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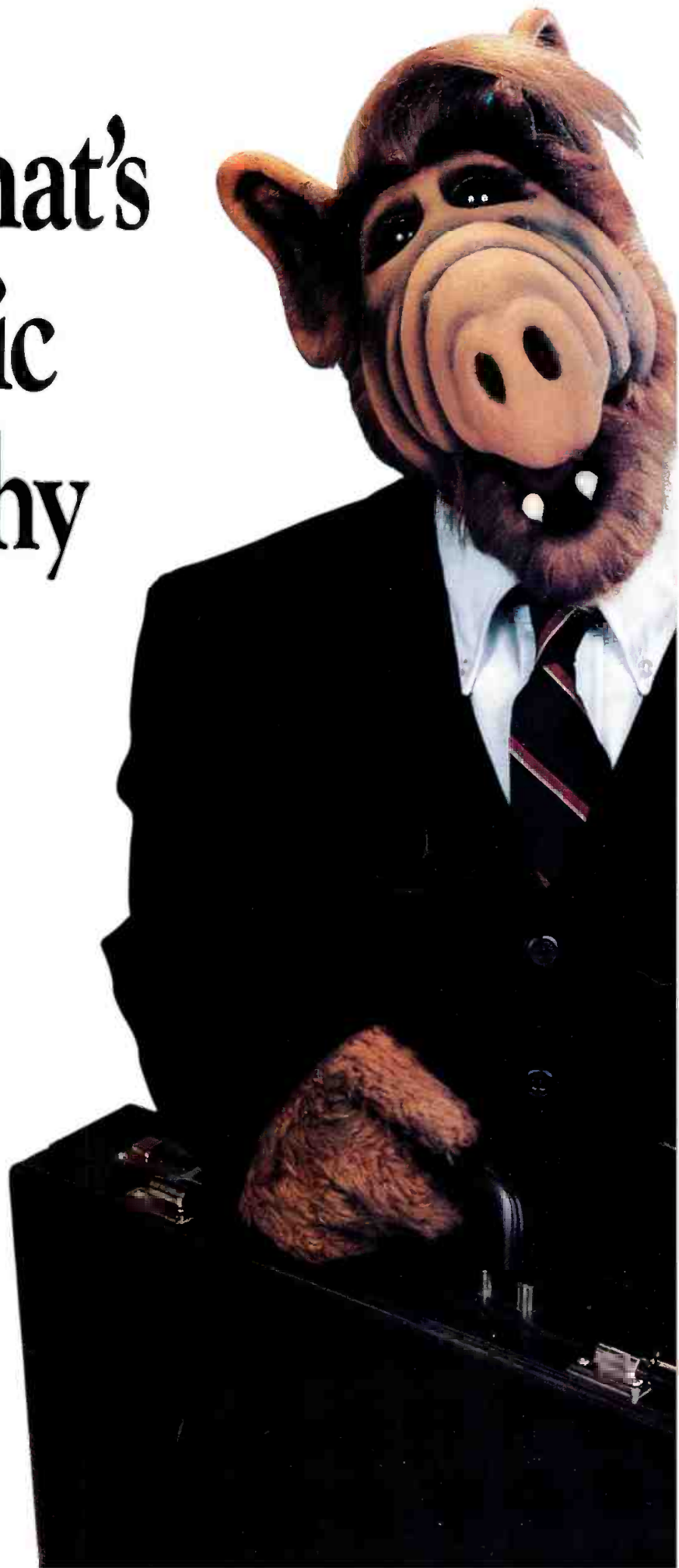
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The Markey mark
on telecommunication
policy
IN ADVANCE!
THE NAB CONVENTION

**Q: What's
your basic
philosophy
of life?**



ALF: Be nice
to others... while
pointing out their
faults.



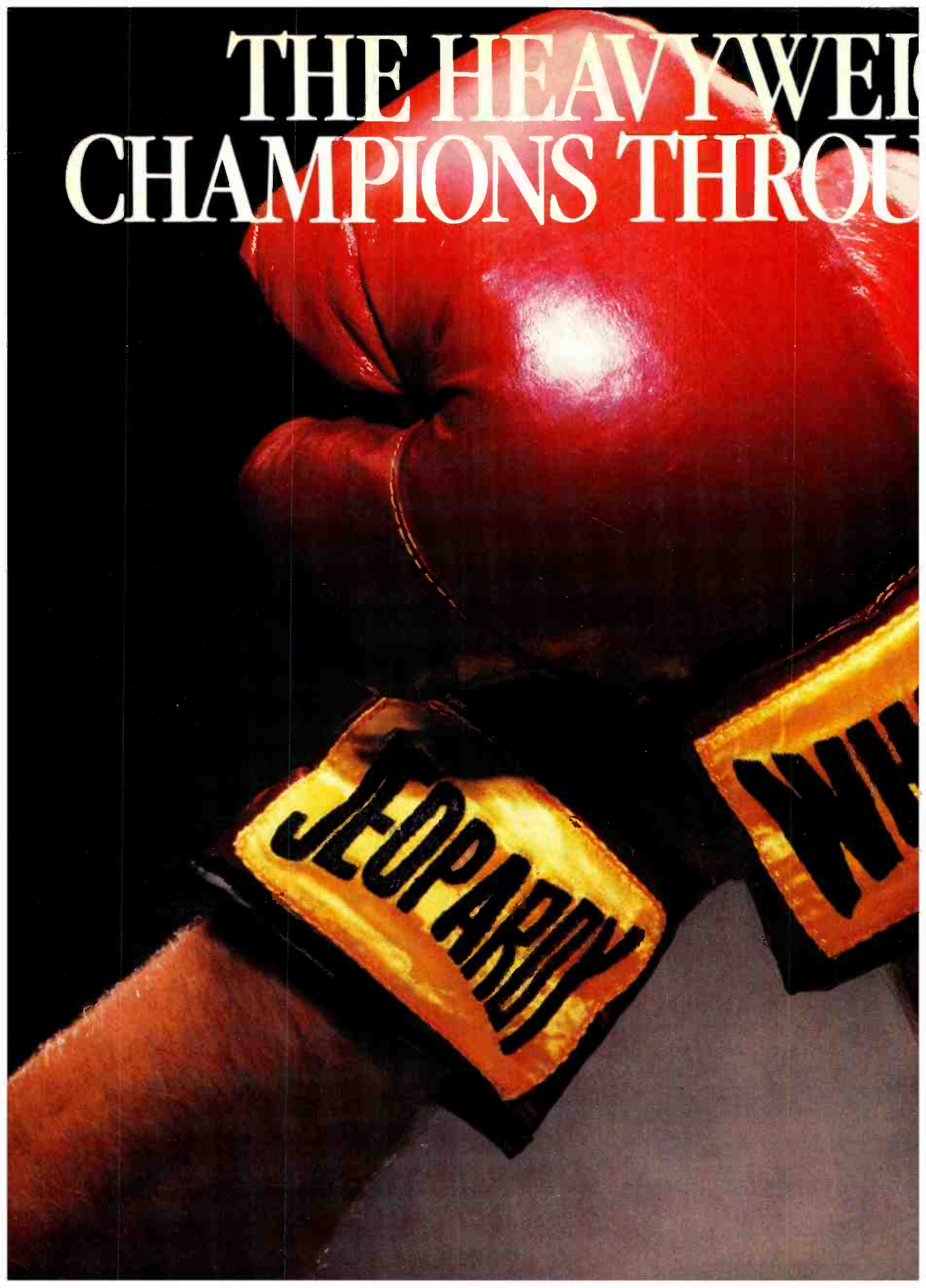
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stations planning a knockout future

Renewed through the 1991-1992 season

STATION	REP	OWNER	AFFILIATE
WLS, Chicago	Cap Cities/ABC	Cap Cities/ABC	ABC
WPVI, Philadelphia	Cap Cities/ABC	Cap Cities/ABC	ABC
KRON, San Francisco	Petry	Chronicle Broadcasting	NBC
WNEV, Boston	TeleRep	New England Television	CBS
WDIV, Detroit	Petry	Post-Newsweek	NBC
WEWS, Cleveland	Blair	Scripps Howard	ABC
WPXI, Pittsburgh	TeleRep	Cox Broadcasting	NBC
KSDK, St. Louis	Katz	Multimedia	NBC
KTSP, Phoenix	HRP	Great American Broadcasting	CBS
KXTV, Sacramento	TeleRep	Belo Corporation	CBS
WMAR, Baltimore	TeleRep	Gillett Broadcasting	NBC
WTNH, Hartford	Blair	Cook Inlet Comm.	ABC
KCST, San Diego	Gillett Sales	Gillett Broadcasting	NBC
WFTV, Orlando	TeleRep	Cox Broadcasting	ABC
KCTV, Kansas City	MMT	Meredith Corporation	CBS
WCPO, Cincinnati	Blair	Scripps Howard	CBS
WTMJ, Milwaukee	MMT	Journal Communications	NBC
WWL, New Orleans	Katz	Loyola University of the South	CBS
WLOS, Greenville/Spartanburg	HRP	Anchor Media	ABC
WBNS, Columbus	Blair	Dispatch Printing	CBS
WTVD, Raleigh	Cap Cities/ABC	Cap Cities/ABC	ABC
KWTV, Oklahoma City	TeleRep	Griffin Television	CBS
WZZM, Grand Rapids	Katz	Price Communications	ABC
WKBW, Buffalo	Blair	Queen City Broadcasting	ABC
KTVX, Salt Lake City	MMT	United Television	ABC
KMOL, San Antonio	MMT	United Television	NBC
WPRI, Providence	HRP	Knight-Ridder	ABC
WVEC, Norfolk	TeleRep	Belo Broadcasting	ABC
WLKY, Louisville	Katz	Pulitzer Broadcasting	ABC
WHIO, Dayton	TeleRep	Miami Valley Broadcasting	CBS
WPEC, West Palm Beach	Katz	Photo Electronics	ABC
WXEX, Richmond	Katz	Nationwide Communications	ABC
KTBS, Shreveport	Katz	KTBS, Inc.	ABC
KWCH, Wichita	TeleRep	Kansas Broadcasting System	CBS
KFSN, Fresno	Cap Cities/ABC	Cap Cities/ABC	ABC
WDBJ, Roanoke	HRP	Schurz Communications	CBS
KWWL, Cedar Rapids	Blair	American Family Broadcasting	NBC
KWQC, Quad Cities	Blair	Palmer Communications	NBC
WAPT, Jackson, MS	MMT	Price Communications	CBS
WAFF, Huntsville	Blair	American Valley Broadcasting	NBC
KVBC, Las Vegas	Blair	Valley Broadcasting	NBC
WAKA, Montgomery	Katz	Alabama Telecasters	CBS
WTVO, Rockford	Adam Young Inc.	Winnebago Television Corp.	NBC
WWAY, Wilmington	MMT	Price Communications	ABC
KTVN, Reno	Katz	Sarkes Tarzian	CBS
KJAC, Beaumont	Katz	Price Communications	NBC
KFDX, Wichita Falls	Katz	Price Communications	NBC
KESQ, Palm Springs	Katz/Continental	EGF Broadcast Corp.	ABC
WXVT, Greenwood/Greenville	Seltel	Big River Broadcasting	CBS
WHAG, Hagerstown	Katz	Great Trails Broadcasting	NBC

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Broadcasting **Apr 4**

Markey: Taking a new view of the Fifth Estate...page 35

—starting with cable...page 38

Preview: NAB's show of shows...page 45

REASONABLENESS, RECONCILIATION □ In this interview with BROADCASTING editors, House Telecommunications Subcommittee Chairman Edward Markey discusses his vision for Fifth Estate, including his eagerness to reevaluate communications landscape and his desire to seek common ground with FCC and broadcasters. **PAGE 35.**

ONE FOR MURDOCH □ In 2-1 decision, appeals court overturns legislation prohibiting FCC from granting Rupert Murdoch extensions of his waivers of rule banning crossownership of TV station and newspaper in same market. **PAGE 40.**

VIVA LAS VEGAS □ NAB's 1988 annual convention, which begins April 9 at Las Vegas Convention Center, is expected to draw almost 50,000. Additionally, 710 exhibitors will display their state-of-art TV and radio equipment—from videotape recorders to this year's hot item, HDTV. BROADCASTING's preview of major product categories, list of exhibitors, hospitality suites and NAB's agenda begin on **PAGE 45.**

TO MARKET-BY-MARKET □ According to Arbitron's local market-by-market February sweep numbers, ABC wins prime time household race, stopping

NBC's winning streak at 11. **PAGE 102.**

PICK AND CHOOSE □ With more programming services prepared on horizon, and operators facing capacity crunch, they are evaluating what to add and what to drop—actions that could indicate new criteria for carriage decisions. **PAGE 104.**

WESTWOOD HO □ After nearly 18 years as host of *American Top 40*, weekly countdown series that has been carried by ABC Contemporary Network since 1982, Casey Kasem goes to Culver City, Calif.-based Westwood One. **PAGE 111.**

LEADING APR □ Stephen Salyer, senior vice president of marketing and communications for WNET(TV) Newark, N.J., assumes American Public Radio presidency April 11. **PAGE 112.**

