the gains in that case were due to lower amortization charges associated with the 1985 acquisition of the Ziff-Davis consumer magazines, "as well as cost curtailment measures." Six-month results for the magazine group show revenues totalling \$198.5 million, up 3%, with income of \$9 million, compared to \$1.8 million in the period a year ago.

General Electric Corp. also released second-quarter earnings last week, but disclosed little about the performance of subsidiary NBC, which it acquired a year ago with its purchase of RCA. GE's revenues for the quarter were up 23%, to \$9.56 billion, with profits for the period totalling \$720 million, up 16%. The only mention of NBC in the released earnings statement was that the company had "good year-to-year quarterly revenue and operating profit increases." Capital Cities/ABC Inc. is expected to release its second-quarter results within the next two or three weeks. □

## CBS profits drop in second quarter

**Company said loss stems from accounting of KMOX-TV sale; GE reports profit, revenue increase**

CBS income from continuing operations was down 20% in the second quarter of 1987, to \$92.1 million, the company reported last week. Revenues were up 3% for the quarter, to \$1,205,000,000. CBS attributed much of the income decline to a net \$20.9 million in "unusual item" income for the second quarter of 1986, the result of the sale of KMOX-TV St. Louis to Viacom International. CBS received \$122.5 million for the station, but much of that was offset by write-downs of National Football League and feature film program rights, the company said. Net income for the second quarter was down 14% to \$92.1 million, the same figure as income because there were no discontinued operations or extraordinary expenses, gains or losses.

For the first six months of the year, income from continuing operations totalled \$138.7 million, up 2%, on revenues of \$2.333 billion, up 6%. Net income for the same period was up 14% to \$140.8 million.

CBS/Broadcast Group second-quarter revenue was down 3%, to \$715 million, while profits for the group were off more than \$50 million, or about 26%, to \$145.6 million. In addition to the extraordinary KMOX-TV sale, which was credited to the Broadcast Group's income last year, CBS Chairman Laurence Tisch noted the continuing "economic environment of intensified competition for advertising dollars and share of audience." For the first six months of the year, Broadcast Group revenues were flat at \$1.4 billion, but profits were down 30% to \$167.5 million.

Despite the paper losses in the Broadcast Group's second quarter, analysts are not unimpressed with CBS's performance and financial position compared to a year ago. "Their financial health looks good," said John Reidy, vice president and media analyst for Drexel Burnham Lambert. Reidy praised the company's ability to reduce both interest expense and general corporate expenses over the past year. For example, CBS has reduced its interest expense for the first half of 1987 by almost \$37 million, compared to the same period last year, to \$16 million. General corporate expenses for the first half of this year were also down appreciably, by \$6.3 million to \$20.2 million.

As for the Broadcast Group outlook, Reidy noted that when the KMOX-TV sale is discounted from last year's results, the adjusted drop in earnings for the second quarter of 1987 is about 12.5%. "That's quite impressive to hold it to that level when rev-

enues are down 3% in a highly leveraged business," he said. Breakouts for the television network were not disclosed, but Reidy estimates that CBS-TV's revenues in the second quarter were down perhaps 4% and profits were probably down farther than the adjusted 12.5% for the group as a whole.

The CBS/Records Group revenues were reported by the company to have risen 14% in the second quarter to \$369.6 million, with profits totalling \$30.7 million, up a record 40%. The gains were attributed to the absence of any "unusual item" charges against earnings, such as the \$7.3 million taken a year ago to reflect changes in manufacturing facilities. Record sales within the group's international division were also boosted by the relatively weak position of the dollar, CBS said. Six-months results for the Record

## Remote sensing satellite rules OK'd

**OMB approves Commerce regulations; media organizations, led by RTNDA, feel restrictions are too vague**

The Office of Management and Budget was about four months late last week when it finally cleared the Commerce Department's rules governing the licensing of remote-sensing space systems. But the delay, in the view of news media interests principally concerned, did not improve the rules substantially. The media types still feel the rules—originally issued for comment in March 1984—would handicap their use of remote-sensing satellites.

The media organizations, with the Radio-Television News Directors Association in the lead, are particularly concerned about provisions authorizing the National Oceanic and Atmospheric Administration—the Commerce Department agency that will administer the rules adopted under the Land-Remote Sensing Commercialization Act of 1984—to deny or condition licenses on the basis of "national security" and "international obligations." The media groups wanted a clear definition of those terms—declaring them unconstitutionally vague—but did not get it.

NOAA accompanied the rules with a discussion that was designed to ease the media's concerns. "Nothing in these regulations is intended to place any limits on access to images that would not be placed on such access here on earth," said NOAA. "No provision in these rules, or any action implementing the Land-Remote Sensing Commercialization Act of 1984, is intended to detract in any way from the First Amend-

ment rights of any person including any organization which engages in news gathering and dissemination." It also said that national security, foreign policy and international considerations would not be invoked "unless the remedy is necessary and effective under existing judicial standards."

But that was not good enough for the media group that has been fencing with NOAA on the issue, the National Association of Broadcasters, American Society of Newspaper Editors, NBC, Society of Professional Journalists, Sigma Delta Chi, Turner Broadcasting Co., the American Newspaper Publishers Association, and the Reporters Committee for Freedom of the Press, as well as RTNDA. Ernie Schultz, president of RTNDA, expressed disappointment that NOAA did not adopt the First Amendment standard that courts have established to justify prior restraint—that restrictions are essential to prevent "a serious and immediate threat to distinct and compelling national security and foreign policy interests."

J. Laurent Scharff, RTNDA counsel, said the media groups are looking ahead to the establishment of a mediasat—a satellite system dedicated to use as a journalistic tool. But, he said, the organizations potentially interested would not make the investment "without greater certainty as to what they can cover." The investment in such an enterprise would be substantial; estimates range as high as \$450 million. And NOAA says it will defer to Defense and State Departments regarding the restrictions that it would attach to a license. It said it does not have the authority to determine whether national security or foreign policy conditions are justified.

Mark Brender, of ABC News, who serves as chairman of RTNDA's Media in Space Committee, said NOAA's new rules may do more than deter "the media's efforts to fully utilize remote sensing technology." He said they may help foreign entities in their current efforts "to seize the market for remote sensing journalism." He noted that the primary source of remote sensing imaging for news is the French SPOT image system.

John Milholland, NOAA general counsel, said the government disagrees with the media on the standard to be employed in considering restrictions. While the media are urging the one that courts use to justify prior restraint, that being employed by NOAA is designed to deny access to classified information. "It was like the time the military denied access to the area where the Stealth bomber crashed," he said. "No one claimed a violation of the First Amendment." He said the position that had been urged by the Defense and State Departments had been supported by the Department of Justice.

Another of the rules troubling the media would permit the Commerce Department to seize images and other material without a court warrant if the department contended they were being used in violation of a statute, regulation or condition of license to operate a satellite. Scharff said this raises not only concerns under the Fourth Amendment against unlawful search and seizure but, if the material were in a newsroom, the First Amendment as well. Milholland said he does not foresee such a search and seizure "happening too often. Judging by this exercise," he said, referring to the rulemaking now concluded, "people will be skittish about doing anything when they are aware of the public relations aspect. I think this will sort itself out down the line."

The media groups were not entirely negative in their reaction to the rules. The department included a requirement that the reasons for denying or conditioning a license be stated. Indeed, NOAA says the regulations provide for "pre-application consultation and encourage discussion of the issues at the earliest possible time." What's more, NOAA has clarified to the media groups' satisfaction a requirement that remote-sensing operators make the raw satellite data available on a nondiscriminatory basis; it said a news organization that operates a remote-sensing satellite may publish satellite photographs before making them available to other media interests or members of the public. The media groups had feared the nondiscrimination requirement would prevent remote-sensing operators from publishing the product of their system before sharing it with competitors. □

## WCBS-TV won't move Rather

WCBS-TV New York ended speculation about its fall schedule last week with word that— for now at least—it will not move the *CBS Evening News with Dan Rather* back half an hour from its current 7-7:30 p.m. time peri-

od to 6:30-7. According to WCBS-TV vice president and general manager, Roger Colloff, however, that decision does not preclude the possibility of a schedule shake-up involving a move of the *CBS Evening News* later in the season, depending on whether WCBS-TV finds a show it believes can turn in a strong performance at 7-7:30.

The choice not to move the network's national newscast on the CBS-owned New York station ends, at least temporarily, the months of skirmishes at Black Rock and in the press between CBS News and WCBS-TV on the move.

In recent weeks, *CBS Evening News* executive producer Tom Bettag has "lobbied hard," as one source put it, against moving the *CBS Evening News* to 6:30 in New York. CBS News President Howard Stringer has also been on the record with his dissatisfaction with the trend among affiliates to move the *CBS Evening News* to earlier time periods.

That trend is such among affiliates of all those networks that in 49 of the top 50 markets (Atlanta is the lone exception), at least one affiliate has moved a national newscast to create an hour of access programming at 7-8 p.m. In Denver, CBS affiliate KMGH-TV carries the *CBS Evening News* at 5 p.m. mountain time, to the network's chagrin. And recently, the CBS-affiliate in the nation's sixth-ranked market, WNEV-TV Boston, announced that it will play the network news at 6:30 (BROADCASTING, June 8). All of the CapCities/ABC stations carry *ABC World News Tonight* earlier to open an hour of access.

Colloff said research on the paring back of the station's 5-7 p.m. local news block to 5-6:30, the move of *Rather* to 6:30 and the scheduling of the syndicated game show, *Win, Lose or Draw* (Buena Vista Television), at 7 p.m. proved inconclusive. (WCBS-TV carries the syndicated *Wheel of Fortune* at

7:30-8 and dominates the New York market in that time period.) Colloff has said in the past that any move of the national newscast would have to be predicated on research indicating that both the national and local newscasts would benefit, as well as the station's hour of access (7-8 p.m.).

Colloff would not discuss the WCBS-TV ratings study, saying the results were "proprietary." But CBS sources said that the study indicated that although the move to 6:30 would not hurt the *CBS Evening News*, there was not strong enough testing for *Win, Lose or Draw*, coupled with the lack of backup programming in case the game show proved weak in that time period. WCBS-TV will not carry *Win, Lose or Draw* as a strip next fall (as it is offered), but instead will use it during late night on weekends.

Another factor in the decision may have been the unlikelihood of moving *Wheel* from 7:30 to 7, which would have given the *CBS Evening News* a strong lead-out, and *Win, Lose or Draw* a strong lead-in at 7:30. *Wheel*'s syndicator, King World, would not want to compete directly with another of its shows, *Jeopardy*, which runs at 7 on WABC-TV New York.

Those connected with the decision said that although many executives contributed to it, it was essentially Colloff's. Colloff had originally advocated the move of the *CBS Evening News* a year ago, only to find then CBS News president Van Gordon Sauter unresponsive ("Closed Circuit," May 25). WABC-TV New York later moved its *World News Tonight* to 6:30, opening an hour of access.

Some advantages for WCBS-TV to opening an hour of syndication would be the additional revenue from sales of time in a syndicated show (depending on its ratings success) and savings on local news production from the reduction of that block.

## DGA awaits response

**Residuals remain key issue as threat of walkout looms; NABET strike at NBC continues with little progress in talks**

Negotiators for the Alliance of Motion Picture and Television Producers broke from a 16-hour marathon bargaining session with the leadership of the Directors Guild of America Friday morning, with the producers withdrawing a plan to alter the union's pension plan but making little progress on the critical subject of residuals. The guild gave the alliance until 6 p.m. Friday to respond to its nine-day-old counterproposal aimed at resolving the television and movie supplemental markets residuals issue, which has been the main stumbling block to a new DGA contract.

The national board of the 5,420-member guild was scheduled to meet last Saturday (July 11) in Los Angeles to consider the producers' final offer. The board was to decide whether it would call a strike against the alliance, which represents more than 200 studios and production companies that are

seeking to cut directors' residual payments, and the three networks, which were conducting separate negotiations with the DGA over job security and jurisdictional issues involving about 1,000 staff directors, assistant directors, personal assistants and stage managers who work at ABC, NBC, CBS and their owned stations.

AMPTP was racing against the clock late in the week to formulate its final offer, which an alliance official said would incorporate the producers' response to the DGA counterproposal. When directors first presented the offer to the AMPTP July 1, alliance negotiators initially responded negatively but later an official said it was under "serious consideration."

DGA President Gilbert Cates contends the producers represented by AMPTP are making more money than ever before, and the guild's counterproposal reflects that sentiment. It would entitle directors to a percentage of the gross that producers take in from the syndication and pay-per-view markets, a radical departure from the existing fixed-rate residual formulas. Producers had sought to

eliminate the existing pay-per-view residuals formula, but they later changed their position and last week wanted to revise it instead. The DGA package contains at least once concession. Directors backed off an earlier demand that they receive a percentage of the box-office gross.

Guild officials expressed anger at the time it took producers to produce their final reply. "We feel that is rude," a guild spokesman said last week, adding, "If the producers leave these [residual] roll-back demands on the table, there will be a strike."

Meanwhile, a strike at NBC of 2,800 technicians, newswriters and others enters its 15th day today (July 13), with no immediate prospects of resolving disputes over temporary hiring, the length of the new contract and other lesser issues. Talks were scheduled between the two sides and federal mediators in New York next Monday (July 20).

NBC, alleging interference to its non-union news crews by the striking workers, last week obtained temporary restraining orders against NABET in Burbank, Calif., and Cleveland and is seeking a similar order in

New York. In Burbank, the temporary restraining order limits to four the number of NABET pickets allowed at each entrance to NBC headquarters there and establishes a minimum five-foot distance between pickets. The same Los Angeles Superior Court justice also restrained NBC from threatening pickets or blocking lawful picketers.

Also in Burbank, NBC obtained an order from a federal judge to keep official press conferences open to its camera crews, after instances where government representatives asked nonunion network crews to leave events because of protests from union crews present.

NABET picketing last week disrupted at least two productions: In New York the syndicated *Phil Donahue Show* was moved out of Rockefeller Center to production at a TV station in Stamford, Conn., and in Burbank production of ABC's soap opera, *General Hospital*, was delayed when some ABC employees refused to cross picket lines set up by NBC strikers at entrances to Burbank studios shared by the two networks.

In another action by the union, Democratic presidential candidate Jesse Jackson was

taken to RCA headquarters in New York to address an outside rally of some 250 last Thursday, July 9, and another 100 protested NBC President Robert Wright's presence July 2 in Washington. Several hundred strikers also picketed the New York headquarters of General Electric, NBC's parent company, last week, and the union said a demonstration at GE headquarters in Fairfield, Conn., is under consideration.

In the Hollywood-based director guild dispute, the guild's membership two weeks ago overwhelmingly rejected contract offers submitted by producers and the networks and authorized the DGA board to call a strike if it saw fit. Members voted 3,294 to 132 for the strike sanction against the alliance, and 602 to 148 for a network strike authorization.

On Thursday (July 9), the guild held a dress rehearsal for a strike when more than 1,000 picketers gathered in front of The Burbank Studios, where Columbia, Warner Bros. and a number of independent production companies are headquartered. The DGA members, who were transported to the site by bus, were joined by members of other unions, including those belonging to striking NABET.

The show of strength came as DGA negotiators were expressing frustration with the slow pace of talks with the three networks. After a bargaining session Wednesday, a DGA negotiator said the networks had proposed increasing severance pay for laid-off network guild members but had not focused on jurisdiction and job security.

The DGA also issued a statement accusing some NBC executives of promising to break from the other two networks and cut a separate deal with the union, apparently in an effort to keep from losing guild members in the midst of the NABET strike. All three networks last week were training nonunion personnel to step into the guild members' jobs in the event of a work stoppage.

"NBC vice presidents and other management personnel have been telling our members that NBC will make a deal with the guild and... will 'give' on seniorities and jurisdictions," the statement read. But guild officials added that "NBC has made absolutely no movement at the bargaining table whatsoever other than to threaten the guild. Management is trying to split our ranks with fictitious promises."

NBC officials said the network had no intention of breaking away from CBS or ABC and that no one had been authorized to make such statements. The guild did not reveal the names of those it alleges made the statements.

In another twist last week, the Producers Guild of America, which consist of about 500 independent producers, voted to support the DGA if there is a strike. Carol Akiyama, senior vice president of AMPTP, said the producers' show of support and vow to perform no DGA job functions would not have a major impact during a strike since they are not employed by any of the major production companies or studios. □

## Colino moves to have Intelsat suit thrown out

Attorneys for Richard R. Colino, fired in December as director general of the International Telecommunications Satellite Organization, have filed a motion with the U.S. District Court in Baltimore to dismiss the civil suit in which Intelsat is seeking recovery of more than \$30 million in damages (BROADCASTING, May 25.) Colino's attorneys argue that the case—which they describe as a dispute between a public international organization and its former chief executive officer involving his conduct while in office—"is simply beyond the jurisdiction of an American court." Furthermore, the motion contends, the chief executive of an international organization "is absolutely immune from a suit challenging actions taken by him in his official capacity."

The Intelsat Board of Governors fired Colino and the deputy director general, Jose L. Alegrett, after an internal investigation indicated they had been engaged in improper financial activities. In the suit it filed in May seeking recovery of damages, Intelsat accused Colino of engaging in kickbacks, fabricating phony bills, setting up imaginary consulting firms and controlling Swiss bank accounts into which funds from the alleged activities were siphoned. Alegrett, who had agreed to cooperate with Intelsat, was not named. But both former officials are the subject of a criminal investigation by the U.S. attorney in Washington.

In calling for dismissal of the suit, Colino's attorneys say that U.S. and foreign courts "have repeatedly refused to hear the merits of disputes between public international organizations" and their present or former employees. Those courts, the brief adds, quoting from one case, "rely on the fundamental principle that international civil servants operate 'under international authority outside the legal system of the state to which they belong.'" The brief does not maintain that Colino would be immune to criminal prosecution. "The existence of a criminal remedy under United States law—which we do not contest in this case—suffices to deter criminal conduct."

The claim of immunity is based in part on a U.S. statute, the International Organizations Immunities Act. It affords officers of international organizations immunity from suit in matters relating to acts "performed in their official capacity and falling within their functions...." That Colino's actions are alleged to have been fraudulent and otherwise contrary to his responsibilities and obligations to Intelsat, the brief says, "is beside the point."

Colino's lawyers also challenged Intelsat's claim under the racketeering statute. The brief notes the Supreme Court, complaining of the "extraordinary" uses to which the statute was being put, said the proper response was to insure that the statutory requirement of a "pattern" of racketeering activity be regarded "as a meaningful concept." And Intelsat's complaint, the brief adds, "reveals no more than one fraudulent scheme involving a single motive, a single victim and a common nucleus of participants."

Intelsat officials declined comment on the motion to dismiss.

# RIDING GAIN

## O N R A D I O

### Research shop

Malrite Research, a division of Malrite Communications Corp., Cleveland, has opened its door to stations in markets where there are no Malrite-owned radio properties. Jhan Hiber, vice president of the unit, announced last week. "Stations [in non-Malrite markets] can now hire Malrite Research for focus group projects and 'large sample' perceptual studies," said Hiber, who oversees research for Malrite's 11 owned stations in seven markets.

(The Malrite stations are: WHTZ[FM] New York, KLAC[AM]-KZLA[FM] Los Angeles, KNEW[AM]-KSAN[FM] San Francisco, KKHT[FM] Houston, WDGY[AM]-KEEY[FM] Minneapolis-St. Paul, WHK[AM]-WMMR[FM] Cleveland and WEGX[FM] Philadelphia.)

Hiber, the one-time independent research consultant who headed Jhan Hiber & Associates before joining Malrite last fall, said he expects to conduct 10 to 15 outside projects a year.

### News for Iowa

Iowa's first statewide radio news network has been launched with an affiliation base of 30 stations including KSO(AM) Des Moines, WMT(AM) Cedar Rapids, WDBQ(AM) Dubuque, KSCJ(AM) Sioux City and WOC(AM) Davenport.

Called Radio Iowa, the new regional network offers stations, via Westar III and IV, hourly news, sports and feature programming. Its news staff comprises Dennis Sutterer, former morning news personality at WMT, now Radio Iowa news director; Kay Henderson, former assistant farm director at WOI(AM) Ames, Iowa, and Todd Kimm, former news reporter and morning anchor at KIOA(AM)-KDWZ(FM) Des Moines. "This will be a comprehensive service for listeners," allowing them "to hear about laws being made in the state capitol and events in other parts of the state," said Steve Mayes, the network's general manager.

In addition to its staff, said Mayes, Radio Iowa will use reporters from its affiliate stations and a reporter based in Washington. On the sales side, Mark Sierzant, general sales manager of KIOA, was named Radio Iowa's sales manager.

Radio Iowa is a division of Learfield Communications, Jefferson City, Mo., which holds the radio rights to Iowa State football and basketball and next fall is establishing a network for the University of Iowa Hawkeyes football and basketball. Learfield also operates MissouriNet, a state news network for Missouri, and the Brownfield Network, a farm news and information service for stations in the Midwest, in addition to several other college sports networks.

**Returning to the fold.** Interop, the New York-based national radio representation company last week said it is reacquiring the 24-station client list of Radio West, a relatively new rep firm headed by Daren McGavren, and will combine that list with those stations represented by the newly purchased Torbet>Select Radio Sales.

Radio West, which is headquartered in Los Angeles, was formed late last year when a deal was struck with Interop for the western half of Weiss & Powell's station client list ("Riding Gain," Dec. 5, 1986). The eastern half of Weiss & Powell's represented stations was sold to Roslin Radio Sales ("Riding Gain," Dec. 22, 1986).

### Vendor help

The Radio Advertising Bureau, in its effort to find new retail sales opportunities for stations, has established a vendor sales and promotion program to provide its members with "basic training materials" for developing relationships with wholesalers. (Vendor promotions use unbudgeted, discretionary funds given to retailers by manufacturers [vendors] to help market their products.) According to RAB President and CEO Bill Stakelin, some \$15 billion in vendor funds are being spent annually by manufacturers.

RAB said it entered into a two-year agreement with Market Share Inc., a Seattle-based retail sales promotion firm, for its vendor program. That agreement includes vendor seminars conducted by Market Share.

### Signing on

United Stations Programming Network is planning a special three-hour Elvis Presley special commemorating the 10th anniversary of the performer's death for the weekend of Aug. 15-17. *Elvis Presley: A Decade of Memories* will contain interviews with Pres-



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**Costas tapped.** NBC Sportscaster Bob Costas will host NBC Radio Entertainment's four-hour Labor Day weekend (Sept. 4-7) special, *Great Moments In Rock*, a broadcast that chronicles major events in rock music history. The program, now in its second year, is produced by Denny Somach Productions. Pictured with Costas (center) at NBC headquarters in New York during the show's taping are (l-r): Greg Gillespie, Dwight Douglas and Lee Abrams, all with Burkhart/Abrams/Douglas/Elliott & Associates, the Atlanta-based program consultancy that consults NBC Radio Entertainment as well as The Source, NBC's young-adult network, and Willard Lochridge, vice president and general manager of NBC Radio Entertainment and The Source.

Last year's edition of *Great Moments In Rock* was hosted by Bob Madigan, who has just shifted from a Source correspondent to a weekend host for NBC Radio's Talknet nighttime programming service (see page 33).

ley along with his music. It is being offered to stations in the top 170 Arbitron-rated metro markets on a barter basis.

### Down under deal

American Public Radio, St. Paul, Minn., has been named the exclusive U.S. distributor of radio programming from the Australian Broadcasting Corp. The first program project to be made available to American Public Radio is expected to be a special, *Australia Week*, which has been tentatively set for January 1988 to coincide with Australia's bicentennial celebration.

### Eastman activity

In a "belt-tightening" fiscal move at Eastman Radio, Dave Recher, executive vice president-administration, and Dave MacAllister, vice president-Midwestern regional manager, were let go. Recher's position was eliminated, said Eastman Radio President Jerry Schubert. Mike Nicassio, vice president-Eastern regional manager, has assumed role of interim Midwestern manager. Also, citing low sales volume, Eastman closed its Minneapolis office. Eastman, which was nearly acquired by Katz Communications before deal fell through last month ("In Brief," June 22), is now positioning itself as "the biggest independent radio rep company," Schubert said.

### Phoenix revising

Arbitron Ratings has reissued the winter 1987 radio market report for Phoenix due to crediting errors in certain diary entries.

According to Arbitron, the original report contained some "101-FM" entries "erroneously credited" to KYXI(FM), which is licensed to Yuma, Ariz., and appears in Arbitron's annual "county-by-county" report, instead of crediting them to KAMJ(FM) (formerly KONC) Phoenix. Arbitron also said that some diary entries that should have been credited to KFYI(AM) were instead attributed to KYXI.

The new Phoenix book contains revised listening estimates for both KAMJ and KFYI. In the 12-plus metro share, Monday-Sunday, 6 a.m.-midnight category, KAMJ climbed from 4.3 in the original report to 4.5 in the reissued book. KFYI held steady at 3.0.

### AP 'Segue'

Associated Press Broadcast Services, Washington, has launched a series of entertainment/life-style reports, *Segue*, over both its wire service (scripted) and radio network (Associated Press Network News.) The new feature provides news of celebrities, music, movies, television, theater and life-style trends in one-minute capsule form.

*Segue*, which began arriving at AP-affiliated stations last Monday (July 6), is designed for both morning and afternoon drive-time shows. "We're aiming this new service at the air personalities who are constantly in search of material to use during their breaks," said Jim Williams, director, AP Broadcast Services.

Four *Segue* scripts are being fed each weekday over the wire—two in morning



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**Sports overtime.** What is being called the first 24-hour, all-sports radio station, Emmis Broadcasting's WFAN(AM) New York (formerly country WHN(AM)), took to the air on July 1 at 3 p.m. NYT with a daily menu of sports talk and features, 15-minute sports updates around-the-clock and play-by-play coverage of New York Mets baseball ("Riding Gain," June 22). On hand for the station's debut were (standing, l-r): Doyle Rose, vice president, Emmis; Jeff Smulyan, president, Emmis; and John Chanin, vice president/operations and programming, WFAN. Seated is Jim Lampley, WFAN's midday talk show host.

drive and two in afternoon drive. AP Network News affiliates will receive produced *Segue* segments during the 11:06 a.m. and 2:06 p.m. NYT feature feeds. The *Segue* radio series is anchored by AP correspondent Michael Weinfeld.

### Host of changes

NBC Source Correspondent Bob Madigan, who hosts a weekday feature, *The Money Memo*, on the young-adult network, was to replace Bernard Meltzer on the weekend edition of Talknet, NBC's nighttime talk programming service ("Riding Gain," July 6), last Saturday (July 11.) The Talknet time slot has been anchored by Meltzer has been shortened by one hour (it's now 7-10 p.m.). (Meltzer continues to host a talk show on WOR(AM) New York). According to NBC Radio, Madigan will continue to host *The Money Memo*. Madigan has been with The Source since its inception in 1979.

### Playback

The United Stations Programming Network has named former New York radio personality Steve O'Brien as its new host for the weekly, 90-minute *Hot Rocks* series. O'Brien is currently managing editor of the Travel Channel, a 24-hour national cable network. O'Brien replaces Chuck Crane, former WYNY-(FM) New York program director, who now holds the same post at KKHT(FM) Houston.

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## CBS-TV drops Nielsen over people meters

**Network follows ABC in not renewing contract with rating service because of what it says are sample deficiencies**

As expected, CBS informed A.C. Nielsen Co. last week that it would not renew its contract with the company when it expires in September (BROADCASTING, July 6). CBS is the second network to take that action this year. In January, ABC said it was terminating its Nielsen contract because of the deterioration of Nielsen's current measurement system, known as NTI. A tersely worded release from CBS said it was canceling its agreements with Nielsen "based on continued deficiencies in the Nielsen people meter reports and the absence of any predictable improvement in them."

CBS/Broadcast Group officials met last Monday to make the decision, upon assurances from research vice president David Poltrack that Nielsen's expansion of the people meter sample base this summer from 1,000 homes (upon which all previous people meter data is based) to 2,000 homes would probably not improve the accuracy of the numbers or alleviate biases that the network claims work against the system.

CBS has fared much worse under Nielsen's people meter measurement system than either ABC or NBC. For the 1986-87 prime time season, for example, CBS averaged a 14.7 rating and a 24 share in Nielsen's PM standard, about 7% lower than the NTI measurements for the season. The PM system gave NBC only 2% smaller audience than NTI, while ABC gained 1% under PM.

CBS has charged that Nielsen's PM sample base is fundamentally flawed in that it overrepresents the Pacific region and underrepresents the South. Pay cable homes are also overrepresented, according to CBS. The network has also charged that the PM sample base overrepresents college graduate household heads.

All three networks have complained to Nielsen about the lack of cooperation among children in pushing buttons under the PM system, and CBS has formally requested that Nielsen suspend the publication of its children and teen-age audience data until the company comes up with an adequate solution.

CBS's Poltrack also contends that Nielsen's PM sample is disproportionately skewed toward an audience group he describes as "techie"—viewers who are more likely to own VCR's, home computers or video cameras.

Poltrack admits there is no guarantee that next fall when AGB Television Research begins its PM system in the U.S. the same sorts of biases will not show up in its sample. But he claims to be "encouraged" that that will not happen because of the different house-

### AdVantage

**Ad blackout.** With controversial 5% sales tax on advertising now in place in Florida, some national advertisers have asked three broadcast commercial television networks to blackout their commercials in feed going to Florida, while still paying full cost of spot (BROADCASTING, July 6). Five advertisers—Rustoleum, Kimberly-Clark, Johnson & Johnson, Beatrice/Hunt Wesson and General Mills—have notified NBC in writing of such request, NBC executive said. According to ABC spokesman, advertisers requesting blackout must notify ABC of request two weeks before advertisements are to run. So far, "less than 10" advertisers (including Kimberly Clark and Johnson & Johnson) have done so. At both NBC and ABC, time has been turned back to local affiliates. As previously reported, at least three advertisers have made such request to CBS.

**Thompson movement.** Ever since proposed sale of JWT Group to British group, WPP Group, was announced, Thompson agencies have lost accounts. First, it was reassignment of advertising to unspecified agencies for nine Ford European affiliates and Ford's Canada division. That amounted to about \$70 million in billings. Last week it was revealed that J. Walter Thompson in San Francisco will be relieved of its retail advertising duties for Chevron Oil and that business will be turned over to Young & Rubicam. Chevron bills about \$20 million. In both reshufflings, clients said changes were not related to Thompson's sales agreement with WPP Group. They said shifts were planned some time ago and added that Thompson remains agency on other Ford and Chevron activity.



**Signing on.** Hillier, Newmark, Wechsler & Howard has been named national representative of KIQQ(FM) Los Angeles, replacing Select Radio. Celebrating appointment are, sitting (l-r), Tom Mosher, vice president and general manager of KIQQ(FM), and Ira Wechsler, executive vice president, of HNWH. Standing (l-r) are Brad Lusk, national sales manager of station; Sharon Wienzveg, regional manager of HNWH's Los Angeles office, and Ken Thompson, station general sales manager.

# Business Briefly

## TELEVISION

hold recruitment techniques employed by AGB. That company uses a separate marketing research staff to recruit homes, which Poltrack believes will lead to greater success in finding nontechie households. Nielsen, he said, uses one recruitment/installation team, composed mostly of high technology-oriented younger males who may put off a lot of nontechies. In addition, the AGB meter technology is less intrusive, requiring little of the hard wiring that is required with the Nielsen people meters.

Meanwhile, ABC continues to negotiate with Nielsen over sampling performance guarantees that the network expects Nielsen



Poltrack

to agree to. The network has strongly implied it will also forgo Nielsen's people meter service next fall if Nielsen does not agree to the guarantees, which address household cooperation rates and a minimum level of homes providing usable data in the sample base.

ABC has also insisted on a one-year people meter contract from Nielsen, not the three-year contract the company hoped to get the networks to accept. Nielsen has offered ABC a one-year contract for next season that would cost the network approximately \$4.8 million.

Nielsen's three-year proposal to the networks calls for them to pay \$4.5 million next season, \$4.7 million the following year and \$4.8 million in the third year. By comparison, the cost of Nielsen's current NTI service to the networks is \$3.5 million. AGB has offered the networks a five-year deal—only CBS has accepted so far—with a first-year price tag of \$2 million and \$3.5 million annually in years two through five.