TOP PRICE □ Robert Price, as founder, president and CEO of Price Communications, characterizes new breed of station group owners—Wall Street-connected and acquisition-minded. **PAGE 159.**

AFFILIATES FOR SALE □ Television Station Partners says it is putting its four network-affiliated stations up for sale, valued by some in \$150 million-\$175 million range. **PAGE 160.**

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<p>WISCONSIN COMMUNICATIONS CORPORATION has acquired KDGL (AM/FM) Duluth, Minnesota for \$2,000,000 from DUCHOSSON COMMUNICATIONS COMPANY Richard J. Duchosson, Richard C. Johnson, President We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>M. BELMONT VERSTANDER, INC. has acquired W5VA (AM) and WQPO (FM) Hawthornburg, Virginia from GILMORE BROADCASTING CORPORATION We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>WIN COMMUNICATIONS, INC. has acquired WJCS (FM) Jacksonville, Florida for \$6,500,000 from TRE MARYS COMPANY We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>CR BROADCASTING CORPORATION has acquired WFTL (FM) Tallahassee, Florida for \$4,000,000 from NETTER BROADCASTING COMPANY, INC. We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>COLJET BROADCASTING COMPANY, INC. has acquired WJOL (AM) and WLLI-FM Joliet, Illinois and KTOP (AM) and KDWW-FM Joliet, Illinois for \$4,400,000 from HARRIS ENTERPRISES, INC. We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>
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<p>ALBANY COMMUNICATIONS CORPORATION has acquired KNA (FM) San Antonio, Texas for \$11,000,000 from CAPITOL BROADCASTING COMPANY, INC. James J. Lawless, President and Chief Executive Officer We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>PREMIER BROADCAST GROUP, INC. has acquired WOUR (FM) and WUTQ (AM) Local News Talk for \$3,000,000 from DEVLIN & FERRARI BROADCASTING, INC. Clark Devlin, Jr., President, Dan Brown, Executive Vice President We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>NEWCITY COMMUNICATIONS, INC. has acquired SWANSON BROADCASTING, INC. owner of KRMG (AM), Tulsa, OK KKYY (AM)/KLLS-FM, San Antonio, TX KKNG-FM, Oklahoma City, OK We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>MARLIN LTD. BROADCASTING, INC. has acquired WTLN (FM) Philadelphia, Pennsylvania from FRANKLIN BROADCASTING COMPANY We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>HVS PARTNERS has contracted to purchase WBGH (AM/FM) WSTP (FM) WGLS (AM) WYQQ (FM) for \$11,400,000 from WOOLSON BROADCASTING CORP. Mark L. Woolson and Mark D. Woolson We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>
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<p>SETH SERAFIN COMMUNICATIONS, INC. has acquired WSDR (AM) Norfolk, Illinois for \$1,600,000 from WSDR, INC. We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<h1>RESULTS!</h1>		<p>TK COMMUNICATIONS has acquired WMMA (AM) and WFTQ-FM Orlando, Florida for \$13,500,000 from BLUEGRASS BROADCASTING, INC. We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>
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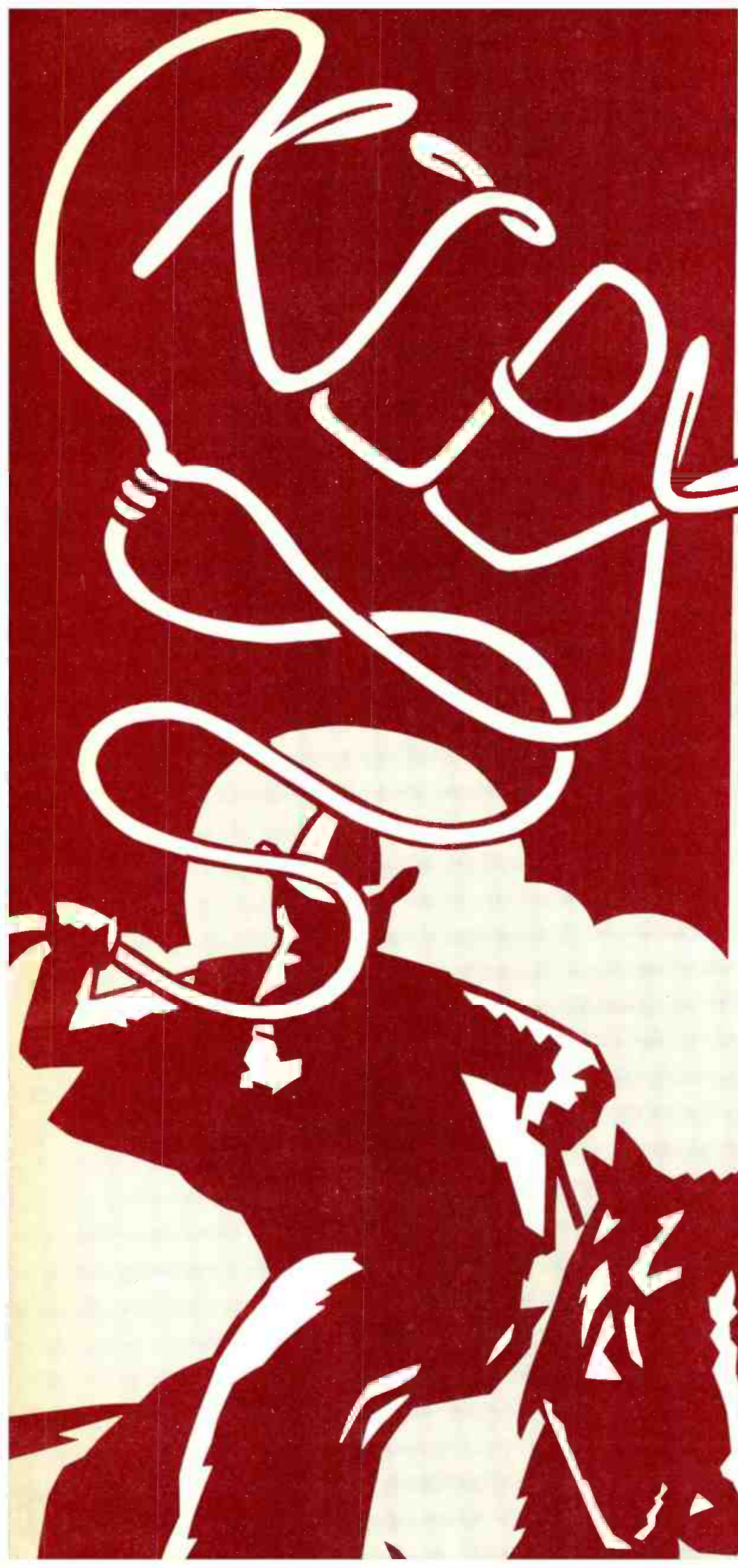
<p>CLAY BIRBAUM, INC. COMPANY has acquired WLDW (AM) and WGLM (FM) Stamford, Connecticut for \$2,350,000 from SHENANDOAH VALLEY BROADCASTING COMPANY OR Peter Miller, President We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>When these broadcasters wanted results, they turned to Blackburn & Company.</p> <p>Regardless of where you sit at the closing table, Blackburn & Company will deliver maximum results for you.</p> <p>Experienced. Selective. Discreet. Effective.</p>		<p>NORTHERN NEW ENGLAND COMMUNICATIONS, INC. has acquired WPNH (AM/FM) Manchester, New Hampshire for \$1,150,000 from FEMICEWASSET BROADCASTERS, INC. We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>
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<p>ELECTRA FINANCIAL CORPORATION has acquired KOON (FM) Newport News, California for \$3,250,000 from DONREY MEDIA OF NEVADA, INC. We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<h1>BLACKBURN & COMPANY</h1> <p>INCORPORATED</p> <p>Media Brokers & Appraisers Since 1947</p> <p>WASHINGTON, D.C. 20036 ATLANTA, GA 30361 CHICAGO, IL 60601 BEVERLY HILLS, CA 90212 1100 Connecticut Ave., NW 400 Colony Square 333 N. Michigan Ave. 9465 Wilshire Blvd. (202) 931-9270 (404) 892-6555 (312) 346-6460 (213) 274-8151</p>		<p>SAGE BROADCASTING CORPORATION has acquired WACO (AM) and KHOQ-FM Waco, Texas for \$3,125,000 from HARRIS ENTERPRISES, INC. We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>
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<p>DUCHOSSON COMMUNICATIONS COMPANY has acquired WHIS (FM) and WYVA (AM) Annapolis, Maryland for \$6,200,000 from AIWY BROADCASTING, INC. David Eason, Chairman, J. George Curtis, Jr., President, David Eason, Director, Timothy, Bruce Linnick, Vice President and Robert Ughetto We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>BINGHAM COMMUNICATIONS GROUP Robert F. Bingham, General Partner has acquired KAYU-TV "Public" Washington for \$7,700,000 from KAYU-TV PARTNERS, LTD. Robert J. Plummer, President and General Manager We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>PORTSMOUTH BROADCASTING CORPORATION Clay W. Whitby, Howard A. Thom, J. Cheryl Parrish has acquired KCRC (FM) Hessland, Missouri for \$625,000 from GREAT RIVER COMMUNICATIONS, INC. Robert Schell and Frances E. Nepp We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>CR BROADCASTING, INC. Charles S. Rucker and John A. Columbus, Jr. has acquired WIBM (AM/FM) Jackson, Louisiana for \$4,075,000 from VAN WAGNER BROADCASTING, INC. Richard Van Wagner, President We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>SHAMROCK BROADCASTING, INC. has acquired KBRQ (AM/FM) Denver, Colorado for \$9,000,000 from GREAT EMPIRE BROADCASTING, INC. We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>
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<p>MELIX CAPITAL, INC. Thomas J. Davis, P. Richard Zindman and Michael Hagan, President has acquired WYVL (FM) Jeffersonville, Indiana for \$1,700,000 from INTER URBAN BROADCASTING OF LOUISVILLE Thomas J. Davis, President and James J. Hinkhouse, Jr., President We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>ADVENTURE TWO, INC. Charles B. Shaw, President has acquired WKEE (AM/FM) Huntington, West Virginia for \$3,100,000 from CAPITOL BROADCASTING COMPANY, INC. James F. Condon, President and CEO We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>ALBERT GILLEN AND ASSOCIATES, INC. has acquired WDFW (AM) and WYKS-FM Gainesville, Florida from SUNSHINE WIRELESS COMPANY, INC. We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>NOBLE BROADCAST OF BOSTON, INC. John F. Noble, President and Chief Executive Officer has acquired WMBR (AM) Boston, Massachusetts for \$3,700,000 from MARINER COMMUNICATIONS, INC. We are pleased to have served as exclusive broker in this transaction. BLACKBURN & COMPANY INCORPORATED</p>	<p>CARMEL BROADCAST ASSOCIATES, INC. Jack Wankel, President has acquired KIDD (AM) and KWST (FM) Monterey, California for \$1,600,000 from JOHN B. WALTON We are pleased to have represented the buyer in this transaction. BLACKBURN & COMPANY INCORPORATED</p>
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<p>LOUIS MERCIANTI</p>	<p>INFINITY BROADCASTING CORPORATION</p>	<p>INFINITY BROADCASTING CORPORATION</p>	<p>WESTERN CITIES BROADCASTING, INC. Richard Hagan, Richard Pridgen, Thomas Phillips</p>	<p>THE GRIFFIN COMPANY</p>
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TO EXCELLENCE,
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whose middle name is "big,"
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Horrible examples

FCC speeded up work on order designating Viacom's KMOV(TV) St. Louis for comparative renewal proceeding to get it out last Friday so news of it will be topic at National Association of Broadcasters convention. FCC hopes order will remind broadcasters of their vulnerability to license challenges and help rally support for FCC's upcoming effort at comparative renewal reform. More designation orders will follow in next few weeks for WTVR-TV Richmond, Va.; KZKC(TV) Kansas City, Mo.; WWOR-TV Secaucus, N.J. (New York); WGBO-TV Joliet, Ill., and WBFS-TV Miami.

FCC is considering, among other things, two-step renewal process similar to that proposed by House Telecommunications Subcommittee members Tom Tauke (R-Iowa) and Billy Tauzen (D-La.), although some FCC officials believe adopting such process would be overreaching statutory authority. Among proponents of two step is Mass Media Bureau Chief Lex Felker.

Electronic summitry

Network news operations, AT&T and IDB Communications will meet with Soviet officials April 5 and 6 in Moscow to make requests and work out details of terrestrial telephone, data and satellite transmission system needed for coverage of Reagan-Gorbachev summit, scheduled to begin May 29. ABC News satellite operations director, Mary Frost, describing activity as "most cooperative venture ever seen"—including crucial help from Intelsat and Comsat—said if Soviets agree to all U.S. proposals, AT&T will virtually build phone company in Moscow, and use of compressed video return feed via IDB "could set a whole new standard for how the networks cover special events" outside U.S. When overseas, news teams usually receive audio return only, occasionally expensive C-band, broadcast-quality video return, which requires double effort and investment—Soviet Union to U.S. and back. Nonbroadcast-quality compressed video return feed would be carried less expensively over proposed IDB Ku-band digitized system already needed for data-voice transmissions. Soviets are expected to provide C-band backhaul transmission facilities.

Losing cause?

Robert Miron, president of Newhouse Broadcasting and treasurer of National Cable Television Association, and NCTA attorney Seth Davidson were spotted making rounds on eighth floor at FCC last Thursday. Their mission: to persuade commissioners not to adopt rules reimposing syndicated exclusivity in

broadcast programing. Larry Wangberg, president and CEO, Times Mirror Cable, also visited offices of commissioners same day with same purpose. Cable lobbyists have tough task. FCC Chairman Dennis Patrick favors rules and seems to have second vote (James Quello) needed to adopt them. Patrick had hoped to act at April 21 meeting, but talk last week was that matter would slip to one of two May meetings.

Fertilizing grass roots

Capitol Hill is beginning to hear from cable viewers on potential loss of distant signals if syndicated exclusivity returns, and volume of mail is expected to increase. United Video, common carrier for superstation WGN-TV Chicago, placed coupon ads in newspapers in Detroit and Denver little over week ago asking viewers to send coupons to respective lawmakers (Representative John Dingell [D-Mich.] and Senator Timothy Wirth [D-Colo.]), stating their opposition to losing distant signals.

Four more lawmakers are targeted in ads that were to run yesterday in newspapers in Alaska (Senator Ted Stevens [R]), Oregon (Senator Robert Packwood [R]), South Carolina (Senator Ernest Hollings [D]) and Wisconsin (Representative Robert Kastenmeier [D]). UV has sent direct mail materials to cable operators, hoping they will disseminate information to subscribers. Some operators have also begun airing 60-second spots urging viewers to contact congressmen and FCC on issue.

On a roll-out

NBC's Saturday prime time lineup is becoming talk of syndication business, with three half-hours that run at 8:30-10 set to launch in syndication. First of three could be *Golden Girls*, which sources say is being considered for sale by Buena Vista Television on straight cash basis for start in 1990. Company may begin roll-out of program by end of this month. Sources said that given Buena Vista's move with highest-rated of NBC three shows, marketing of its lead-in, *227* (Columbia Pictures Television), and its lead-out, *Amen* (MCA TV), should soon follow. *227* and *Amen* are being considered for 1991 premieres in syndication.

PBS and Panasonic

Public Broadcasting Service will announce this week in Las Vegas that it will buy 14 videotape recorders in MII half-inch format. VTR's are being purchased for its automatic time zone delay system in satellite transmission to affiliates. Sources

close to PBS say that decision to buy Panasonic Broadcast Systems' MII rather than rival Sony Betacam SP was based on MII's performance in delay application during testing of both formats.

HDTV in space

Hughes Aircraft, Los Angeles, can expect visit next week from top directors of Japan's state broadcast service, NHK, in sequel to talks last month between Hughes Chairman Bud Wheelon and NHK head Keiji Shima on direct broadcast satellite business and high-definition television ("Closed Circuit," March 14). On HDTV front, Hughes is reportedly planning two-day satellite HDTV demonstration in Los Angeles using NHK Hi-Vision HDTV footage from Seoul Olympics. But downlinking of Hi-Vision signal apparently requires approval of domestic Olympics rights holder, NBC, and that company happens to be pushing its own rival system for advanced compatible television.

Free rides

HBO President Joe Collins told Senator Howard Metzenbaum (D-Ohio) at hearing two weeks ago that one reason pay programmer is reluctant to do business with wireless cable is fear that operators will compromise signal security. He could have expressed same fear about conventional cable. As reported in Office of Cable Signal Theft newsletter, American Television & Communications, second largest MSO and, like HBO, subsidiary of Time Inc., estimates its systems' faulty control over signals results in annual giveaway of some \$56 million worth of programing to "unauthorized viewers." At last year's NCTA convention, OCST pegged industrywide annual losses due to what it calls "passive theft" at \$660 million.

All aboard

Financial community's interest in cable is reflected in number of lending institutions making first appearance as exhibitors at National Cable Television Association annual convention in May. Among financial first-timers will be Waller Capital Corp., Bank of Nova Scotia, Acquisition Funding Corp. and Citizens Fidelity Bank & Trust.

Degree of interest in fiber optics technology is also evident in first-time appearances of Corning Glass Works and Image Transmissions, which will display fiber optics. One other new face, indicative of importance of interindustry relations, will be National Association of Public Television Stations, seeking carriage on cable. NCTA said that exhibitor registrations are approaching 270 and are expected to surpass last year's 308.

Where Things Stand

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■ Solid box indicates item has changed since last issue.

AM-FM Allocations

■ FCC launched inquiry March 24 into FM translator service—FM translators rebroadcast signals to areas where terrain, distance or obstructions weaken original signal—and in meantime froze applications for new translators. National Association of Broadcasters, alleging widespread abuses in translator market, petitioned FCC for changes in rules; others pressed for expansion of service to allow for local origination.

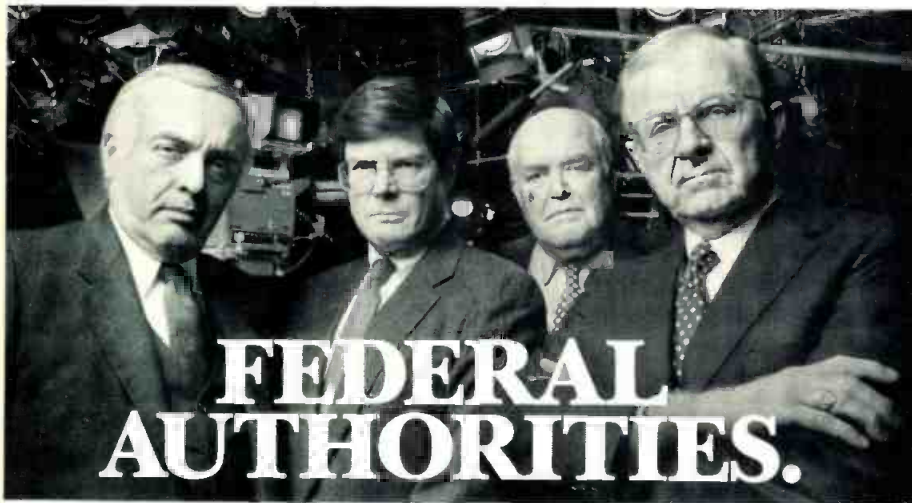
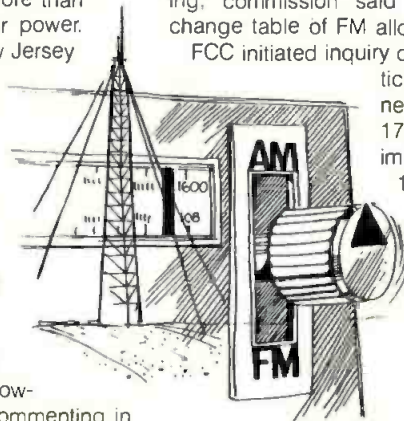
National Association of Broadcasters has submitted plan to FCC to allow 60% of class A FM stations to double their power from 3 kw to

6 kw. Plan is contained in comments opposing proposal sent by New Jersey Class A FM Broadcasters that would allow more than 60% of class As to double their power. NAB decided not to support New Jersey plan because of possible interference with class B and C FM's in parts of U.S. where band is crowded. Commission has released rulemaking authorizing FM stations to use directional antennas to permit allocation of stations in what would currently be short-spaced positions. In response to inquiry last August, NAB opposed proposal, saying it would lead to AM-ization of FM band. However, several FM broadcasters commenting in proceeding took opposite position, contend-

ing directional antennas would benefit FM radio and public. However, in releasing rulemaking, commission said it had no plans to change table of FM allotments.

FCC initiated inquiry on extension of domestic AM band by 10 channels from 1605 khz to 1705 khz with target for implementation July 1, 1990. Commission proposed that some new channels could be reserved for national AM radio services. FCC amended its rules last November to allow approximately 800

AM stations on regional channels and 940 khz and 1540 khz to operate at night with 500 watts. Earlier, commission had authorized 21 of 41 AM's on foreign clear channel 1540 khz to operate at night. Actions are part of series of steps commission is taking to allow nighttime service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, further actions will be taken to clear several hundred more AM's to operate at night. In July 1987, NAB filed comments at FCC supporting authorizations but saying FCC should authorize new nighttime service on interim basis until comprehensive review of AM interference standards in separate proceeding is completed. Others said FCC should defer action until review is completed and new interference standards are adopted. NAB board has called for freeze on additional AM allocations, except for cases where relief from interference from foreign stations, especially Cuban, is necessary.



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AM Stereo

On Jan. 14, FCC rejected recommendation of National Telecommunications and Information Administration that Motorola's C-Quam AM stereo system's pilot tone be protected from possible interference. At same time, petitions to adopt single AM stereo system and to mandate multisystem radios were also rejected.

As part of explanation for their positions, Chairman Dennis Patrick and Commissioner James Quello said that C-Quam is already close to being de facto standard because



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THE SUCCESS

HOLL SQU

Market	Station	Time Period	Nov. '87		Feb. '88		% Increase	
			Rating	Share	Rating	Share	Rating	Share
Philadelphia***	KYW	M-F 5:00 PM	7	15	8	16	+14%	+7%
Tampa	WXFL	M-F 5:00 PM	6	16	8	18	+33%	+13%
Seattle	KOMO	M-F 4:30 PM	6	16	8	20	+33%	+25%
Miami	WPLG	M-F 7:00 PM	9	14	10	16	+11%	+14%
Denver*	KMGH	M-F 10:00 AM	1	5	3	15	+200%	+200%
Phoenix	KPNX	M-F 6:30 PM	8	13	9	16	+13%	+23%
Baltimore	WBAL	M-F 10:00 AM	3	20	4	25	+33%	+25%
Kansas City*	WDAF	M-F 11:30 PM	2	15	3	21	+50%	+40%
Cincinnati	WLWT	M-F 5:00 PM	7	19	8	20	+14%	+5%
Milwaukee	WISN	M-F 12:30 PM	2	9	4	14	+100%	+56%
Oklahoma City	KOCO	M-F 3:00 PM	2	8	3	9	+50%	+13%
Buffalo	WGRZ	M-F 7:30 PM	8	14	10	16	+25%	+14%
Salt Lake City	KSL	M-F 3:30 PM	4	16	6	20	+50%	+25%
Harrisburg	WHTM	M-F 7:30 PM	9	17	11	18	+22%	+6%
Wilkes Barre	WNEP	M-F 7:00 PM	12	20	16	24	+33%	+20%
Chas.-Hunt.	WSAZ	M-F 7:30 PM	12	20	15	22	+25%	+10%
Fresno	KSEE	M-F 4:00 PM	2	6	3	8	+50%	+33%
Knoxville	WTVK	M-F 4:00 PM	3	10	6	15	+100%	+50%
Green Bay	WBAY	M-F 4:30 PM	5	14	6	17	+20%	+20%
Rochester*	WOKR	M-F 7:30 PM	4	6	9	15	+125%	+150%
Paducah	KFVS	M-F 4:00 PM	7	24	11	29	+57%	+21%
Honolulu	KHON	M-F 2:00 PM	1	7	3	16	+200%	+129%
Davenport	KWQC	M-F 3:30 PM	5	18	6	22	+20%	+22%
Johnstown-Alt.	WJAC	M-F 7:30 PM	11	20	17	27	+55%	+35%
Huntsville*	WAAY	M-F 4:30 PM	2	6	7	17	+250%	+133%

Market Station Time Period
New York WABC M-F 7:30 PM

Market	Station	Time Period	Ro
Burlington	WCAX	M-F 7:30 PM	1
Las Vegas	KVBC	M-F 6:30 PM	1
Waco	KWTX	M-F 3:00 PM	
El Paso	KTSM	M-F 4:00 PM	
Ft. Myers	WINK	M-F 7:30 PM	
Madison	WKOW	M-F 4:00 PM	
Terre Haute	WTWO	M-F 4:30 PM	
Yakima	KAPP	M-F 7:30 PM	
Wichita Falls	KFDX	M-F 4:30 PM	
La Crosse	WXOW	M-F 9:00 AM	
Mason City	KTTC	M-F 4:00 PM	
Salisbury	WMDT	M-F 4:00 PM	

INTO YEAR 3 AND BETTER

* - Nov. '87 (Denver-AM Colorado, Kansas City-Benson, Rochester-9-5, Huntsville-Mary Tyler Moore)

** - Feb. '87 (Detroit-Nightlife, Des Moines-Scrabble, Champaign-Gimme A Break, Tucson-3's Company, Spring-Holy-Newly G&me, Wheeling-SM-Chance)

CONTINUES!