NBC also has serious concerns with the Nielsen PM methodology and has not yet begun negotiations with Nielsen about a new contract. William Rubens, NBC vice president, research, would not comment on the chances of NBC and Nielsen reading an accord by the start of the new season. He did say talks continue over such problems as the failure of the system to accurately measure children's viewing and the apparent tendency over time of sample participants to tire of pushing the required people meter buttons. □

## TELEVISION

**Gerber Products** □ Baby food producer is promoting its First Foods line of single-ingredient foods for newborns, using spot television in markets all over country, except Florida, as part of \$3-million push. Commercials will be presented in daytime, early fringe and prime time. Commercials will be shown in English and Spanish. Target: women, 18-34. Agency: J. Walter Thompson USA, Washington.

### New York City Off-Track Betting Corp.

□ Eight-week campaign to stimulate attendance and wagering at strategically placed off-track facilities started last week on six television stations in New York market. Advertising supplements spots carried in coverage of New York Mets games. Commercials will be aimed at programing dealing with sports. Target: men, 25-54. Agency: Al Paul Lefton, New York.

**Frigidaire** □ Fall campaign in support of various appliances is scheduled to start in mid-October for three weeks in about 40 markets. Commercials will be presented in fringe and news programs. Target: adults, 25-54. Agency: DDB Needham Worldwide, Chicago.

**Trust 100** □ Company specializing in funeral arrangements begins three-week campaign in late August in more than 20 markets. Daytime, fringe, sports and special programing will be used for commercials. Target: adults, 55 and older. Agency: Johnson/Ferguson/Avant, Raleigh, N.C.

**Columbia Gas Systems** □ Five-week flight will start in August in five markets in Ohio, Kentucky, Pennsylvania and New York. Commercials will be slotted in all time segments. Target: adults, 25-54. Agency: Lord, Sullivan & Yoder, Columbus, Ohio.

**Tom Thumb Stores** □ Grocery and drug retailer will kick off four-week flight in Austin, Tex., and Dallas this week. Commercials will be carried in daytime, early fringe, news and prime periods. Target: women, 25-54. Agency: The Richards Group, Dallas.

## RADIO

**Amalie Motor Oil** □ Three-to-four-week flight was launched last week in 15 markets and will resume in September for similar campaign. Commercials will run in all dayparts. Target: men, 18-49. Agency: Al Paul Lefton, New York.

## TELEVISION & CABLE

**Eckerd Drug Co.** □ Retail drug chain starts summer campaign in second week of July with cable buys on TBS, CNN and Lifetime channels, plus spot television in 30 markets. New spots,



based upon true stories, show dedication and professionalism of Eckerd pharmacists. Commercials will run in all dayparts. Target: adults, 25-54. Agency: J. Walter Thompson USA, New York.

## RADIO & TV

**Auto Works Co.** □ Discount auto parts retailer will kick off two-week flight this week in Grand Rapids, Mich., and South Bend, Ind. Commercials will be positioned in drive times on weekdays and weekends. Target: men, 18-49. Agency: Yaffe & Co., Southfield, Mich.

**Chacon Chemical Co.** □ To promote its O-Vite Ready-To-Use Fertilizer, advertiser is using spot radio in Texas, California and Oregon for 16 weeks over 20 weeks and for television has made underwriting commitment to *The Victory Garden* on three PBS stations in Los Angeles, San Francisco and San Diego. Company is preparing to raise its budget from less than \$100,000 this year to about \$1.4 million next year. Target: adults, 28-54. Agency: Pro Media, Studio City, Calif.

## Rep Report

Wook(FM) Raleigh-Durham, N.C.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

Wdiz(FM) Orlando, Fla.: To Major Market Radio from Select Radio.

□

WJWL(AM)-WSEA(FM) Georgetown, Ga.: To Roslin Radio Sales from McGavren Guild.

## Camera hopes

With the appointment of William Rehnquist as chief justice of the Supreme Court last year, prospects that cameras would be allowed to record the court's proceedings brightened considerably. Unlike his predecessor, Rehnquist has indicated that he would at least consider letting the cameras in.

Appearing on C-SPAN last Monday, Toni House, public information officer for the U.S. Supreme Court, gave a little more hope to proponents of cameras in the nation's highest courtroom. "It is important to give more people access to the process," she said. "Then they will understand the unemotional side of it. They will also see the earnestness and intellect the justices use in their work."

For courtroom coverage to be beneficial to the public, however, House said, it will have to be complemented by "some intelligent commentary," she said. "The problem is that the law can be so arcane that you have to accompany it... with a guide so that people understand what is going on," she said. "Most Supreme Court arguments are not very exciting. It's not a trial, it's an appellate argument. The parties are not at the table. You have two attorneys, each of whom have one half hour to state his or her case, and subject always to questions whenever any justice feels like it. It can all be done on a level that is confusing."

C-SPAN has indicated its willingness to send coverage of the Supreme Court to cable homes as it now does with the House of Representatives and Senate. House said that C-SPAN could provide the necessary accompanying commentary to put its coverage of the Supreme Court in context.

Later in the same program, two Supreme Court reporters said proponents of the cameras have some reason for cautious optimism. Stuart Taylor of the *New York Times* said that Rehnquist has "loosened up a little bit on cameras." And, he said, "we know that some of the other members of the court, specifically Justice [William] Brennan, favor cameras in the courtroom. It's possible that Rehnquist has it in mind to gradually move in that direction. However, I don't think he has shown his hand yet."



House

## Satellite marketing

Since the beginning of the month, General Instrument has been promoting sales of its Videocipher II standalone descramblers (Model 2500R) and integrated receiver/descramblers (IRD's) (Model 2400R) by giving free year-long subscriptions to scrambled programming to each buyer of the hardware.

The Panorama Programming Certificate, which comes with each unit, entitles the holder to 12 months of free programming from six services: CNN, CNN Headline News, WGN-TV Chicago, WWOR-TV New York, WPXI-TV New York and KRVT-TV Dallas-Fort Worth.

Panorama, a \$60 value, "provides a solid foundation of scrambled subscription channels upon which an IRD owner can add premium channels to suit individual tastes," said Richard Armstrong, vice president, sales and marketing, GI's Videocipher II division.

In another home satellite television development, Bruce Binkow, director of communications, publishing and video divisions, Playboy Enterprises Inc., confirmed that Playboy was in negotiations with Showtime/The Movie Channel for Showtime/TMC to distribute the Playboy Channel to dish owners along with Showtime, TMC and a package of basic cable services.

## Cable rights

The National Cable Television Association, in a brief filed with the U.S. District Court for the 11th Circuit, argued that the Cable Communications Policy Act of 1984 gives franchised cable operators the right to use public rights of way as well as legal standing to enforce the right.

In May 1987, the U.S. District Court for the Southern District of Florida dismissed Centel's suit against a private developer for denying Centel access to the developer's subdivision, ruling that operators have no private right of action and that it's up to the franchising authorities to enforce the access provision of the Cable Act.

According to the NCTA, the Cable Act implies a private right of action under criteria established by the Supreme Court: First, the access provision was written for the particular benefit of cable operators and congressional intent to a private right of action is generally inferred from provisions that benefit a particular group. Second, the legislative history indicates that Congress contemplated private enforcement by "aggrieved" cable operators. Third, a private right of action is necessary to implement the objectives of the provision. And fourth, a private right is neither inconsistent with nor superseded by state law.

The NCTA also refuted the district court's assertion that its ruling was consistent with those of other courts. "In fact, no court has denied cable operators a private right of action under the access provision," it said. "On the contrary, the courts have not only recognized that cable operators have standing to enforce their rights under... [the provision], but have generally granted the relief

sought by cable operators under the section."

## Wright address

Robert Wright, president and chief executive officer, NBC, will address at the Cable Television Advertising and Marketing Society annual conference, slated for Aug. 16-19 at San Francisco's Fairmont hotel. Wright, who knows something about cable having been president of Cox Cable Communications between 1980 and 1983, will speak at a luncheon on Monday, Aug. 17.

As previously reported, the 1,000 or so executives expected to attend the conference will also have an opportunity to hear from Sumner Redstone, the new owner of Viacom International, whose holdings include several cable programming services, including Showtime, The Movie Channel and MTV.

## Northern tier

Some 325,000 subscribers of the SportsChannel New York regional pay cable network in upstate New York and Connecticut will be able to watch the New York Yankees on television, following an agreement between the cable service and the Yankees. Under the agreement, all remaining 1987 regular season Yankees games on SportsChannel will be available in upstate New York, affecting subscribing households in the Albany, Rochester, Syracuse and Utica areas, SportsChannel said.

A SportsChannel spokesman said SportsChannel received the rights to carry the games in the area and in return, gave eight games back to broadcast television. Also, the agreement makes at least four additional Yankees games, previously not scheduled to be televised, available on SportsChannel, the latter said.

(WPXI-TV) New York is expected to pick up those eight games, provided it can reach an agreement with the Yankees. With the addition of those, plus seven other games picked up earlier in the season, the station could potentially broadcast 55 Yankees games this year, compared to its original schedule of 40 games. It broadcast 100 games in 1986.)

Following this agreement, SportsChannel will air no fewer than 95 Yankees games, a spokesman for the network said. In the meantime, subscribers to the new SportsChannel Florida, which launched July 1, will also get to see some Yankees games. The service will pick up games of the Yankees, as well as the New York Mets, the Chicago White Sox and the Philadelphia Phillies from its other "affiliates"—SportsChannel New York, SportsChannel New England, SportsVision Chicago and Prism in Philadelphia, the spokesman said. For most of the summer and fall, SportsChannel Florida will draw from the other systems, he said, adding that the "idea down the line" is that SportsChannel Florida will have most of its own programming through professional and college teams.

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## Fox forges ahead with Saturday lineup

**Despite problems with 'The Late Show' and less than glowing ratings, new network continues program roll-out**

Life is not dull at Fox Broadcasting Co. these days. With the development of the Saturday night prime-time schedule, revisions in the format of *The Late Show*, this week's inclusion of Fox's prime time programming fare in Nielsen's three-network totals and continuing upfront negotiations with advertisers, FBC officials have their hands full.

Taking another step toward its long-term goal of becoming a fourth television network, Fox plans to have its second full night of prime time programming on the air by July 25. The programming service has ordered 13 half-hour episodes of four programs, three sitcoms and one action/adventure series, providing it with original material through September and an increased chance for sampling against network reruns.

Meanwhile, in the troubled late night area, Fox intends to introduce new elements in *The Late Show* in the next month, including short films, new acts and remote satellite feeds from night spots around the country, such as Dangerfield's in New York. The changes come when the program has sunk to an all time low in the ratings. Two weeks ago *The Late Show* averaged a 1.7 national rating.

Kevin Wendle, vice president of prime



'Karen's Song'

time and late night programming, who is serving as the program's acting executive producer, said he is concentrating on comedians as prospective replacements for Joan Rivers and would like to have the show "in place" by the fall with one, two or three regular hosts. Although many names have been mentioned as a possible replacement, including comedian David Steinberg, Wendle

said it's too early to narrow the field. Fox, however, is working on a deal with comedian Arsenio Hall, who has guest hosted frequently since Rivers left, to make regular appearances on the program beginning in August.

As for the new prime time roll-out, which began Saturday (July 11) with the debut of a special two-hour *Werewolf*, at 8-10 p.m., the schedule looks like this: On July 18, there will be a special one-hour episode of *The New Adventures of Beans Baxter* at 8 p.m., *Werewolf* at 9 p.m. and the debut of *Karen's Song* at 9:30 p.m. The regular schedule will be in place on July 25 with the premiere of *Down and Out in Beverly Hills* at 8 p.m., *Beans Baxter* at 8:30 p.m., *Werewolf* at 9 p.m. and *Karen's Song* at 9:30 p.m. Most of the programs are in the can, which could mean that Fox will avoid problems this summer in the event of a strike by the Directors Guild of America.

Fox also hopes to build up a substantial audience on Sundays during the summer, despite the fact that *21 Jump Street*, *Married... With Children* and *Duet* are already in repeats. There is one original episode left of *Tracey Ullman* and two remaining for *Mr. President*, which Fox officials renewed last week. Most of the production difficulties so far have been with *Mr. President*. FBC officials admit the quality of the show suffered initially because it was rushed into produc-

## NBC wins; ABC takes second

NBC won the prime time week (ended July 5) with an 11.9 rating and a 23.8 share. ABC came in second, with a 9.7/19.3, followed by CBS's 9.2/18.4. A year ago ABC won the week with a 13.9/27 over NBC's 11.9/23 and CBS's 9.5/18.

NBC took the evening news race with a 9.7/22, and CBS came in second with a 9.5/22. ABC scored a 9.1/20. Last year ABC won the weekly news race with a 9.9/22. At that time CBS came in second with

a 9.4/21, while NBC finished with a 9.2/21.

The current standings for the summer season puts NBC on top with a 13.8/25 over CBS's 12.0/22 and ABC's 10.7/19. Last year the summer season standings were NBC 13.8/25, ABC 12.3/22 and CBS 11.9/22.

For the ratings week ended July 5, NBC took four nights in a row, Thursday through Sunday, while CBS took two nights, Monday and Wednesday, and ABC took Tuesday.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	20.0/41	22.	Perfect Strangers	ABC	12.6/25	43.	Sledge Hammer	ABC	9.0/22
2.	Family Ties	NBC	19.5/38	23.	Miami Vice	NBC	12.5/27	44.	Thursday Movie	CBS	8.9/15
3.	Growing Pains	ABC	17.0/30	24.	My Sister Sam	CBS	12.3/23	45.	Star Spangled Celebration	ABC	8.2/21
4.	Cheers	NBC	16.7/32	24.	20/20	ABC	12.3/23	45.	Tuesday Movie	CBS	8.2/15
5.	Designing Women	CBS	16.0/27	26.	Kate & Allie	CBS	12.2/24	47.	Our House	NBC	7.8/17
6.	Who's the Boss?	ABC	15.6/30	27.	Magnum, P.I.	CBS	11.3/20	48.	227	NBC	7.7/21
7.	60 Minutes	CBS	15.5/33	28.	Rags to Riches	NBC	11.1/22	48.	Me & Mrs. C	NBC	7.7/20
8.	Equalizer	CBS	15.3/28	29.	MacGyver	ABC	11.0/20	48.	Scarecrow & Mrs. King	CBS	7.7/16
8.	Moonlighting	ABC	15.3/27	29.	Night Court	NBC	11.0/19	51.	Friday Night Movie	ABC	7.6/16
10.	Newhart	CBS	15.1/26	31.	Sunday Night Movie	ABC	10.7/20	52.	Stingray	NBC	7.5/18
11.	Sunday Night Movie	NBC	14.6/27	32.	Golden Girls	NBC	10.5/27	53.	Hard Copy	CBS	7.4/16
12.	Molly Dodd	NBC	14.4/27	32.	Facts of Life	NBC	10.5/19	54.	Movie Special	ABC	6.9/14
13.	Valerie	NBC	14.2/27	34.	Crime Story	NBC	10.4/23	55.	Heart of the City	ABC	6.8/13
14.	Matlock	NBC	14.1/26	34.	Sunday Movie	CBS	10.4/20	56.	News Special	NBC	6.7/12
15.	L.A. Law	NBC	13.9/26	36.	Hunter	NBC	10.3/26	57.	Our World	ABC	5.8/12
15.	Cagney & Lacey	CBS	13.9/25	37.	Hotel	ABC	10.0/18	58.	Dallas	CBS	5.6/12
17.	Monday Night Movie	NBC	13.6/24	38.	Mr. Belvedere	ABC	9.7/22	59.	Wizard	CBS	5.3/10
18.	Spenser: For Hire	ABC	13.5/24	38.	Mike Hammer	CBS	9.7/19	60.	Summer Playhouse	CBS	5.2/12
19.	Alf	NBC	13.2/26	40.	Highway to Heaven	NBC	9.2/18	61.	Saturday Movie	CBS	4.1/11
20.	Tuesday Movie of the Week	NBC	12.8/23	41.	Amen	NBC	9.1/23	61.	West 57th	CBS	4.1/10
21.	Head of the Class	ABC	12.7/24	41.	Monday Night Baseball	ABC	9.1/17				

\*Indicates premiere episode



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## Syndication Marketplace

**Coca-Cola Telecommunications** and Milton Berle's Sagebrush Enterprises Inc. have joined for the production and distribution of a one-hour special to commemorate his 40th anniversary in television, called *Milton Berle: the Second Time Around*. Among the classic segments in the special pulled from *The Milton Berle Show* are the television debut of Dean Martin and Jerry Lewis, as well as appearances by Elvis Presley, Frank Sinatra, Jack Benny, Bob Hope, Ronald Reagan and others. *Milton Berle: the Second Time Around* will air in January 1988. It will be followed by the debut of 130 half-hours pulled from the original 300 hours of *The Milton Berle Show*. Those shows are on kinescopes which are being computer-enhanced with sound digitally remixed. Terms of sale of the special and series are still being formulated.

**New World Television Distribution** reports that it has cleared its first movie package, New World One, on WWOR-TV New York and KHJ-TV Los Angeles to give the package coverage of 40% of the country with 43 stations. Films in New World One include "The Philadelphia Experiment," "Transylvania 6500," "Children of the Corn," "Godzilla

1985" and "Tuff Turf."

**Apollo Theater Syndication Inc.** reports that it has now cleared more than 70% of the country with *Its Showtime at the Apollo*, a one-hour weekly series of performances by popular artists at the Apollo Theater in Harlem. Recent stations to join a lineup anchored by the NBC-owned stations include WBMG(TV) Birmingham, Ala.; WIOU-TV Erie, Pa.; WJKS-TV Wilkes-Barre, Pa.; WTPA(TV) Huntsville, Ala.; KOCO-TV Oklahoma City; KENS-TV San Antonio, Tex., and KJCT(TV) Tulsa, Okla. Barter distribution of 24 first-run and two best-of episodes give stations and Apollo six minutes each.

**All American Television** reports that it has cleared the science-fiction film, "A Boy and His Dog," starring Don Johnson and Jason Robards, on 136 stations covering 86% of the country for a July 13-Aug. 23 window. Barter distribution of the film gives stations 15 minutes and All American 11 minutes. Clearances include WWOR-TV New York, KCOP(TV) Los Angeles, WPWR-TV Chicago, WPHL-TV Philadelphia, KRON-TV San Francisco, WSBK-TV Boston, WXYZ-TV Detroit, WFTY(TV) Washington and KTVT(TV) Dallas.

tion to make its May 3 debut date. Recently, the problems caught up with Fox and the service was forced to show two repeat episodes of *Duet* back-to-back because it temporarily ran out of original episodes of the George C. Scott program. Programers are now confident the show is back on track.

As Fox has done with its Sunday-night programs, it is guaranteeing advertisers a six rating in demographics for the new Saturday lineup. Between April 12 and June 28, Fox's Sunday night programs averaged a 3.7 rating and 7 share. Following the lead of the networks, FBC will hold back about 20% of its inventory for make-goods on both nights. An FBC spokesman said the ratings indicate that a "significant number of the total TV households have not viewed Fox programming" so the chances are good the shows will attract new viewers this summer.

Executives, however, are concerned about the public relations problems that will come with being included in the three-network Nielsen totals. Although will undoubtedly lend credibility to the incipient network, officials will have to contend with

press accounts of Fox having the nine lowest-rated prime time series. The programming service now has 113 affiliates covering 85.6% of the nation.

The publicity problems do not stop with Nielsen. *The Late Show* has been dissected in the press, with one writer suggesting the only solution might be to bring back Rivers.

Despite the abuse the program has received of late, and Fox's preemption of the show July 17 for a repeat of the original two-hour *Werewolf* episode, Wendle said, Fox officials are committed to make it work whether it takes "six weeks or six months to turn it around... Everyone recognizes that in order to build a permanent late-night franchise it takes months."

Affiliates appear to be sticking by the program for the time being, likely because of the cost associated with syndicated off-network strip programs.

John Lazarus, FBC vice president of sales, told advertisers in New York last week that Fox is holding back on any kind of massive promotional effort for *The Late Show* until it figures out what to do with it. □

## Format fight in Albuquerque

**Noncommercial station shuts down amid volunteer and listener unrest**

The management of KUNM-FM Albuquerque, N.M., a noncommercial station licensed to regents of the University of New Mexico, took the station off the air July 1 in the midst of controversy over a proposal to change the format between 8 a.m. and 4 p.m., eliminating "free-form" programming (news and 23 separate categories of music) and expanding classical music and jazz. According to Richard D. Marks, Dow, Lohnes & Albertson, Washington, special counsel to the University of New Mexico, the decision was made because management received threats by telephone, felt uncertain of its ability to maintain order at the station and needed a chance "to plan the transition in a cooperative atmosphere."

The station has been sued for fraud and

## Stay Tuned

■ For the first time, WNET-TV New York has teamed with a commercial distributor, Lorimar Home Video, to market two of its continuing series to the home video market. Three editions of *Nature*, the most watched PBS series, are set for September release; nine more will be released between then and September '88. Also the first two seasons of *Rockschool* will soon be available in a six-cassette edition.

July 13, at 10 p.m. ET, *Alive From Off Center*, the contemporary performing arts series from KTCB-TV St. Paul, Minn., will premiere its third year on PBS. Hosted by performer/recording artist/filmmaker Laurie Anderson—as well as her electronic clone—the series' 10 new half-hour offerings will air dance, theater, music, comedy, video and film works by "a new generation of artists," beginning with director Charles Atlas's comedy, *As Seen on TV*.

■ Lee Mendelson and Bill Melendez Productions will film yet another Charles Schulz-created "Peanuts" special for CBS-TV (which has broadcast more than 30 of them since 1965). The eight-part, four-hour production will air in the 1988-89 season.

Among other movies in production for future broadcast on CBS-TV is *Images of Eileen*, a dramatization of the life, pornography stardom and suicide of the real Eileen, recently explored in the nationally aired, PBS documentary, *Death of a Porn Queen*.

In the near term, CBS-TV will air, on July 21, at 9 p.m. ET, the fifth

annual *Miss Teen USA* pageant. Michael Young and Stephanie Kramer will host the two-hour, George B. Honchar-Miss Universe Inc. program live from El Paso.

■ At NBC-TV, production has been completed on *Intimate Betrayal*, a mystery thriller about a young woman who discovers she did not really know her missing husband. The Gross-Weston Production in association with Fries Entertainment stars James Brolin and Melody Anderson and will air during the '87-'88 season.

In Zagreb, Yugoslavia, Bob Sweeney has begun directing Claude Akins and Lou Liberatore in a comedy movie, *If It's Tuesday, It Must Be Belgium*, to air on NBC-TV during '87-'88. John J. McMahon, Alan Eisenstock and Larry Mintz are executive producers of the project, in association with MGM/UA Television. Akins plays a European tour-bus driver who eschews the beaten path.

■ The effect of AIDS on the Hollywood entertainment community will be examined in a five-part series available to more than 85 TV stations that subscribe to *The Entertainment Report*, a co-venture of Group W Television and All American Television. The series will feature interviews with stars including Tom Hanks, Larry Hagman, Morgan Fairchild, John Bon Jovi, Bernadette Peters and Patty Duke. Stations may use the series in their newscasts.



IDEAL FOR HALLOWEEN

# Frankenstein

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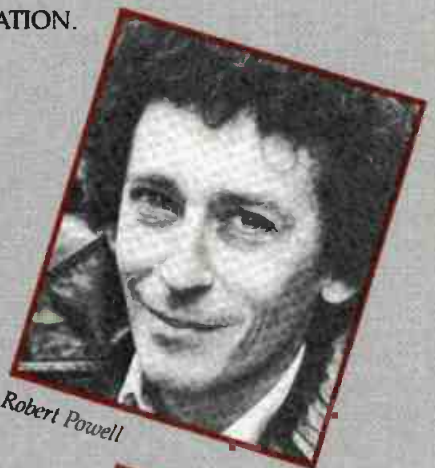


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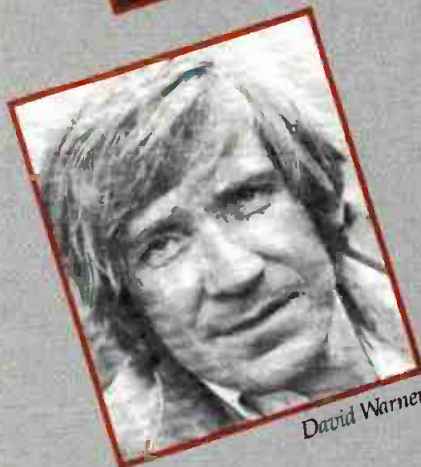


Robert Powell

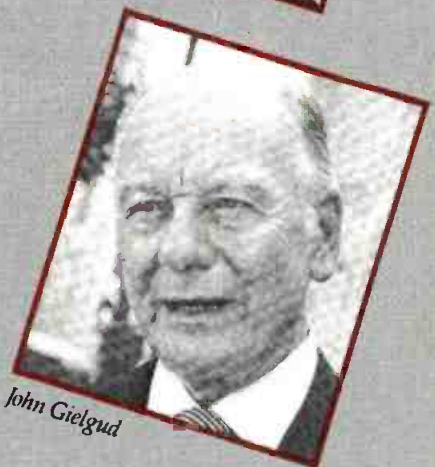
**M**ary Shelley's classic horror tale comes to life again, in the newest version of this terror-filled tragedy.

SIR JOHN GIELGUD is DeLacy, the blind hermit who is the Creature's only friend. CARRIE FISHER, of "Star Wars" fame, plays Elizabeth. ROBERT POWELL is the obsessive Dr. Frankenstein. And DAVID WARNER stars as the hapless, anguished Creature.

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David Warner



John Gielgud



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deceptive practices in Bernalillo county district court by a group of listeners-supporters in Santa Fe, N.M., Friends of Freeform, who charge that the station solicited money during its on-air fund-raising drives without alerting listeners of the proposed change in format. Friends is seeking a temporary restraining order that would require the station to air a PSA that Friends has produced in support of the freeform format. According to Marks, the proposed change was announced in May, and "we believe that the lawsuit is wholly without merit." A judge issued a temporary restraining order June 30 freezing for 10 days all contributions received by the

station between Oct. 1, 1986, and June 30, 1987.

Before leaving the air, KUNM-FM, which had been staffed primarily by volunteers, had reduced its broadcast time from 24 to 18 hours per day, eliminating midnight-6 a.m. service, and had suspended 22 mainly on-air volunteers out of a pool of approximately 100 volunteers. (The volunteers had defied a station order prohibiting announcement of the format change on the air.) According to Marks, "certain volunteers were vocal in their opposition, and they were not cooperating in effecting a smooth transition." The volunteers, led by Chris Martin, say they

plan to file a suit against the station for declaring its grievance policy null and void, which they claim is a violation of the First Amendment and the due process clause of the 14th Amendment. Marks said the issue of the grievance policy would be discussed in litigation.

The station management based its decision to make a format change on the belief that the station can serve a broader audience with jazz and National Public Radio's *Performance Today* than with free-form programming, which it says has shown audience decline. The station is expected to return to the air with its new format Aug. 1. □

## Law & Regulation

### Tom Ryan: Nice guys finish first

#### Dingell's chief counsel joins ranks of ex-congressional aides putting their Capitol Hill expertise to work on other side of lobbying street

House Energy and Commerce Committee Chairman John Dingell's loss may be the Fifth Estate's gain. Last month, Thomas M. Ryan, chief counsel to the committee, left Capitol Hill for the private sector. One of Dingell's senior lieutenants, Ryan joined the Washington law firm of Wunder & Diefenderfer, where he's now likely to represent some of the telecommunications businesses whose activities are often the subject of congressional attention.

He's somebody, most industry observers concur, who will be as effective on the outside as he was on the inside.

A 10-year Hill veteran, Ryan joined the then Committee on Interstate and Foreign Commerce in 1977 as a counsel principally responsible for transportation issues. In 1981, Dingell took over the chairmanship from former Congressman Harley O. Staggers (D-W.Va.), and Ryan was one of a handful of Staggers's staff who stayed on.

Under his new chairman, Ryan's responsibilities grew. He handled issues ranging from environmental to telecommunications. According to those who have worked with him, his fingerprints can be found on virtually every major piece of legislation that moved through Commerce during those years. One committee staffer credits Ryan for laying the groundwork that led to the adoption of such controversial measures as the "superfund" bill.

In telecommunications, he proved just as adept, particularly during the 97th and 98th Congresses. The committee was confronted with a number of pressing issues: Both the cable and broadcast industries were agitating for deregulation, cable and Hollywood were attempting to fashion a compromise on copyright matters, and the networks and Hollywood were at odds over the FCC's financial interest and syndication rules.

It was up to Ryan to play the middleman as the various industry parties strove to reach

consensus. Before the passage of the Cable Communications Policy Act of 1984, the cities and cable industry reached an impasse, and Dingell intervened to get the process back on track, with Ryan as mediator. "Tom had to keep everyone at the table," said one Hill staffer familiar with the negotiations. "Tom figured out a way to do business where everybody could be a winner."

Ryan's efforts on the cable bill did not go unnoticed. The firm he joined, Wunder & Diefenderfer, is on retainer to the National Cable Television Association. (Its two partners are also old Washington hands—Bernard Wunder, former minority counsel to the House Energy and Commerce Committee and one-time director of the National Telecommunications and Information Administration, and Bill Diefenderfer, former chief of staff of the Senate Finance Committee and chief counsel of the Senate Commerce Committee.)



Ryan

What does Ryan think three years after cable deregulation? "I think much will turn on how the industry makes use of the freedom that they're granted under the act." Cable, he said, "is a politically sensitive media interacting with local governments the way it does and charging for its services." It has a vital and direct relationship with local constituents. How good that relationship is depends on how the cable industry operates in that environment. They have to make business decisions but they also have to make some important decisions with regard to customer relations. Those customers of course are constituents of individual members of Congress and if they're dissatisfied they have a way of making that known to elected officials. I think all of this is in a state of flux and transition."

The 38-year-old Washington native (he grew up in nearby Kensington, Md.) lives with his wife Helen Ketcham and their two daughters, Lindsay, three-and-a-half, and Sophie, eight months, in suburban Maryland. He graduated from Notre Dame University in 1970 with a BA in economics and received a law degree from Georgetown University in 1974. Ryan was with the Washington law firm of Connole & O'Connell until he went to the Hill in 1977. He became chief counsel in January 1985.

Ryan considers his years with the committee a "once in a lifetime experience." Being a part of that, he said, "is something that very few have the opportunity to experience. The committee has an enormously talented and capable staff and I'll always feel a special loyalty and affection for that committee. It will always be a part of me."

But more importantly, he had a chance to work with Dingell. He is effusive in his praise for the congressman. "He's [Dingell] just a remarkable man. He's been over there 31 years. He's up there because he sees the opportunity to make a contribution to the public good and he works tirelessly at it. I think there are very few people who have the opportunity to work with someone like that."

Ryan's loyalty to the chairman is also con-

## Washington Watch

sidered a factor in his success. "He always knew he was a staff member and not in business for himself," said one communications lobbyist. Even Ryan describes his role as chief counsel as a facilitator seeking "a fair resolution of the issues in accordance with the wishes of the chairman and the committee."

The former committee counsel not only impressed industry representatives but committee members and staff. "Tom has a great instinct for the process, the politics and policy. . . He taught me a lot and helped me learn the ropes," said Larry Irving, senior counsel to the Telecommunications Subcommittee and former legislative director and legal counsel to subcommittee member Mickey Leland (D-Tex.).

By the time he left, it was obvious he had earned enormous respect. When his departure was announced, at a markup in May on the fairness doctrine codification bill, some 15 members, both Republican and Democratic, lauded Ryan. Said Ron Wyden (D-Ore.): "At some point when the members are done with their salutes, I think I am going to make a motion to unretire you and see if I can generate bipartisan support for it, but I think you've obviously seen the strong feelings and the overwhelming friendship that you've made in this subcommittee and all of us are looking forward to working with you closely in the years ahead." □

**Senatorial ambitions.** Representative Al Swift (D-Wash.), key player on House Telecommunications Subcommittee for almost 10 years, is considering bid for Senate. Swift, aide said, is taking serious look at seat held by Republican Senator Daniel J. Evans that will be up next year. Swift will issue formal decision before end of year, aide said, adding that "unless something comes up to change his mind," he'll run. □

**Truth in savings.** House has adopted measure (H.R. 176) that would require banks to disclose details and terms of savings accounts in advertisements. Under measure, however, Federal Reserve Board could exempt broadcasters from carrying disclosure requirements if it finds disclosure would be "unnecessarily burdensome." Senate Banking Committee is slated to take up bill this month. □

**Wick rebuttal.** USIA Director Charles Z. Wick has issued detailed rebuttal to Senate Foreign Relations Committee report accompanying bill (S. 1394) authorizing funds for USIA, aiming his fire at language dealing with Worldnet international television service. Wick, in nine-and-a-half page letter addressed to Chairman Claiborne Pell (D-R.I.), said language "was formulated in complete disregard of the facts made available to the committee," and "amounts to allegations of bad faith on the part of the United States Information Agency." Among allegations cited by Wick is one that "USIA's overseas posts have rated Worldnet as one of their least successful tools." Truth, responded Wick, is that of 146 products surveyed last August, Worldnet one-on-one interactives were rated in 19th place, daily European service, in 21st, and Worldnet multipost interactives, in 36th. And since August, Wick added, "there has been a substantial increase in the impact of Worldnet." Committee was tough on USIA generally and Worldnet particularly. Although administration sought \$44 million for television and film production, committee approved only \$15 million (BROADCASTING, June 29).