WOOD MEN

Rank In Time Period

Rating	Share	Women		
		18-34	18-49	25-54
#2	#2	#1	#1	#1

Feb. '88 Rating	Share	% Increase	
		Rating	Share
21	34	+11%	+3%
13	21	+6%	+5%
3	11	+50%	+38%
8	21	+33%	+11%
10	16	+11%	+7%
6	20	+50%	+54%
6	18	+20%	+20%
6	10	+20%	+11%
7	18	+40%	+33%
2	11	+100%	+33%
4	11	+33%	+22%
5	11	+150%	+33%

Market	Station	Time Period	Nov. '87		Feb. '88		% Increase	
			Rating	Share	Rating	Share	Rating	Share
Ada-Ardmore	KXII	M-F 4:30 PM	7	19	8	22	+14%	+16%
Butte	KTVM	M-F 12:30 PM	3	17	5	24	+67%	+41%

Market	Station	Time Period	Feb. '87		Feb. '88		% Increase	
			Rating	Share	Rating	Share	Rating	Share
Los Angeles	KHJ	M-F 7:30 PM	6	10	8	12	+33%	+20%
Detroit**	WDIV	M-F 12:30 AM	5	17	7	23	+40%	+35%
Dallas	KXAS	M-F 2:30 PM	6	19	7	24	+17%	+26%
Albany, N.Y.	WRGV	M-F 7:30 PM	12	20	13	22	+8%	+10%
Des Moines**	WHO	M-F 10:30 PM	3	19	5	27	+67%	+42%
Champaign**	WAND	M-F 10:00 AM	1	5	4	18	+300%	+260%
Tucson**	KOLD	M-F 6:00 PM	6	11	7	12	+17%	+9%
Spring.-Holy.**	WGGB	M-F 7:30 PM	8	14	10	16	+25%	+14%
Tri-Cities	WJHL	M-F 7:30 PM	13	20	16	25	+23%	+25%
Savannah	WTOC	M-F 5:00 PM	7	18	10	27	+43%	+50%
Wheeling**	WTRF	M-F 5:00 PM	10	21	11	23	+10%	+10%
Bangor	WABI	M-F 5:30 PM	16	31	20	36	+25%	+16%

Market	Station	Time Period	Lead-In		Feb. '88		% Increase	
			Rating	Share	Rating	Share	Rating	Share
Boston***	WNEV	M-F 4:30 PM	4	11	5	12	+25%	+9%
Wash., D.C.***	WRC	M-F 4:30 PM	5	13	6	14	+20%	+8%
Cleveland***	WKYC	M-F 5:00 PM	4	9	6	14	+50%	+56%
St. Louis***	KMOV	M-F 9:00 AM	2	12	4	17	+100%	+42%
Greenville***	WSPA	M-F 7:30 PM	10	16	11	18	+10%	+13%
San Antonio***	KSAT	M-F 6:30 PM	7	11	8	14	+14%	+27%
Flint***	WEYI	M-F 7:00 PM	1	2	4	6	+300%	+200%
Binghamton***	WBNG	M-F 5:00 PM	9	25	12	30	+33%	+20%

BETTER THAN EVER!

ORION

TELEVISION SYNDICATION

Lead-In (Boston-\$100,000 Pyramid, Washington, D.C.-Win, Lose or Draw, Cleveland-High Rollers, St. Louis-High Rollers, Flintville-Win, Lose or Draw, San Antonio-News, Flint-News, Binghamton-Little House)

Source: NSI 11/87, 2/87, 2/88
*** - ARB 11/87, 2/88

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BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
■ Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
■ Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
■ Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	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

C A B L E	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

Allegations that cable industry has been anticompetitive were subject of congressional hearing two weeks ago before Senator Howard Metzenbaum (D-Ohio), chairman of Senate antitrust subcommittee. Metzenbaum warned industry that unless situation changes, he may offer legislation to curb what he sees as growing anticompetitive behavior on part of cable (BROADCASTING, March 21). Cable fell under further congressional scrutiny last week (March 30), when House Telecommunications Subcommittee convened first in series of oversight hearings on status of cable industry three years after passage of Cable Act (see "Top of the Week").

FCC adopted new rules last week defining more narrowly those television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available. But it said that definition of available was too broad.

Parameters of local cable regulation are also being reset outside Washington. Two federal judges in northern district of California, in decisions issued one week apart in September 1987, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems are unconstitutional violations of First Amendment rights of cable operators.

Children's Television

■ House Telecommunications Subcommittee Chairman Ed Markey is trying to reach compromise with broadcasters on children's television bill (see "Top of the Week"). He is proposing legislation that would limit amount of advertising on children's programs. Bill would require FCC to review children's programs for educational and informational content as part of license renewal process, which troubles some broadcasters.

Bill introduced by Representative Tom Tauke (R-Iowa) would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising (BROADCASTING, March 14).

Children's television legislation is also pending in Senate, but no action appears imminent there.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked

FCC to limit children's advertising to nine-and-a-half minutes per hour and require two-year period before toys featured in programs can be promoted, in order to discourage proliferation of what it calls program-length commercials.

NAB has offered 267-station survey it commissioned that indicates that advertising time in children's programming is currently under

100% of receivers in market can receive it and most AM stereo stations transmit it.

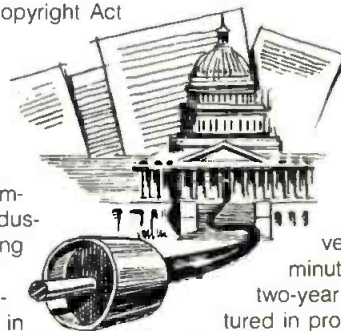
Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—C-Quam and Kahn Communications' single-sideband. NTIA report stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of C-Quam system in international marketplace. In filing with FCC in December 1987, Kahn Communications charged that in 1985 Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola. Motorola dismissed Kahn's charges and asserted that standards battle is over and that new integrated circuits in radios to be released this year will solidify C-Quam and stereo in general in AM marketplace.

Cable Regulation

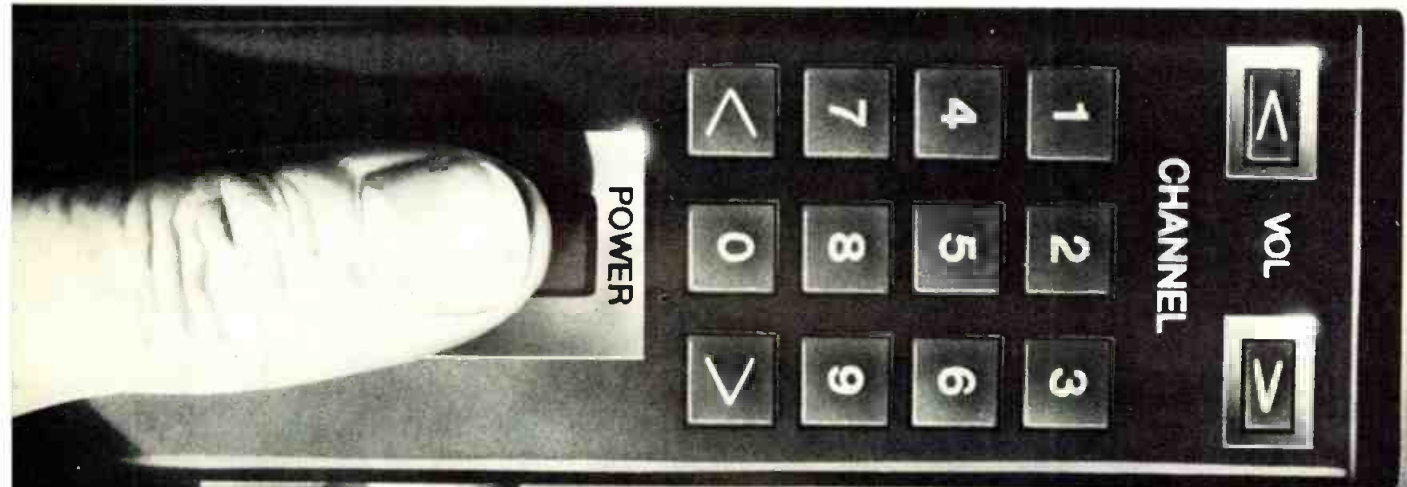
■ National Cable Television Association is trying to maintain status quo in cable regulation, much of which is based on Cable Communications Policy Act of 1984 and Copyright Act of 1976.

Motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been agitating for stricter regulation of cable until there is more competition, within or without cable industry, in delivering cable programming to homes.

Opposing industries have generated much heated rhetoric in Washington, especially between cable and motion picture industry. But top cable and Hollywood executives are holding series of meetings to try to resolve differences. They met for third time two weeks ago in Denver.



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Produced by Group W Television, major funding is provided by Met Life.

AIDS LIFELINE

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Compulsory License

FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. At Association of Independent Television Stations convention in Los Angeles in January, Patrick said world in which cable can refuse to carry independent's signal while at same time enjoying right to carry any signal it pleases is intolerable. Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there ("Closed Circuit," Dec. 21, 1987). House Telecommunications Subcommittee member John Bryant (D-Tex.) is preparing legislation that would condition compulsory license on whether cable operator is carrying local broadcast signals. At National Association of Broadcasters joint board of directors meeting in January, television board directed staff to investigate all aspects of compulsory license as part of its consideration of issues related to must carry. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

■ **Broadcast-newspaper**—Rupert Murdoch won victory in U.S. Court of Appeals in Washington last week (March 29) when court ruled that statute passed by Congress in final hours of its last session violated First and Fifth Amendments of Constitution by prohibiting FCC from extending "current" waivers of rule banning newspaper-television station crossownership. Action came too late to enable Murdoch to retain *New York Post*, which he had sold in February to real estate developer Peter Kalikow for \$37 million so that Murdoch could keep WNYW-TV New York. But Murdoch now has opportunity to retain *Boston Herald* and WFX-TV Boston. Court did not, however, rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) had attached measure to catch-all spending bill just before Christmas recess to block Murdoch from getting extension of waivers that allowed him to maintain, temporarily, crossownerships in New York and Boston. Court, which heard oral arguments Feb. 11, has granted stay of Kennedy-Hollings measure until 45 days after it issues decision.

Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules. News America stopped short of asking for repeal, saying FCC should consider applications of ban on case-by-case basis. In light of Hollings-Kennedy, which applies to television-newspaper only, American Newspaper

Publishers Association urged FCC to lift ban on radio-newspaper crossownership to develop record for reevaluating television-newspaper ban when that becomes possible.

Telco-cable—Should telephone companies be allowed to offer cable service within their telephone service areas? That's central question in FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that it eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban. Although he told representatives of telephone industry he doesn't expect measure to go anywhere this year, he said it could make headway in next Congress.

FCC's telco-cable crossownership rules were adopted in 1970 and codified by Congress in 1984. In initial round of comments at FCC, telcos said competition between telcos and cable would spur technological developments and reduce cable subscriber fees. Cable groups, opposed to letting telcos into their markets, said that telcos would be unfair competitors because of their control of poles and underground conduits and their ability to cross-subsidize. Even if FCC and Congress drop prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, which include cable. And President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

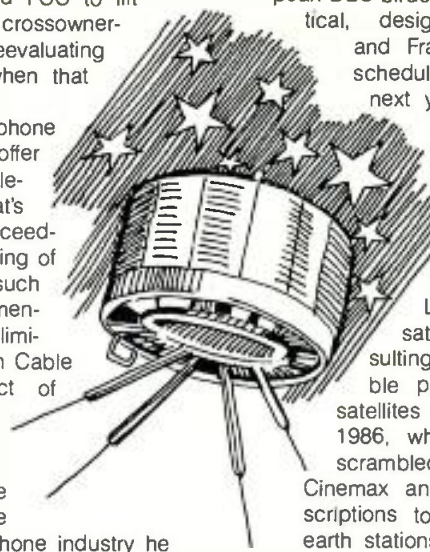
Direct Broadcast Satellites

Following death of start-up DBS bird, West Germany's TV-Sat1 (BROADCASTING, Feb. 22), U.S. operators continue wait-and-see stance on high-power DBS, which would use Ku-band spectrum set aside for it. Although threat to cable distribution market is cited as major stumbling block, presidents of two major U.S. satellite operators, Hughes Communications and GE Americom, have expressed qualified optimism about near-future establishment of direct-to-home delivery of entertainment programming in U.S. (BROADCASTING, March 7). DBS's value rests on ability to receive high-power signals with very small earth stations.

For time being, European eyes are turned toward less powerful, 16-channel Astra bird, owned by Luxembourg interests and scheduled for Arianespace launch next winter. TV-Sat1 technical failure leaves two state-owned programmers and two commercial programmers booked on TV-Sat1 without home. Other Euro-

pean DBS birds with similar, if not identical, design—Germany's TV-Sat2 and France's TDF-1—are still scheduled for launch within next year. Two months ago, French government postponed launch of TDF-1, developed in tandem with TV-Sat, from May 1988 until September 1988.

Low-power variety of satellite broadcasting resulting from scrambling of cable programming on C-band satellites got start 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 approximately two million. Number of TVRO homes subscribing to cable programming has grown as more cable programmers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties. HBO now wants other major cable programmers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to one-meter dishes.



Federal Trade Commission

■ "It is going to be difficult" for Congress to answer FTC's request for \$67,503,000 fiscal 1989 budget request, said Representative Neal Smith (D-Iowa), chairman of House Subcommittee on Commerce, Justice, States and Judiciary, which held 17-minute March 28 hearing on FTC appropriations. House and Senate, Smith said, are proposing freeze plus only one percent across-board increases for 1989; FTC request is 1.9%, \$1.26-million increase over 1988. \$700,000 of increase, said hearing witness FTC Chairman Daniel Oliver, is attributable to staff and salary matters; \$500,000 is due to "miscellaneous inflationary increases."