## Broadcasters defend deductibility of ad expenses

**They are joined at Hill hearing by agencies opposing any law that would disallow ad expenses**

The broadcasting and advertising industries continue to resist efforts on Capitol Hill to limit the deductibility of advertising expenses in business taxes. Last week industry witnesses presented their objections at a hearing of the House Ways and Means Committee which is studying more than 100 options of raising revenue to meet the deficit reduction levels in the budget resolution adopted last month. It's been suggested that businesses be allowed to deduct only 80% of their advertising costs, with the remaining 20% deferred to the following tax year.

Still another option under examination calls for taxing master limited partnerships, which, in certain instances, have been used by Fifth Estate companies. Reducing deductions for business meals and entertainment from 80% (the amount permitted under the 1986 tax reform legislation) to 50% in another option. The committee's final recommendations will be part of a budget reconciliation package.

Two weeks ago, the National Association of Broadcasters issued an alert to its membership emphasizing the seriousness of the situation and asked broadcasters to contact committee members to register their opposition (BROADCASTING, July 6). The House committee is slated to take final action on the revenue-raising options next week. In the Senate, the Finance Committee is soon expected to consider similar proposals.

There also is congressional interest in dis-



Helms, O'Toole, Lynn, Gorog and Fritts

allowing deductions for the advertising of alcohol and tobacco products. Bills have been offered in the House (H.R. 1563) and Senate (S. 466) toward that aim.

NAB has formed a coalition with the American Newspaper Publishers Association, the Magazine Publishers Association, American Association of Advertising Agencies, American Advertising Federation and Association of National Advertisers to fight the ad-tax proposals.

"Any action that creates a disincentive to advertise will be most harmful to the thousands of local radio and television outlets," NAB President Eddie Fritts told committee members during the hearing. Fritts was joined at the witness table by ANA President DeWitt Helm Jr., John O'Toole, AAAA executive vice president, and MPA President William Gorog.

Also testifying was Barry Lynn, legislative counsel for the American Civil Liberties Union. The ACLU, he said, believes the deductibility proposals violate the First Amendment protections of commercial speech. "It is not a permissible governmental function to keep accurate information from the public in order to shape their opinions or alter this lawful behavior," Lynn said. He was referring to those bills aimed at removing the deductions for the advertising of tobacco and alcohol products.

Congressman Fortney (Pete) Stark (D-Calif.), the author of H.R. 1563, defended the constitutionality of his measure. But, Representative Don Pease (D-Ohio) said that although he dislikes cigarette smoking, he would oppose Stark's measure "as long as we have the First Amendment."

In arguing against the ad tax, Fritts said

advertising is essential to inform the consumer of the "availability of goods and services." The sale of those goods and services, he added, "is the bedrock of our economy." Advertising, the NAB president continued, is the "lifeblood" of most successful businesses. "For every dollar expenditure in advertising there is on the average \$33 realized in sales which generates profits and taxes. The cumulative impact advertising has on sales is one of the major ingredients in a robust and growing economy." In conclusion, Fritts said, "broadcasting is in reality thousands of local radio and television stations each paying their fair share of taxes. Changes in the tax treatment of advertising will be felt at these stations, and the local communities these stations serve will be the real losers."

The AAAA's O'Toole warned that eliminating deductibility of even a portion of advertising expenses would "simply invite a general reduction in advertising volume and a resultant reduction in sales volume, economic activity and jobs." Small businesses would be "severely hurt," contended ANA's Helm. "While they may only be spending a limited number of dollars on advertising, these dollars could be the difference between success and failure. These tax proposals will particularly impact companies—whatever their size—that are launching new products or breaking into new markets," said Helm. □

## Distribution of 1985 copyright money devised by claimants

### Studios to get lion's share of funds collected in 1985

The producers of broadcast programming have agreed on how to divvy up the money cable operators paid to import and carry distant broadcast signals under the compulsory copyright license in 1985, obviating the need for the Copyright Royalty Tribunal to step in and declare how the funds should be distributed.

If approved by the CRT, the distribution will be the same as it was in 1984. The "program suppliers," a group representing the major production studios, will receive about 70% of the more than \$100 million collected in 1985. Six other groups of claimants will share the balance.

Before the Copyright Office of the Library of Congress, which collects and disburses the cable copyright royalties, distributes the 1985 money, the various parties that make up each claimant group must figure out how they are going to divvy up the money among themselves.

According to Washington attorney John Stewart, who represents the National Association of Broadcasters in the copyright proceedings, the parties of the four claimant groups to which NAB belongs on behalf of its members—program suppliers, public broadcasting, commercial television and devotional (religious)—have settled on distri-

bution or are close to doing so. The four claimant groups hope to get their money by July 23, he said.

The Copyright Office collected \$103.5 million from the cable operators in 1985, but interest has swelled it to \$112.6 million.

The Copyright Office has divided the money into three pools. The "basic" pool, which accounts for 60% of the total, includes royalties for most of the distant signals carried by cable operators. The "3.75%" pool, which accounts for about 20%, includes royalties derived from the CRT's 3.75% rate for distant signals added after the FCC rules limiting the number of distant signals cable systems could carry were dropped. The "syndex" pool, which also accounts for around 20%, includes money derived from the syndicated exclusivity surcharge imposed after the FCC's old syndex rules were eliminated.

Under the agreement, the program suppli-

ers will receive 67.10% of the basic pool, 72% of the 3.75% pool and 95.50% of the syndex. Joint sports will receive 16.35% of the basic pool and 17.5% of the 3.75% pool. Public broadcasting will receive 5.2% of the basic pool. Commercial television will receive 5% of the basic and 3.75% pools. Music licensing will receive 4.5% of each pool. Devotional will receive 1.1% of the basic pool and .75% of the 3.75% pool. Canadian interests will receive .75% of the basic pool and .25% of the 3.75% pool. In addition, National Public Radio will receive .18% of the entire 1985 fund.

Most of the money the commercial broadcasters represented by the NAB will receive will come through the commercial television claimant group. According to Stewart, the broadcasters' total take through all four claimant groups to which they are a parties will be between \$4 million and \$4.5 million. □

## The line on Judge Robert Bork

### Opinions in many cases hearten media interests; Reagan continues giving Supreme Court his stamp

The substantial controversy surrounding the nomination aside, broadcast industry and media representatives generally have reason to cheer President Reagan's nomination of Judge Robert Bork of the U.S. Court of Appeals in Washington to the Supreme Court. His opinions and writings are not an unalloyed delight to them. But on balance, he is seen by some, such as Jane Kirtley, executive director of the Reporters Committee for Freedom of the Press, as "the best that might have been expected of the Reagan administration on media law issues."

The Reporters Committee has prepared a 31-page summary of opinions Bork has written or joined in his five years on the appeals court in Washington. And the summary includes the opinion that made Bork's household name in broadcasting households: *Telecommunications Research and Action Center v. FCC*, in September 1986. In *TRAC*, he held that the fairness doctrine had not been codified into law by Congress and was merely a policy that the FCC was free to repeal. Congress, he said, had simply "ratified the commission's long-standing position that the public interest standard authorizes" the obligation that broadcasters treat all sides of a controversial issue in a balanced manner. He was also critical of the Supreme Court's *Red Lion* decision upholding the constitutionality of the doctrine.

The Reporters Committee summary was prepared under forced draft, in a matter of days, after the nomination was announced on July 1. But it appeared last week that the editors to whom the summary was sent will have a couple of months to review it. Senator Joseph Biden (D-Del.), chairman of the Senate Judiciary Committee, is in no hurry to hold a hearing on the controversial Bork nomination. He said it would not be held until the middle of September. He also said he would probably vote against the nomination.

The summary shows a consistency in Bork's opinions on broadcast and cable matters, a readiness to lift regulatory restraints. The 1986 *TRAC* decision, for instance, was foreshadowed in an opinion in 1983 in which a three-judge panel rejected a citizens group's challenge of an FCC ruling that California radio and television stations had adequately discharged their obligations under the Communications Act provision requiring sponsorship identification. In dicta, Bork said the First Amendment protections of broadcast political speech "may well expand" because the increase in the number of broadcast stations is undermining the scarcity rationale of Supreme Court decisions—as in *Red Lion*—that impose restrictions on broadcasting but not on the print media.

Bork also made an impact on the broadcasting community in 1983 with his opinion affirming the commission's decision to reduce the regulatory burden on radio and television licensees by adopting a renewal application the size of a postcard. Bork, writing for the majority of a divided three-judge panel, rejected the claim of Black Citizens for a Fair Media that, in eliminating questions regarding nonentertainment programming, the commission was violating the Communications Act requirement that it insure that the renewal of a broadcast license serves the public interest. Bork said the commission is not limited to the postcard renewal as a source of information—that it receives input from the public. Bork, also in 1983, was part of a unanimous panel that affirmed the commission's deregulation of radio.

Bork turned up on the side of those arguing for cable's First Amendment rights, in *Quincy Cable TV v. FCC*, in which a panel, in an opinion by Judge J. Skelly Wright, held that the "scarcity rationale" used to justify regulation of broadcasting does not apply to cable television because of its virtually unlimited channel capacity. The opinion held that the must-carry rules violate the First Amendment rights of cable operators and subscribers. The rules, the opinion said,

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**House appropriations.** The House has approved a fiscal 1988 funding bill for the FCC, Federal Trade Commission, National Telecommunications and Information Administration, the Board for International Broadcasting and U.S. Information Agency. The \$13.8-billion package (it also contains overall funds for the Justice, Commerce and State Departments) now moves to the Senate for approval. Under the bill the FCC would receive \$105.6 million (it asked for \$107.3 million); FTC, \$69 million (it asked for \$69.9 million); NTIA \$35 million of which \$14.5 million is for salaries and \$20.5 for the public telecommunications facilities program (it asked for \$14.7 million and there was no request for PTFP), BIB, \$165 million (it requested \$203.6 million), and USIA, \$816 million (it was seeking \$942 million). The lower chamber also adopted an FY '88 appropriations measure that included \$133,000 for the Copyright Royalty Tribunal. The agency had asked for \$179,000.

Both the House and Senate approved a supplemental appropriations bill for FY '87. Under that measure, the FCC would receive an additional \$755,000 for pay raises and \$1.2 million for federal retirement benefits. NTIA got an extra \$213,000 for retirement benefits and will transfer \$243,000 from other funds to cover pay hikes. A total of \$6 million was appropriated for USIA of which \$2.7 million is for pay increases and \$5.4 million for retirement costs, with Radio Marti receiving \$516,000 for retirement benefits.

"coerce speech" and intrude on editorial discretion.

Bork has also attracted the attention of media attorneys with his opinions in libel cases, particularly his concurring opinion in *Ollman v. Evans*. In that case, a majority of the full bench of the appeals court affirmed a district court's ruling that the allegedly libelous statements in a column by Rowland Evans and Robert Novak about a former professor at the University of Maryland were privileged controversy. He expressed concern that "a freshening stream of libel actions, which often seem as much designed to punish writers and publications as to recover damages for real injuries, may threaten the public and constitutional interest in free, and frequently rough, discussion."

Bork's role as a defender of the First Amendment is questioned by some who recall an article he wrote for the *Indiana University Law Review*, in 1971. In it, he indicated he felt the constitutional guarantee applied principally to "political speech." Bruce Fein, the FCC's former general counsel who is now a legal consultant and an adjunct scholar at the American Enterprise Institute, said Bork has "disowned a lot" of what he said in the article. However, he also said that Bork is "skeptical" of commercial speech as a claimant on First Amendment protection, as are Chief Justice William Rehnquist and Justice Antonin Scalia. (There was a case in 1985 in which Bork wrote an opinion affirming in part and denying in part a district court's order granting the Federal Trade Commission's request for an injunction barring some of the cigarette advertising of the Brown & Williamson Tobacco Corp. The FTC said the advertising, regarding the cigarettes' tar rating, was "deceptive." Bork found the ads "inherently deceptive" in that the cigarettes involved delivered far more tar than other cigarettes similarly rated by the FTC.) Fein added that Bork would also favor regulating indecency, in print or in broadcasting.

Bork's readiness to defend political speech was evident in a case involving the Washington, D.C., Metropolitan Transit Authority. Bork, in a unanimous three-judge court opinion in 1984, declared that the authority was guilty of prior restraint when it refused to lease space to an artist who wanted to display a poster critical of the Reagan administration. The authority said its refusal

was based on the conviction the poster was deceptive, not because of the poster's political message. "An assessment of the deceptiveness of a message, necessarily involves a judgment about the substance and content of that message," Bork wrote, adding, "Subject to a limited number of exceptions—most notably, reasonable time, place and manner regulations—political speech may not constitutionally be restricted in a public forum."

Some lawyers who have followed his career say Bork's concern with opening channels of information from the government to the public is greatly influenced by concern for governmental or national security interests. The Reporters Committee's summary of the opinions Bork wrote or joined in the five years he has served on the appeals court in Washington tends to support that view. It cites 22 Freedom of Information cases, in 21

of which he wrote the opinion or was in the majority in denying FOIA appeals. In the remaining case, he dissented when the majority ruled in favor of a group of citizens seeking access under the act to information in the regulations log maintained by the Department of Health and Human Services.

And in one of several cases labeled "prior restraints" in the Reporters Committee summary, Bork dissented when the majority of a three-judge panel sent back to district court a ruling rejecting a challenge to the State Department's refusal to grant visas to aliens who had been invited to the U.S. to speak on matters of public interest. The refusal was based on one of the ideological exclusion provisions of the Immigration and Nationality Act.

While the majority felt the record compiled in the trial court was insufficient to determine whether the exclusion was based on activities in which the foreigners were expected to engage and not on the ground a their mere presence would be prejudicial, Bork said the court was required to defer to the government's interpretation of the statute. He rejected the plaintiffs' challenge to the statute based on their First Amendment right to receive information.

One area of Bork's writings not particularly familiar to lawyers concerned with media issues involves antitrust cases. To Fein, Bork's writings in that area indicate another facet of the man that should be of interest to those newcomers to broadcasting who regard it primarily if not exclusively as a business. "He is not strict on mergers," Fein said. "He would regard broadcasting as an unconcentrated industry. As a result, he would be loathe to upset mergers in broadcasting on antitrust grounds." □

## Comsat's role debated in comments

### Filings with Senate Communications Subcommittee both defend and criticize Comsat's role in international communications policy

The Communications Satellite Corp. has reason to feel it is not alone in arguing it should continue as the U.S. signatory to the International Telecommunications Satellite Organization. Among the some 80 comments filed with the Senate Communications Subcommittee, in an inquiry into U.S. international communications policy and Comsat's role in implementing that policy, criticisms of Comsat were to be found. But so were defenders of Comsat.

The FCC and the National Telecommunications and Information Administration, in separate comments, saw little need for major changes in the regulation of Comsat or in the government's oversight of Comsat's role as signatory. However, the commission—as Commissioner Mimi Dawson testified before a House subcommittee two weeks ago (BROADCASTING, June 29)—said Congress might consider amending the Communications Satellite Act to provide for direct government participation in Intelsat meetings when Comsat's corporate interests conflict with national interests.

At present, the government is represented at meetings only by observers. And NTIA said that although commission regulation of Comsat has benefitted the American public, the changes in the international communications marketplace indicate that some regulatory reforms are warranted. The State Department, which shares responsibility with the commission and NTIA in the oversight of Comsat, did not file a comment by the June 25 deadline; it said it would submit one by July 10.

But Ambassador Diana Lady Dougan, U.S. coordinator and director of the Bureau of International Communications and Information Policy, indicated some of State's concerns regarding Intelsat and Comsat in written testimony submitted to the House Telecommunications Subcommittee. She said that the department, individually and jointly with NTIA and the commission, is reviewing the signatory role "in light of the changed economic and technological environment of international telecommunications facilities." She mentioned specifically the increased competition that Intelsat will be facing when fiber optic undersea cables and separate communications satellite systems come on the scene. And she said the situation would require action on two

fronts—reforming elements of the regulatory and institutional framework and improving signatories' understanding of the problem.

Dougan also said State believes that the primary focus should be on the future role of Intelsat and Inmarsat and that from that focus "the logic or necessity for more drastic reforms of the signatory role, if any," would flow. What's more, she said, State recognizes that the U.S. cannot unilaterally determine the future role of Intelsat and has, as a result, "launched a number of policy initiatives to insure effective policy approaches." She said "one major initiative under way involves the United Kingdom—a joint examination of the future of Intelsat involving both Parties [governments] and Signatories with a view of proposing possible initiatives, if appropriate, to the upcoming Assembly of Parties," in October.

One comment that seems certain to give the subcommittee particular pause was filed by Leland Johnson of the Rand Corp., who said that Intelsat—which has grown dramatically in its 23-year life—"may shrink in size" over the next several years (BROADCASTING, July 6). He saw the shrinkage as a consequence of the competition mentioned by Dougan—particularly that from fiber optic undersea cables, secondarily from separate satellite systems—and he recommended flexible pricing as a means of countering that development. None of the other comments foresaw a shrinkage of Intelsat, but some saw a need for allowing Intelsat to engage in flexible pricing.

The U.S. has opposed amending Article V(d) of the Intelsat Agreement, which provides for global averaging. But the commission said Intelsat "must be permitted greater flexibility in pricing" to meet the growing competition in the international telecommunications market. At the same time, the commission said Intelsat should not be allowed to act in an anticompetitive manner; it noted it has expressed concern that some Intelsat prices were actually too low—below the relevant costs.

Comsat, well aware of critics who are recommending that it be replaced as U.S. signatory, made a strong argument in its own behalf in its comment. It said it was equipped to help Intelsat face the competitive challenge of the next decade. "We are moving to control costs, attract high density traffic, increase service to developing countries and implement new services that capitalize on flexibility and multipoint access and the distribution capabilities of satellite technology," Comsat said. It also said that no other entity can perform the signatory role as well as Comsat. It noted its financial structure is "inextricably intertwined" with the future of both Intelsat and Inmarsat, the other international satellite organization on which it serves as U.S. signatory. "Comsat's driving business motivation," it said, "is to serve all U.S. users and to optimize use of Intelsat and Inmarsat."

Comsat had other friends among those commenting. Dozens, many of them educational institutions, some of them enterprises manufacturing space-communications equipment, testified in Comsat's behalf. California State University, for instance,

said that, "without Comsat, it is doubtful that the U.S. would enjoy the excellent international service we have today." And General Dynamics Corp., a leading manufacturer and operator of launch vehicles, described Comsat as "a strong advocate for use of U.S. boosters by Intelsat and Inmarsat." The company noted that U.S. companies provided boosters for 38 of the 41 launches to date.

MCI said the present regulatory and statutory structure functions well in support of development of diverse international services and the efficient use of all international facilities. But it also saw a problem in "the conflicting pressures and incentives placed on Comsat as a result of its dual status as both a monopoly and competitive service provider." Accordingly, it said, the Intelsat signatory role should be performed by an entity not engaged in the provision of competitive services. That division of labor, MCI said, would bar the emergence of structural incentives for anticompetitive and discriminatory activities.

Comsat's critics were also represented. Many urged its replacement as signatory, contending its responsibilities to its stockholders conflict with its responsibilities to U.S. carriers and the national interest. Aeronautical Radio Inc., for instance, called Comsat "a dinosaur that has been left behind by the continuing evolution of satellites." It said Comsat is "unable to compete, and possesses the entrenched monopolist's unwillingness to innovate." ARINC, which is owned by the air

transport industry, serves aircraft through one of the world's largest private communications systems. ARINC is locked in a bitter battle with Comsat over what ARINC says is the signatory's effort to stymie plans to employ Inmarsat space segments for aeronautical satellite communications.

Pan American Satellite Corp. had harsh words both for Intelsat and Comsat. PanAmSat is the only one of eight separate U.S. systems to have been successfully coordinated with Intelsat, but the process was long and painful. And PanAmSat said Intelsat, "a global monopolist 25% owned by Comsat," made the coordination process as difficult as it was. The government, PanAmSat said, should question "what long-term purpose is served" by its continued support of Intelsat. As for Comsat, PanAmSat said Congress should act promptly "to end the conflicts of interest" in which it said the company is involved. It said the government should take over the signatory functions and assign them to an interagency task force.

PanAmSat's frustrations in being unable to secure foreign correspondents—beyond its original one, Peru—with which to establish international service was also reflected in the comment. PanAmSat, which has claimed that foreign governments have served as a bar to companies interested in serving as a foreign correspondents, said the executive branch and Congress "should join in a concerted effort to make clear to foreign countries that we will not tolerate unjustified denials of access to U.S. systems." □

## Markey wants changes in ex parte rules

### Massachusetts congressman feels those on Hill should be free to talk to FCC members at will

The FCC received a congressional nudge last week to re-examine its new ex-parte rules. House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), in a letter to FCC Chairman Dennis Patrick, conveyed his view that Congress should be exempt from the rules. "We feel strongly that the ex parte rules, particularly those provisions barring third-party contacts with the commission, during the so-called 'sunshine period,' cannot be and should not be enforced against members of Congress," Markey wrote.

The subcommittee chairman's letter also contained an opinion from Steven R. Ross, general counsel to the clerk of the House, which Markey suggested should prove "helpful" during the FCC's re-evaluation of the rules. According to Ross, the agency's "resistance to Congress's legitimate role would raise serious questions regarding the system of checks and balances by which the commissioners of an unelected and potentially unaccountable body exercise their delegated authority."

The FCC's new rules, adopted in March, prohibit approaches to the agency by outsiders during the seven-day sunshine period before a vote, and the commission considered the congressmen outsiders. The status of discussions between congressional staffers and agency personnel on rulemaking proceed-

ings was clarified by the FCC as also being subject to ex parte disclosure requirements: The previous rules were considered ambiguous as to whether such discussions had to be disclosed.

During an FCC oversight hearing in May, Markey expressed his dissatisfaction with that decision (BROADCASTING, June 1). He said then that a "legislative remedy" might be necessary if the FCC fails to reconsider the rules.

John Kamp, the FCC's director of congressional and public affairs, said the commission would treat Markey's correspondence as a "petition for reconsideration." Kamp said the agency understands the "sensitivity" of the issue and that it will "give it a thorough airing."

In making the case to exclude Congress, Ross said inquiries and expressions of congressional views "play a major role in the constitutional scheme, because the accountability of unelected officials to the public occurs through exchanges with Congress to see that the laws are being properly administered and that any needed changes are made. Congress's oversight constitutes a necessary duty and responsibility, inherent in Article I and long recognized by the Supreme Court."

Furthermore, he contended that Congress created the FCC, which "carries out Congress's policies under Congress's standards. Congress oversees the FCC and agencies, like the FCC, serve, in the Supreme Court's words, as 'a legislative aid.'" □

## Comsat, Contel part ways

**Although multibillion merger came unglued, Comsat sells two divisions to Contel for \$38 million**

The Communications Satellite Corp. and Contel Corp. announced last week that they have reached an agreement under which their \$2.47-billion merger agreement would be terminated and two of Comsat's businesses—Comsat International Communications Inc. and its VSAT operations—would be sold to Contel for \$38 million.

Comsat and Contel agreed to merge last fall, but Contel subsequently said it wanted out, citing proceedings at the FCC that threatened some of Comsat's profits and businesses. Up to last week, Comsat had indicated that it would not allow Contel to walk away from the deal.

The sales of the Comsat businesses are subject to approval by the FCC and review by the Justice Department under the Hart-Scott-Rodino Antitrust Improvement Act.

CICI provides international private line

**Charlotte charge.** NBC is lobbying hard to improve its position in the 32d-ranked market, Charlotte, N.C., which has only two VHF stations. Its current affiliation is with WRDQ-TV (ch. 36), which it took on when WSOC-TV (ch. 9) switched from NBC to ABC in 1978, when the latter was the number-one network and NBC was mired in third place.

But now, as the dominant network in most dayparts, NBC has approached both its former affiliate in the Charlotte market, and long-time CBS affiliate, WFTV-TV (ch. 3), which signed on with CBS in 1949. WFTV has emerged as the network's primary target, since the station is number one in prime time and both national and local news.

More than one source has confirmed that NBC officials have indicated that the network is prepared to increase WFTV's compensation substantially to bring the station into the network fold. Top level executives from both networks have made presentations to the station, and its senior vice president and general manager, Cullie Tarleton, said last week the station would make a decision in the next couple of weeks. "We've told them both that we would not make the decision based on who comes up with the best compensation package," said Tarleton. But, he added, "It is an important consideration." He claimed that the most critical factor in the decision will be "as we look onto the last decade of this century, which network will be in the best position strategically for WFTV to hitch its wagon to. All three networks have undergone change in the last year or so. It is not business as usual."

services—voice, data and video—to 19 foreign countries as an international record carrier. It also includes the Intelsat "gateway" earth stations business, but that is excluded from the Contel deal.

Comsat's VSAT business involves the design, manufacture and installation of

VSAT's (very small aperture terminals) for private satellite networks.

According to Comsat, both businesses are currently money losers. During the first six months of 1987, the VSAT operations lost \$7.1 million on revenues of \$3.3 million and CICI lost \$3.2 million on revenues of \$6.8 million.

"I am pleased that we have been able to resolve the termination of the proposed merger with Contel in a very positive manner," said Irving Goldstein, chairman and chief executive officer, Comsat. "Moreover, with this divestiture we are drawing a clearer line of distinction between our Intelsat and Inmarsat business and our unregulated businesses. Looking forward, we will put increased emphasis on maintaining the competitiveness of our regulated business."

Comsat and Contel announced their merger plans last October, heralding it as the coming together of two companies with complementary skills and markets (BROADCASTING, Oct. 6, 1986). Because of its statutory obligations, Comsat would have been the surviving company—Comsat was established in 1962 to implement a global communications satellite system—but Contel management would have ended up in firm control of the new Comsat.

Six months later, after the shareholders of both companies had approved the merger, Contel declared that it wanted out (BROADCASTING, April 20). For reasons, Contel pointed to an FCC action ordering Comsat to refund to Intelsat and Inmarsat customers \$62 million and to FCC proceedings that could result in loss of business for Intelsat and other businesses Comsat has its eye on. Comsat is appealing the refund order and argued that Contel was fully aware of all the proceedings when it entered into the original merger agreement.

With the sale of CICI and the VSAT businesses, Comsat continues its gradual withdrawal from the unregulated marketplace,

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## Bottom Line

**Capital banishment.** Fox Television redeemed remaining increasing-rate preferred stock on July 1 for \$230 million.

**Putting on weight.** Chyron Corp. said it increased ownership in CMX Corp. to 71%, from 67%, and also increased ownership in Digital Services Corp. to 54%, from 51%.

**No deal.** Sale of RKO motion pictures unit has been called off after buying group was unable to complete necessary financing. Gencorp. unit was to have been sold to investment group, including former RKO managers, for price reportedly in excess of \$40 million.

where it has sustained massive losses over the past decade.

Its remaining unregulated businesses include Comsat Video Enterprises, which beams cable programming to hotels; the oper-

ation and maintenance of the Ku-band satellite network for the distribution of NBC's programming to its affiliates; manufacturing of satellite equipment, and technical design and consulting services.

## Changing Hands

### PROPOSED

**KMJ(AM)-KNAX(FM) Fresno, Calif.** Sold by McClatchey Broadcasting Stations to Henry Broadcasting for a reported \$7 million to \$8 million. Seller is Sacramento-based newspaper publisher and station group of two AM's and two FM's owned by Eleanor McClatchey, C.K. McClatchey and family. It publishes 12 newspapers in Alaska, California and Washington. McClatchey has owned KMJ(AM) since 1925, and KNAX(FM) since 1949. It is also selling KFBK(AM)-KEFR(FM) Sacramento. Buyer is San Francisco-based group of four AM's and five FM's owned by Charlton H. Buckley. KMJ is on 580 khz full time with 5 kw. KNAX is on 97.9 mhz with 50 kw and antenna 312 feet above average terrain. Broker: *Communications Equity Associates.*

**WMSR-FM Manchester, Tenn.** Sold by WMSR Inc. to American General Media Inc. for \$1 million. Seller is principally owned by Ray Spivey, Russ Daniels and seven others. It also owns co-located WMSR(AM). Buyer is Arroyo Grande, Calif.-based group of three AM's and two FM's owned by Lawrence Brandon and his son Anthony. Anthony Brandon owns KVOQ-FM Lorenzo, Tex. Rogers Brandon, brother of Anthony, owns WYDE(AM) Birmingham, Ala. WMSR-FM is on 99.7 mhz with 30 kw and antenna 200 feet above average terrain.

**WLIS(AM) Old Saybrook, Conn.** Sold by Vanguard Communications Inc. to Del Ray-see for \$900,000. Seller is Geneva, N.Y.-based group of three AM's and two FM's owned by Leonard I. Ackerman and Leonard A. Marcus. Buyer is co-founder of Unity Broadcasting Network, which owns WDAS-AM-FM Philadelphia. WLIS is on 1420 khz with 5 kw day and 500 w night. Broker: *Bob Kimel's New England Media.*

**WALI(AM)-WROG(FM) Cumberland, Md.** Sold by Community Service Broadcasters Inc. to Tschudy Communications Corp. for \$865,000. Seller is owned by C. Alfred Dick and William A. Hubbard. It has no other

broadcast interests. Buyer is owned by Earl Judy, who also owns WSIG(AM) Mount Jackson, Va., four cable systems in Virginia and cable system serving Elkins, W. Va. WALI is on 1230 khz full time with 1 kw. WROG is on 102.9 mhz with 3.5 kw and antenna 1,400 feet above average terrain. Broker: *Business Broker Associates.*

**WHYZ(AM) Greenville, S.C.** Sold by Hooper

Communications Corp. to Twenty First Century Communications Ltd. for \$730,000. Seller is owned by Thomas H. Hooper. It has no other broadcast interests. Buyer is principally owned by Martin A. McLung, Midland, Tex.-based businessman with no other broadcast interests. WHYZ is daytimer on 1070 khz with 50 kw. Broker: *Chapman Associates.*

**WYXY(AM) Cypress Gardens, Fla.** Sold by Altair Communications Inc. to Seehafer Broadcasting Corp. for \$395,000. Seller is principally owned by Roger S. Bald. It has no other broadcast interests. Buyer is Manitowoc, Wis.-based group of four AM's and three FM's owned by Donald W. Seehafer. WYXY is on 1360 khz with 5 kw day and 2.5 kw night.

### CABLE

**Systems serving Wellsville and Penn Yan, both New York** Sold by Sammons Communications of New York Inc. to Adams-Russell Co. for approximately \$10 million to \$14 million. Seller is Dallas-based MSO of 57 systems with approximately 660,000 subscribers. It is headed by James N. Whitson, president. Buyer is Waltham, Mass.-based MSO with systems in five states. It is headed by John J. Lynch, president. Wellsville and Penn Yan system passes 8,830 homes with 7,000 subscribers and 138 miles of plant. Broker: *Communications Equity Associates.*

For other proposed and approved sales see "For the Record," page 56.

### ARDMAN BROADCASTING CORPORATION OF MASSACHUSETTS

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**WZOU (FM)**

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# TELECASTINGS

## Second look

The Anti-Defamation League of B'nai B'rith has requested a meeting with NBC News President Lawrence Grossman to discuss an NBC News program on Israel which ADL called "a striking example of one-sided television journalism." Among the criticisms of *Six Days Plus 20 Years: A Dream Is Dying*, voiced by ADL associate national director, Abraham H. Foxman in the letter to Grossman, was that the show "makes scant effort to present the political and historical perspective necessary to consider this complex issue." Foxman said also that NBC "missed an important opportunity to educate its viewers about the numerous developments in Israel's 20-year history since the Six Day War—its trials, but also its many achievements."