Results of preliminary antitrust investigation of National Football League television rights contracts for 1987-88 season may send recommendation to commissioners any day, according to sources in Washington. Investigation included testimony last fall from top network executives and NFL Commissioner Pete Rozelle.

High-Definition Television

Advanced Television Test Center (ATTC) has held first meeting with representatives of seven partners in project—National Association of Broadcasters, ABC, NBC, CBS, Public Broadcasting Service, Association of Maximum Service Telecasters and Association of Independent Television Stations. Joel Chase-man of Post-Newsweek Stations, representing AMST, was elected ATTC chairman.

Center is being created to provide place to test HDTV and ATV systems for use by Advanced Television Systems Committee and

\$150,000,000



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\$15,000,000

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\$59,000,000

Series B Senior Notes Due 2000

\$21,000,000

Series I Subordinated Notes Due 2000

\$55,000,000

Series II Subordinated Notes Due 2000

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FCC's ATS Advisory Committee. Funding for center's first two years will come from \$700,000 donations each from NAB, NBC, CBS and ABC and from fund-raising drives by other partners. Proposal has been submitted to locate facility in same building with PBS headquarters in Alexandria, Va.

FCC's Advanced Television Systems (ATS) Advisory Committee's first set of recommendations to commission—involving spectrum needs—will be submitted about month later than original May 17 deadline. Second meeting of ATS "blue ribbon" panel was tentatively set for early June to review and approve report before submission. Report, to be prepared mainly by planning subcommittee, will set testing guidelines for HDTV systems and present propagation scenarios for different types of transmission systems using various amounts of spectrum.

Advanced Television Systems Committee and Society of Motion Picture and Television Engineers have approved HDTV production standard setting parameters at 1,125 scanning lines, 60 hertz field and 16:9 aspect ratio. It has been sent to American National Standards Institute for approval as American national voluntary standard.

Indecency

■ Apparently not satisfied with Media Central's explanation of why KZKC-TV Kansas City, Mo., broadcast "Private Lessons," which may have violated FCC indecency standards, FCC is continuing investigation into matter. It has sent inquiry to at least one former employe of station.

Media Central sent letter explaining broadcast and urging FCC not to impose sanctions for May 1987 broadcast of film, which contained seduction scenes in which woman's bare breasts and buttocks were shown. Arguing against sanctions, Media Central said that standard was vague and overbroad, that broadcast was in violation of station's own standards and that steps to guard against repeat have been taken.

FCC decided last April to crack down on broadcast indecency, adopting standard based on broader definition of indecency than seven dirty words of 1978 Pacifica Supreme Court decision. At same time, FCC sent warning letters to three radio stations. At open meeting last November, FCC reaffirmed indecency policy, but, in doing so, created midnight-6 a.m. safe harbor during which "indecent" programming can be broadcast because of perceived minimal risk of children in audience.

Group of broadcasters joined Action for Children's Television and People for the American Way in petitioning U.S. Court of Appeals in Washington to review, in light of First Amendment, FCC enforcement of tougher broadcast indecency standard. Legislation—Child Protection and Obscenity Enforcement Act of 1988—has been introduced on behalf of White House that would implement recommendations of report produced by attorney general Edwin Meese's commission on pornography. Act would clear way for states or cities to regulate distribution of indecent programming via cable or STV.

International Satellites

■ President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but proposal of only one, Pan American Satellite Corp., which has secured Peru as foreign correspondent, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. PAS satellite is scheduled for launch in May aboard Arianespace rocket. Although PAS, only American separate system thus far authorized to compete with Intelsat, has complained that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets, United Kingdom has taken two actions in past month to permit international systems entry into that market. First, Britain's Department of Trade and Industry issued ruling that will permit individuals and businesses, using on-site earth stations within UK, to receive signals of independent international satellites directly. Then, three weeks later, UK's Office of Telecommunications declared that operating licenses of British Telecom, UK's signatory to Intelsat, require it to provide "conveyance of messages to or from" international satellite system when customer in UK requests such service.

Mergers

■ Lorimar Telepictures is continuing preliminary merger talks with Warner Communications Inc. Financier Marvin Davis is at same time pressuring company to discuss his possible \$17-per-share bid. ¶ Tele-Communications Inc. has boosted holdings in United Cable Television from 23.7% to 45.9%. United Cable in March agreed to merge with United Artists Communications Inc. into new company, United Artists Entertainment Co. (UAE). TCI holds 65.5% of UACI and could increase share in UAE from 52% to more than 60% if it exchanges all UCT shares for shares in new company. TCI's increased holdings, however, will not affect percentage of other UCT shareholders able to exchange their shares for shares in UAE, rather than for proposed \$35 cash per share. Merger, expected to be completed in second half of year, will create third largest cable system operator in U.S. with 2.3 million-subscriber cable systems (including UACI's recent purchase of Daniels & Associates' cable interests) to be operated under United Cable name. ¶ Talks have broken off between Kohlberg Kravis Roberts & Co. and consortium of cable operators—ATC, Comcast and Taft Cable (Tele-Communications Inc. and Bass Group joint venture)—over sale of Storer's 1.4 million-subscriber cable systems owned by KKR. Companies could not reach agreement on various complex tax, debt structure and pricing problems associated with deal, which would have been largest

cable transaction ever, involving total considerations of \$2.8 billion. ¶ Continental Cablevision has completed its \$481.7-million acquisition of American Cablesystems cable properties. Also closed in March was Adams Communications' \$126.5 million purchase of Forward Communications' five TV stations from Wesray Capital Corp. ¶ Closing is expected soon for U.S. Cable Television Group's approximately \$225-million acquisition of 135,000-subscriber cable systems of Essex Communications Corp.

Must Carry

■ Broadcasters' hopes of preserving second version of must-carry rules adopted by FCC suffered blow on Dec. 11, 1987, when U.S. Court of Appeals in Washington overturned them on ground they violated First Amendment. That was replay of same court's decision overturning original must-carry rules two years ago. And broadcasters suffered second blow when Solicitor General declined FCC's request that his office join broadcasters who were urging Supreme Court to review appeals court's decision.

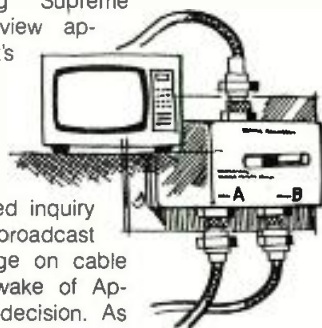
FCC, responding to congressional pressure, launched inquiry into local broadcast signal carriage on cable systems in wake of Appeals Court decision. As part of inquiry, FCC is surveying broadcast industry. Last month, Dingell and others asked FCC to collect data on cable carriage of broadcast signals to create record that could justify resurrection of rules. In speech before broadcasters, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) restated his strong support for rules, although he said any action on item is dependent on broadcasters' willingness to accept codification of fairness doctrine (BROADCASTING, March 7).

Last February, National Association of Broadcasters television board directed NAB staff to seek all avenues to restore must carry.

Public Broadcasting

■ Reauthorization hearings in House Telecommunications Subcommittee and Senate Communications Subcommittee, March 11 and 15, respectively, featured criticism of system by both independent producers and minorities. Senate and House proposed CPB authorizations of \$304 million for FY 1991 (plus \$200 million for replacement of satellite interconnection system), \$353 million for FY 1992 and \$404 million for FY 1993. OMB has recommended yearly appropriations of \$214 million for 1989, 1990 and 1991.

Public television holds its 1988 annual meeting April 10 through April 12, with PBS and NAPTS holding board meetings April 13. National Public Radio and American Public Radio will hold 1988 annual meeting jointly for





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first time May 18-22 at Adams Mark hotel, St. Louis.

Stephen Salyer, senior vice president, marketing and communications, WNET(TV) New York, will become new American Public Radio president effective April 11. APR had been without full-time president since July 1987. David J. Brugger, senior vice president at CPB, on Jan. 1 became president of National Association of Public Television Stations.

National Public Radio will phase in over two years program unbundling plan that will offer for separate purchase morning news, evening news and performance program packages. Final 1989 budget will be approved at Public Radio Conference next May.

Representative Ed Markey (D-Mass.) and Senators Ernest Hollings (D-S.C.) and Daniel Inouye (D-Hawaii) and National Association of

Broadcasters President Eddie Fritts (whose lobbying efforts are credited with defeating legislation that would have funded public broadcasting via transfer tax on commercial stations) have expressed desire to work for permanent funding for public broadcasters. Two openings remain on CPB board. White House has announced nomination of PBS board member Leslee (Honey) Alexander; she and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding, await Hill confirmation.

Scrambling

Last November, Senate Commerce Committee passed legislation that would regulate

home satellite marketplace (BROADCASTING, Nov. 23, 1987). It would mandate that cable programmers permit any qualified third party—inside and outside cable industry—to distribute their services to backyard dish owners. Bill is expected to hit Senate floor sometime in spring, according to aide to Senator Al Gore (D-Tenn.), S. 889's chief sponsor. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose bill.

On other front, House legislation (H.R. 2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners was focus of hearing, with independent television stating strong objections to measure (BROADCASTING, Feb. 1). Association of Independent Television Stations is waging major campaign to defeat or modify bill, especially if network affiliates are exempted from measure. Late last year, representatives from broad coalition of industry groups backing bill stated their support for measure at hearing, although modifications suggested by motion picture industry (mainly idea that compulsory copyright license for carriers be limited to C-band retransmissions) did not go over well.

Syndex

FCC is moving toward adoption of new syndicated exclusivity rules that would require cable systems to delete syndicated programming on superstations or other distant signals for which local television stations have exclusive local rights (BROADCASTING, March 14). FCC hopes to act at April 21 meeting, but action might not come until May meeting.

Principal question still unresolved is whether rules should apply retroactively. Cable and superstation owners are opposed to rules, but say that if FCC is determined to adopt them, it should do so prospectively, allowing impact of rules to be felt gradually. Most broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, argue that rules should apply retroactively, so that local exclusivity provision in rights contracts written since repeal of original syndex rules in 1980 can be enforced.

Wireless Cable

Wireless Cable Association, increasingly active trade association representing wireless cable operators, has elected Robert Schmidt president. Schmidt is former president of National Cable Television Association. In new role, Schmidt will come into conflict with cable operators he represented while at NCTA. WCA believes cable industry is unfairly denying wireless cable operators programming.

In comments filed with the FCC on Telecommunications Inc.'s proposed \$46 million purchase of Tempo Enterprises Inc., WCA said TCI should provide assurances that Tempo programming and other services in which it has interest will be available to wireless cable operators and other potential competitors of cable. Assurances are necessary, WCA feels, because of TCI's growing vertical integration with programmers.

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This week

■ **April 5**—"Coverage of Campaign '88: Who's Setting the Agenda?" panel discussion sponsored by *Gannett Center for Media Studies*. Panelists: Ann Compton, ABC News; Louis Boccardi, AP; Tom Brokaw, NBC News; Nancy Hicks Maynard, *The Tribune*, and Lord Asa Briggs. Willard hotel, Washington. Information: (212) 280-8392.

April 6—"Cable/Broadcast Peace," sponsored by *Women in Cable, Rocky Mountain Chapter*. Speaker: Jim Cownie, chairman, National Cable Television Association. Hyatt Regency Tech Center, Greenwood Village, Colo. Information: (303) 740-6432.

April 6—"Multimedia Research Update," sponsored by *Philadelphia Advertising Club*. Franklin Plaza hotel, Philadelphia. Information: (215) 874-8990.

April 6—*New York Television Academy* luncheon. Speaker: Squire Rushnell, VP-late night and children's television, ABC Entertainment. Copacabana, New York.

April 6-9—National Hispanic Media Conference, organized by *National Association of Hispanic Journalists*, *Hispanic Academy of Media Arts and Sciences* and *National Association of Hispanic Publications*. Hyatt Regency hotel, Dallas. Information: (202) 783-6228.

April 7—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

April 7-9—*Broadcast Education Association* convention. Las Vegas. Information: (202) 429-5355.

April 8-9—*Radio-Television News Directors Association* region seven conference/RTNDA awards presentation. Indianapolis Athletic Club, Indianapolis. Information: Gene Slaymaker, (317) 923-1456.

April 8-9—*Radio-Television News Directors Association* region 11 conference/RTNDA awards presentation, featuring panel on media coverage of juveniles by Scientists Institute for Public Information. Newport Harbor Treadway Inn, Newport, R.I. Information: Jeff Marks, (207) 772-0181.

April 8-10—*Alabama AP Broadcasters Association* annual meeting and awards banquet. Embassy Suite hotel, Birmingham, Ala.

April 9—*Association of Maximum Service Telecasters* membership meeting. Las Vegas Convention Center, Las Vegas.

April 9-12—*National Association of Broadcasters* 66th annual convention, international exposition and 42d annual broadcast engineering conference. Las Vegas Convention Center, Las Vegas.

Also in April

April 10-12—Public television annual membership meeting of *Public Broadcasting Service* and *National*

Association of Public Television Stations. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-5082.

■ **April 10-12**—"Telecommunications and the First Amendment," conference sponsored by *Telecom-*

Major Meetings

April 9-12—*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—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

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

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

April 28-May 3—*National Cable Television Association* annual convention. Los Angeles Convention Center.