In response, Grossman sent a letter to the ADL last week that said in part that "we are very proud of *Six Days Plus 20 Years*," and that he is "pleased to stand behind its accuracy and fairness." He told the group that he would "be happy to meet" with representa-

tives of the ADL, "as I would with any significant and responsible national interest group that has a concern about one of our programs."

## Allocation action

The FCC's advisory committee on radio broadcasting has appointed Louis Stephens chairman of the committee's subgroup on allocations.

Stephens, senior attorney on the international staff of the FCC's Mass Media Bureau, served as chairman of the subgroup during preparations for the 1981 Rio de Janeiro AM Regional Administrative Radio Conference. He has also served as chairman of the radio advisory committee, a title now held by Larry Eads, chief of the bureau's audio services division.

The allocations subgroup helps prepare U.S. representatives in developing international broadcasting spectrum agreements.

The radio advisory committee's technical subgroup has a meeting scheduled Thurs-

day, July 23, in Washington at National Association of Broadcasters headquarters. On the group's agenda are synchronous transmitters, the FCC review of AM broadcast rules and preparations for the Region 2 conference's second session on the planned expansion of the AM band.

## Overseas help

A New York television consulting firm, Worldwide Media Group, headed by former CBS executive John Eger, has formed a joint venture with the British-based news monthly, *South* magazine, to arrange TV programming and advertising sales in Third World countries.

The new company, South/North Programming Development Corp., hopes to arrange exclusive handling of advertising sales for less-developed and Eastern Bloc countries, as well as the purchase of television programs and other assistance. The firm will be headquartered in New York.

## Dial-a-program

CBS affiliate WFR-TV Rockford, Ill., has introduced "23 Action Program Line", an updated telephone recording of the station's program listings. Seven days a week, 24 hours a day, viewers may hear descriptions of programs airing from noon through late night Saturday and Sunday and from 5 p.m. through late night weekdays by calling a local number.

## Canadian feed

The Canadian Broadcasting Co. has established a permanent host broadcast unit to cover various international events taking place in Canada. The unit will provide live audio and video coverage to both domestic and foreign broadcasters and will be headed by a 20-year CBC veteran, David Knapp. Knapp previously directed operations for host broadcasting units during EXPO 86, the 1984 papal visit and the 1981 economic summit. CBC will act as host broadcaster for the commonwealth heads of government meeting to be held in Vancouver Oct. 13-17. The CBC's host broadcast unit can be contacted in Ottawa at (613) 727-7351.

## Still a long way to go

Portrayals of women on prime time television have not changed much since the days of Harriet Nelson and Donna Reed. That's the conclusion of Donald Davis, a journalism professor at the University of Georgia, who recently completed a study on the roles of

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women on television. Davis found, among other things, an average of two male characters for every female character, women younger than men by about 10 years; few women characters in the 35-50 age bracket; portrayal of women as more ornamental than functional, and women defined in marital and parental roles while men's roles were indeterminate.

Davis found *Love Boat* and *Miami Vice* to be among the most offensive shows. In *Miami Vice* "most of the female characters are either prostitutes or gangster molls and the majority don't have speaking roles but seem to hang all over the men." Davis considers *Cagney and Lacey* one of the better shows despite the fact that seven of the continuing characters and all the supervisors are men. One explanation Davis offers for the lack of improvement in female roles is that more than 90% of the television writers are white males who have problems writing about women.

## WNET net

Noncommercial WNET(TV) New York finished fiscal 1986-87 on June 30 with revenues of \$91.4 million and expenses of \$89.8 million, the station's first positive working capital in six years. The leftover \$1.6 million will be used for program development and production, and is being attributed to the station's new five-year plan, adopted last July (BROADCASTING, June 16, 1986). The WNET board adopted an \$89.8-million operating budget for FY 1987-88, which began July 1, and is projecting a \$2.5 million reserve.

## WNPB-TV windfall

A 30% increase in community fund raising allowed noncommercial WNPB-TV Morgantown, W. Va., to restore 16¼ hours of service it had discontinued in April after a 20% state funding cut. The station's \$55,000 shortfall

was made up through mail appeals and on-air pleas in April, May and June, allowing it to resume 6:45-8 a.m. weekday service, 6:30-8 a.m. weekend service and programming between 11 p.m. and midnight each night.

## TV guidance

The Corporation for Public Broadcasting has produced a 20-page booklet, "TV Tips for Parents" that offers advice on how to turn TV-watching into an educational and enjoyable experience for children. The booklet provides 10 guidelines ranging from "Set Your Child's TV Schedule" to "Use TV to Promote Writing." It is available from CPB at no charge to anyone sending a self-addressed business envelope with a 39-cent stamp to CPB, Box 33039, Washington 20033. The booklet is available in both English and Spanish.

# Journalism

## New York court finds shield law protection not absolute

**In affirming lower court decision, it says notes, TV outtakes aren't completely protected under state law**

New York's highest court dealt news organizations in the state a setback last week in holding that the New York shield law does not constitute absolute protection for notes and other material, including television outtakes. The law, the Court of Appeals said, in a 4-3 decision, pertains only to confidential sources or to material provided by such sources.

Some media lawyers saw the decision as having an adverse impact on newsgathering throughout the state. Others, however, saw support for the proposition that the court did not intend to deny protection in all cases where confidentiality had not been promised. They thought the court would still regard the First Amendment as providing qualified protection even for nonconfidential sources and material.

At issue in the case was a taped interview WTEN(TV) Albany reporter, John McLoughlin, conducted with a man suspected of killing his wife. A minute of the piece was aired after the woman was reported missing but before her body was discovered. The grand jury that subsequently investigated the case sought the outtakes, but the station, citing the shield law and the First Amendment, declined to make them available. And the trial court upheld the station and quashed the grand jury's subpoena. But the appellate division of the New York supreme court reversed, holding that only material obtained under the promise of confidentiality was protected under the shield law, the position affirmed last week by the Court of Appeals.

The station said there had been no precondition for the interview but that a portion had been conducted under a promise of confidentiality.

The Court of Appeals, in its decision last week, held that the legislature, in enacting the shield law in 1970 and in amending it in 1981, intended to protect only confidential material. It noted that proposed amendments to protect nonconfidential material were rejected in 1981 and that the question of whether the shield law protected such material was subsequently litigated, with the appellate authority ultimately concluding "that the cloak of confidentiality requirement still obtained." The court added that "it is well settled that the legislative history of a particular enactment must be reviewed in light of the existing decisional law which the legislature is presumed to be familiar with and to the extent it left it unchanged, that it ac-

cepted."

Media representatives have expressed concern the decision would encourage prosecutors to issue more subpoenas for a wide range of materials. Timothy Dyk, the Washington counsel who represented WTEN owner Knight-Ridder in the case, said: "The decision will have an adverse impact on newsgathering in the state. We thought [the shield law] was an absolute privilege. But it's something less." He said those concerned about the decision are considering two options—seeking reconsideration by the court or asking the legislature to amend the law to make it include nonconfidential material.

However, media representatives said the decision does not leave journalists powerless to resist subpoenas for nonconfidential material. Jane Kirtley, executive director of the Reporters Committee for Freedom of the Press, noted that, by implication, the court

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had held that the First Amendment still provides a qualified defense. She was referring to the court's indication it had considered the Supreme Court decision in *Branzburg v. Hayes*, in 1972, in which the high court held that the government must show the information it was seeking from a journalist relates to a specific probable violation of the law, that it cannot be obtained elsewhere and that there is a compelling and overriding interest in the material. The court said that defense could not succeed since the taped interview "presumably contains relevant information necessary to the grand jury investigation and unavailable from other sources." "The court," Kirtley said, "is not foreclosing the [*Branzburg*] test in future cases."

In another case involving a broadcast journalist's effort to invoke a state shield law, the Reporters Committee and the National Association of Broadcasters last week filed a friend-of-the-court brief in the Tennessee Supreme Court in Knoxville, in support of Mark Curriden, a reporter for WDOD-AM-FM Chattanooga. His right not to reveal the identity of a confidential source is being challenged by the state's district attorney general. Curriden had been subpoenaed to appear before the grand jury of Hamilton county in July 1986 to identify a man who had claimed on the air to have committed a murder but who had never been apprehended by police.

The Reporters Committee and NAB, in

their brief, say the information is privileged under both Tennessee's shield law and Tennessee's constitution. And, in line with the *Branzburg* test, they contend that Curriden has no information clearly relevant to a specific violation of law.

They say the state not only has failed to show that Curriden has information beyond that available to the state but that it "has also failed to show what specific crime was committed."

The brief also argues that the state has not shown it cannot get from other sources the information it seeks or that "there is a compelling and overriding public interest... in the information," as required by the state's shield law. □

## Presidential debate dates set for 1988

**But announcement by political parties draws ire of League of Women Voters, which also has debate plans**

The Commission on Presidential Debates—a creation of the Republican and Democratic National Committees—has set the dates for three presidential debates and one vice presidential debate next year and has obtained the agreement of the candidates of both parties to participate if nominated at party conventions in the summer of 1988. The debates themselves will be organized by a 23-member bipartisan advisory commission, and will be held on Sept. 14, Sept. 25, Oct. 11

and Oct. 27.

Republican National Committee Chairman Frank J. Fahrenkopf Jr. and his Democratic opposite number, Paul G. Kirk Jr., held a press conference last week to announce the dates and the candidates' agreement to participate. They said the location and format of the debates would be determined by the advisory commission in consultation with the major party candidates.

The candidates who have agreed to use the four dates as points of discussion of their participation in the debates if they become their party's nominee include eight Democrats and seven Republicans. The Democrats

are Bruce Babbitt of Arizona, Senator Joseph Biden of Delaware, Governor Michael Dukakis of Massachusetts, Representative Richard Gephardt of Missouri, Senator Albert Gore of Tennessee, the Rev. Jesse Jackson, Representative Pat Schroeder of Colorado and Senator Paul Simon of Illinois. The Republicans are Vice President George Bush, Senator Bob Dole of Kansas, Pete DuPont of Delaware, Alexander Haig, Representative Jack Kemp of New York, Paul Laxalt of Nevada, and Dr. Pat Robertson.

The announcement, like others issued by the political committees in connection with their plans to sponsor debates, came under attack from the League of Women Voters, which has sponsored presidential debates in 1976, 1980 and 1984. League officials said the parties simply want to assure their candidates would appear in the best light possible in the debates. The league has also noted that the parties would exclude third party candidates. It plans to sponsor debates among primary candidates in Manchester, N.H., in February and in Nashville in March, as well as at sites in the Midwest and West. It plans to sponsor four debates among presidential candidates during the general election campaign. The sites will not be selected until after the political convention.

Fahrenkopf and Kirk praised the league's role in sponsoring debates in the past and said they do not object to the league continuing to perform that role. But they maintained that the parties' participation was essential to assure that debates would be held in the future. They said presidential candidates with a comfortable lead often seek to avoid debates. Richard Nixon managed to avoid participation in 1968, when he was running for President against Vice President Hubert Humphrey, and again in 1972, when he was running for reelection against George McGovern. The party chairmen said only the parties have the leverage to require their candidates to participate.

League president Nancy Neuman said the parties are made uncomfortable by the thought of "an independent nonpartisan sponsor, like the league," controlling an event "that is so important in the campaign. It's the one event that can't be prepackaged and controlled." While the parties want to

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July 1987

place their candidates "in the best light," she said, "ours is different: to give voters a look at candidates in action, on their own, and under the pressure of a true debate."

The only presidential debates not sponsored by the league were the three in which John F. Kennedy and Nixon faced off in 1960. Those were sponsored by the networks.

Two other sets of debates were also announced by the Southern Educational Communications Association. It will broadcast the first set of live debates between presidential candidates on Jan. 23-24 (Republicans one day, Democrats the next) and the second set on Feb. 20-21. SECA announced last month that former Virginia Governor Charles Robb and former Tennessee Governor Lamar Alexander are serving as co-chairmen of the project. According to SECA, Robb and Alexander are forming a committee of southern political, business and civic leaders to help plan a combination of debates and news programs leading up to the southern presidential primary on March 8. SECA said the sites of the debates will be announced later this month.

Two formal studies have concluded with recommendations that the parties institutionalize the presidential debate process. The first, organized by Georgetown University's Center for Strategic and International Studies, led to an agreement between Fahrenkopf and Kirk in April 1986 to engage in joint sponsorship of presidential debates. The party chairmen subsequently formed the bipartisan, nonprofit Commission on Presidential Debates as the vehicle for sponsoring presidential and vice presidential debates starting in 1988. The second study was conducted in December 1986 at Harvard University's Institute of Politics under the sponsorship of the Twentieth Century Fund. □

## CNN moves into new home

**Turner Broadcasting news services consolidate into new location that is double size of old building**

The Cable News Network and Headline News were expected to originate from new customized studios at CNN Center in downtown Atlanta today (July 13). (CNN Radio, Atlanta, began airing its newscasts from the new location on June 27, [BROADCASTING, July 6].) The move into the 14-story, 200,000-square-foot complex (including studio and office space), will provide twice the space of the old location, and, according to CNN executive vice president, Ed Turner, represents "the beginning of a completely new period" for the 24-hour cable news service.

"We've outgrown a facility that served us well in our infancy," Turner said. "Few of us who created CNN ever thought we'd travel this far this fast, but with the new studios and the people working them, our potential now is virtually unlimited."

The \$30-million move into CNN Center comes as the seven-year-old cable news ser-



Writers and producers prepare a newscast. CNN's first program from the new facility was July 13 at 6 a.m. NYT.

vice reaches more than 40 million U.S. homes and "millions more" in 54 other countries. Included in the cost of the move is more than \$12 million worth of additional equipment in the facility, CNN said. The move also gives the network the opportunity to switch its video format from three-quarter-inch U-matic to the more compact Sony Betamax system, CNN said.

In addition to housing CNN, the center will include a hotel, shopping mall, movie theaters and office buildings. And following the relocation of the corporate offices of Turner Broadcasting System Inc. last year, more than 1,400 TBS employees will work there following CNN's move, CNN said, adding that superstation WTBS(TV) will move into the old CNN headquarters.

CNN is expanding in other areas too. Turner Home Entertainment has agreed to distribute CNN's *The Week in Review* and *This Week in Japan* on several Delta Air Lines flights. *The Week in Review* will air on flights from London; Paris; Shannon, Ireland, and Munich, Frankfurt and Stuttgart, all West Germany, to Atlanta, and on "most"

Honolulu and Maui, flights to the mainland. *Japan*, a half-hour program, will air on flights from Atlanta and Portland, Ore., to Tokyo.

Additionally, CNN is inviting countries currently recognized by the United Nations to contribute reports to a new program called *CNN World Report*. Scheduled to debut in October on Sundays at midnight, the show will be an "open-ended" weekly telecast of reports "prepared by television organizations regarding topics of interest in their respective countries," CNN said.

Participating nations will be responsible for the production of reports and logistics and costs involved in relaying them to CNN Atlanta headquarters, CNN said, adding that plans call for the program to begin with a report of the latest international news (anchored from UN headquarters in New York), followed by reports from individual countries, "that will be grouped in the telecast by geographic location." The show will be aired in the U.S. and made available to all of the countries participating in the global report. □



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"Datebook" continued from page 19.

meeting, coordinated by *Canadian Broadcasting Corp.* Toronto. Information: (613) 738-6862.

**Sept. 30**—*International Radio and Television Society* newsmaker luncheon featuring FCC Chairman Dennis Patrick. Waldorf-Astoria, New York.

■ **Sept. 30**—Deadline for entries in *Ohio State Awards* program competition. Information: Phyllis Madry, (614) 292-0185.

## October

**Oct. 1-2**—"Urban Markets: Cable's Newest Challenge," seminar sponsored by *National Cable Television Association* and *National Association of Minorities in Cable*. Waldorf-Astoria, New York. Information: Barbara York or Ann Dorman, (202) 775-3622.

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

**Oct. 4-7**—*American Association of Advertising Agencies* Western region convention. Ritz-Carlton, Laguna Niguel, Calif. Information: (213) 658-5750.

■ **Oct. 5-6**—*Corporation for Public Broadcasting* annual meeting. CPB headquarters, Washington.

**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 an-

nual 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. 6-8**—*World Teleport Association* general assembly, hosted by Bay Area Teleport. Theme: "Teleports and Economic Development." Oakland, Calif. Information: Sharon McStine, (212) 466-4758.

**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. 8-10**—*American Women in Radio and Television* North Central area conference. Louisville, Ky.

**Oct. 8-10**—*North Carolina Association of Broadcasters* annual convention. Raleigh, N.C.

**Oct. 9-11**—*Illinois Broadcasters Association* fall con-

vention. Knickerbocker hotel, Chicago.

**Oct. 9-11**—*Radio Advertising Bureau's* Radio Sales University. Chicago. Information: 1-800-232-3131.

**Oct. 13-16**—*Intelevent '87* conference, sponsored by *International Telement*. Theme: "Competition and Co-existence: the Transatlantic Dialogue." Geneva. Information: (202) 857-4612.

**Oct. 14-16**—"Satellites in Space," conference sponsored by *Society of Satellite Professionals*. Mayflower hotel, Washington. Information: 1-800-722-9000.

**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. 14-17**—Broadcast '87, trade fair for professional radio, film and television, sponsored by *Messe Frankfurt GmbH* of Frankfurt. Workshops to cover HDTV, CCD cameras, digital audio studios for radio and graphic animation. Exhibitors include Ampex, JVC, Bell & Howell and Thomson Video. Frankfurt. Information: (069) 7575-292.

**Oct. 14-17**—Seventh annual *Prized Pieces International Video and Film Competition*, sponsored by *National Black Programming Consortium*. Columbus, Ohio. Information: (614) 252-0921.

■ **Oct. 15-16**—*Broadcast Financial Management Association* board of directors meeting. Watergate hotel, Washington.

**Oct. 15-17**—*American Women in Radio and Television* Northeast area conference. Albany, N.Y.

**Oct. 15-18**—*American Advertising Federation* Western region conference. Seattle.

**Oct. 15-19**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

**Oct. 16-18**—*Minnesota Broadcasters Association* annual fall convention. Holiday Inn Downtown, Mankato, Minn. Information: Jo Bailey, (507) 345-4646.

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

**Oct. 18-20**—*Nevada Association of Broadcasters* annual convention. Las Vegas.

**Oct. 18-20**—*Pennsylvania Association of Broadcasters* fall convention. Philadelphia.

**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**—*International Radio and Television Society* "Goods and Services Auction." St. Regis hotel, New York. Information: (212) 867-6650.

**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. 21-23**—*Indiana Broadcasters Association* fall conference. Adam's Mark hotel, Indianapolis. Information: (317) 638-1332.

**Oct. 21-23**—"Local TV News Archives Conference," sponsored by *National Center for Film & Video Preservation of the American Film Institute of Los Angeles and Washington*. Madison, Wis. Information: (213) 856-7637.

**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. 22-24**—35th annual *Arizona Broadcasters Association* fall convention, which meets concurrently with convention of *Arizona Society of Broadcast Engineers*. Pointe at South Mountain, Phoenix. Information: (602) 991-1700.

**Oct. 22-25**—*National Video Festival*, sponsored by *American Film Institute*. Los Angeles. Information: (213) 856-7787.

**Oct. 23-24**—*Friends of Old-Time Radio* 12th annual convention. Holiday Inn-North, Holiday Plaza, Newark,

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N.J. Information: Jay Hickerson, (203) 248-2887.

**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.

**Oct. 25-27**—*Women in Cable* management confer-

ence, including roast of John Malone, president-CEO, Tele-Communications Inc. Mayflower hotel, Washington. Information: Kate Hampford, (202) 737-3220.

**Oct. 25-29**—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Oct. 26-28**—"Hundred Plus Exchange," meeting of

television broadcasters in small markets to discuss increasing television revenues and recruiting employees, sponsored by *National Association of Broadcasters*. Chicago Hilton, Chicago. Information: (202) 429-5362.

**Oct. 27**—*International Radio and Television Society* newsmaker luncheon. Speaker: Robert Wright, president and chief executive officer, NBC. Waldorf-Astoria, New York.

## For the Record

As compiled by BROADCASTING, July 1 through July 8, and based on filings, authorizations and other FCC actions.

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

### Ownership Changes

#### Applications

■ WANA(AM) Anniston, Ala. (1490 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of Anniston Radio Co. from Cary L. Graham to Joe A. Burney and his wife, Ann. for \$115,000. Seller has no other broadcast interests. Buyer has

no other broadcast interests. Filed June 17.

■ KMTF(TV) Fresno, Calif. (ch. 18; ERP vis. 562 kw, aur. 112 kw; HAAT: 2,220 ft.)—Seeks assignment of license from Fresno County Board of Education to KMTF Channel 18 Inc. for \$1. Seller is county school board and has no other broadcast interests. Buyer is nonprofit corporation headed by William Lyles. Filed July 1.

■ KPPL(AM) Denver (1390 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Linda L. Siderius, trustee for Golden Bear Communications Inc., to Huttner Broadcasting Corp. for \$265,000. Seller owns WBTY-FM Homer, Ga. Buyer is owned by Donald Huttner. It has no other broadcast interests. Filed July 1.

■ WYXY(AM) Cypress Gardens, Fla. (1360 khz; 5 kw-D; 2.5 kw-N)—Seeks assignment of license from Altair Communications Inc. to Seehafer Broadcasting Corp. for \$395,000. Sellers are principally owned by Roger S. Bald. It has no other broadcast interests. Buyer is Manitowoc, Wis.-based group of four AM's and three FM's owned by Donald W. Seehafer. Filed June 23.

■ WLQY(AM) Hollywood, Fla. (1320 khz; 5 kw-U)—Seeks assignment of license from Global Broadcasting Inc. to Rafael Diaz-Gutierrez and Victor Lanz for \$2 million. Sellers have no other broadcast interests. Buyer, Gutierrez, is former president and general manager with interest in WSKQ(AM) New York and vice president with interest in KSKQ(AM) Las Vegas. Lanz is new director at WAMA-

(AM) Tampa. Filed June 24.

■ KKin(AM)-KEZZ(FM) Aitkin, Minn. (AM: 930 khz; 1.5 kw-D; FM: 94.3 mhz; 3 kw; HAAT: 328 ft.)—Seeks transfer of control of Upper Minnesota Broadcasting Corp. from Ralph J. Coursolle and his wife, Marie, to Michael P. Patterson and his wife, Judith, for assumption of liabilities. Sellers have no other broadcast interests. Buyers own remainder of stock and have no other broadcast interests. Filed July 1.

■ WALI(AM)-WROG(FM) Cumberland, Md. (AM: 1230 khz; 1 kw-U; FM: 102.9 mhz; 3.5 kw; HAAT: 1,400 ft.)—Seeks assignment of license from Community Service Broadcasters Inc. to Tschudy Communications Corp. for \$865,000. Seller is owned by C. Alfred Dick and William A. Hubbard. It has no other broadcast interests. Buyer is owned by Earl Judy, who also owns WSIG(AM) Mt. Jackson, Va. Filed July 1.

■ KVSV(AM)-KNYN(FM) Santa Fe, N.M. (1260 khz; 5 kw-D; 1 kw-N; FM: 95.5 mhz; 100 kw; HAAT: 280 ft.)—Seeks transfer of control of Fiesta Communications Corp. to Radio New Mexico Inc. for \$1,885,276.99. Seller is owned by Alfredo R. Sena, Robert J. Werner and Michael N. McCleery. Sena will retain 20%. It has no other broadcast interests. Buyer is owned by William H. Bereman and Ronald M. Hunts. Bereman has interest in WPAD(AM)-WDDJ(FM) Paducah, Ky. Filed July 1.

■ WAGR(AM)-WJSK(FM) Lumberton, N.C. (1340 khz; 1 kw-D; 250 kw-N; FM: 102.3 mhz; 3 kw; HAAT: 270 ft.)—Seeks assignment of license from Southeastern Broadcasting Corp. to O'Connell Broadcasting Inc. for \$600,000. Seller is owned by Al Kahn. It has no other broadcast interests. Buyer is owned by Vincent D. O'Connell and his wife, Carol. O'Connell is Los Angeles-based investor with no other broadcast interests. Filed June 29.

■ WEBG(AM) Ebensburg, Pa. (1580 khz; 1 kw-D)—Seeks assignment of license from Ebensburg Broadcast Group Inc. to Cambria Broadcasting Inc. for \$52,000. Seller is owned by Phillip P. Lenz, who has no other broadcast interests. Buyer is owned by Jaan E. Vaino, New Testament Missionary Fellowship and three others. It has no other broadcast interests. Filed June 26.

■ WCSC(AM)-WXTV(FM) Charleston, S.C. (AM: 1390 khz; 5 kw-U; FM: 96.9 mhz; 100 kw; HAAT: 1,750 ft.)—Seeks assignment of license from WCSC Inc. to Ralph Guild for between \$5 million to \$6 million. Seller is owned by John Rivers, who also owns WCSC(TV) Charleston. Buyer is president of Interep National Radio Sales (formerly McGavren Guild Inc.), owns KFRE-AM-FM Fresno, Calif., and has interest in WNDR(AM) Syracuse, N.Y. Filed June 25.

■ WHYZ(AM) Greenville, S.C. (1070 khz; 50 kw-D)—Seeks assignment of license from Hooper Communications Corp. to Twenty First Century Communications Ltd. for \$730,000. Seller is owned by Thomas H. Hooper. It has no other broadcast interests. Buyer is principally owned by Martin A. McLung and eight others. McLung is Midland, Tex.-based investor with no other broadcast interests. Filed June 29.

■ WIXR(AM) Mount Pleasant, S.C. (1480 khz; 1 kw-D)—Seeks assignment of license from Patricia R. Vestal to Mount Pleasant Communications Inc. for \$115,000. Seller has no other broadcast interests. Buyer is owned by William G. Dudley, who has no other broadcast interests. Filed June 16.

■ WMSR-FM Manchester, Tenn. (99.7 mhz; 30 kw; HAAT: 200 ft.)—Seeks assignment of license from WMSR Inc. to American General Media Inc. for \$900,000. Seller is owned by Ray Spivey, who also owns colocated WMSR(AM). Buyer is Arroyo Grande, Calif.-based group of three AM's and two FM's owned by Lawrence Brandon and his son, Anthony. Anthony Brandon owns KVOQ-FM Lorenzo, Tex. Rogers Brandon, brother of Anthony, also owns WYDE(AM) Birmingham, Ala. Filed June 29.

#### Actions

■ WMP(AM) Chicago Heights, Ill. (1470 khz; 1 kw-

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	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Wed Jul 8	Tue Jun 30				
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC	386	382 1/2	3 1/2	.91	30	6,240
N (CBS) CBS	177 3/8	175 1/2	1 7/8	1.06	10	4,169
O (CLCH) Clear Channel	17 1/2	16 1/4	1 1/4	7.69	38	56
O (INFTA) Infinity Broadcasting	21 3/4	21 3/4				182
O (JCOR) Jacor Commun.	7 1/2	7 1/8	3/8	5.26	34	42
O (LINB) LIN	43	41 5/8	1 3/8	3.30	34	2,292
O (MALR) Malrite	11 1/4	11 1/4				153
O (MALRA) Malrite 'A'	11 1/2	11 1/4	1/4	2.22	-16	157
O (OBCCC) Olympic Broadcast	8	8				20
O (OCOMA) Outlet Commun.	18	18 1/4	- 1/4	- 1.36	-7	114
A (PR) Price Commun.	13 7/8	13 5/8	1/4	1.83	-6	119
O (SCRIP) Scripps Howard	82	80	2	2.50	154	846
O (SUNN) SunGroup Inc.	1 3/4	1 3/4				-2
N (TFB) Taft	152 1/2	152				-23
O (TVXG) TVX Broadcast	10	10 1/4	- 1/4	- 2.43	-4	59
O (UTVI) United Television	32 3/8	32	3/8	1.17	43	354
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (AAC) A.H. Belo	65 3/4	65 1/4	1/2	.76	21	706
A (AAR) Adams Russell	37 3/4	37	3/4	2.02	754	251
A (AFP) Affiliated Pubs	62 1/8	61	1 1/8	1.84	32	2,196
O (ASTVE) Amer. Comm. & TV	1/8	1/8				9
N (AFL) American Family	13	13				12
O (ACOMA) Assoc. Commun.	33	33				314
O (BMAC) Bus. Men's Assur.	40 1/2	38 1/8	2 3/8	6.22	-16	426
N (CNAC) Chris-Craft	27 1/8	27 1/4	- 1/8	- 0.45	41	547
N (DNB) Dun & Bradstreet	62 1/4	63 1/4	- 1	- 1.58	26	9,462
O (DUCCO) Durham Corp.	33	33 3/8	- 3/8	- 1.12	19	281
N (GCI) Gannett Co.	52 7/8	51	1 7/8	3.67	30	8,541
N (GY) GenCorp	102 3/8	103	- 5/8	- 0.60	17	2,287
N (GCN) General Cinema	53 1/4	52 5/8	5/8	1.18	15	1,945
O (GCOM) Gray Commun.	175	174	1	.57	30	86
N (JP) Jefferson-Pilot	31 3/4	32	- 1/4	- 0.78	11	1,276
O (JSON) Josephson Intl.	13 3/8	13 1/4	1/8	.94	3	59
N (KRI) Knight-Ridder	54 3/4	52 3/4	2	3.79	22	3,127
N (LEE) Lee Enterprises	25 3/4	27 1/4	- 1 1/2	- 5.50	15	641
N (LC) Liberty	39 3/4	39 3/8	3/8	.95	14	380
N (MHP) McGraw-Hill	69 7/8	68 5/8	1 1/4	1.82	23	3,530
A (MEGA) Media General	45 1/2	38 7/8	6 5/8	17.04	71	1,283
N (MDP) Meredith Corp.	34 3/8	36 5/8	- 2 1/4	- 6.14	18	658
O (MMEDC) Multimedia	60 1/4	58 3/4	1 1/2	2.55	-54	662
A (NYTA) New York Times	46 5/8	47	- 3/8	- 0.79	27	3,823
O (NWS) News Corp. Ltd.	29	26 1/2	2 1/2	9.43	18	3,675
O (PARC) Park Commun.	32 1/2	32	1/2	1.56	29	448
O (PLTZ) Pulitzer Publishing	42 1/2	41 3/4	3/4	1.79	36	445
N (REL) Reliance Group Hold.	10 1/8	10 1/4	- 1/8	- 1.21	11	759
O (RTRSY) Reuters Ltd.	84 7/8	82 5/8	2 1/4	2.72	49	35,235
T (SKHQ) Selkirk	19	18 1/8	7/8	4.82	41	154
O (STAUF) Stauffer Commun.	150	150				24
A (TO) Tech/Ops Inc.	37 3/4	36 3/8	1 3/8	3.78	16	82
N (TMC) Times Mirror	92	92 1/4	- 1/4	- 0.27	14	5,933
O (TMCI) TM Communications	2 5/8	2 7/8	- 1/4	- 8.69	11	20
O (TPCC) TPC Commun.	3/4	3/16	9/16	300.0		8
N (TRB) Tribune	41 1/2	40 1/4	1 1/4	3.10	11	3,285
A (TBS) Turner Bcastg.	22 1/8	22 1/2	- 3/8	- 1.66	-2	482
A (WPOB) Washington Post	220	220				28
<b>PROGRAMING</b>						
O (SP) Aaron Spelling Prod.	9 5/8	9 3/4	- 1/8	- 1.28	7	178
O (ALLT) All American TV	4	2 1/2	1 1/2	60.0		4
O (BRRS) Barris Indus.	14 3/8	15 1/4	- 7/8	- 5.73	7	127
O (CMCO) C.O.M.B.	20 1/4	19 3/8	7/8	4.51	-59	366
N (KO) Coca-Cola	44 1/8	44 1/2	- 3/8	- 0.84	17	16,988
A (CLR) Color Systems	14 1/4	15	- 3/4	- 5.00	-8	73
A (DEG) De Laurentis Ent.	5 5/8	5 1/4	3/8	7.14	63	
O (DCPI) Dick Clark Prod.	4 7/8	5	- 1/8	- 2.50	12	39
N (DIS) Disney	71 5/8	72 1/4	- 5/8	- 0.86	28	9,368
N (DJ) Dow Jones & Co.	51 1/4	51 1/4				26
O (FNNI) Financial News	12 1/4	11 1/8	1 1/8	10.11	64	143
A (FE) Fries Entertain.	4 5/8	4 3/8	1/4	5.71	20	24
N (GW) Gulf + Western	85 3/4	85	3/4	.88	20	5,287
O (HRSI) Hal Roach	9	9 1/2	- 1/2	- 5.26		50
A (HHH) Heritage Entertain.	8 3/8	8 1/4	1/8	1.51	8	38
A (HSN) Home Shopping Net.	17 7/8	18 1/2	- 5/8	- 3.37	52	1,535
N (KWP) King World	27 1/2	27 5/8	- 1/8	- 0.45	30	847
O (LAUR) Laurel Entertainment	4 3/4	4 1/2	1/4	5.55	9	12
A (LT) Lorimar-Telepictures	16 1/2	15 1/2	1	6.45		754
N (MCA) MCA	47 5/8	48 1/2	- 7/8	- 1.80	24	3,608
N (MGM) MGM/UA Commun.	12 3/8	12 3/8				616
A (NWP) New World Pictures	10 5/8	10 3/8	1/4	2.40	8	114

	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Wed Jul 8	Tue Jun 30				
<b>PROGRAMING</b>						
N (OPC) Orion Pictures	14 1/4	13 3/8	7/8	6.54	32	244
O (MOVE) Peregrine Entertain.	6 3/4	7	- 1/4	- 3.57	96	16
N (PLA) Playboy Ent.	13 3/8	13 1/2	- 1/8	- 0.92	-9	125
O (QVCN) QVC Network	9 3/4	10	- 1/4	- 2.50		63
O (RVCC) Reeves Commun.	9 1/8	9 1/4	- 1/8	- 1.35	912	114
O (RPICA) Republic Pic. 'A'	8 7/8	9	- 1/8	- 1.38	98	38
O (RPICB) Republic Pic. 'B'	9 1/2	9 1/2				67
A (RHI) Robert Halimi	3 3/8	3 1/2	- 1/8	- 3.57	13	75
O (SMNI) Sat. Music Net.	5 1/8	5 5/8	- 1/2	- 8.88	128	45
O (TRSP) Tri-Star Pictures	10 1/4	9 5/8	5/8	6.49	18	315
N (WCI) Warner	36	34 7/8	1 1/8	3.22	28	4,491
O (WWTW) Western World TV	1	1 1/2	- 1/2	- 33.33	6	1
O (WONE) Westwood One	26 1/4	25 3/4	1/2	1.94	61	321
<b>SERVICE</b>						
O (BSIM) Burnup & Sims	6 3/8	6 9/16	- 3/16	- 2.85	63	101
O (CVSI) Compact Video	4 1/8	3 7/8	1/4	6.45	-10	27
N (CQ) Comsat	28 3/4	28 3/8	3/8	1.32	9	527
N (FCB) Foote Cone & B.	57 1/8	55 1/4	1 7/8	3.39	17	238
O (GREY) Grey Advertising	110	105	5	4.76	16	133
O (IDBX) IDB Communications	14 1/2	15	- 1/2	- 3.33	58	58
N (IPG) Interpublic Group	35 7/8	36 1/4	- 3/8	- 1.03	18	795
N (JMT) JMT Group	55	55 1/8	- 1/8	- 0.22	392	531
A (MOV) MovieLab	6 3/4	6 3/4				11
O (OGIL) Ogilvy Group	33 1/2	32 3/4	3/4	2.29	19	461
O (OMCM) Omnicom Group	24	24 3/8	- 3/8	- 1.53	-109	588
O (SACHY) Saatchi & Saatchi	33 3/8	33	3/8	1.13	19	2,296
O (TLMTB) Telemation	2 3/8	2 3/8				9
A (TPO) TEMPO Enterprises	8 7/8	8 3/4	1/8	1.42	20	51
A (UNV) Unitel Video	10 7/8	11 1/4	- 3/8	- 3.33	31	23
<b>CABLE</b>						
A (ATN) Acton Corp.	17 1/8	18	- 7/8	- 4.86	21	20
A (ACN) American Cable	24 1/4	23 3/4	1/2	2.10	-51	227
A (CVC) Cablevision Sys. 'A'	27 1/2	28	- 1/2	- 1.78	-47	578
N (CNT) Centel Corp.	66 1/8	66 1/8				17
O (CCOA) Century Commun.	18 1/4	17 1/2	3/4	4.28	1,825	527
O (CMCSA) Comcast	24 1/4	23 1/2	3/4	3.19	51	926
O (ESSXA) Essex Commun.	21 1/2	21	1/2	2.38	-48	76
A (FAL) Falcon Cable Systems	19	19 3/8	- 3/8	- 1.93	-59	110
N (HCH) Heritage Commun.	33 1/8	33 1/4	- 1/8	- 0.37	-33	741
O (JOIN) Jones Intercable	13 1/2	14	- 1/2	- 3.57	42	172
T (MHRQ) Maclean Hunter 'X'	20 5/8	19 3/4	7/8	4.43	28	760
O (RCCA) Rogers Cable A.	16 5/8	15 1/2	1 1/4	8.13		85
O (TCAT) TCA Cable TV	26 1/2	25 1/2	1	3.92	50	286
O (TCOMA) Tele-Commun.	37	35 1/4	1 3/4	4.96	40	3,579
N (TL) Time Inc.	99 3/4	97 3/4	2	2.04	16	6,219
O (UACI) United Art. Commun.	27 5/8	27 3/4	- 1/8	- 0.45	153	1,134
N (UCT) United Cable TV	33 3/8	32 3/8	1	3.08	476	812
N (VIA) Viacom	22 3/4	22 5/8	- 1/8	- 55	-87	801
N (WU) Western Union	4	4 1/8	- 1/8	- 3.03		97
<b>ELECTRONICS/MANUFACTURING</b>						
N (MMM) 3M	69 7/8	70 7/8	- 1	- 1.41	19	15,968
N (ALD) Allied-Signal	42 3/4	43 5/8	- 7/8	- 2.00	12	7,456
O (AMCI) Arvin Communications	1 7/16	1 1/2	- 1/16	- 4.16	-1	5
N (ARV) Arvin Industries	35 3/4	35 1/2	1/4	.70	14	631
O (CCBL) C-Cor Electronics	9 1/4	9 1/4				25
O (CATV) Cable TV Indus.	2 7/8	2 5/8	1/4	9.52	-9	8
A (CEC) Cetec	6 1/4	6 3/8	- 1/8	- 1.96	208	12
N (CHY) Chyron	6 1/4	6 3/8	- 1/8	- 1.96	24	63
A (CXC) CMX Corp.	1 5/8	1 3/4	- 1/8	- 7.14	23	9
A (COH) Cohu	7 1/4	7 3/8	- 1/8	- 1.69	19	13
N (CAX) Conrac	27 1/4	27 1/4				22
N (EK) Eastman Kodak	87 1/4	86 1/8	1 1/8	1.30	39	19,699
O (ECIN) Elec Mfg & Comm.	2 1/4	2	1/4	12.50		9
N (GRL) Gen. Instrument	3 3/4	3 1/4	1/2	1.34	-15	1,229
N (GE) General Electric	56 5/8	54 3/8	2 1/4	4.13	22	51,633
O (GETEE) Geotell Inc.	1 5/8	1 5/8				7
N (HRS) Harris Corp.	34 1/4	35 7/8	- 1 5/8	- 4.52	18	1,391
N (MAL) M/A Com. Inc.	14	13 3/4	1/4	1.81	6	597
O (MCDY) Microdyne	4 1/4	4 1/8	1/8	3.03	-2	18
N (MOT) Motorola	53 1/8	54 1/8	- 1	- 1.84	33	6,830
N (NPH) N.A. Phillips	42	42 3/4	- 3/4	- 1.75	17	1,218
N (OAK) Oak Industries	1 1/2	1 1/2				1
A (PPI) Pico Products	5 1/8	5 3/8	- 1/4	- 4.65	-8	18
N (SFA) Sci-Atlanta	19 3/8	19 1/4	1/8	.64	-60	450
N (SNE) Sony Corp.	25 3/4	28 5/8	- 2 7/8	- 10.04	30	5,954
N (TEK) Tektronix	39 3/8	38 3/4	5/8	1.61	26	1,517
N (VAR) Varian Assoc.	32 1/2	31 3/4	3/4	2.36	-79	700
N (WX) Westinghouse	62 1/2	63 5/8	- 1 1/8	- 1.76	14	8,903
N (ZE) Zenith	26 1/2	25 3/4	3/4	2.91	-61	618
Standard & Poor's 400	359.75	352.98	6.77			1.92

T-Toronto, A-American, N-N.Y., O-OTC

D)—Dismissed assignment of license from Jana Broadcasting Co., debtor-in-possession, to Premiere Broadcasting Inc. for \$600,000. Seller is owned by Michael Benages. It also owns KQQK(FM) Galveston, Tex. Buyer is owned by Gaylene Domer, Bernardine C. Washington, Daisey Gaines and Ziri S. Smith. It has no other broadcast interests. Action June 30.

■ KJAN-AM-FM Atlantic, Iowa (AM: 1220 khz; 250 w-D; FM: 103.7 mhz; 100 kw; HAAT: 400 ft.)—Granted transfer of control of Valley Broadcasting Inc. from John E. Carl, Robert H. Selden, Brent Slay, Allen Davics and Robert Beensee to Robert H. Dean for \$2,250,000. Sellers own WKLK-AM-FM Cloquet, Minn., and KARE(AM) Atchison, Kan. Carl also owns KCOB(AM)-KLVN(FM) Newton, Iowa. Buyer is general manager of KESY-AM-FM Omaha, Neb. Action June 30.

■ WEYE-TV Hillsboro, Ohio (CP)—Granted assignment of license from Gary Boone to Gerald J. Robinson for \$130,000. Seller has no other broadcast interests. Buyer owns WMCC-TV Marion, Ind.; WSHM-TV Flint, Mich., and WYZZ-TV Bloomington, Ill. Action June 29.

## New Stations

### Applications

#### New FM's

■ Phoenix—Western Broadcasting Corp. seeks 89.5 mhz; 2.4 kw; HAAT: 329 ft. Address: 1003 East Portland St., 85006. Principal is nonprofit corporation headed by Louis T. Carr. It has no other broadcast interests. Filed June 29.

■ Phoenix—Arizona State University seeks 89.5 mhz; 265 w; HAAT: 849.5 ft. Address: KAET, Tempe, Ariz. 85287. Principal is state-owned educational institution. Filed June 29.

■ Phoenix—Sun Health Corp. seeks 89.5 mhz; 2.15 kw; HAAT: 394.4 ft. Address: 13180 N. 103rd Dr., Sun City, Ariz. 85372. Principal is nonprofit corp. headed by Haakon Bang, chairman. Filed June 29.

■ Morgan Hill, Calif.—Herron and Genetti seeks 96.1 mhz; 530 w; HAAT: 773.5 ft. Address: 231 Arroyo Grande Way, Los Gatos, Calif. 95030. Principal is owned by Laura W. Herron and Gregory S. Genetti. It has no other broadcast interests. Filed June 29.

■ Morgan Hill, Calif.—Eric R. Hilding seeks 96.1 mhz; 1.5 kw; HAAT: 487.5 ft. Address: P.O. Box 1700, 95037. Principal has no other broadcast interests. Filed June 29.

■ Morgan Hill, Calif.—Morgan Hill FM Ltd. Partnership seeks 96.1 mhz; 1 kw; HAAT: 574 ft. Address: 152 San Benancio Canyon Rd., Salinas, Calif. 93908. Principal is owned by Martha V. Russell, who has no other broadcast interests. Filed June 29.

■ Morgan Hill, Calif.—Morgan Hill Broadcasting seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 393 N. Harrison Ave., Campbell, Calif. 95008. Principal is owned by Dana L. Jang and Julie Akana. It has no other broadcast interests. Filed June 29.

■ Morgan Hill, Calif.—Toro Broadcasting General Partnership seeks 96.1 mhz; 1 mhz; 662 w; HAAT: 695.4 ft. Address: 85 W. 57th St., 95037. Principal is owned by Fred Guzman, Amador Bustos and his wife, Rosalie. It has no other broadcast interests. Filed July 7.

■ Morgan Hill, Calif.—Peter Miculi seeks 96.1 mhz; 490 w; HAAT: 780.6 ft. Address: 6919 Westmoor Way, San Jose, Calif. 95129. Principal has interest in KTMX(FM) Colusa, Calif. Filed June 29.

■ Morgan Hill, Calif.—Morgan Hill Radio Associates seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 370 W. Dunne Ave., Suite 3, 95037. Principal is owned by Shelley Hatakeyama, Jerrie Rindahl-Caulfield and Theresa Busch-Katz. It has no other broadcast interests. Filed June 25.

■ Silver Springs, Fla.—Trax Broadcasting seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 3590 S. 60th Ave., Hollywood, Fla. 33023. Principal is owned by J. Rodger Skinner, who also owns W18AB Naples, Fla. Filed June 29.

■ Silver Springs, Fla.—Clay E. Holladay seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 3491 Grandview Ave., Meridian, Miss. 39305. Principal is owned by Clay E. Holladay, who owns WYB(FM) Mary Esther, Fla., and has interest in WQIS(AM)-WNSL(FM) Laurel, Miss. Filed June 29.

■ Springfield, Fla.—Randall R. Wahlberg seeks 101.9 mhz; 3 kw; HAAT: 328 ft. Address: 4324 West 20th St., Panama City, Fla. 32405. Principal has no other broadcast interests. Filed June 29.

■ Silver Springs, Fla.—Interlace Communications Inc. seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 2801 SW College Rd., Suite 22, Ocala, Fla. 32674. Principal is

owned by Stephen Hainline and his wife, Georgia. Georgia Hainline has interest in Seminole Broadcasting Co., Ocala, Fla.-based group of four AM's and five FM's. Filed July 1.

■ McCall, Idaho—Boise State University seeks 91.7 mhz; 974 w; HAAT: 1,880.7 ft. Address: 1910 University Dr., Boise, Idaho 83725. Principal is state owned educational institution. Filed June 26.

■ Mansfield, Ohio—Ohio State University seeks 91.7 mhz; 750 w; HAAT: 449.7 ft. Address: 2400 Olentangy River Rd., Columbus, Ohio 43210. Principal is educational institution headed by Edmund C. Redman. Filed June 29.

■ Hartsville, S.C.—Sunshine Broadcasting Inc. seeks 98.5 mhz; 3 kw; 328 ft. Address: P.O. Box 631, Cheraw, S.C. 29520. Principal is owned by Michael Orr, Theodore J. Gray and Tressie P. Hughey, Orr owns WCRE(AM) Cheraw, S.C., and Gray owns WSML(AM) Graham, N.C. Filed June 25.

■ Hartsville, S.C.—Hartsville Broadcasting Co. seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 940, 29550. Principal is owned by Hugh Campbell, president, and eight others. It also owns co-located WHSC(AM). Filed June 29.

■ Lexington, S.C.—Frank L. Baker seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: 700 Yachting Circle, 29072. Principal has no other broadcast interests. Filed June 29.

■ Lexington, S.C.—Lexington Communications Ltd. seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: 621 Walter Rawl Rd., 29072. Principal is owned by C.T. Reynolds and Lewis McGee Dubose. It has no other broadcast interests. Filed June 29.

■ Lexington, S.C.—Carolina Communications Ltd. Partnership seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: 14 Boardwalk Lane, 29072. Principal is owned by Robert Benjamin Williams and 26 others. It has no other broadcast interests. Filed June 29.

■ Lexington, S.C.—Standard Broadcasting Inc. seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Drawer 609, 29072. Principal is owned by William C. Branham and Arthur M. James, who also own co-located WXAX(AM). Filed June 24.

■ Lexington, S.C.—Horace Edward Crapps Jr. seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Drawer 609, 29072. Principal has no other broadcast interests. Filed June 24.

■ Sevierville, Tenn.—Great Smoky Mountains Broadcasting Inc. seeks 96.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 192, 37862. Principal is owned by Charles R. Ketron, Truett D. Frazier and Conrad O. Jett. It has no other broadcast interests. Filed June 25.

■ Seymour, Tenn.—Carmel Communications Ltd. Part. seeks 96.3 mhz; 3 kw; HAAT: 328 ft. Address: 225 Little Switzerland Lane, Knoxville, Tenn. 37920. Principal is owned by Beverly Lee and 27 others. It has no other broadcast interests. Filed June 25.

■ South Pittsburg, Tenn.—Smith Broadcasting Inc. seeks 97.3 mhz; 27 kw; HAAT: 616.4 ft. Address: P.O. Box 551, Huntsville, Ala. 35801. Principal is owned by Elizabeth Smith and three others. It also owns WAAY-AM-TV Huntsville, Ala., and WNUE(AM) Fort Walton Beach, Fla. Filed June 29.

■ Georgetown, Tex.—Josey Communications Inc. seeks 107.7 mhz; 1.8 kw; HAAT: 439.5 ft. Address: 806 Main St., 78626. Principal is owned by Jack and Donna Josey, who have no other broadcast interests. Filed June 29.

■ Waco, Tex.—Kennelwood Broadcasting Co. seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 2110 Lone Dr., 76708. Principal is owned by Jerry and Loy Lenamon, who have no other broadcast interests. Filed July 7.

■ Cruz Bay, V.I.—BMS Communications of the Caribbean seeks 92.3 mhz; 9.8 kw; HAAT: 777.4 ft. Address: P.O. Box 2696, Jacksonville, Fla. 32203. Principal is owned by James E. Martin, William G. Brown, Clifton G. Moor and Gary Smithwick. Martin owns WXDJ(FM) Homestead, Fla., and WQSC(FM) Andrews, S.C. Brown and Moor own WTIF(AM) Tifton, WJYR(FM) Nashville and WZKS(FM) Jessup, all Georgia. Filed June 29.

■ Cruz Bay, V.I.—David Condon seeks 92.3 mhz; 50 kw; HAAT: 1,190.6 ft. Address: 350 Cruz Bay, 00830. Principal has no other broadcast interests. Filed June 29.

■ Franklin, Va.—Franklin Broadcasting Corp. seeks 101.7 mhz; 3 kw; HAAT: 328 ft. Address: 103 South St., P.O. Box 735, Franklin, Va. 23851. Principal is owned by Elsie Norring Clark, who also has interest in WYSR(AM) Franklin, Va. June 29.

### New TV

■ Yauco, P.R.—Dr. Pedro O. Seda seeks ch. 42; ERP vis. 478.6 kw; HAAT: 1,128.3 ft. Address: Calle Dr. Basora #22 N., Mayaguez, P.R. 00708. Principal has no other broadcast interests. Filed June 29.

### Actions

#### FM's

■ Rockledge, Fla.—Dismissed app. of Gonzales Broadcasting Co. 102.7 mhz; 3 kw; HAAT: 328 ft. Action June 29.

■ Harlan, Ky.—Returned app. of James W. Yoder for 105.1 mhz; 280 w; HAAT: 1,048.6 ft. Action June 26.

■ Baltimore—Returned app. of PCA Communications Corp. for 96.7 mhz; 110 w; HAAT: 188 ft. Action June 19, 1986.

■ Fairhaven, Mass.—Dismissed app. of Deborah A. Lanava for 107.1 mhz; 3 kw; HAAT: 328 ft. Action June 29.

■ Las Cruces, N.M.—Returned app. of Omega Broadcasting Corp. for 99.5 mhz; 44.9 kw; HAAT: 2,739.5 ft. Action June 6.

■ Dulce, N.M.—Granted app. of Jicarilla Apache Tribe for 90.5 mhz; 100 w; HAAT: 1,535 ft. Action July 2.

■ Bay Shore, N.Y.—Dismissed app. of PN Radio Co. for 103.1 mhz; 3 kw; HAAT: 289 ft. Action June 9.

■ Oakridge, Ore.—Returned app. of Michael Liss for 92.1 mhz; 1 kw; HAAT: minus 833.1 ft. Action June 26.

■ Florence, S.C.—Returned app. of Carolina Radio Fellowship for 91.7 mhz; 10 kw; HAAT: 492 ft. Action June 26.

## Facilities Changes

### Applications

#### AM

##### Tendered

■ KCOL (1410 khz) Fort Collins, Colo.—Seeks CP to increase day power to 5 kw; change TL and make changes in ant. sys. Filed July 6.

#### FM's

##### Tendered

■ KPNP (96.1 mhz) Pullman, Wash.—Seeks mod. of CP to change TL and change HAAT to 908.56 ft. Filed July 7.

##### Accepted

■ WAYX-FM (102.5 mhz) Waycross, Ga.—Seeks CP to change TL and change HAAT to 979 ft. Filed July 8.

■ WSOC-FM (103.7 mhz) Charlotte, N.C.—Seeks mod. of CP to change ERP to 100 kw. Filed July 8.

### Actions

#### AM's

■ WCLW (1140 khz) Mansfield, Ohio—Dismissed app. to changes hours of operation to unlimited by adding night service with 1 kw; decrease night power to 500 w; change freq. to 1160 khz and make changes in ant. sys. Action June 29.

■ KKEY (1150 khz) Portland, Ore.—Granted app. to operate trans. by remote control. Action June 29.

■ WLPA (1490 khz) Lancaster, Pa.—Granted app. to change TL and make changes in ant. sys. Action June 30.

#### FM's

■ KUIC (95.3 mhz) Vacaville, Calif.—Granted app. to change TL; change ERP to 650 w; change HAAT to 688.4 ft. and make changes in ant. sys. Action July 1.

■ WAIL (99.5 mhz) Key West, Fla.—Granted app. to change TL and change HAAT to 991 ft. Action July 1.

■ KHHC (95.3 mhz) Seligman, Mo.—Dismissed app. to change TL; change ERP to 1.1 kw and change HAAT to 556 ft. Action June 26.

■ KHLO (99.3 mhz) Thayer, Mo.—Granted app. to change TL. Action June 30.

■ WQXT (101.7 mhz) Owego, N.Y.—Granted app. to change TL; change ERP to 997 w and change HAAT to 570.7 ft. Action June 30.

■ WTPL-FM (102.3 mhz) Tupper Lake, N.Y.—Granted app. to change ERP to 150 w. Action July 2.

■ KSRW (95.9 mhz) Childress, Tex.—Returned app. to change ERP to 50 kw; change HAAT to 475 ft. and change freq. to 96.1 mhz. Action July 7.

### TV

■ WZZW (ch. 60) Roanoke, Va.—Granted app. to change ERP vis. to 2,056 kw. aur. 206 kw; change HAAT to 1,537.4 ft. and change TL. Action June 26.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General manager:** KFJM AM/FM, NPR affiliate stations. Management experience in public radio required. M.A. degree preferred. Salary based on background, experience. Deadline July 27. Contact Dr. Vernon Keel, Director, School of Communication, University of North Dakota, Box 8118, University Station, Grand Forks, ND 58202. Equal opportunity employer.

**Pacific Northwest AM/FM** start-up needs GM with GSM experience. Programming knowledge. Good people skills. Successful track record. Resume and salary requirements to Box W-1. EEO, M/F.

**VP-controller.** Privately-held communications company (primarily radio) seeks hands-on financial executive who is a computer-literate CPA with experience in broadcasting, acquisitions and treasury. Must be a worker (small staff). Public corporation experience a plus. Reports to CEO. Greater NYC area. Box W-5.

**Progressive family-owned AM** stereo in Southwest seeks manager. 60th year of operation in outstanding community. Excellent opportunity for sales-minded people person. Resume to: WBBZ, Box 588, Ponca City, OK 74602.

**General manager:** For Texas border town. Excellent opportunity to join a growing aggressive broadcast group. Must be aggressive with minimum 4 years experience in broadcast sales. Compensation package includes salary + incentive plan. State present salary. Send resume. Box W-4.

**Wanted: person for street selling.** General manager position for small to medium market 50KW with giant signal and AM combo in Northern New England. Box W-9.

**Financial V.P.** Upgrading classical format station in Houston. Excellent opportunities for experienced person. Send resume to Box U-57.

**Station manager** for newly-formatted AM in 50,000+ market. Sure AM is a challenge, but we're willing to pay for your expertise. Must be shirtsleeve worker willing to battle with the troops, know small-market retail, and able to find and train retail sales animals. Part of new aggressive group we can offer future advancement. Affirmative action. EOE. Reply in full confidence to Box W-28.

**Station manager** need for urban-oriented AM in major market suburb. Must be hands-on, sales-oriented, able to build new sales team and establish rapport with substantial ethnic business community. Excellent opportunity for retail-oriented small market sales manager looking for first station manager job. Great company, great area. Salary and bonuses \$40K. EOE, affirmative action. Reply Box W-27.

**General/sales manager.** Highly desirable and beautiful city of 300,000 in Rocky Mountain area. Easy Listening, Class C FM, #1 rated. Salary plus profit plus equity for right executive. Send resume in complete confidence to Box W-24.

**New Mexico small market FM** seeks general manager. \$15,000 yearly plus bonuses. Station new great growth potential. Box W-49.

**Traffic manager,** WCCO Radio - AM Stereo, a news information-personalities major market station. Ideal candidate should have strong administrative and communication skills, traffic and sales experience; trafficking of sports play-by-play broadcasts desired, and managerial experience at other broadcast properties preferred. Will supervise three assistants, communicate status of spot inventory to sales, manage program log with programing personnel, make full use of Markeytron ACT IV traffic computer system, and evaluate traffic and continuity operating procedures to assure efficient operation. This position key to daily operation of WCCO Radio. Send resume to: Kevin Cattoor, WCCO Radio, 625 2nd Ave. S., Minneapolis, MN 55402. Equal opportunity employer.

**Station manager:** Central IL non-commercial contemporary Christian FM seeks SM. Must have 2 years in non-commercial radio; fundraising and management experience important. Send resume and air check: Director of Radio, Box 126, Carlinville, IL 62626. EOE.

**Sales manager:** Top billing six person department needs a top manager. Nine station group offers stability, compensation, training and future. Apply to: Andrew Reimer, VP/GM, KTYD-FM, Box 62110, Santa Barbara, CA 93160 EOE, M/F.

**Assistant station manager/engineering:** WXDR - University of Delaware - WXDR is looking for that rare person with combined engineering and managing skills who works effectively with volunteers. You'll develop system to provide technical and engineering support for the University of Delaware radio station. Supervise the station in the absence of the station manager. Keep abreast of, and keep WXDR in compliance with FCC rules and regulations. Operate studio equipment. Design and implement studio modifications. FCC General Class license or equivalent and BS degree in electrical engineering or equivalent are required. Send cover letter, resume and references to Chuck Tarver, Student Activities Office, Perkins Student Center, University of Delaware, Newark, DE 19716. 302-451-2701 by July 31, 1987. The University of Delaware is an affirmative action/ equal opportunity employer.

**Good market and excellent stations** in central Texas have immediate opening for aggressive general manager. Only two managers in 15 years and we will seek a new one for early August. Must have excellent credentials and experience and be willing to accept growth challenges of a 24 hour AM and 24 hour FM in competitive medium market. EEO. Box W-44.

**Promotion manager.** Major market FM radio station in Sunbelt is seeking an experienced promotion manager. Must have the ability to manage all aspects of on/off air promotions and have experience in media placement. Send resume and salary requirements to Box W-43.

**Southern California** radio station seeks business manager. Responsibilities include: Preparation of financial statements, accounts receivable collections, cost controls, budgeting. Bookkeeping and accounting knowledge essential. Broadcasting experience preferred. Computer knowledge helpful. Excellent opportunity for the right person with successful radio group. Equal opportunity employer. Send resume to: Infinity Broadcasting of Los Angeles, P.O. Box 10679, Burbank, CA 91510, Attention: General Manager.

### HELP WANTED SALES

**Don't delay on this one.** Strong, very competitive FM signal expands into prime market area. Amazing growth area. Need sales execs now! Someone's going to make a ton of money, and join a great growing broadcast organization. Resumes to: Bob Defelice, Sales Manager, WCZX, 319 Mill Street, Poughkeepsie, NY 12601 914-454-7400 EOE, M/F.

**Bright, energetic, self-starter** needed for broadcasting's fastest growing company. Silver King Broadcasting, headquartered in NJ needs a sales rep for its NY flagship station. Other markets also available. Radio, TV or cable sales experience required. No calls. Send resume to: Director of Personnel, Silver King Broadcasting of NJ, 390 W. Market St., Newark, NJ 07107 EEO.

**General sales manager** for new Pacific Northwest AM/FM Energetic self-starter to build winning sales team. Successful account executives with leadership skills should also apply for this ground-floor position with growing national company. Box W-2. EEO, M/F.

**Sales manager:** For Texas border town. Excellent opportunity to join a growing aggressive broadcast group. Must be aggressive with minimum 4 years experience in broadcast sales. Compensation package includes salary + incentive plan. State present salary. Send resume. Box W-3.

**Huntsville, Alabama.** Radio marketing consultant. Aggressive radio station in growth market. If you can sell on a winning team, call Mark Goodwin, GSM, WDRM-FM, 205-353-1750.

**Attention NE/NY** small and medium market sales managers! WINNERADIO 1220 AM stereo seeks sales manager experienced in consultant oriented retail sales techniques with track record of billing success and growth. Move into highly competitive marketplace. WNNR, Greater New Haven's exclusive oldies outlet offers growth opportunity in professional turnaround situation, no cap on income. Rush resume detailing credentials and track record plus letter outlining why you want this job to Pete Salant, President/General Manager, WINNERADIO, 473 Denslow Hill, Hamden, CT 06514. EOE. No calls accepted.

**Midwest AM-FM,** established stations in market. Excellent opportunity for aggressive self-starter. Send resume outlining experience and salary requirements to: J. McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301.

**Outstanding opportunity** for outstanding individual. Top rated medium market AM/FM combo in sunbelt has top list open now! Experienced professionals only. 35 to 40k probable first year. Future sales management possible for right person. Resume, references and sales philosophy to Box W-39.

**Country station** in Mid-Atlantic states has position in sales for an experienced person. Great opportunity to grow with new broadcasting group. Please send resume to Box U-107. EOE.

**Great company, great opportunity** at new top-60 market station for a small-market, retail oriented salesperson looking to move up. Located in one of country's 10 fastest-growing counties, ratings are rising dramatically, doors are opening. Part of 10-station group, we offer immediate and future growth. All inquiries held in strictest confidence. EOE, affirmative action. Reply to Box W-29.

**\$30,000 + plus** benefits and great working conditions. KNOE-AM in Monroe, Louisiana, has rare opening for experienced account executive. Established list. Call John Wilson, sales manager 318-388-8888. Equal opportunity employer.

**Southeastern Mich. AM/FM** wants AM sales manager. Big potential. Send resume to WPAG, 106 E. Liberty, Ann Arbor, MI 48104. Alt: Tom Wight.

**South Florida**-experienced sales person for major account list in southeast Florida area. Strong AM signal on 740 covers three counties. Retail, co-op. helpful. Contact Mal Kahn, WSRB 5700 N. Federal Highway, Boca Raton, FL 33431.

### HELP WANTED ANNOUNCERS

**Talk show host.** Non-commercial WAMU in Washington seeks intelligent, thought-provoking, experienced talk show host to handle daily evening call-in program. Must have at least five years experience as talk show host or host of a similar program. Send tape and resume to Steve Palmer, Program Director, WAMU-FM, 4400 Massachusetts Avenue, NW, Washington, DC 20016. No phone calls please.

**Announcer/operations.** 100 kw FM radio station serving MN/ND seeks jazz announcer and operations director. Requires bachelor's degree or equivalent combination of education and experience, 1-2 years experience as on-air host. Experience in station operations and strong knowledge of jazz preferred. Salary \$15,288. Send application, resume, three letters of reference and audition tape including announcing and newscast to PO Box 5227, Fargo, ND 58105. AA/EOE employer.

**Wanted: Morning personality** for East Coast regional country. Experience and production ability required. Reply to Box W-46.

## HELP WANTED TECHNICAL

**Established consulting engineering organization** has a career opportunity for a bright, curious, capable, resourceful engineer to develop expertise in design, construction and adjustment of AM directional broadcast antenna systems. Please send resume to Box U-108.

**SE AM/FM combo** looking for young hot-shot who is ready to be a chief engineer. \$15K base with \$23K plus potential. Young aggressive company needs a whiz now. EOE. Box W-14.