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

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

May 18-22—Public Radio Conference, annual meeting of *National Public Radio* and *American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

June 6-9—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

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

June 12-15—*CBS-TV* annual affiliates meet-

ing. Century Plaza. Los Angeles.

June 16-18—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

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

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

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

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

Sept. 22-25—*Society of Broadcast Engineers* third annual national convention. Convention Center, Denver. Information: John Battison, (614) 888-3364. Future conventions: Oct. 5-8, 1989, Kansas City, and Oct. 11-14, 1990, St. Louis.

Sept. 23-27—*International Broadcasting Convention*. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

Oct. 4-6—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 15-19—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

Oct. 17-19—*Television Bureau of Advertising* annual meeting. Bally's, Las Vegas.

Oct. 23-25—*Association of National Advertisers* 79th annual convention. Waldorf-Astoria, New York.

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

Dec. 7-9—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

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

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

Feb. 3-4, 1989—*Society of Motion Picture and Television Engineers* 23d annual television conference. St. Francis hotel, San Francisco.

Feb. 22-24, 1989—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex.

Feb. 24-27, 1989—*NATPE International* 26th annual convention. George Brown Convention Center, Houston.

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

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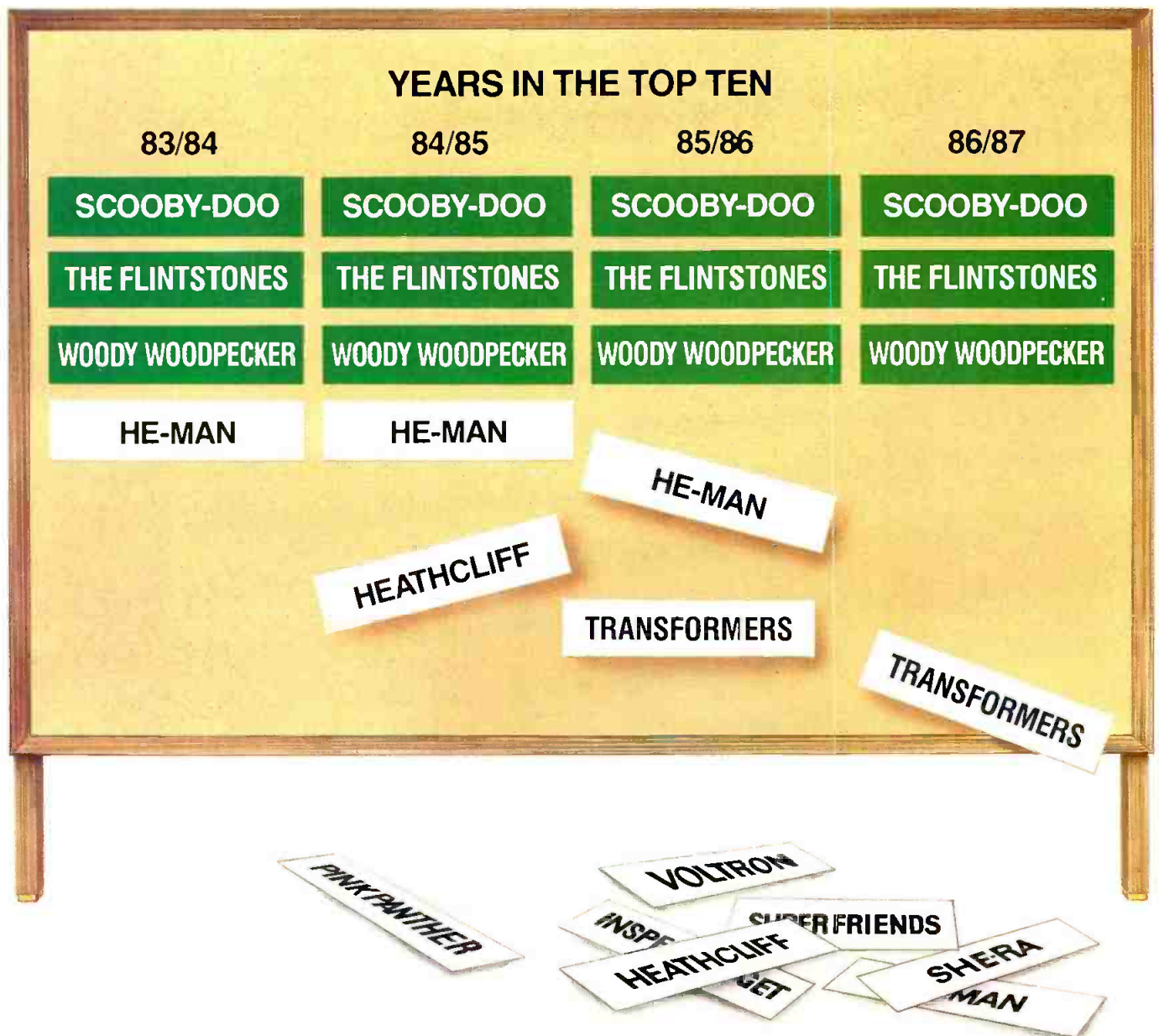
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communications Consumer Coalition. National Federation of Local Cable Programers, Communication Commission and NCCUSA. National 4-H Center, Chevy Chase, Md. Information: (202) 244-7650.

April 10-13—Business-to-business marketing communications conference, "The Making of Marketing Communications Leaders," sponsored by Association of National Advertisers. Opryland hotel, Nashville. Information: (212) 697-5950.

April 11—Association of Maximum Service Telecasters engineering breakfast. Las Vegas Hilton, Las Vegas.

April 11—National Academy of Television Arts and Sciences deadline for entries in Community Service Awards. Information: (212) 586-8424.

April 11-12—Cabletelevision Advertising Bureau seventh annual conference. Theme: "America is Cable Ready." Waldorf-Astoria, New York.

April 12—Broadcast Pioneers annual breakfast, during National Association of Broadcasters convention (see above). Las Vegas Hilton.

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

April 13—First Alexander Hamilton/Ohio State Awards luncheon and 52d annual Ohio State Awards banquet ceremony, sponsored by Ohio State's Institute for Education by Radio-Television. National Press Club, Washington. Information: (614) 292-0185.

April 14—International Radio and Television Society newsmaker luncheon. Topic: summer Olympics. Panelists: Bryant Gumbel, NBC News' Today; Gayle Gardner, one of NBC's studio anchors during Olympics; Arthur Watson, president, NBC Sports; Michael Eskridge, executive producer, NBC Sports; Michael Welsman, executive producer, NBC Sports; Terry Ewert, coordinating producer, Olympics. NBC, and James Greenwald, chairman of Katz Communications and president of IRTS, Waldorf-Astoria, New York. Information: (212) 867-6650.

April 14—Action for Children's Television's 20th birthday celebration, including presentation of Achievement in Children's Television Awards and seminar on business of home video for children. Luncheon speech: Robert Solow, Nobel laureate in economics. Harvard Graduate School of Education, Gutman Library and Conference Center and Charles hotel, Cambridge, Mass. Information: (617) 876-6620.

April 14—Presentation of Achievement in Children's Television Awards, sponsored by Action for Children's Television. Cambridge, Mass. Information: (617) 876-6620.

April 14-18—National Federation of Community Broadcasters annual conference and business meeting. Crowne Plaza Holiday Inn, Rockville, Md. (Washington). Information: (202) 797-8911.

April 15—31st annual New York Emmy Awards, sponsored by New York chapter of National Academy of Television Arts and Sciences. New York Hilton.

April 15-17—Radio Advertising Bureau radio sales university. San Francisco. Information: (212) 254-4800.

April 15-19—Munditele, world show of television productions. International Center of Exhibitions and Congresses, Zaragoza, Spain.

April 16—11th annual Great Lakes Radio Conference, sponsored by Specs Howard School of Broadcast Arts and Central Michigan University, in cooperation with Michigan Association of Broadcasters. Campus of Central Michigan University, Southfield, Mich. Information: Dick Kernen, (313) 569-0101.

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

April 16-17—"Economics and the '88 Elections," conference for journalists co-sponsored by Foundation for American Communications and Gannett Foundation. Vista International hotel, Washington. Information: (213) 851-7372.

April 17-20—Broadcast Financial Management Association 28th annual conference. Speakers include FCC Commissioner Patricia Dennis. Hyatt Regency,

New Orleans. Information: (312) 296-0200.

April 18—Deadline for entries in Public Service Announcement Emmy Awards, sponsored by National Academy of Television Arts and Sciences. Information: (212) 586-8424.

April 19—Pay-per-view videoconference, sponsored by Cable Television Administration and Marketing Society's pay-per-view committee. On Satcom 3R7, originating from Centel Cable TV in Wheaton, Ill. Information: (202) 371-0800.

■ **April 19**—"The Future of Television in a Changing Society," sponsored by The Washington Journalism Center. Speakers include Edward Fritts, president, National Association of Broadcasters; James Mooney, president, National Cable Television Association; James Quello, FCC; George Gerbner, dean of Annenberg School of Communications. Watergate hotel, Washington. Information: (202) 331-7977.

■ **April 19**—New York Women in Cable and Turner Broadcasting meeting. Speaker: Shelly Duvall, chairwoman. Think Entertainment. Viacom Conference Center, New York. Information: Beth Araton, (212) 661-6040.

■ **April 19**—Women in Cable, Greater Philadelphia chapter, meeting. Adams Mark hotel. Bala Cynwyd, Pa. Information: (215) 293-8681.

April 20-22—Indiana Broadcasters Association spring conference. New Harmony Inn, New Harmony, Indiana.

April 20-22—Electromagnetic Energy Policy Alliance annual meeting and symposium. Radisson Mark Plaza, Alexandria, Va. Information: (202) 429-5456.

■ **April 21**—Advertising Club of Greater Boston annual ad club sports panel luncheon. 57 Restaurant, Boston.

April 21—White House Correspondents Association annual dinner. Washington Hilton, Washington.

April 21—Academy of Television Arts and Sciences forum luncheon. "Television: From Both Sides of the Table." Speaker: Fred Silverman, president, Fred Silverman Co. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.

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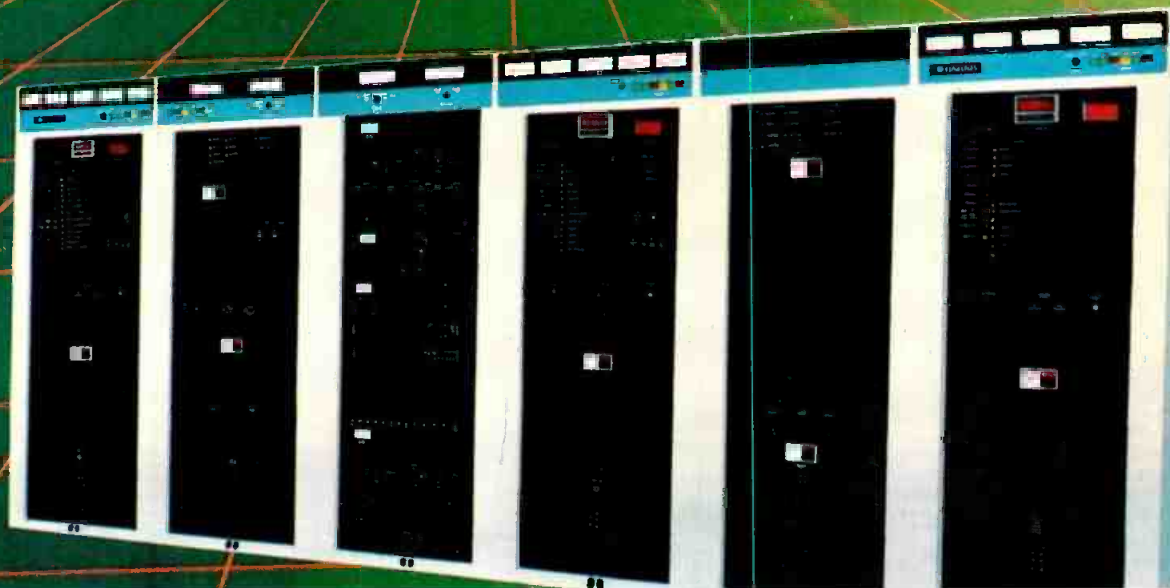
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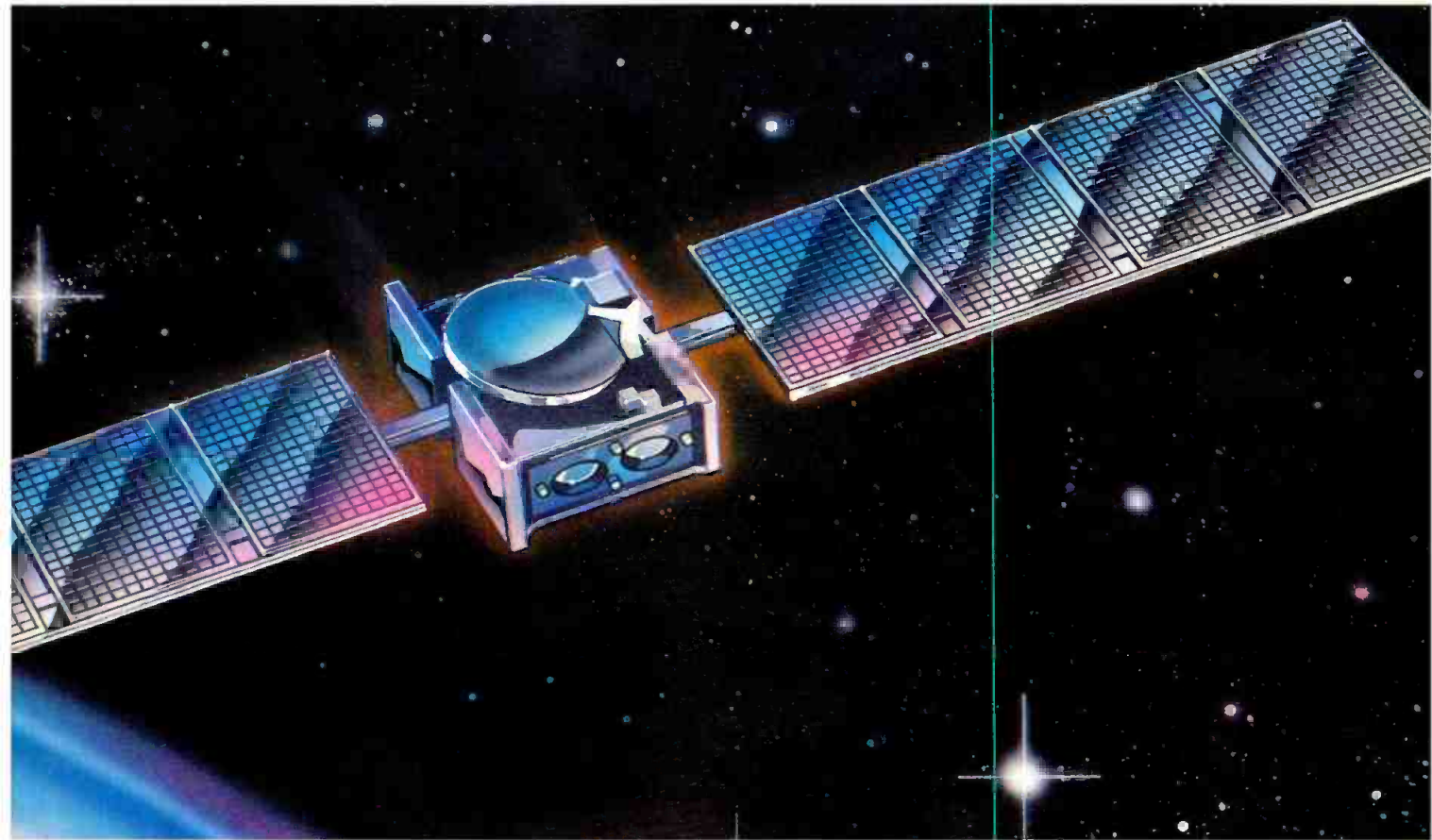
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April 21-24—National Alliance of Third World Journalists national conference. Atlanta. Information: (202) 462-8197.

April 22—New Jersey Broadcasters Association annual engineering seminar. Wood Lawn, Douglass College, Rutgers University, New Brunswick, N.J. Information: (201) 247-337.

April 22-23—Kentucky Cable Television Association general membership meeting. Holidome, Bowling Green, Ky.

■ April 22-23—National Association of Telecommunications Officers and Advisors regional telecommunications conference. Sheraton Oaks hotel, Novi, Mich. Information: Catharine Rice, (202) 626-3250.

April 22-24—"PBS Rocky Mountain Retreat," women's media conference sponsored by Public Broadcasting Service. Sundance, Utah. Information: (703) 739-5218.

April 23—Elizabeth P. Campbell lecture series sponsored by WETA(TV) Arlington, Va. Speaker: Judy Woodruff, chief Washington correspondent, MacNeil/Lehrer NewsHour. WETA studios, Arlington, Va. Information: (703) 998-2713.

Errata



Edward Markey David Markey

BROADCASTING mixed up its Markeys in March 28 issue. Picture on page 53 illustrating story about representative Edward Markey (D-Mass.) was of David Markey, former head of National Telecommunications and Information Administration, now lobbyist with Bell-South in Washington. Correct pictures of two appear above.

In March 21 report on Advanced Television Systems Committee technical group meeting, **Walt Bundy** was incorrectly identified as employe of WPHL-TV Philadelphia. Bundy, no longer with WPHL-TV, was representing Association of Independent Television Stations at ATSC meeting.

Comparative hearing on WBBM-TV Chicago (BROADCASTING, March 2) was not first time network O&O license challenge has gone to hearing—there have been number of others, including CBS O&O WCAU-TV Philadelphia, which was challenged by First Delaware Valley Citizens Television Inc. (BROADCASTING, July 10, 1972) and NBC O&O WRC-TV Washington, which was challenged by San Francisco Chronicle (BROADCASTING, Oct. 29, 1963).

Noncommercial FM translators operate on class A channel and educational reserved channels, not on class A, B and C channels as reported in BROADCASTING, March 28.

The Fifth Estate Broadcasting

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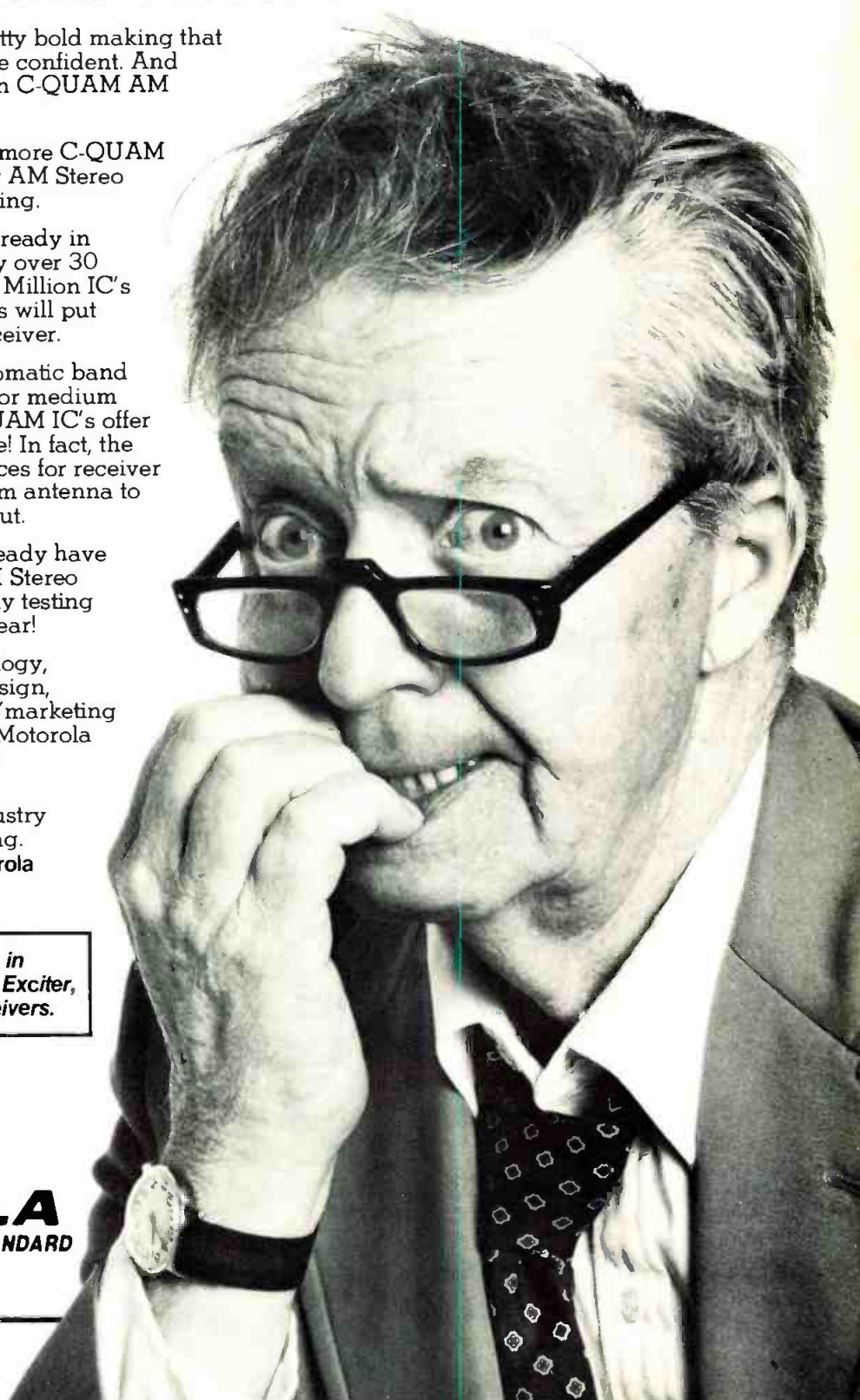
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A commentary on broadcast management negotiating from Stuart N. Brotman, Boston

The importance of good negotiating

"Broadcasters Can Negotiate Anything" is both the title of my new book (published by the National Association of Broadcasters) and a fact of life that reveals itself hundreds of times each day at stations large and small alike.

But having the ability to negotiate anything and consistently using that ability are two very different things indeed. Negotiation requires a continuing drive to stay in the best "shape" possible. Outstanding broadcast negotiators, some of whom were interviewed specifically for the book, constantly strive to improve what they are doing by increasing their awareness of how they, their peers and the other side negotiate. These individuals also are interested in maintaining their negotiation skills over time, so that they can go on to the next battle with added insight and with renewed motivation to succeed.

The good news that I can convey from my research is that so many broadcasters are performing ably as negotiators day in and day out, issue by issue. The batting average is far from perfect, but it would make Ted Williams (or Rod Carew, for more contemporary readers) proud.

The less-than-good news is that few managers I have had contact with have the luxury of taking a few steps back to reflect on how they negotiate and how they can refine their negotiation techniques to produce even better results more consistently. The matter of personal negotiating styles, for example, deserves greater attention.

Probably the most common questions that I am asked during my negotiation management training sessions are: "How do you know if the negotiation itself has been effective? How do broadcast managers and those that they negotiate with determine whether they have left the table with a satisfactory agreement?" The answers to these questions, in part, depend upon how negotiators perceive the negotiation process.

There are two common strategies—or styles—of negotiation that dominate activities in the broadcasting business. The competitive negotiation closely follows the nature of competitive sporting events; one side wins and the other side loses. The collaborative strategy is based upon a win-win philosophy; a negotiation is successful only if all parties to it emerge as winners.

In competitive negotiations, both sides constantly work to dominate each other and exhibit little or no interest in what the other side has to say. There are a constant air of secrecy and frequent displays of irrational behavior by both sides. The end result is a win-lose situation. The loser feels a loss in self-esteem and also wishes to avoid respon-



Stuart N. Brotman is a Boston-based senior management adviser with domestic and international media clients. He conducts management training on negotiation planning, strategies and tactics for broadcast managers and has served as a negotiations consultant on numerous radio and television transactions.

sibility for not "bringing home the bacon." The winner is viewed as an adversary, and the loser looks forward to the next encounter between them to even up the score.

Collaborative negotiations are designed to create win-win situations. Both parties accept solutions because they have been created legitimately within the negotiation itself, rather than outside it. As a result, they are happy to take responsibility for results and walk away from the table with enhanced self-esteem.

Transactional activities—buying and selling—create enormous temptations to engage in competitive negotiations. But in the broadcasting business, the manager should take a longer view. Reputations are a valuable form of currency. After a time, the manager cannot help but develop a list of who in the outside world plays fairly and who does not. As one manager commented during an interview: "We know who our friends are and we know who we think has given us less than a fair treatment in the past. And we're particularly leery of them."

Another manager commented: "There are people whom you can trust. They trust you. If you say: 'Hey, realistically this is all I can go,' they believe you. Or they say: 'This is my bottom line,' and you believe them." In

short, broadcasting is a very people-oriented business. It depends upon long-standing relationships, and therefore requires nurturing them over time. The sporting analogy comes up short because the playing season never really ends.

The virtues of collaborative rather than competitive negotiations were articulated in different ways by those interviewed for the book. But to a person, every manager agreed that today's broadcast negotiation realities are too complex to engage in simplistic and often self-defeating win-lose negotiations.

Two comments of broadcast managers come to mind. A television manager said: "You know, there's no deal until you both agree. To me every deal is a good deal because it's good for both parties. As long as there is something of value for both sides, it's a good deal." On the other hand, according to a radio manager, "a bad deal is when it is not fair for all parties. When the thing is one way—my way—that's not necessarily fair to the other parties involved." I think these comments are representative of how broadcast managers approach negotiation in general.

Broadcast managers recognize the importance of their roles. They are different than stock speculators or commodities brokers. They are public figures in their communities and, in another sense, representatives of the industry as a whole. One cannot deceive or dominate others in negotiations without losing credibility in the long term. A loss of credibility can lead to fewer vendors who are willing to deal with you and fewer sales prospects who are willing to return your telephone calls. Pursuing the goal of winning at all costs, in short, can be hazardous to your bottom line. For that reason alone, it is important to focus on how to facilitate collaborative negotiations as often as possible.