**Several chiefs needed** for expanding group of powerhouse radio stations. Must be organized, budget conscious, communicate well and possess strong maintenance skills. If this is you, come grow with us. No beginners please. Resume and salary history to: Kyle Magrill, The Daytona Group Inc., P.O. Box 631, Salem, OR 97308.

## HELP WANTED NEWS

**Associate producer** for "Common Ground," documentary series on international affairs. Requirements: Minimum 3 years radio experience; public radio background helpful. Strong production and interview skills. Salary: \$16,000 - \$20,000; attractive benefits; some travel. Send resume and tape to: Jeffrey Martin, The Stanley Foundation, 420 E. Third Street, Muscatine, IA 52761, by July 31, 1987. Equal opportunity employer.

**Morning newscaster** for high power CHR and sister AM. Must be experienced and able to ad lib. Females encouraged to apply. Headline news approach. Rush tape and resume to Robbie George, WOJV, Box 3032, Ft. Pierce, FL 33448. EOE.

**News anchor, reporter.** Strong voice and good writing skills. Afternoons. WJRC-AM 125 North Chicago Street, Joliet, IL 60431. Resume and tape. 815-727-5176.

**News director wanted.** Public radio. Experienced preferred. Deadline July 31st. KANZ/KZNA. Call for more information 316-335-5120.

**Instinctive, aggressive news director** needed for Northwest Arkansas award winning, full-service station. Rush resume, tape, salary history to General Manager, KBRS, 2307 Hiway 471 N., Springdale, AR 72764. EOE/M-F.

**News director** with journalism/broadcasting degree. Send references, sample writing and demo tape to Steve Wairath, P.O. Box 309, Eagle River, WI 54521. No calls.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Wanted: Production director** for East Coast AM/FM combo. Also, assist promotions department with small air shift. Reply to Box W-47.

## SITUATIONS WANTED MANAGEMENT

**Business/operations manager.** Young, energetic professional with 7 years medium market business office management experience. Very strong accounting and computer background. Bottom line orientation, cost control, budgeting, receivables management and supervisory experience. People oriented, hard working, excellent communicator. Proven track record, solid references. Flexible about relocation. Call Ed 609-729-6211.

**Business professional** unsuccessful in obtaining own FM frequency. Looking for general manager position with growing organization that needs aggressive, dedicated, but cautious leader. 10 years medium market experience. Box W-12.

**GM-GSM - Spanish or English.** Major or medium market. Fla. - Tex. - Calif. 16 years successful track record - result oriented. Aggressive, available now. Box W-6.

**GM/SM do-it-all.** Thirty years small market management, including turn-arounds and start-ups. In addition: Copy that sells, production, good pipes. Known in industry; best references. Eastern area, Virginia to Florida. All inquiries answered. Box W-25.

**General manager** with strong sales background and a history of turn-around successes. Partnership dispute forces this ad. Have increased ratings at present station by 90% and sales for the year by 132%. Experienced in all phases of broadcasting. Box W-48.

**GM/OM/PD.** 27 years experience. Available immediately for stable medium market operation in West. Chuck Wolfe 915-699-1903.

## SITUATIONS WANTED SALES

**Attention small market owners** and managers! Right-hand man, broadcast pro available! Sales, announcing, full service background! Affordable! Box W-7.

## SITUATIONS WANTED ANNOUNCERS

**Experienced announcer,** available now, college graduate. Call Kevin 703-629-2509 (work) after 12pm.

**Four years experience,** creative and community oriented. Good voice with smooth delivery. All markets considered. Mike Ryan 716-546-3893.

**Warm, friendly announcer!** Sales, programing operations background! Seek combo position with adult oriented operation! Box W-8.

**Farm/business news.** 15 years experience midwest agri-business, farm news, commentary. Clear voice, strong writing skills. Award winning speaker, BS agriculture. Joe Funk, 457 Shadow Lane, Decatur, IL 62526.

**Midwest and Plains:** Thirty years allround air experience, with solid references. Strong news background. Professional production work. Finest background. Phone 319-233-3792.

**Versatile announcer,** DJ, sports, news. FCC general. Experience in states and Japan. Box W-30.

**Professional attitude and sound** with three years experience anytime, call Bill, 308-534-1211.

**Great announcer?** No. But I'm good and I'll give you my best. 8 year pro. Northeast. 315-866-1032.

## SITUATIONS WANTED TECHNICAL

**I'm seeking a permanent position** as station engineer. Experienced in AM/FM broadcast, STL, microwave, and land mobile radio. FCC licensed and NARTE certified. Maintenance oriented. Excellent technical skills. Reply to: Engineer, P.O. Box 11076, Eugene, OR 97440.

## SITUATIONS WANTED NEWS

**Award winning sportscaster.** 12 year pro seeks college/pro football/basketball PBP. 303-241-6452.

**First class,** ten year pro seeks division one college football/basketball P-B-P. Call Doug 319-583-0573.

**Sports talk radio** is booming. I can help you reach prime demographic audience with this programing, plus can do other announcing, PBP. Will relocate. Call Chuck, 914-428-6111.

**Fast learner, diligent worker.** Will relocate. Seeking position as news or sports reporter. I have nine months experience with the industry. Call 301-582-0479.

**Employed baseball PBP** seeks sports anchor and/or PBP. Credits include PBP FSL, college football and high school, sportstalk, sales track record. Great references. Call 813-324-2595.

**Invest in Riley.** Bright prospect seeks PBP post. Skilled, versatile. Two years college football work. Jim Riley 717-343-1325.

**AP award winning sportscaster** looking for challenging break-in opportunity. Groomed at Syracuse University's legendary WAER. Four years PBP. Football, basketball, and lacrosse. Anxious to relocate. Call Doug 201-542-4477.

**PBP veteran** w/sports versatility. Combo possible. Prefer Sunbelt but consider all. Call Mike 602-293-8453.

**Newscastrs filling time,** instead of grabbing audience? Staff not a team? Veteran ND will restore credibility, enterprise, excitement, confidence. All formats, market sizes, but life-quality, station commitment to excellence paramount. 901-794-4695.

**New on-air talent:** Berkeley grad ('86) with college radio experience (KALX). Also nat'l radio network experience and P.A. for NBC's "Family Ties." Eager and ambitious to start own career as news reporter, anchor, any on-air position, any market to start. Box W-50

## SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**7 year broadcasting veteran.** Looking for programing position with small/medium public radio station. Send inquiries to Box W-33.

**Former owner** treats radio like one of the family. Always growing and maturing. Teacher, trainer, motivator, and a good broadcaster for 20 years. I'm looking for a PD/OPS challenge. Doug 512-643-2704.

## MISCELLANEOUS

**Upgrading your FM?** Prepare for interference problems. Extensive experience resolving difficult cases. Very reasonable. C.M. Devine, Box 13, Algona, IA 50511. 515-884-2428.

## TELEVISION

### HELP WANTED MANAGEMENT

**Management-general sales manager.** Viacom Cable, a leader in the fast growing cable TV entertainment field is seeking a dynamic general sales manager to manage our established advertising sales department with Viacom's Cable System in Nashville, Tennessee. The successful candidate will be an aggressive, self-motivated individual with previous media sales and media management experience preferably in broadcast or cable. Qualified applicants should submit a resume with salary history for consideration to: Viacom Cable, Employment Department #911, P.O. Box 13, Pleasanton, CA 94566-0811. Equal opportunity employer. Women and minorities are encouraged to apply. Viacom Cable.

**Program director:** Independent station experience required. Replies will be treated in confidence. Send resume to: Hugh Robinson, WFTX-TV, 621 Pine Island Road, Cape Coral, FL 33909. No phone calls. EOE.

**Station manager:** Top 75 midwest market. No frills. Results oriented. Sales expertise a must. Reply in confidence with salary requirements to Box W-26.

**Local sales manager.** Marketing oriented with strong new business development and management skills. Send resume to: Scott Blumenthal, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207. EOE.

**Marketing associate** to assist development director in researching, planning, and evaluating marketing policies and practices for TV and radio stations. Requires degree in business or marketing and solid understanding of statistics and survey methodology. Good communication skills essential. Familiarity with public broadcasting and with issues affecting revenue sources desirable. Send resume: Manager of Human Resources, WMHT, Box 17, Schenectady, NY 12301. EOE.

**Promotion manager:** Major market northeast affiliate seeks experienced promotion manager with strong production, media and public relations skills. Send resume to Box W-42.

## HELP WANTED SALES

**Bright, energetic, self-starter** needed for broadcasting's fastest growing company. Silver King Broadcasting, headquartered in NJ needs a sales rep for its NY flagship station. Other markets also available. Radio, TV or cable sales experience required. No calls. Send resume to: Director of Personnel, Silver King Broadcasting of NJ, 390 W. Market St., Newark, NJ 07107. EEO.

**Local sales manager:** Group operator seeks aggressive indy TV sales professional. Successful track record with references. Midwest assignment. Growth opportunities abound. Call in confidence 513-351-9110. EOE.

**TV account executive:** California Central Coast NBC affiliate with strong broadcast group. Exceptional growth opportunity for individual with proven developmental business skills. Send resume to: Cynthia Lindsay, GSM, KSBW-TV, P.O. Box 81651, Saninas, CA 93912. EOE.

**Sales pro needed** to lead local staff, small-market affiliate. Send resume and salary history to: Manager, PO Box 22268, Billings, MT 59104. EOE.

**Regional sales director:** Mid East network affiliate seeking career minded self starter with broadcast sales experience. Responsibilities would include: new business development and service for a lucrative, regional area - excellent benefits and compensation package. (EOE). Send resumes to: John Livoti, General Sales Manager, WMDT-TV 47, P.O. Box 4009, Salisbury, MD 21801.

**Sales.** Video production firm needs sales specialists in New York and Washington, D.C., areas to work on commission. Knowledge of video production and/or TV news helpful. Send resume, cover letter to Box W-41.

#### HELP WANTED TECHNICAL

**Maintenance technician.** Minimum eight years experience in all phases broadcast equipment, including operating experience. Must have current FCC first or general class license; college or technical school graduate required. Resume to Box W-17. EOE.

**MTCE. ENG.** Will repair—LDK6 Cams, VPR's 2, 3 & 80, ACR-25, VR2000, Harris 9100 of AM-FM-TV. 20 Ikegami cameras 77-83's. Over 90 Sony ¾ VTRs. 3 frequency agile ENG trucks. 3 rotatable ENG pickup systems. RS 422 machine control RS 232 routing SWR system. FM stereo with digital SCA, AM stereo Motorola. Will be using spectrum analyzers 7L5, 7L13, 7L18 digital storage scope sound technology 1500. Experience in all the above desirable. Not an entry level position. EOE. Send resume to J.D. Weigand, KFMB TVAM & FM, P.O. Box 80888, San Diego, CA 92138.

**North Texas** based mobile television production company seeks engineer with strong maintenance background. Send resume to Box W-34.

**WANTED: Remote unit supervisor.** Coordinate the operation and maintenance of our 45' remote truck. EIC on remote productions, working with clients before and during contracted events. Perform maintenance, install new equipment, and systems as required. 4 to 6 years broadcast engineering experience, remote experience preferred. FCC license or SBE certification required. **WANTED: ASSISTANT CHIEF ENGINEER.** Excellent opportunity for an aggressive maintenance supervisor. Will be responsible for daily engineering broadcast and production operation. Work with director of engineering on designing and implementing new systems. 4 to 6 years broadcast engineering experience, 2 years supervisory. FCC license or SBE certification required. Apply: Director of Finance, WYES-TV, 916 Navarre Ave., New Orleans, LA 70124.

**Needed immediately:** Television broadcast engineer to assist in the design and construction of television facilities in the Southeast. Prefer young, talented individual willing to travel without family responsibility. Must be highly motivated, have FCC license and capable of RF and studio installations. Will train on CAD. Salary negotiable. Send complete resume with references to: Chamberlain-Koch, Box 556, Lexington, NC 27293.

#### HELP WANTED NEWS

**Producer:** Expanding staff. Industry leader in top 30 market. Need hard news expert to produce fast-paced, well-written cast. We have all the tools - live trucks, uplink, graphics systems. No beginners. Box U-113. EOE, M/F.

**Producer:** Need news junkie who can deal with the pressure of being the best. We have the toys and the people to do the job right. If you think, manage people, write and produce fast-paced, dynamic newscasts, call us. KWTW, Billye Gavit, 405-843-6641, Oklahoma City, OK. EOE, M/F.

**Assignment editor:** Three years experience. Must think visually, generate story ideas and motivate reporters to do the same. Medium market, sunbelt affiliate. Send resume and news philosophy. Box W-31

**Media Marketing** specializes in assisting "job-seekers" and "employee-hunters" nationwide. Our tremendous growth has prompted the need for operations consultant (\$85,000) to supervise news/programming of client television/radio stations. Also searching for communications coordinator (\$85,000) to coach on-air talent, promotion manager (\$75,000), creative director (\$75,000), and public relations associate (\$52,000). Looking for leadership, credibility, sparkle, and pizzazz! Full benefits/relocation expenses/year-round sunshine. Only complete presentations will be considered. Strut your stuff to Dave Sanders, President, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

**Digital design artist** for expanding and growing news department. Must have two years experience as graphic artist in television news. Extensive background with digital "paintboxes", knowledge of still-store graphic machine, and interpersonal skills required. Responsibilities include designing and composing graphics for daily newscasts. Send resumes to: Larry Halteberg, KAKE News Department, P.O. Box #10, Wichita, KS 67201-0010. No phone calls, please.

**Weatherperson:** For a growing, sunny Southeast market. Meteorologist a plus but not a necessity. Send photo and resume. Box W-15.

**Two technical directors** for expanding and growing news department. Will work under the newscast director, responsible for pre-newscast story production. Must be experienced on a Grass Valley 300 switcher with E-Mem and NEC DVE with Optiflex and Harris stillstore. Previous experience as newscast technical director and interpersonal skills required. Send resumes to: Larry Halteberg, KAKE News Department, P.O. Box #10, Wichita, KS 67201-0010. No phone calls please.

**Weathercaster:** Lower Midwest small-market affiliate looking for weekday weather anchor. Would prefer meteorologist, but need someone with good on-air presentation and personality. Send resume to Box W-37. EOE.

**Producer - 6 & 10 PM news.** Looking for good writer with creative ideas for presenting the news. Send tape and resume to John Hmurovic, News Director, KODE-TV, P.O. Box 46, Joplin, MO 64801. EOE.

**News reporter:** CBS affil seeks aggressive, creative reporter 2-5 years general assignment & live ENG experience. Resume, tapes (no returns) to Jim Peppard, ND, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. EOE. Minority responses encouraged.

**News producer:** take-charge, creative organizer (no slackers) with writing flare, people skills and hard news instincts sought by Western NY net affil.. \$22K, minimum 2 years line experience. Resumes only to Box W-35.

**Sports director/anchor** for weekdays 6 & 10 in top 100 market. Interested in sports anchor who wants to do more than just sit and read scores. Must have field reporting ability and enthusiasm. Send resume and tape to: News Director, KSFY-TV, 300 North Dakota Avenue, Sioux Falls, SD 57102. EOE.

**Assignment editor:** Take-charge type who knows what makes a good story, to lead staff and produce 5:00 news. Send resumes to: Aris Hendershott, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE, M/F.

**Reporters wanted** for freelance news packages. Consumer, medical and feature stories. Must have commercial TV news experience. Freelance photographers needed also. Send tapes to The News Group, 2255 Glades Road, Suite 324-A, Boca Raton, FL 33431. 305-997-5695.

**General assignment reporter.** At least one year experience but entry level applicants accepted. Send tapes to 1007 W. 32nd Street, Anchorage, AK 99503. EOE.

**Weeknight weathercaster:** We are looking for the right combination of knowledge and personality. If you have both, and would like to join a growing network affiliate in a beautiful Southern Coastal city, send resume and tape to Michael Sullivan, News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE/M-F.

**Co-anchor:** Are you the next Ted Koppel? If so we want you to co-anchor our daily news program and host our weekly statewide version of "Nightline". Send resume to Personnel, WITF-TV, Box 2954, Harrisburg, PA 17105. EOE.

**Reporter:** Daily news program serving 43rd market is looking for a serious television journalist with at least two years of daily reporting experience. Resume tape should show compelling stories with clear video and copy. Send resume to Personnel, WITF-TV, Box 2954, Harrisburg, PA 17105. EOE.

**Weekend producer.** Entry-level position for recent grad with outstanding writing ability and news judgement. Extensive training as a newscast producer preferred. Resume, writing samples, and tape of a broadcast-style newscast you've produced to: Dean Bunting, Assistant News Director, KCRG-TV, Cedar Rapids, IA 52401. EOE. No phone calls.

**Director of news & public affairs.** Aggressive state public television network seeks director of news and public affairs to provide managerial direction to news and public affairs activities. Will serve as New Jersey Network's chief journalist; executive in charge of all current news and public affairs programming. Successful candidate must have proven credentials and strong leadership ability. Submit resume and salary requirements before August 1st to: Mr. Robert G. Ottenhoff, Executive Director, New Jersey Network, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. (EOE).

**Do you want to work in a news department** where journalism still comes first? WJXT has an immediate opening for an experienced producer. If you can combine solid news judgement with state of the art equipment (computerized newsroom, satellite truck), send a resume and tape to Nancy Shafran, Assistant News Director, PO Box 5270, Jacksonville, FL 32207. EOE.

**The Texas State Network** is updating its application file for news anchor positions. Experience in all facets of news gathering necessary. Send tape and resume to John Moncrief, News Director, 7901 Carpenter Freeway, Dallas, TX 75247. Metropolitan Broadcasting Corporation, EEO, M/F.

**The Spanish Information Service (SIS)** rapidly expanding across America, is looking for an experienced news/sports anchor. Must be fluent in Spanish and able to translate from English to Spanish. Send tape and resume to Jose Luis Madrigal, Manager, 7901 Carpenter Freeway, Dallas, TX 75247. Metropolitan Broadcasting Corporation, EEO, M/F.

**Sports director:** Three years experience. Must be personable and willing to become part of the community. Emphasis on local sports of all kinds. Send resume and tape to Ken Spran, News Director, WLSL-TV, P.O. Box 2161, Roanoke, VA 24009. EOE.

**Producer/reporter.** St. Louis PBS station seeks producer/reporter to co-produce live, weekly, single-issue public affairs series: "Nightline"-style program opens with an 8-10 minute set-up piece. Writing, field producing and hands-on editing skills required with solid background in broadcast journalism. If you can prove that you can manage a weekly series which explores controversial topics and do it with style, send resume and salary requirements (no videotapes) by July 17th to: Local Programing Position, P.O. Box 24130, St. Louis, MO 63130. Equal opportunity employer.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Program research analyst**—newly-created position. Our dynamic cable programing service is seeking a research analyst. Reporting to the director of research, you will be responsible for tracking and analyzing program/daypart ratings and competitive ratings/schedules. Specific research assignments to support acquisitions and scheduling strategy will be assigned. Requires 2-3 years' experience analyzing Nielsen ratings data; familiarity with Nielsen syndicated reports. Knowledge of Nielsen special analysis capabilities is a plus. You must have strong mathematical/analytical skills, working knowledge of IBM PC, Lotus 1-2-3 and word processing. We offer a competitive salary and benefits package. Send resume including salary history and requirement to: Director of Personnel, Arts & Entertainment Cable Network, 555 Fifth Avenue, New York, 10017. An equal opportunity employer.

**Program producer**—Are you a program producer looking for a rare opportunity? Are you organized? Do you have good story production know-how? America's highest rated PM Magazine needs a show producer with solid experience and the energy to push our ratings even higher. Send resume and explanation of how your qualifications fit this position to: Ms. Diane Bagwell, WIS-TV, P.O. Box 367, Columbia, SC 29202. (No phone calls, please.) Equal opportunity employer.

**Writer/editor:** Public Broadcasting (WNED/WNEQ-TV, WNED-FM, WEBR) requires experienced writer/editor for its publicity department. At least two years experience required on this challenging and high pressured position. Responsibilities include writing, editing and producing 32 page monthly guide of features, information and radio-TV listings. Heavy ad copy writing, weekly press releases and quarterly press dates. Candidate must know publication mechanics. This position requires an individual who can meet deadlines and work flexible hours; should also be conscientious and highly motivated. Women and minority groups are urged to apply. Please include writing samples with resume to Publicity Department, WNED/WNEQ-TV, 184 Barton Street, Buffalo, NY 14240. We are an equal opportunity employer.

**Traffic manager:** WVFT-TV 27 has an immediate opening for a traffic manager. Applicant should have experience with IBM System 38, and currently have at least the number two position within operating traffic department. Resume to Bill Harper, GM, WVFT-TV, 2618 Colonial Ave., Roanoke, VA 24015. Call 703-345-7227.

**Comedy writers** for an offbeat TV movie. Experience in writing TV comedy sketches preferred. Send resume and brief writing samples. Box W-36.

**Action videographer:** Good Company needs that aggressive videographer who can capture the live action of our daredevil field host. You'll shoot with a betacam and be responsible for full length (4 minutes +) features and live remotes. Should be familiar with remote equipment setup as well, and be able to edit when necessary. If you can put it on your shoulder, anticipate the action, and get it all while others are looking to set up their sticks, send a letter, resume, and tape to: Good Company, KSTP-TV, Attn: J. Groen, Department V, 3415 University Avenue, Minneapolis, MN 55414.

**Weekend producer.** Looking for a 6 & 11 pm weekend producer. Applicants must demonstrate good news judgement, a working knowledge of production technique including live microwave and satellite reports, and the ability to manage a group of talented professionals. Send resume to News Director, WJKS, 9117 Hogan Road, Jacksonville, FL 32216. Telephone calls will preclude consideration for this position.

**Film editor:** WHLL has an immediate opening for a film editor. Experience is helpful but not necessary. Send resume to Chris Ciociolo, WHLL-TV, 27 Parker Road, Shrewsbury, MA 01545. 617-799-2727.

**Got some funny stuff?** 30 seconds to 5 minutes (take-off, original, stand up). All formats for national television syndication. Compensation to selected submissions. The Entertainment Group, 444 Alan Rd., Santa Barbara, CA 93109.

**SW teleproduction center** looking for a producer-director for commercial/industrial work. Two years prior related work experience required. Videographer/writing skills a must. Computer editing background advantageous. Resumes to Box W-38.

**Producer/director.** Heavy commercial production experience necessary. Some fill-in for news required. On-line editing, electronic graphic building, and DVE experience required. PA shows, PSAs, and promotion as needed. Minimum 2 years experience other than news. Send spot reel and resume to WSET-TV, P.O. Box 11588, Lynchburg, VA 24506. EOE.

**Sports producer/co-host:** New Jersey Public Television Network (NJN) is seeking an experienced producer and on-camera personality to supervise and appear on a weekly sports magazine program and other sports projects. In addition to an exciting on-air persona, this person must be able to deliver one high-quality feature per week and supervise the work of two other segment producers. Attention to budgetary detail and promotional requirements are vital to this position, as is a hands-on knowledge of 3/4" editing. Competitive salary. Please send resume to Robert Getz, Director of Creative Services/Executive Producer, Sports Programming, New Jersey Network, 1573 Parkside Ave., CN777, Trenton, NJ 08625. EOE/MF.

#### SITUATIONS WANTED NEWS

**Beginning photographer** seeking opportunity. B.A. in B.J., trained by photographers at top 15 affiliate. Can write, edit. Mature, responsible, will relocate. Dedicated to photojournalism career. Call Harry, 206-746-2102, for resume, tape.

**News helicopter pilot.** 8 yrs. experience in top 15 market. Former police officer Great investigator and public speaker. Excellent pilot and TV credentials. With or without ENG Bell Jet Ranger. Gary Gross 412-439-4077 412-439-0444.

**Meteorologist!** Currently employed. Eight years experience; award winning. NWA certified, AMS eligible. Excellent references. Desire fulltime weather position. Will relocate for right position. 213-431-5846.

**Award winning, news, magazine, and documentary** photographer. 12 years shooting and editing experience, looking for a top notch station. 804-467-1203.

**#3, #7 market** television and radio black talk host seeking anchor, reporter or talk position. 313-471-5462.

**Weatherman** with a warm personality and professional approach seeks full time position in small-medium market. 3 yrs experience. Call Peter 318-323-7936.

**Hey, small markets!** News director or ND/anchor challenge sought by highly experienced medium market reporter/anchor ready for management. Non-stop competitor. Upbeat personality. Community involved. 315-387-5428.

**Reporter/field producer/magazine host:** What else does a new guy on the block, who has paid some dues, need to do to get his first paid break? Black, with double master's-preparation and one year combined network/large market experience, seeking niche in small to medium market. Call 216-696-8239.

**Enthusiastic reporter candidate** seeking position in medium to small market. Already medium market experience writing, reporting, and producing. Call Kelly 419-352-6081 or after 6 p.m., 614-899-9194.

**Smart, savvy female** wants a chance at general assignment reporting. Magna cum laude media graduate with assignment desk internship experience at #1 Chicago station. Excellent on-camera style with writing skills to match. References from top broadcasters and news writers. Can relocate in two weeks and will fly anywhere anytime at my expense for an interview. Call Suzanne at 312-348-0351.

**Aggressive, resourceful,** Emerson College journalism B.A., seeking entry level news or entertainment reporting position. Newsroom experience at two #6 market television stations. Solid writing skills and attractive on-air presentation. Call Lauren 617-437-0760, for resume, tape.

**Creative award winner** with two years radio and TV experience seeks TV news or feature position. Responsible, down to earth, and ready to work now. 515-233-4990.

**Brokaw's** writer became combo news director/anchor. Outstanding ratings/awards. Results! California, Southwest, Oregon. Confidentiality. Box W-23.

**Meteorologist** seeking position in medium or major market. Ten years experience all size markets. AMS seal, masters degree. Box W-45.

**Sharp, attractive, young woman** who delivers news with credibility and believability desires anchor position with television station. Has one year previous television news anchoring experience. Demonstration tape available. Call Elisa at 316-794-2154.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**8 years at big independent** in major market. T.D., graphics, even some CMX. I am a workaholic who needs a new challenge. Call Ken Mertz at 602-242-1728; nights, Fridays and weekends.

**Versatile, enthusiastic** individual ready for full-time status. Working knowledge of video & audio. Seeking position in TV or video production. Will relocate. Alan Miller 615-832-8371.

#### MISCELLANEOUS

**Primo People** is seeking anchormen and anchorwomen with command and on-air presence, all size markets. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Indy Skyline Incorporated** can help organize your TV news job search with custom mailing lists of the top 100 markets. Write to I.S.I., 3463 Woodfront Place, Indianapolis, IN 46222 or call 317-925-4433.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**News director/assistant professor.** Responsibilities include managing news and public affairs programmer for KEWU-FM and teaching in the Department of Radio/Television. This is an administrative exempt full-time position with a 12 month contract available immediately. Salary range is \$24,970 minimum to \$34,970 maximum annually. Requires M.A. in communications, journalism, or closely related field and four years of full-time experience as a broadcast reporter or editor which included some supervisory experience. Review of applications begins August 1, 1987. Send letter of application, resume and three letters of reference to: Search Committee, Office of Personnel Services, MS #114, Eastern Washington University, Cheney, WA 99004. AA/EOE.

**Instructor/assistant professor:** For professional oriented broadcast journalism program. Responsibilities include: teaching broadcast news writing, all aspects of limited news production including directing, audio, switching and ENG/video tape editing, and student advising. Master's degree required, professional and teaching experience an advantage. Send resume and at least three references by August 1 to: Dean, Hall School of Journalism, Troy State University, Troy, AL 36082. Position opens September 1, 1987. TSU is an AA/EO employer.

**Graduate assistantships** in broadcasting available at Central Michigan University. \$5200 per year plus tuition remission. Teach audio or television production, critique student papers, and advise productions. M.A. and M.S.A. programs. Contact Robert Craig, Moore Hall 340, Central Michigan University, Mt. Pleasant, MI 48859.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**CMX editor:** Competitive full service production facility in a fast growing market, is seeking a talented 1" editor. CMX-3400A and ADO experience required. Lots of commercial work including regional/national. Client relationship and attitude very important. Salary commensurate with experience. Send resume and demo to: Bill Lewis, Desert Video & Film, 1616 E. Osborn, Phoenix, AZ 85016.

#### SITUATIONS WANTED PROGRAMING

**Video specialist.** B.A., M.S., communications. Set up teleconferencing network operations for major corporate co Five years broadcast production, operations engineering. Excellent organizational, writing skills. 717-654-9678.

#### MISCELLANEOUS

**Proposals: The University of Missouri-Columbia** requests proposals for The Lease of Subsidiary Communications Authorization Radio Channel (KBIA) for Commercial Purposes at the University of Missouri-Columbia. Proposals will be received by the undersigned at the Office of the Director, Procurement/Materials Management, University of Missouri-Columbia, Room 102A General Services Building, Columbia, Missouri 65211, until 3:00 p.m., CDST, July 14, 1987 in Room 102A General Services Building, Columbia, Missouri 65211. Specifications and the conditions of proposals together with the printed form on which proposals must be made may be obtained from Robert C. Bassford, Purchasing Agent, Office of the Director, Procurement/Materials Management, University of Missouri-Columbia, Room 102A General Services Building, Columbia, Missouri 65211. The University reserves the right to waive any informalities in proposals and to reject any or all proposals.

#### PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

**July 198 Atlanta Radisson Inn**—Large room block deeply discounted. Flexible as to dates and quantity. 217-546-8771.

#### EMPLOYMENT SERVICES

**Government jobs** \$16,040—\$59,230/yr. Now hiring. Call 805-687-6000 ext R-7833 for current federal list.

**"Breaking into Broadcasting"** For exclusive 20 page report mail \$9.95 to Coastline Publications, PO Box 533, Somers Point, NJ 08244.

#### EDUCATIONAL SERVICES

**On-air training:** For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Prepare for better career. Learn from former ABC Network News correspondent and New York local reporter. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP).

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM** transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash**—highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303—665-3767.

**1" vidoetape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301—845-8888.

#### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215—884-0888.

**25KW FM-Harris FM25(1986),** Harris FM25K(1983), CCA 25000DS(1972) CSI 25000E(1978) AEL 25KG (1977) \*\*20KW FM-Harris 20H3(1970). Transcom Corp 215—884—0888, Telex 910—240-3856.

**10KW/5KW FM \*\*Harris FM 10H3 (1974) W/MS-15, RCA BTF 10D (1969) 5KW-RCA FM5B (1963)\*\* 2.5KW FM-Sparta 602A (1977), Gates FM-1C (1966) Transcom Corp. 215—884—0888, Telex 910—240-3856.**

**Continental 814R-1, 1KW AM** also Harris 1KW AM \*\*SX-1 (1983)-MW1 (1983) all in mint condition. Bauer 701A (1983), Harris BC500 Transcom Corp. 215—884-0888, Telex 910—240-3856.

**50KW AM \*\*Gates BC-50C (1966)\*\* 10KW\*\* Harris 10H (1979) RCA 10H (1960) \*\*5KW\*\* Gates BC5P (1960) Transcom Corp. 215—884-0888, Telex 910—240-3856.**

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business plans, financing available. Quality Media 303—665-3767.

**Silverline UHF transmitters** new, best price, latest technology, 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303—465-4141.

**Excellent equipment!** UHF-VHF transmitters: 110KW, 55KW, 30KW—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.

**KU earth station**—New 5.5 meter SA antenna. used Hughes uplink/downlink equipment - \$87,500. Call Mike Starnes 919—266-3567.

**Over 100 MA-FM trans. in stock** All powers, all complete, all manufacturers, all spares, all inst. books, AM-1kw thru 50kw, FM-1kw thru 40kw. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248, 214—630-3600. New # 214—276-9725.

**28' video van,** 3 camera/tri-ax, 2 - 1' VTRs, CG, switcher, audio, 12KW power, many extras. 215—489-1070

**1985 32' video mobile unit:** Ford F-600 with only 17,000 miles. 22' control room, Grass Valley switcher, Ikegami cameras, Chyron character generator, Sony video recorders, isolated audio booth. \$260,000.00 Call 512—458-4343.

**RCA TP-7 proj.** reconditioned "like new" w/cable and SS box. \$1900. Simber Broadcast Services 609—435-1091.

**Hitachi HR-200 UTR** with TC-200 TBC. 975 head hours. Has slo-mo & freeze. Real workhorse! \$20,000. 318—687-9960.

**10KW FM transmitter:** McMartin BF-10M 7KW to 15KW complete with exciter, tube set, manual, and some spares. Excellent condition - Call 806—372-4518.

**ADO-1000 Squeezezoom,** Ikegami HL-79Ds, digital DPS-1 TBCs, ADDA ESP-2 frame store. Grass 1600-1L and 7K switchers. BVH-1100s, VPR-2Bs, Ikegami HL-77 with only 600 total hours. JVC CR-8250, CP-5550, 3M D-8800 character generator. Call now. Media Concepts 919—977-3600.

**AM transmitters:** 50, 10, 5, 2.5, 1, .5 and .25 kw. Continental Communications. Box 78219, St. Louis. MO 63178. 314—664-4497.

**FM transmitters:** 25, 20, 15, 5, 1 and .25 kw. Continental Communications. Box 78219, St. Louis. MO 63178. 314—664-4497.

**TV cameras (2) RCA TK-44.** 904—438-8943.

**RCA TTU-12KW UHF transmitter** with spare for parts \$20,000, RCA TFU-24BM UHF antenna on channel 41 \$5,000, Kintronics 7.5 FM isocoupler like new \$750, Orban Model 245F stereo synthesizers \$195, ITE camera pedestals \$1,000, Sony VO 2860 3/4 recorder with RM 430 editor \$750 other equipment available. Carl Haynes 601—948-1515.

**3/4" and 1" blank videotape.** Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes 6.49; KCA-60 minutes, 10.99; 1"-60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

**980' zone A tower** with guys, on ground, 12 bay antenna 93.1 mhz. KQID, Alexandria, LA 318—445-1234.

**Grass Valley 1600-1X** fully loaded \$24K; Chyron RGU-2B with all options \$13K, Ikie-ITC-62 B&W title cam with CCU \$1000, BVW-10's and 3/4" machines—all of the above on best offer basis. Must go. Call Brian or Dan at 212—691-1300.

## TELEVISION

### Help Wanted Management

Finance

#### BUSINESS MANAGER Advertising Sales

Viacom Cable, a leader in the fast growing Cable T.V. entertainment field, is seeking a Business Manager for our Advertising Sales Department located in our Nashville, Tennessee Cable System.

In this position you will report to the General Sales Manager and will have direct responsibility for preparing budget and forecasting, identifying and communicating trends/opportunities, developing tracking, interfacing and reporting systems and analyzing sales sources. You will also be responsible for month/year end accounting close and operational controls.

A successful candidate will have working knowledge of computer systems including IBM XT/AT and Lotus 1-2-3 and Symphony. A financial background in broadcasting is preferred.

Interested candidates should send resumes with salary history and requirements to: Viacom Cable, Employment Department #BMAS, P.O. Box 13, Pleasanton, CA 94566-08711. We are an Equal Opportunity Employer; Women and Minorities are encouraged to apply.

#### VIACOM CABLE

Management

#### GENERAL MANAGER

Advertising  
Sales  
Interconnect

Greater Milwaukee Interconnect (GMI), is currently seeking a general manager to manage this cable advertising sales organization located in Milwaukee, Wisconsin.

The successful candidate will be an aggressive, self-motivated individual with previous media sales, media sales management and general management experience.

Interested candidates should send resumes with salary history and requirements to: GMI, Employment Department #ASGM, P.O. Box 13, Pleasanton, CA 94566-0811. We are an Equal Opportunity Employer; Women and Minorities are encouraged to apply.

### Help Wanted Management Continued

#### LEAD EDITOR

Major corporate television facility seeks seasoned editor (commercial production experience preferred) with demonstrated skills in computer editing, digital effects. Join award-winning staff producing 200 programs annually in 1", Beta and 3/4" formats, mastering on 1" Ampex VPR 3s and Sony BVH 2000. Prime edit suite features GVG 51 editor, two channels ADO, GVG 300 switcher, ESS still store, Chyron 4100. Facility also contains two other edit suites, two studios, audio production and graphic suites. Compensation package for this management position includes excellent benefits. Send detailed resume (demo tape to be requested later) to Television Communications, P.O. Box 69104, St. Louis, MO 63169. Equal opportunity employer.

Research

#### MANAGER OF RESEARCH

Viacom Cable in Pleasanton, California is seeking an individual to develop and implement research sales tools to improve our advertising sales staff's productivity and professionalism. Responsibilities include the development of research standards and criteria for audience research, design/commission of independent audience research projects, and the development/implementation of audience research training programs.

We require an expert in the field of audience research with knowledge gained through your experience in broadcast sales.

Interested candidates should send resumes with salary history and requirements to: Viacom Cable, Employment Department #MGRAD, P.O. Box 13, Pleasanton, CA 94566-0811. We are an Equal Opportunity Employer; Women and Minorities are encouraged to apply.

#### VIACOM CABLE

### Help Wanted Programing, Production, Others

Computer graphics artist needed for premier television production and post production facility. B.A. degree preferred with at least 3 years experience in computer graphics. 3-D graphics required. Please send resume, portfolio and demo tape to:

Jeff Van Pelt  
Third Coast Video, Inc.  
501 North I.H. 35  
Austin, Texas 78702  
512—473-2020

**Help Wanted Programing, Production, Others Continued**



**LYRIC WRITER**

Media General Broadcast Services, Inc., subsidiary of a Fortune 500 Company, needs a lyric writer to create musical images for its clients. Learn advertising the right way, hands on experience. The successful applicant will have a solid music foundation and education. Must have exceptional listening and communication skills in order to understand a clients needs and to produce the music and lyrics package that will sell the product. Demo tape helpful.

**RETAIL JINGLE SALES POSITION**

Markets available now for a super self-starter seeking 6-figure income. Must be willing to travel extensively. Auto furnished, high commissions, all expenses paid. Experience in syndication sales, radio and/or TV sales or sales management. Must have outstanding sales track record.

To apply in confidence, send resume or call 901-320-4301.

Jack Adkins, Vice President Human Resources  
Media General Broadcast Services, Inc.  
2714 Union Avenue Extended, Memphis, TN 38112  
EOE M/F

**Help Wanted Technical**

**VP OF ENGINEERING**

Paragon Cable (ATC/Houston Industries Co.) has a great opportunity for a VP of Engineering, responsible for the overall technical integrity and control of our cable system.

As Senior Technical Representative you will develop and monitor technical and field service staffing and training requirements and provide guidance in the resolution of technical problems.

Excellent interpersonal, organizational and communication skills are required. BSEE required, Masters preferred coupled with 5-7 years Cable TV, or related experience.

Please forward resume including salary history to:

**PARAGON CABLE**

DEPT HR, VP ENGINEERING

5120 Broadway (219 ST)

New York, NY 10034

Equal Opportunity Employer M/F

**Help Wanted Technical Continued**

**STUDIO TECH SUPERVISOR:**

Your opportunity to run a broadcast studio engineering department. Responsible for repair and maintenance of all equipment to component level. Excellent opportunity for growth within a nationwide system! Immediate need! Located in the New York City Metro area. Call or send resume to Allen Kupchik, Franklin Allen Consultants, 1205 Franklin Ave., Garden City, N.Y. 11530, 516-248-4511.

**SATELLITE COMMUNICATIONS ENGINEER**

Extensive travel with a transportable earth station for distribution of television signals nationwide. Experience: Broadcasting engineering (General Class License); truck driving; satellite communications. Will train. Send resume and photograph to: American Uplinks, Inc., P.O. Box 699, Idaho Springs, CO 80452.

**Help Wanted Sales**

**TvB TERRITORY SALES EXECUTIVE**

Sell to local and regional advertisers; work with TvB member station sales management and sales staffs; represent the TV industry on platforms. Must have station and/or rep sales experience and knowledge of competitive media. Dallas office location. Send resume to: Bob Lefko, TvB, 477 Madison Avenue, NY, NY 10022, or Chuck Hanson, TvB, 3625 N. Hall, #690, Dallas, TX 75219. No phone calls. EEO.

**BROADCAST YOUR JOB OPENINGS!**

**Situations Wanted Management**

**TOP 10 GM**

Aggressive GM with 19 yrs. local station experience seeks equity position with warm climate indy or affil. If you require strong hands on leadership contact W-18.

**RADIO**

**Help Wanted Management**

**THE BIG ONE**

Great people building great stations. Want to be an owner in a major market? Limited finances no obstacle if you have major talent. Send info to P.O. Box 163871, Austin, TX 78716

**Help Wanted Sales**

**GENERAL SALES MANAGER**

Network affiliate in desirable coastal market is seeking a dynamic GSM. Excellent growth opportunity for successful TV Sales Manager with major market rep work history. Include references for all prior sales positions.

Company offers excellent benefits package and salary to be commensurate with experience and performance. Guaranteed confidentiality for replies to:

BOX T-77

an equal opportunity employer m/f

**CADENA RADIO CENTRO NATIONAL SPANISH NETWORK**

Needs a stable sales professional to fill Sales Manager position in New York City. Candidate must have a successful track record with a minimum of three years experience and an in-depth knowledge of Network Radio Sales. Send your resume in confidence to:

Carlos Delgado  
Sales Vice-President  
Cadena Radio Centro  
60 East 42nd St.-Suite 1431  
New York, New York 10165

**Situations Wanted Programing, Production, Others**

**RECOVERING ALCOHOLIC**

Now dominating AM drive in 1,000,000+ market. Number 1: Adults 18-49/25-54. Extensive programing background including major market. Need company who understands my A.A. commitment. Honesty essential. 513-220-9685.

**ALLIED FIELDS**

**Programing**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
★ Pick up the Pilot show of ★  
★ **THE DOLLY DIMPLES HIT PARADE** ★  
★ a new weekly one hour show for children on Kayla Satellite ★  
★ Broadcasting Network, Satcom F2R Transponder 23.6.2 Audio ★  
★ August 4th (Tuesday) or August 6th (Thursday) ★  
★ If you are interested in having your station become the KSBN ★  
★ affiliate in your market for this show call AJ Rubin (516) 781-7826. ★  
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



## Help Wanted Technical

### ENGINEERING STAFF CONSULTING ENGINEER

Washington, DC consulting firm is seeking to enlarge its staff with positions from engineer trainee/draftsman through senior staff engineer. All candidates should have a technical education and background, a high degree of initiative and native intelligence and a commitment to learn and advance. Higher level candidates should have a degree, engineer/consulting experience and/or professional engineering registration. Send resume and salary history to: Box W-22.

## Miscellaneous

### HOW TO INCREASE PROFITS OVERNIGHT:

One Radio Index audience survey can pay for itself MANY times over! Studies start as low as \$350. Now in our 14th year! Call TOLL FREE:

1-800-528-6082

**radio  
index**

## For Sale Stations

# AUCTION:

To Be Sold  
in Bulk Only

Fully Equipped Radio Station  
**KORL-AM Honolulu, Hawaii**

Auction To Take Place

**Sheraton Waikiki Hotel**  
2255 Kalakaua Avenue Honolulu, Hawaii

**Wednesday, July 22 at 11:00 A.M.**

FCC Broadcast Specs.: Freq. 650 AM  
Power - 10,000 Watts: Non-Directional, 24-Hour Format  
Terms: Deposit of 10% of purchase price in certified funds  
at time and place of sale. Contact Auctioneer for complete  
terms, brochure, etc.

Inspection: At Studio - Pan Am Building, 1600 Kapiolani  
Boulevard, Suite 222: Tuesday, July 21 from 10:00 a.m. to  
3:00 p.m.

**Michael Fox Auctioneers,**

Executive Offices • 3835 Naylors Lane **INC.**  
Baltimore, Maryland 21208 • 301/653-4000

## Employment Services

### JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364), MediaLine, P. O. Box 10167, Columbia, MO 65205-4002.

**MediaLine**  
THE BEST JOBS ARE ON THE LINE

## Public Notice

### PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE SHERBORN, MASSACHUSETTS

The Board of Selectmen, Town of Sherborn, will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television (C.A.T.V.) Commission. Applications must be filed, accompanied by a \$100.00 non-refundable filing fee payable to the Town of Sherborn, on the Massachusetts C.A.T.V. Commission's Form 100 at the Board of Selectmen's Office, Town Office Building, 19 Washington Street, Sherborn, MA 01770, 617-651-7850, no later than 12 noon, local time, on Friday, September 18, 1987. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspection at the Board of Selectmen's office, address listed above, during regular business hours of 9:00 a.m. to 5:00 p.m., Monday through Friday, and for xerographic reproduction at a reasonable fee. This is the only period during which applications may be filed.

Board of Selectmen  
James J. Norton  
Chairman

### Will You Sell Your AM Station?

There are Buyers! Our firm is involved in the Nationwide Brokerage of AM stations - only. We invite your inquiry.

**SNOWDEN Associates**

(Eastern Time)  
**919-355-0327**

### 10,000 RADIO, TV JOBS

The most current and complete computer print-out of job listings published ever. Up to 300 weekly, over 10,000 yearly! Disc jockeys, news, programming, sales engineering. All market sizes, all formats. Complete money back guarantee! 1 week \$7.00. Special: six weeks \$15.95. You save \$26.00.

**American Radio/TV Job Market**  
Dept. F, 1553 N. Eastern  
Las Vegas, NV 89101

### SOUTHWEST

5 kw AM/FM with C-2 application. Priced at less than 5 x cash flow. Contact:

**DAN ROUSE**  
(214) 788-2525

**CHAPMAN ASSOCIATES**  
nationwide media brokers

## Consultants

### FAIRNESS COMPLAINTS?

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 DISCOVER

### FM, LPTV, and TV APPLICATIONS

Call the "Advisors to the Communications Industry" D.B. Communications, Inc., 301-654-0777.

### Got C.P. Florida • L.P.T.V.

Wanted financial partner to help build and manage station.  
Box W-32.

### BILL - DAVID ASSOCIATES BROKERS-CONSULTANTS

303-636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

### NORTHWEST FM/AM

\$50,000 DOWN.  
Fantastic value. \$495,000/terms.  
Box W-19

**NEW YORK STATE**

AM in major rated market. Only station licensed and physically located in county. Strong tourist attractions. Valuable real estate included. Asking \$350,000 cash.

**RON HICKMAN**  
(201) 579-5232



*Hogan - Feldmann, Inc*  
MEDIA BROKERS • CONSULTANTS  
P.O. Box 136

Encino, California 91426  
Area Code (818) 980-3201



RENO • 702-789-2700 • SEATTLE • 206-643-2116

**SUMMER SIZZLERS**

WEST-MAJOR	FM/AM	\$10,000,000
MW-TOP 25	FM/AM	\$ 4,500,000
CA-TOP 75	FM/AM	\$ 4,500,000
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UT-TOP 50	FM	\$ 3,000,000
SW-TOP 75	FM	\$ 2,750,000
NE-TOP 50	FM	\$ 2,500,000
NW-MEDIUM	FM/AM	\$ 1,500,000
SW-MEDIUM	FM/AM	\$ 1,500,000
SW-SMALL	FM/AM	\$ 1,200,000
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NW-SMALL	FM	\$ 550,000
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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.

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# Fates & Fortunes

## Media

**Bob Morse**, president and general manager, WHAS-TV Louisville, Ky., joins KTTV(TV) Los Angeles as VP and general manager.

**Howard L. Wood**, partner-in-charge, tax division, Arthur Andersen & Co., St. Louis, accountant, joins Cencom Cable Associates Inc. there, multiple cable systems operator, as president and chief financial officer.



Wood



Hatch

**Kenneth L. Hatch**, president and CEO, KIRO Inc., owner of KIRO-AM-TV and KSEA(FM) Seattle, adds duties as chairman of board and chairman, executive committee.

**David S. Noll**, general manager, Malrite Communications' WEGX(FM) Philadelphia, named VP and member of Malrite's board of directors.

**Lynn Anderson-Powell**, VP and general manager, KUIS-AM-FM Los Angeles, named president and general manager.

**Paulette Williams**, general manager, KMEL(FM) San Francisco, named VP and general manager.

**Wallace A. Smith**, general manager, noncommercial KUSC(FM) Los Angeles, joins noncommercial WNYC-AM-FM New York as VP and general manager.

**Peter Frid**, assistant general manager, Capital Community Broadcasting Inc., owner of noncommercial KTOO-FM-TV Juneau, Alaska, and station manager, KTOO-TV, named president and general manager.

**Bob Powers**, VP and general manager, KCIS (AM)-KCMS(FM) Edmonds, Wash., joins KJET (AM)-KZOK(FM) Seattle as general manager.

**Gert H.W. Schmidt**, former chairman, joint board of directors, National Association of Broadcasters, Washington, resigns as senior VP, broadcasting and entertainment division, Harte-Hanks Communications, Jacksonville, Fla. He will join Arthur Vining Davis Foundations, Jacksonville, as consultant.

**John S. Stemlar**, VP, treasurer and chief financial officer, Lee Enterprises Inc., Davenport, Iowa, newspaper publisher and owner of five TV stations, and chairman and CEO of NAPP Systems (USA) Inc., Lee's graphic arts systems subsidiary, retires effective Oct. 1.

**Elizabeth Hinds**, associate director, person-

nel-broadcast facilities, Capital Cities/ABC Inc., New York, named director, personnel-headquarters facilities. **Lesley Allegro**, director, business administration, affiliate relations, ABC-TV, New York, named group director, finance and administration. **Jane M. Smerglia**, director, research and sales development, Capcities/ABC's WABC-TV New York, named district manager, South/central district, affiliate relations, ABC-TV. **Beth Flanigan**, marketing executive, Radio Advertising Bureau, New York, joins ABC Radio Networks there as manager, affiliate relations, ABC Information Network.

**Barbara Watson**, VP business planning, NBC Inc., New York, named VP, strategic planning, NBC Business Affairs and NBC Productions, Burbank, Calif. **Harrison A. Slaton**, private attorney, joins NBC, New York, as manager, affirmative action programs.

**John C. Fontaine**, general counsel, Knight-Ridder Inc., Miami, named senior VP.

## Marketing

Appointments at Long, Haymes & Carr Advertising, Winston-Salem, N.C.: **Joseph A. Haymes**, president and CEO, retires effective Sept. 1 and will continue as chairman, executive committee; **Donald N. Adams**, executive VP, to chairman and CEO; **Robert F. Graham**, executive VP, to vice chairman and chief creative officer; **Loren L. Chamberlain**, executive VP, to vice chairman and chief marketing officer; **Robert E. Fly**, executive VP, to president and chief operative officer.

**Leslie C. Amozig**, senior VP, Rosenfeld,

Sirowitz, Humphrey & Strauss Inc., New York, advertising agency, named executive VP and director, media services.

**Alexander Brody**, president and CEO, DYR Worldwide, New York, joint venture between Young & Rubicam and Dentsu Inc. of Japan, joins Ogilvy & Mather Worldwide, New York, as president, international. **Norman Berry**, head of New York office, Ogilvy & Mather adds duties as president, creative. **Graham Phillips**, chairman, Ogilvy & Mather U.S., named president, North America, adding responsibility for Canadian subsidiary, Ogilvy & Mather Ltd.



Brody



Hayes

**Tom Hayes**, senior VP and group account director, William Esty Co., New York, joins Wells, Rich, Greene there as executive VP and account group head.

**Ray Gillette**, **Dawn Hudson** and **Colby Kerr**, VP's and group account directors, DDB Needham Worldwide, Chicago, named senior VP's.

**Joe Hildebrand**, VP and Detroit sales manager, ABC Radio Networks, joins Mutual Broadcasting System, Arlington, Va., as VP



**Triumvirate.** The creation of three new assistant managing editorships at BROADCASTING, and the appointments to them of (l to r) Harry Jessell, Penny Pagano and Mark Miller, was announced last week (effective July 27). They will report to Managing Editor Don West at Washington headquarters. Jessell has been an associate editor with major responsibility for cable coverage; he will have charge of Washington reporting. Pagano joins BROADCASTING from the *Los Angeles Times*, where she covered Washington regulatory agencies; she will have responsibility for national news coverage, with specific charge of the New York and Hollywood bureaus. Miller, who has been senior news editor, will be responsible for editorial operations, including copy editing and production.

and director, sports sales.

**Frank McPartland**, media planner, Ogilvy & Mather Inc., New York, joins Devine & Partners, Norwell, Mass., advertising agency, as director, marketing and media services.

**Will Schutte**, account executive, McGavren Guild Radio, Los Angeles, named regional manager, San Francisco.

**Herbert C. Fett III**, from Independent Television Sales, New York, joins Blair Television there as sports sales manager, marketing department.

**Jan Katz**, production manager, Associates & Nadel, Boston, joins Ingalls, Quinn & Johnson there as director, broadcast affairs. **Karen Leary**, recent graduate, Providence College, Providence, R.I., joins Ingalls, Quinn & Johnson as coordinator, media services.

**John Dobson**, regional account executive, Turner Broadcasting Sales Inc., Atlanta, named local sales manager, Atlanta market sales.

**Dean Woodring**, local sales manager, KTZZ-TV Seattle, named general sales manager.

**John L. Fink**, sales manager, KHNL(TV) Honolulu, named general sales manager. **Terry R. Joiner**, senior account executive, KGMB(TV) Honolulu, joins KHNL as marketing director.

**Bob Kiersznowski**, general sales manager, Sterling Communications Corp.'s WKJN(FM) Hammond, La., named to same capacity, co-owned WSSL-AM-FM Gray Court, S.C. **Bill Reynolds**, local sales manager, WKJN, named general sales manager.

**Steve Langford**, local sales manager, WAVE-

TV Louisville, Ky., named general sales manager.

**Penny Haft**, national sales manager WTTG(TV) Washington, named VP and local sales manager.

**Cheryl J. Snell**, from KSDK(TV) St. Louis, joins WRGB(TV) Schenectady, N.Y., as local sales manager.

**G. Scott Eymmer**, local sales manager, KHQ-TV Spokane, Wash., joins KBCI-TV Boise, Idaho, as local and regional sales manager.

**Gordon Peppers**, national sales manager, KHOU-TV Houston, joins WLS-TV Chicago in same capacity.

**Jerry Smith**, national sales manager, WSPA-TV Spartansburg, S.C., named local and regional sales manager.

**Bernard Lee**, from KYOK(AM) Houston, joins KKHT(TV) there as account executive.

**Mario Stefanini**, from WLS-TV Chicago, joins WEHS(TV) Aurora, Ill., as account executive.

## Programing

**Charles Larsen**, former executive VP, D.L. Taffner Ltd., New York, and former NATPE International president, joins Republic Pictures Corp., Los Angeles, as president, domestic television distribution.

**Lynn Loring**, senior VP, programing and production, MGM/UA Television, Culver City, Calif., named executive VP.

**Mark J. Estren**, senior VP and general man-

ager, business programing, Financial News Network, New York, named executive VP, business information group of parent, Biotech Capital Corp., New York.



McGrath

**Brian McGrath**, executive VP, Coca-Cola Television, New York, named president and CEO, international, Coca-Cola's Entertainment Business Sector. **Patrick M. Williamson**, executive VP, Entertainment Business Sector, and president, Coca-Cola's Columbia Pictures International Corp., New York, named special assistant to Francis T. Vincent Jr., president and CEO, Entertainment Business Sector.

**Larry W. Howe**, VP and chief of staff, American Television & Communications Corp., Englewood, Colo., joins Video Shopping Mall Inc., Jenkintown, Pa., cable home shopping service, as president and CEO.

**Ivan Fecan**, VP, creative affairs, NBC Productions, Burbank, Calif., joins CBC Television, Toronto, as director, programing, English television.

**Jack W. Weiblen**, president and CEO, Memorial Health Services, Long Beach, Calif., joins Hospital Satellite Network, Los Angeles, as chairman.

**Michelle Kearney**, director, Latin American television sales, Lorimar International, New York, named VP, Latin American television sales.

**Gary Marenzl**, VP, TV programing and ancillary sales, Samuel Goldwyn Co., Los Angeles, joins Skouras Pictures Inc., Hollywood, as senior VP.

**Stephanie E. Tuttle**, manager, dramatic series development, ABC Entertainment, Los Angeles, named director, current series programs. **Phillip M. Burnett**, manager, business administration, ABC Entertainment, New York, named director, business administration, East Coast. **Karle A. Koerbling**, manager, business administration, ABC Entertainment, Los Angeles, named director, business administration, West Coast.

**Lawrence W. Dam**, VP and director, business affairs, Univision Inc., New York, named VP and general counsel of parent, Univisa Inc., Los Angeles.

**Diane Galella**, director, research, Genesis Entertainment, Westlake Village, Calif., named VP, research.

**Ronald E. Ruppe**, director, sales and marketing, Telstar Corp.'s SelecTV, Los Angeles.

**New venture.** Robert Mounty, the former NBC Radio executive vice president who resigned earlier this year ("Riding Gain," March 23), has formed Mounty Communications Co. to acquire radio properties in medium-size markets. The phone for Mounty Communications, which is based in New York, is (212) 621-6668.

# Broadcasting

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named VP, sales and marketing. **Andrew F. Trentacosta**, manager, program and affiliate administration, Telstar Corp., Los Angeles, named director, programing, Telstar and SelecTV.

**Judy Solomon**, director, human resources, New World Pictures, Los Angeles, named director, producer services, New World Television.

**Jeff King**, program director, KPLZ(FM) Seattle, joins Broadcast Programming Inc., Seattle, radio format syndicator, as director, client services.

**Steve Penny**, director, country formats, Programming Consultants Inc., Los Angeles, joins Transtar Radio Network there as country format program director.

**Mary Anne Page**, director, creative affairs, Rastar Productions, Los Angeles, joins United Artists Pictures Inc., Beverly Hills, Calif., as creative executive.

**Jim Moriarty**, production manager, noncommercial WYES-TV New Orleans, named general manager, co-owned YES Productions.

**Dave Priest**, local sales director, Indiana University Sports Radio Network, Indianapolis, named marketing director.

**Philip Martzoff**, recent graduate, Ithaca College, Ithaca, N.Y., joins Worldvision Enterprises Inc., New York, as director, domestic sales administration. **Firdausah Jami**, intern, named research analyst.

**Bruce Ferguson**, Eastern and central regional sales manager, Rainbow Program Enterprise's Bravo Cable Network, Woodbury, N.Y., named director, sales and marketing. **Cynthia J. Burnell**, Eastern regional manager, The Hoover Co., joins Rainbow's American Movie Classics, as territory manager, Eastern region.

**Steve Stevens**, night announcer, WJJD(AM) Chicago, named program director.

**Harry Valentine**, from KNEW(AM) Oakland, Calif., joins KFRC(AM) San Francisco as program director.

**Ken Barnett**, program director, KVIL-AM-FM Highland Park-Dallas, joins KYKY(FM) St. Louis in same capacity.

**Steve Wexler**, assistant program director, WISN(AM) Milwaukee, named program director, succeeding **Bobby Irwin**, who continues as program director, co-located WLTQ(FM).

**Chuck Taylor**, manager, programing and operations, WLEV(FM) Easton, Pa., joins WKLI(FM) Albany, N.Y., as program director.

**Joe Wilson**, announcer, WHAP(AM) Hopewell, Va., named program director.

**Dick Sterling**, from WNCQ(FM) Watertown, N.Y., joins WDOS(AM) Oneonta, N.Y., as production director and afternoon announcer.

**Tina Pashos**, announcer, WDOS, adds duties as music director.

## News and Public Affairs

**James R. Williams**, deputy director, marketing, Associated Press Broadcast Services, New York, named director, AP Broadcast Services, succeeding **John W. Reid**, named director, communications and technology.

**David B. Fisher**, deputy director, communications department, AP, New York, adds duties as president, Satnet, AP's common carrier subsidiary.

**Helen Westwood**, London bureau chief and deputy director, news coverage, Europe, Middle East and Africa, ABC News, named Washington bureau chief, NewsOne, ABC's syndicated newsfeed service.

**Consuelo Mack**, executive editor and anchor, *Today's Business*, syndicated TV program, New York, joins *The Wall Street Journal Report on Television*, produced by Dow Jones & Co. Inc., New York, as anchor and editor.



Mack



Strand

**Mike Strand**, from WCCO-TV Minneapolis, joins Local Program Network, New York, as producer, Cover Story, satellite TV news service to begin operation Wednesday (July 15).

**Tom Jackson**, former linebacker, National Football League's Denver Broncos, and **Dave Casper**, former tight end, NFL's Oakland Raiders and Houston Oilers, join NBC Sports, New York, as analysts, NFL games.

Appointments at News 12 Long Island, Woodbury, N.Y., 24-hour, regional cable news service: **Pam Milch**, former producer, Cablevisionnews, Woodbury, to 6-9 a.m. producer; **Peter Facini**, producer, WPIX(TV) New York, to 9 a.m.-5 p.m. producer; **Gene Marciona**, from WABC-TV New York, to producer, 5-10 p.m.; **Joyce Hanley**, former producer and anchor, WJIG(TV) Riverhead, N.Y., to producer, 10 p.m.-6 a.m.

Appointments at WTOL-TV Toledo, Ohio: **Keith Conners**, producer, 11 p.m. newscast, to executive news producer; **Dick Stone**, news director, WSLR(AM)-WKDD(FM) Akron, Ohio, to 11 p.m. producer; **Chris Conder**, from WSAV-TV Savannah, Ga., to photographer.

**George Bebout**, news producer and writer, WXYZ-TV Detroit, joins WMTW-TV Poland Springs, Me., as executive news producer.

**Mark Hatfield**, former news director, KVCT(TV) Victoria, Tex., joins KDRV(TV) Medford, Ore., as assignment editor.

**Robin Brantley**, reporter and weekend anchor, WBBM-TV Chicago, and **Kris Long**, reporter and weekend anchor, WCAU-TV Philadelphia, join Fox Broadcasting's WFLD(TV) Chicago as co-anchors, *Fox 32 News*, to premiere in August. Appointments at Fox's WNYW(TV) New York's new *Fox News at Seven*: **Steve Dunlop**, general assignment reporter, and **Cora-Ann Mihalik**, 10 p.m. anchor, to co-anchors; **Nick Gregory**, 10 p.m. weathercaster, to weathercaster; **Carl White**, weekend sportscaster and reporter, WNYW's *Sports Extra*, to sportscaster.

**Tom Stringfellow**, director, new business de-

velopment, Klein & Associates, New Orleans, joins WVUE(TV) there as assignment manager.

**Eric Hoppel**, producer, WTAJ-TV Altoona, Pa., joins WNYT(TV) Albany, N.Y., in same capacity. **Michelle Germain**, prime time vidifont operator, WNYT, named associate producer.

**George S. McQuade III**, news director, KLLY(FM) Oildale, Calif., joins KCOY-TV Santa Maria, Calif., as producer.

**Dixie Leigh Platt**, producer and writer, KXTV(TV) Sacramento, Calif., joins WVEC-TV Hampton, Va., as producer, 11 p.m. newscast.

**Diana Williams**, noon anchor, WNEV-TV Boston, adds duties as anchor, 5 p.m. newscast. **R.D. Sahl**, reporter and weekend anchor, named anchor, 6 p.m. newscast.

**Ken Ackerman**, sports director, WITN-TV Washington, N.C., joins WXII(TV) Winston-Salem, N.C., as sports reporter. **Jan Karyl**, reporter, KOSA-TV Odessa, Tex., joins WXII as Greensboro, N.C., bureau chief.

**Joyce Ohajah**, anchor and reporter, KTSM-TV El Paso, joins WREX-TV Rockford, Ill., as evening reporter.

**Deborah Guydon**, reporter, WHDH(AM) Boston, and **Peter McLeod**, news director, WTAG(AM) Worcester, Mass., join WMJX(FM) Boston as anchors and reporters.

**Rudy Koerner**, news director, KMEL(FM) San Francisco, joins KIOI(FM) there as anchor.

**Astrea M. Wolf**, recent graduate, Temple University, Philadelphia, joins WDEL(AM)-WSTW(FM) Wilmington, Del., as weekend anchor.

**Butch Hostetler**, photographer, KUSA-TV Denver, named chief photographer.

**David Klein**, editor and producer, CNN Sports, Atlanta, joins WHOI(TV) Peoria, Ill., as photographer.

**Kenneth J. Ackerman**, sports director, WITN-TV Washington, N.C., joins WXII(TV) Winston-Salem, N.C., as sports reporter.

**Lynn Houston**, anchor and reporter, WPTA(TV) Fort Wayne, Ind., joins WTVH(TV) Syracuse, N.Y., as weekend news anchor.

**Ed Evans**, from WCXI(AM)-WVWW(FM) Detroit, joins WKJG-TV Fort Wayne, Ind., as general assignment reporter.

**Dale Conquest**, sports reporter, WJR(AM) Detroit, joins WWJ(AM) there as afternoon sports anchor and play-by-play announcer for University of Michigan football and basketball games.

**Gary Woloszyn**, from WYTV(TV) Youngstown, Ohio, joins WFTV(TV) Orlando, Fla., as news photographer and editor.

## Technology

**Michael Nelson**, operations manager, Media General Cable, Fairfax, Va., named VP, construction and technical services.

**Joseph M. Bradley**, VP, marketing, electron device group, Varian Associates Inc., Palo Alto, Calif.-based manufacturer of radio transmitters, to VP, marketing, electron de-

vice group's electronics division, Dallas.

**Charles E. McQuinn**, executive VP, Bonneville Telecommunication Co., satellite data transmission subsidiary of Bonneville International Corp., Salt Lake City, named president.

**William L. Phillips**, regional sales manager, Enterprise Systems Group Inc., Colorado Springs, developer of software for automated radio stations, named director, sales.

**William A. Owens**, production director, WTZA(TV) Kingston, N.Y., joins Meycom Inc., Naples, Fla., owner of WNPL-TV Naples and WUXA(TV) Portsmouth, Ohio, as director, operations and engineering.

**Julie Spira**, independent media consultant, joins IDB Communications Group, Culver City, Calif., supplier of satellite distribution services, as director, audio marketing.

**Jennifer Lambert**, from Request Television, New York, joins General Instrument's Jerrold division, Hatboro, Pa., manufacturer of cable TV electronics and satellite encryption systems, as director, affiliate relations, new business development.

**Hal Sommer**, engineer, Madison Square Garden Network, New York, named chief engineer.

**David L. Prentice**, from Martin Audio, New York, joins New England Digital Corp., White River Junction, Vt.-based manufacturer of computer systems for storage and retrieval of music, as sales engineer, New York office.

**Gilles Vrignaud**, independent consultant, joins Acrian Inc., San Jose, Calif., supplier of power amplifiers and semiconductor devices for broadcasting industry, as international sales manager.

**Ernest Piche**, chief engineer, WVII-TV Bangor, Me., joins WLNE(TV) New Bedford, Mass., as assistant chief engineer.

## Promotion and PR

**Marvin Gurgoid**, VP and director, communications training, D-A-Y Public Relations Inc., New York, joins Gillespie Public Relations, Princeton, N.J., as VP. **Peggy A. Kline-man**, freelance publicist, joins Gillespie Public Relations as account manager.

**Ed Cintron**, assistant manager, audience information, ABC Public Relations, New York, named manager, audience information.

**David B. Williams**, senior VP and director, public relations, BBDO, New York, opens The David D. Williams Co., Bloomfield, N.J., public relations firm.

**Karen Kalish**, former consumer reporter, WLS-TV Chicago, opens Kalish Communications, Washington, media training and electronic press release service.

**Pauline Bloom** and **R. Mindy Green**, managers, entertainment advertising, NBC, Burbank, Calif., named directors, entertainment print advertising.

**Malinda Moore Coleman**, promotion and public service manager, Greenville News-Piedmont Co., Greenville, S.C., named director, information services, of parent, Multimedia



**Ray Rouse**, president and general manager, KZMO-AM-FM California, Mo., saved the life of a 7-year-old boy while attending a meeting of the Missouri Broadcasters Association. The boy was pulled from the bottom of a swimming pool at the hotel where Rouse and his wife, Susan, were staying at Branson, Mo. Rouse performed cardio-pulmonary resuscitation, restoring the boy's pulse and breathing. The boy was flown by helicopter to a hospital in Springfield, Mo., where he recovered. Rouse, who was an engineer for ABC Radio, New York, for 14 years, founded KZMO-AM-FM in July 1984.

Inc., Greenville-based newspaper publisher, multiple cable system operator and owner of four AM, four FM and eight TV stations.

**Jerry W. Bailey**, manager, press information, Group W Satellite Communications, Nashville, named director, press information.

**Steve Fleming**, freelance producer, joins Madison Square Garden Network, New York, as manager, on-air promotion. **Julie Rothman**, assistant to director, public relations, named public relations assistant.

**Steve Ranaudo**, morning announcer, wDOS (AM) Oneonta, N.Y., adds duties as promotion director.

## Allied Fields

**Edwin A. Bescherer Jr.**, senior VP and chief financial officer, Dun & Brastreet Corp., New York, owner of Nielsen Media Research, named executive VP. **William G. Jacobi**, VP, planning and acquisitions, named senior VP.



**Chet Collier**, president, Target Productions, Boston, elected president, Boston/New England chapter, National Academy of Television Arts & Sciences. **Gail Polevoi**, writer and editor, health and medical publications, University of California, Los Angeles, joins Academy of Television Arts & Sciences there as managing editor, *Emmy* magazine.

**Barbara Wigham**, station manager and program/promotion director, WPTA(TV) Fort Wayne, Ind., elected chairman, ABC Television Network's promotion advisory board.

Officers elected by The Advertising Council, New York: **Edward N. Ney**, chairman, PaineWebber/Young & Rubicam Ventures and vice chairman, PaineWebber Inc., chairman; **George F. Tyrrell**, VP, advertising corpo-

rate staff, Johnson & Johnson, vice chairman representing advertisers; **Vance L. Stickell**, executive VP, marketing, *Los Angeles Times*, vice chairman representing media; **Stuart B. Upson**, chairman and co-CEO, Saatchi & Saatchi DFS Advertising Inc. and co-chairman and co-CEO, Saatchi & Saatchi Advertising Worldwide, vice chairman representing advertising agencies; **Sanford Buchsbaum**, president and CEO, Stevens & Buchsbaum, and former chairman, Ad Council, honorary chairman; **DeWitt F. Helm**, president, Association of National Advertisers, treasurer; **Leonard S. Matthews**, president, American Association of Advertising Agencies, secretary.

**Barry Kaplan**, senior VP, media director and director, new electronics media and technologies, Ted Bates Advertising, New York, joins AGB Television Research there as VP, sales and marketing.

**Jerome W. Breslow**, VP and assistant to chairman and CEO, Comsat, Washington, adds duties as corporate secretary.

**Terry Walker**, national executive assistant, national news department, American Federation of Television and Radio Artists, New York, named national administrative executive. **Toni Everett**, manager, administration, CBS News, New York, succeeds Walker as national executive assistant, national news department.

**Norval Reece**, former VP, corporate affairs, Group W Cable, New York, named to board of directors, Frazier Gross & Kadlec Inc., Washington consultant.



O'Brien

Officers elected by Mississippi Association of Broadcasters: **Bob O'Brien**, WKKX(AM)-WTYX(FM) Jackson, president; **Don Furr**, WMBC(FM) Columbus, president-elect; **Ben Strickland**, WAPT(TV) Jackson, VP; **Bill Wilbourne**, WQST-FM Forest, secretary-treasurer.

**Todd Alan Price**, former counsel, Rubin & Bailin, New York, opens New York law firm specializing in entertainment law.

## Deaths

**Anthony (Tony) Webster**, 65, TV writer who won two Emmys in 1950's for his work on CBS's *You'll Never Get Rich* (later retitled *The Phil Silvers Show*), died June 27 of cancer at his home in Beverly Hills, Calif. Among other shows for which Webster wrote were NBC's *Your Show of Shows*; *Car 54, Where Are You?* and *That Was the Week that Was*, and ABC's *Love Boat*. He is survived by daughter.

**James L. Littlejohn**, 61, district manager, Continental Electronics, died July 1 of heart attack while on business in Minot, N.D. Littlejohn, who resided in Maple Plains, Minn., represented upper Midwest for Continental, Dallas-based subsidiary of Varian Associates, which manufactures radio transmitters and antenna systems. He is survived by wife, Le-tabeth, and daughter.

## Going after number one

Kim LeMasters is trying to work himself out of a job. The 37-year-old vice president, programing, for CBS Entertainment, is determined to regain the ratings crown for that network. And when he does, he says, "CBS will have the momentum to go on, and I would rather turn the caretaker job over to someone else."

He has even set a date for CBS to regain the title: May 1989. It will take some ratings powerhouses to pull it off, but LeMasters is confident that with the shows in hand plus another successful development season, it can be done. And when it is, and his goal at CBS is reached, LeMasters wants to return to television and movie production. But first things first.

LeMasters, who earned his executive stripes for creating such successes as *Dallas*, *Magnum, P.I.*, *Trapper John, M.D.*, *The Incredible Hulk* and *The Dukes of Hazzard* during an earlier stint with CBS, has not always had his goals so clearly in view.

When he graduated from UCLA in 1971 with a degree in history, LeMasters wasn't sure what he wanted to do. He first tried his hand at real estate, but when that did not work out he entered the management trainee program at the Pacific Coast Stock Exchange. The job proved to be a strain on his new marriage, however, since he had to be at the exchange each day by 6 a.m. while his wife, a buyer for a department store, would work until 10 p.m. "We would literally see each other for an hour a day," LeMasters said.

It was through UCLA that LeMasters got into television. But the route was somewhat unusual. While in school, he had taken an 18-month, live-in job caring for the children of producer Blake Edwards and his wife, actress Julie Andrews. When, during LeMasters's unhappy days at the stock exchange, the post of supervisor of prime time development opened at ABC-TV, Edwards arranged an interview for LeMasters with a network programing executive.

The interview process lasted 16 weeks. Meanwhile, LeMasters boned up on the TV business. When it came time to make a decision, fate intervened on LeMasters's behalf yet again. He had been in Switzerland with the Edwards family when Martin Starger, who was then president of ABC Entertainment, and Barry Diller, then vice president of feature films and ABC Circle Entertainment, paid Andrews a visit to ask her to host a variety show on the network. During the three days it took to get Andrews to sign, LeMasters taught Starger's wife to ski. Later, when Starger was presented with a list of candidates for the job, LeMasters's name rang a bell.

LeMasters was "very hesitant about getting into the business...It was a very structured organization at the stock exchange, a guaranteed life really, and show business



EARLE HAMILTON (KIM) LEMASTERS III—vice president, programs, CBS Entertainment Division, Los Angeles; b. Nov. 16, 1949, San Francisco; BS, history, University of California, Los Angeles, 1971; management trainee, Pacific Coast Stock Exchange, 1971-72; manager, program development, ABC-TV, 1972-74; director, program development, Warner Bros. Television, Los Angeles, 1974-76; director, dramatic program development, CBS-TV, Los Angeles, 1976-79; vice president, dramatic program development, CBS-TV, 1979-80; vice president, comedy program development, CBS-TV, 1980-81; vice president, program development, CBS-TV, 1981-82; vice president, program development and production, CBS-TV, 1982-83; vice president, motion picture production, Walt Disney Productions, Burbank, Calif., 1984; vice president, mini-series, CBS-TV, 1985-86; present position since April 1986; m. Donna Harris, April 8, 1972; children—Bree, 11; Jill, 7; Earle Hamilton LeMasters IV, 21 months.

was kind of uncertain." But the job paid \$50 dollars a month more than he was making "so it seemed like a good deal." It proved, he says "a great training ground, because in those days we were doing drama, comedy, late night and variety, so we really got an overview of what the business was about." Then, as now, ABC was a distant third "so there were no rules," he added.

During his two years at ABC, and subsequent two years at Warner Bros. TV, LeMasters said he failed to make much of a mark. He analyzed scripts and contributed what he could, but it was not until he moved to CBS in July 1976 that he began to make a name for himself—as director of dramatic program development. It was in that role that he co-created *Dallas*, which was to become that network's most consistent ratings performer and one of the keys to its ratings success into the early 1980's. As *Dallas's* star rose, so did LeMasters's.

He climbed steadily through the entertainment division's ranks, covering every aspect of program development. He distinguished

himself during his early years with CBS for breaking from tradition and introducing comedic elements to some of the network's dramatic shows, such as *Magnum, P.I.*, *Dallas*, *Simon & Simon* and *The Incredible Hulk*.

LeMasters attributes some of his success to being "in the right place at the right time." Not that all of his luck has been good, however. LeMasters left CBS in December 1983 for a job at Disney, overseeing theatrical production. He left the network, he says, because he "wanted to do something different," and because the opportunity to get into theatricals at such a high level was too good to pass up. Less than a year later, there was a management change. "Jeffrey Katzenberg came in and said the good news is we want you to stay, the bad news is I now have your title" (which was encompassed in Katzenberg's role as chairman of Walt Disney Studios), LeMasters says.

LeMasters decided to leave Disney, and had agreed to go to Universal as executive vice president of the studio's television division. In the interim, Harvey Shephard, senior vice president, programing, announced he was leaving CBS. The network traditionally promoted from in house, says LeMasters, and "I didn't really want to be on the outside if a change was in the offing." After spending much of December 1984 contemplating his decision, he changed his mind the day before he was scheduled to start with Universal, and returned to CBS to "try to become head programer."

He succeeded, and gained the top programing spot, under CBS Entertainment President B. Donald Grant, in April 1986. He says they work well together. Grant leaves development, including the selection of casts and new material, up to his chief programer and is "very helpful" in scheduling programs, LeMasters said.

Recalling his days as a developer, LeMasters lets all development people in on the decision-making process and replacement of shows. The programers occasionally gather for "skull sessions," which are similar to the "Gong Show" sessions at Disney where every executive was required to pitch 10 ideas for a movie—with the worst suggestions getting "gonged" and the best put into production. Three shows for the 1987-88 season, *Frank's Place*, *Beauty and the Beast* and *Tour of Duty*, came out of those CBS sessions.

He favors rotating the programing job every three years. "I think this job has a half-life," he says. When it's his time to go, LeMasters hopes his friends "will pick up the phone, call me and say, 'Kim, it's time to...get out.'"

LeMasters looks forward to returning to production, which he considers his strongest suit, so he can be "a little more entrepreneurial than corporate life will necessarily allow." He wants the opportunity to do both TV and theatrical movies, but adds: "I would suspect that television will be my home forever."

Like three networks, **Fox Broadcasting Co.** is also in middle of **upfront season** for its two nights of prime time programming and *Late Show*. FBC vice president of sales, John Lazarus, said last Wednesday (July 8) company had sold close to half of FBC's upfront inventory, which he expects will yield minimum of \$75 million. FBC strategy is to persuade advertisers to commit 10% to 20% of their network budgets to Fox. "The market is moving a little slowly, but the 10% concept is working as the networks hold firm on the CPM's [increases]," he said.

**HBO filed suit in U.S. District Court for Southern District of New York against Showtime** on July 1, seeking preliminary court injunction against Showtime advertisement using tag line: "Showtime and HBO, It's Not Either/Or Anymore." As of middle of last week, judge had not yet imposed injunction to stop ads and asked HBO and Showtime to continue to discuss matter. Hearing was scheduled for last Thursday (July 9), but that was postponed, sources said. According to source, attorneys for HBO and Showtime are trying to reach compromise, which would include "more impactful disclaimer language." Spokesmen for both HBO and Showtime said their respective companies would not comment on suit. Campaign was introduced at NCTA convention last May and TV ads for campaign ran for one week on MTV during last week of June.

As of last Thursday (July 9), **ESPN said it had signed up more than 36.3 million homes** for its NFL package, or 95% of its 38.3 million subscribers. Of top 100 MSO's, 99 have either already signed up or given ESPN verbal commitment to carry games, with only Century Communications Corp. deciding not to carry them, ESPN spokeswoman said. (According to BROADCASTING's list of top 50 MSOs [May 25] Century is 16th, with 592,176 basic subscribers as of Dec. 31, 1986.) Leonard Tow, Century president, could not be reached for comment. Since some contracts mailed as of June 30 are still to be counted, ESPN has not yet disclosed how much operators will pay per subscriber per month, although everyone signing up for NFL package before June 30 deadline will pay same amount, regardless of system size. ESPN has said in past that cost per subscriber would range from 10 to 14 cents. However, last week, as list of participating operators grew, ESPN expected figure to be "closer to 11 cents," spokeswoman for network said.

**Duffy divests.** *Bob Duffy, chairman and chief executive officer of Duffy Broadcasting, radio group based in Dallas (formed almost seven years ago), confirmed last week that an agreement in principle has been reached for the sale of seven of its nine properties in four markets to a Duffy Broadcasting management team led by Marty Greenberg, president and chief operating officer of the company ("Riding Gain," June 15). Sale price is \$74 million cash. That purchase will form the nucleus for a new company to be called Genesis Broadcasting.*

*The Greenberg acquisition involves KRZN(AM)-KMGH(FM) Denver, KSMJ(AM)-KSPM(FM) Sacramento, Calif.; KONO(AM)-KITTY(FM) San Antonio, Tex., and KBTs-FM Austin, Tex. (licensed to Killean, Tex.). Greenberg's management team includes the acquired stations' general managers: Craig Mckee (Denver), Jerry McKenna (Sacramento), Terry Rhoda (San Antonio) and Gayle Shaw (Austin), in addition to Duffy Broadcasting's chief financial officer, Terry Jung.*

*John Booth II and Ralph Booth, among the principal owners of Booth American, a Detroit-based radio group operator, are the major equity partners in the buyout. Other financing for the deal involves Prudential Capital and Republic Bank.*

*Duffy also said he reached an agreement to sell the company's WORZ(FM) Orlando, Fla. (licensed to Daytona Beach), to Beasley Broadcast Group, a Goldsboro, N.C.-based radio group, for \$9.2 million cash, leaving only Duffy Broadcasting's KLZI(FM) Phoenix still on the block. (Duffy Broadcasting was put up for sale last March ["Riding Gain," March 30].)*

*Kidder Peabody & Co., New York investment banking firm, is handling the sale of the Duffy stations.*

**Grant Broadcasting** bondholders, programmers and GBS board of directors submitted **revised reorganization plan** in GBS chapter 11 proceeding in Philadelphia bankruptcy court on July 6, in response to GBS plan submitted to court on June 26 (BROADCASTING, Jun 29). Plan will be put before GBS shareholders for vote on July 17. Court approval of plan is expected to take months. Representatives of GBS shareholders, programmers and bondholders were involved in meetings in Miami, Houston and Los Angeles through latter part of last week on plan that remained unresolved at press time. Revised reorganization differs sharply from June 26 plan submitted by GBS. It calls for control of company to be divided equally between bondholders and programmers, with bondholders and shareholders determining executive control of company. Grant-Shlenker shareholders will be allowed to purchase 25% of stock of company after existing bondholders' and programmers' debt has been paid off. That debt will be paid off through funds available after operating expenses and funds necessary for any new programming have been satisfied. Other nonsecured creditors will share in available funds on pro rata basis, or may opt for smaller cash payment upfront. Plan calls for operation of three Grant stations through 1995 and sale thereafter.

In presentation to network affiliate executives last week, **Lorimar-Teletpictures** unveiled unusual **barter participation plan for TV Guide**, its new fall 1988 access strip. Designed to attract affiliates in large markets, plan would provide stations with 7.5% of revenues generated during first year of program, with take dependent on station's market size. Lorimar would put cap on further equity participation when clearances reach 40% of nation. Stations that regularly run program would receive quarterly annual payments. Lorimar is guaranteeing stations an 11.3 national rating. TV Guide is one of four half-hour entertainment magazines scheduled for fall 1988 starts. Others are *Today's People* (based on *People* magazine), *USA Today* (based on national newspaper of same name) and spinoff of Andy Friendly's defunct *Rock 'n' Roll Evening News*.

**Alliance of Motion Picture and Television Producers** Friday afternoon gave its long-awaited response to Directors Guild of America counterproposal on revision of supplementary market residual formulas, but guild spokesman said **union negotiators were not encouraged by producers' amended offer**. If two sides could not resolve differences by 6 p.m. Friday, observers said chances of first DGA strike in 51 years was possible by today (July 13).

**Senate Communications Subcommittee** is convening **hearing on broadcast reform legislation** Friday, July 17. Among those slated to testify: FCC Chairman Dennis Patrick, FCC Commissioner James Quello; Paul Kagan of Paul Kagan Associates; Ralph Renick, former news director WTVJ(TV) Miami; Action for Children's Television President Peggy Charren; Norman Pattiz of Westwood One, and Pluria Marshall, National Black Media Coalition.

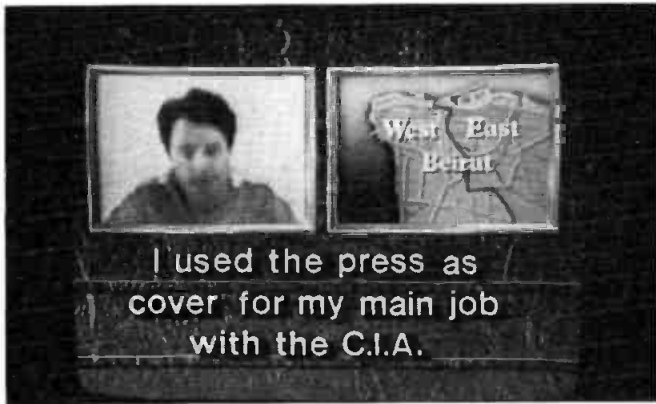
Inquiry into **high-definition television is on FCC agenda** at meeting this Thursday, July 16. Commission will decide whether to look into advanced television systems and their impact on existing broadcasting service. Broadcasters were hopeful FCC will open examination and also delay for as much as one year related proceeding to share UHF-TV spectrum with private land-mobile radio services. UHF band is considered prime possibility for HDTV broadcasting. Reply comments in UHF sharing proposal are due July 31.

**Wcsc-tv Charleston, S.C., has been sold** for \$60 million-\$65 million to Crump Communications, newly formed company owned by **Harold Crump**, former president of broadcast division of H&C Communications, and Dave Allen, president of Petry Inc. Station is owned by John Rivers and family, which recently sold co-located WCSC(AM)-WXTG(FM) to Ralph Guild ("Changing Hands," June 29) and now has no other broadcast interests. WCSC-TV is CBS affiliate on channel 5.

**Metroplex Communications**, Cleveland, is said to have reached agreement to sell **WCPT(AM)-WCXR(FM) Alexandria/Woodbridge, Va.** (suburb of Washington) to Robert F.X. Sillerman, partner with



Legacy Broadcasting, Los Angeles-based radio group operator, and with Sillerman-Magee, New York investment banking firm, for \$23 million. Broker in deal is Gary Stevens of Wertheim Schroder & Co., New York. □



**Charles Glass**, former ABC News foreign correspondent kidnapped in Lebanon on June 17, appeared in **videotaped message** released by his kidnapers last week. Latter, group calling itself Organization for Free People's Defense, said in separate statement that tape represented facts from preliminary interrogation of Glass. In barely audible, videotaped message of last week, Glass said, "I am Charles Glass. Many of you know me as a journalist, but few know the truth. I used the press as a cover for my main job with the CIA. . . I collect information for the benefit of the CIA. For that I made secret missions." Glass said he had had meetings with Lebanese officials and had planned to get information on such topics as Israeli-Christian relations, Syrian troops in area and Palestinians. He ended his statement saying he wanted "to send my love to all my family. I love you." Following Glass's message, ABC News President **Roone Arledge** said in statement: "It is well-known that a hostage under duress can be forced to make false statements which should not be accepted as valid. This is such a case. The U.S. government has stated that Charles Glass never worked for them in any capacity. He is a journalist who worked for ABC News for many years. Our hope remains that Charlie will be released immediately to return safely to his wife and five children." Glass was on leave from ABC to write book about Arab world when he was abducted. □

Washington press corps is virtually assured of meeting next President on regular basis, no matter who is elected. Nine **presidential candidates have promised such regularly scheduled press conferences**. And five of them—Senators Paul Simon (D-Ill.), Albert Gore (D-Tenn.) and Robert Dole (R-Kan.), Representative Richard Gephardt and former Governor Bruce Babbitt (D-Ariz.)—have committed themselves to meeting with reporters more frequently than has President Reagan. These were among findings of survey of declared and prospective presidential candidates conducted by National Press Foundation. In all, nine Republican and Democratic candidates responded, and all said press secretary would have direct access to Oval Office. Other respondents were Democratic Governor Michael Dukakis of Massachusetts, Representative Jack Kemp (R-N.Y.), former Senator Paul Laxalt (R-Nev.) and Republican Alexander Haig, former secretary of state in Reagan administration. Declared candidates who did not respond are Senator Joseph Biden (D-Del.) and former Governor Pierre DuPont (R-Del.). □

Internal memo signed by company chairman Thomas Murphy and president Dan Burke went out to all **Capital Cities/ABC** personnel last week announcing new **pre-employment drug testing policy**. "After studying the issue for more than a year and discussing the approach with our employe drug committee," memo read, "we have decided generally to ask final candidates for full-time staff employment with Capital Cities/ABC to pass a drug screen prior to employment selection. If an applicant fails the test, he or she will be considered unsuitable for employment by any unit of the company for a period of six months." Company said drug testing program would begin at company-owned radio and television out-

lets in late August and expand to "all other CC/ABC operations soon afterward." Since company instituted rehabilitation program in 1986, more than 400 Capcities employees (or family members) have sought help, and one-third of those cases involved employees with company three years or less. Company aim is to render work place free of drugs and new policy is designed to weed out as many drug abusers from entering company work force as possible. □

Last week's **markup of television violence bill** by Senate Antitrust Subcommittee was **canceled** because of lack of quorum. Late last Friday, however, staff was said to be polling members individually on bill and measure was expected to be approved. Bill would give broadcast, cable and motion picture industries antitrust immunity for three years to discuss and adopt standards on TV violence. □

**Howard Stringer**, who has been CBS News president since October 1986, has signed **contract** with network. Stringer signed two-year pact (retroactive to October), around July 1. □

**Jerald Fritz**, chief of staff to chairman, **FCC**, announced his resignation from commission last Friday to become vice president of legal affairs, **Allbritton Communications Co.**, Washington, newspaper publisher and owner of five TV stations. Fritz joined former Chairman Mark Fowler's FCC staff in May 1981 and became his chief of staff in January 1985. He remained chief of staff to Chairman Dennis Patrick when Fowler resigned earlier this year. Fritz's resignation is effective July 18. Peter Pitsch, chief of FCC's office of plans and policy, will succeed Fritz. □

**Harry O'Connor**, president of O'Connor Creative Services, Playa del Rey, Calif., and member of board of **Corporation for Public Broadcasting** from May 1983 to March 1986, last week withdrew from nomination for second term on board. O'Connor, who produced and syndicated Ronald Reagan's radio commentaries before his election to presidency, suffered year-long delay in renomination process followed by problems with Senate background check ("In Brief," June 8).

**Campaign calculations.** *The National Association of Broadcasters today unveils the results of a study containing a complete rundown of campaign expenses for federal candidates (BROADCASTING, July 6). The association is planning to use the information to make its case in resisting congressional efforts to expand political broadcast regulations. Conducted by Aristotle Industries, a Washington research firm, the study will show, among other things, that House candidates in the 1986 primary and general election, spent 42% more on direct mail, print buys and other communications with voters than on all expenditures for media consultants, media production and timebuys for radio and television. The other communications include balloons, ballots, banners, billboards, bumper stickers, buttons, cable television, clothing, graphics, paraphernalia, press, printing, signs, skywriting, voter contact, photography, satellite and telemarketing. The data was compiled from FEC filings from 800 campaign treasurers and represents more than 350,000 expense invoices.*

*NAB President Eddie Fritts is slated to use the data in testimony before the House Elections Subcommittee this week. The subcommittee is looking at a campaign finance reform bill (H.R. 2464) that would replace the lowest unit rate for broadcast time with a flat 30% discount. The Senate is in a stand-off over campaign finance reform legislation. Among key bills in the Senate, none include the House approach. A compromise campaign finance reform bill was introduced July 1. Under that measure, candidates who agree to spending limits would be eligible for the lowest unit rate. A candidate would also have to appear in at least 50% of the TV and radio ads to receive the discounted rate. Spending limits for candidates, however, would differ in those states with only one commercial VHF station.*

## Editorials

**Mr. Right**

The nomination of Robert H. Bork, a cool and careful interpreter of constitutional intentions, to the U.S. Supreme Court has drawn predictable lightning in an overheated Washington. Senator Joseph Biden (D-Del.) stopped running for President long enough to announce he would vote against Bork's confirmation. That hip shot, coming from the chairman of the committee that is supposed to sit in reasoned judgment of Bork's selection, says something about Biden's qualifications to be a sober and reflective President and more about the mindlessness of the controversy that the Bork selection has aroused. Bork's record at the U.S. Court of Appeals deserves a less impassioned reading.

Like any nominee to the highest court, Bork is owed, as is the country, a full discussion of his competence and views. When it comes to his record on Fifth Estate matters, he is also owed confirmation.

As a story on page 44 of this issue recounts, Bork has displayed an understanding and admiration of the First Amendment. He is on record against "a freshening stream of libel actions, which often seem as much designed to punish writers and publications as to recover damages for real injuries" and which "may threaten the public and constitutional interest in free, and frequently rough, discussion." He has written that the proliferation of broadcast stations since the Supreme Court's *Red Lion* decision raises questions about the scarcity rationale on which it was based. He wrote the opinion affirming the FCC's adoption of simplified license renewal forms. He joined in the opinion that declared the FCC's old must-carry rules to be unconstitutional.

In an opinion in a libel case, Bork reflected that the framers of the Constitution may not have anticipated that libel actions would become a threat to freedom of the press, and he added that a "judge who refuses to see new threats to an established constitutional value, and hence provides a crabbed interpretation that robs a provision of its full, fair and reasonable meaning, fails in his judicial duty. That duty...is to insure that the powers and freedoms the framers specified are made effective in today's circumstances."

For "today's circumstances" in the media, read radio and television.

**Antirevisionism**

Something insidious is going on in Washington. Rarely citing his name, but evident between the lines of all the rhetoric about reregulating broadcasting, there's a growing chorus of blame aimed at former FCC Chairman Mark Fowler. They call it FCC-bashing, but what they really mean is that the former chairman is singularly responsible for what newly resurgent Democrats consider the sorry state of broadcast regulation.

In a sense, of course, they are right. Fowler had a greater impact than any chairman in history on the freeing-up of broadcast operations. He not only believed in the marketplace but set about to make one possible. Not only did he turn up the volume on deregulation (begun by, among others, his Democratic predecessor, Charles Ferris), but he even tried to achieve *un*regulation, while his belief in the print model for broadcasting was and remains unchallenged.

The problem was that Fowler took no prisoners—or, worse, that he made so few converts on the other side of the aisle—as he bulldozed his policies into practice. His belief in the marketplace was so total that he had to be called to the White House twice, by

his own President, before he understood that the financial interest and syndication rules were so politically sensitive that his agency's hands were to be tied concerning their repeal. (Finsyn wasn't Fowler's Waterloo, but it was his most conspicuous failure in six years of unparalleled deregulatory success. We are constrained to remember that his other stumble came at the very last, when his grasp on the First Amendment was momentarily loosened by the pressures over so-called "indecent" radio programming.)

Now he's gone from the FCC, and those who believe that regulation, rather than competition, is the spur to responsibility and artistry in broadcasting are slandering Fowler from every lectern in town. Worse than that, they appear to be out for revenge, beginning with codification of the fairness doctrine and carrying through to reimposition of a three-year rule on station trading. All in the absence of evidence that any of Fowler's deregulatory initiatives have had a detrimental effect on either the industry's performance or the public's interest.

Some in broadcasting, anxious to appease the new powers that be, appear content to let Fowler take the blame—and even to accept a measure of reregulation as the price of keeping the peace. With the exception of the new FCC chairman, Dennis Patrick, who served notice several weeks ago that reregulation would come only over his dead political body, none have yet come forward to defend the Fowler legacy and declare their intention to preserve it.

This page is not the first to nominate Mark Fowler for the distinguished service award of the National Association of Broadcasters, but it happily seconds that motion. He may not have won many friends while he was influencing the medium, but he has done broadcasting an indelible service.

**Daytime drama.** *The term acquired new meaning last week as the testimony of Oliver North in the continuing Iran/contra hearings took center stage on the daytime schedules of television and radio networks, including C-SPAN, CNN, NPR, ABC, NBC, CBS...The list is by no means exhausted.*

*It has by now become second nature to electronic journalists to drop everything, including their rate cards, to cover extensively stories of national importance, and to devote as much time, energy, technology and dollars as are necessary to achieve that end—for the TV networks, at least, the cost in lost advertising dollars alone was put at close to a million dollars a day. It is to the continuing credit of the electronic media—and implicitly high praise—that such an expansive effort in the public service is all but taken for granted.*



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