This task is often easier said than done. Broadcast managers thrive on competition. The marketplace is a measure of success in radio and television, and the more consistently you can beat out other stations in the market, the better you will look and the more money you will earn for your company.

Competition of this type is healthy. What becomes unhealthy is when the same competitive energy is brought into a negotiating room. There, your rival stations are not likely to be present. Instead, you are negotiating with people or parties that can help give you a competitive advantage by providing you with more advertising sales, supporting research or better programming. It should be our goal to obtain these assets with the financial resources available to you and to obtain them again and again to stay competitive.

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TOP OF THE WEEK

THE WORLD ACCORDING TO MARKEY

“We have to be smart, we have to be modern, we have to move with the times.”

Among the principal communications policy forces at work on Capitol Hill is the chairman of the House Telecommunications Subcommittee, Democrat Edward J. Markey of Massachusetts, who last week sat down with *BROADCASTING* editors to share his ambitions and expectations for the Fifth Estate, whose fate he assuredly will influence. Since assuming the chairmanship in January 1987 he has embarked on an aggressive campaign to “restore” the public interest standard of broadcast regulation (most notably through his efforts to reinstate the fairness doctrine).

Markey's vision for the Fifth Estate does not end there. He is eager to conduct a long-range, comprehensive re-evaluation of the entire communications landscape (he began last week with the first of three cable oversight hearings; see page 38). It is all part of his belief that as the world changes so should government.

As for this year's legislative agenda, Markey rates passage of a children's television bill as a number-one priority (see story, page 42). Legislation to regulate the home satellite marketplace, he indicated, might also come before the subcommittee.

But perhaps even more important than those revelations is the chairman's desire to seek a common ground with broadcasters and the commission.

After a bitter fight over fairness, Markey is anxious to “let the wounds heal.” He is convinced that a “mutually productive” relationship can emerge (his negotiations with broadcasters on the children's measure are the first step toward what he hopes will be a fruitful “partnership”). He wants to restore must carry and he intends to play a major role in the establishment of high-definition television. Markey is also troubled by the “abuse of process” problems associated with broadcast license renewal.

Twin themes of reasonableness and reconciliation recur throughout the interview that follows, which promises Markey's active involvement in every issue affecting the Fifth Estate.



What's on your agenda?

First of all, restoring the public interest standard to a position of preeminence in the broadcast industry. Second, passing a children's television bill that will reflect a very real concern which members of Congress have with regard to the commercialization of children's programming. And third, to review the interrelationships between the cable industry, the broadcast industry, Hollywood and the public.

Do you anticipate broadcast oversight hearings to match the cable hearings beginning this week?

Both broadcasters and their competitors will be given an opportunity in the course of the cable hearings to make their own evaluation of the role which broadcast is playing. But many of the issues which broadcasters are most concerned about are included in this cable agenda—from syndex to must carry to HDTV.

What stage have you reached in your negotiations with broadcasters over children's legislation?

We have made substantial progress [see story, page 42], and I think there is a much greater likelihood that a children's television bill will pass than many people would have suspected possible only three or

four months ago. In general, members believe that the bottom-line concern that has to be dealt with is the codification of the children's TV guidelines that the industry lived under up through 1984. If it's not possible to add in some minimum hourly mandated programming, I think most members can live with that.

And you favor tying in children's television as part of the renewal process?

I think it ought to be a major relevant consideration in stewardship of a television station. This is programming directed at the most important, and at the same time the most vulnerable, part of society, and within a system of public trustee responsibility the broadcasters' ability to fulfill the spirit of the children's television code is very

important.

I am encouraged especially by the willingness of many broadcasters to participate in a real discussion of what is achievable in this area. Many broadcasters are not looking at this through some ideological prism, but rather through what makes sense and what they were once able to live with quite easily.

Do you recognize the impediment that the First Amendment may pose to your ambitions with the public interest standard?

I think there is a *sui generis* [of its own] nature to the broadcast industry that shouldn't be confused with other industries. In many instances, people try to apply wholesale principles to the broadcast industry where they're not necessarily applicable.

So here we have a limited resource that has an incredibly important role in our society. And we have a consensus—reached several generations ago—with regard to the role that those who have access to that spectrum necessarily must play in insuring access for all in our society and also providing service to all in our society.

As a result, a balancing has to exist between the rights of the broadcaster—First Amendment or otherwise—and the rights of the public in terms of the types of programing and the types of access which they have a right to expect. That balancing is an ongoing discussion which can never rest at some point in time because of changing circumstances and technology. But the basic principle, I believe, is not going to change for the foreseeable future in terms of the role which broadcasters have. There are necessary limitations that have to exist on their ability to exercise their First Amendment rights to the extent, for example, that they might believe they can exclude people from having their voices heard in a particular community.

The last decade, and certainly the last six or seven years, have seen an emphasis on deregulation and on freeing the broadcaster from government regulation. Do you feel that something adverse to the public interest has occurred during this period, and will you seek to reimpose regulation?

I don't believe in regulation for regulation's sake, and I don't believe in deregulation for deregulation's sake. We have to be smart, we have to be modern, we have to move with the times. We shouldn't be slavishly beholden to one philosophy or another in dealing with new problems or new areas.

So I was sympathetic and supportive of concerns which many in the broadcast industry had with regard to unnecessary ascertainment requirements and other paperwork impediments to the orderly functioning of their stations. On the other hand, deregulation which allows for trafficking in television stations without any regard for what the public interest is, deregulation which removes the fairness doctrine as a protection for the ventilation of minority perspectives on important issues in the community, is excessive and unacceptable.

The interesting contradiction here is that many in the broadcast industry, while favoring deregulation, also want Congress and the FCC to provide must-carry legislation to protect them. They want syndicated exclusivity laws passed to protect them. They don't want to be out in a totally free market. And because it is not an industry which exists solely in the free marketplace—as do newspapers or most other industries in America—but rather is an industry that operates in a regulatory environment requiring protection, then it should also expect to have some commitments extracted in terms of what it is going to provide as service to the public in general.

What about radio? Should it have the same regulations as TV?

In general, the National Association of Broadcasters presents its issues as broadcast issues. And there is rarely an instance where I am presented with a radio perception or a radio perspective or a radio bill, as opposed to a "broadcast" bill encompassing the views of the entire broadcast industry. Perhaps in the future those issues will be framed in terms of the smaller constituencies that might exist out there—AM, FM, UHF, VHF, different parts of the broadcast industry. But historically, that's not really how they have been presented to us in Congress, and that's not how they're lobbied here. They're lobbied as broadcasting issues, generically. In fact, that's how they visit me in my office when they come from my home state. It's radio and television together reflecting the "broadcast industry" from the perspective of my home state.

Are there cases that can be made that would differentiate various

parts of the broadcast industry? Perhaps there are, and perhaps segments of the broadcast industry might want to consider breaking off in terms of particular issues and differentiating themselves from the broadcast industry as a whole. But thus far, I would say generally speaking, that hasn't been the case.

Would they be successful? Do you think Congress would be willing to look at radio separately from television and say: "Well, maybe it is time to deregulate radio," in terms of a radio-only dereg bill or radio-only elimination of the fairness doctrine?

We'd look at it on its merits. But they would have to meet the same standard or same burden of proof that would exist in any other part of the industry. I'm not in a position to predict its success, but it's something they might want to consider. I don't feel bound to viewing them as a monolithic industry.

You struck a note of reasonableness in saying one "shouldn't be slavishly beholden to one philosophy or another." That suggests you're open to contrary views. Does it suggest that you're not going to be hard-line on the fairness doctrine? Or that you might sit down along the line to talk about those things?

I don't think there's any room for compromise on the fairness doctrine. I believe in it; some broadcasters do and some don't. People have a view of it that's deeply held in most cases, and that's just something we're all going to have to live with. We will continue to press forward, as will Chairman [John] Dingell and Chairman [Ernest] Hollings in our efforts to recodify it.

From my perspective, however, I think that the fairness doctrine

In command: Chairman Markey with members and



principle, and related principles in terms of the public access to the airwaves, can sometimes cloud the industry's perception of me and people like me up here on Capitol Hill.

My view of whether ascertainment procedures were necessary any longer, my support for raising the ownership limits to 12-12-12, my sympathy for must-carry regulation, my interest in helping the industry gain the needed protection it's seeking in the HDTV debate are all somehow or another forgotten because there's this philosophical debate going on over the fairness doctrine.

As a result, editorial opinion and commentary reflects a perception looking through the fairness doctrine prism rather than looking at the pragmatic, day-by-day future survival issues that face the industry and on which I'm very sympathetic and have been helpful.

So I do feel that I'm reasonable and I do feel that, most importantly, I'm honest with regard to my feelings—that is, I disagree on fairness. But I agree on must carry and I agree that I should be helpful on HDTV and I agreed that we should raise the limits on ownership. But for some reason, that's all forgotten and made secondary. A full listing of my views on broadcasting issues would ultimately present a face of reasonableness in stark contrast with the caricature of me as a reregulator.

Where do you see must carry going in this Congress? Will there be a bill? Will it be folded into the children's bill?

Well, we're still negotiating on fairness, as well.

So no must carry until the broadcasters accept fairness, is that it?

Chairman Dingell, Chairman Hollings and I all feel very strongly about the fairness doctrine, as does the overwhelming majority of Congress, and I would counsel that that ought to be reflected upon by the broadcast industry in terms of the balance of its agenda and of

being reasonable and balanced in terms of possible compromises that might exist in achieving the most desired objectives of all parties.

Why can't you treat the issues separately, treating must carry on its merits and syndicated exclusivity on its merits and fairness on its merits? Why must you join the issues?

It is helpful to join them because it helps illustrate the nonideological approach which many members of Congress take to these issues.

I strongly support broadcasters' desire for clear, meaningful, constitutionally supportable must-carry rules. But it is difficult in the present political climate to pass legislation on this issue. There is no direct linkage with the fairness doctrine; I am not holding out must carry in exchange for the fairness doctrine, although I would be willing to entertain discussions on the issue if raised by the broadcasters.

In a different political climate I believe a must-carry bill would pass the House and Senate. Unfortunately, the fairness doctrine fight has reduced the odds of successfully passing a must-carry bill. The FCC refused to defend the rules adequately. [FCC Commissioner] Jim Quello's comments were right on the money. The commission did not want to justify the rules on the basis of localism. Now the Reagan administration has hurt broadcasters even more by refusing to appeal the circuit court decision. And the Solicitor General has stated that the must-carry rules are not important enough. I hope that the study my subcommittee has ordered the FCC to undertake will provide more information and I am confident the must-carry rules will be restored, although they may not be in this Congress.

staff of the House Telecommunications Subcommittee



Is high definition an area for future cooperation?

HDTV is a very high priority item for me. It has tremendous trade and economic implications; some estimates have it upwards of \$200 billion by the end of the century. We need to insure a smooth and orderly transition to whatever HDTV standard eventually is adopted. And to insure that such a standard fulfills the needs of all the various forms of competitive media—whether it be satellite, cable or terrestrial broadcasting. I don't want the FCC to make premature decisions with regard to spectrum allocation or HDTV transmission standards. So, I intend to have the subcommittee play a very active role in the debate on that issue and I plan to meet with the key people to see what needs to be done to develop a standard.

Are you afraid the FCC will act prematurely?

My concern is that there is little time left in this administration and there is some concern that the FCC may move more quickly than is wise, given the dearth of information that exists. I want to work with them in constructing an orderly process that results in a consensus decision that will benefit all of the potential participants in this new technology.

Do you have any reservations or concerns that the Cable Act may have gone too far?

That's the point. We are going to have hearings in order to give those who have been living under the Cable Act and those who are most directly affected by it an opportunity to make their case.

This could be the opening, this could be the beginning of a new view of these issues as we now move on to yet another generation. And in these particular areas, a generation lasts for four to five years, perhaps. We're talking about technological changes and

interrelationships between these various industries that change so rapidly that it's absolutely incumbent upon us to constantly review and redirect.

Do you plan on moving the Tausin satellite bill this year?

We are engaging in private negotiations [between the members and concerned outside parties] on that right now. In another week or so we will be able to give you a better sense of what its prospects are.

Are you suggesting that at the end of this road, however long it might take, you might have new must-carry legislation, new fairness doctrine legislation—that there might be a new pattern for broadcasting and cable and Hollywood to work within?

Just the fact that we have hearings is in and of itself a spur to these industries to begin to discuss and negotiate among themselves in resolving these issues. I think our committee can help to play a role in telescoping the time frame in which resolution of these issues actually transpires. Consistent with that, it is also our role to insure that the public interest is protected by any agreements that are reached, any accommodations that are agreed to.

I want the committee to understand the future. I want to present to the committee the new technologies and the new problems that have developed over the last several years. I would also like them to understand some of the policy choices that are going to be confronting Congress and the regulators and these industries in an attempt to get to the future.

It would be a mistake for us to allow the committee or allow regulators to lock in to something that happened in 1984 or something that happened in 1978. That's like sitting around and listening to Frankie Avalon in perpetuity. We have to move on. The world changes and you have to change with it, and to begin to reflect that new world in the policy-making decisions.

I think that all of these issues are resolvable, and all can allow the continuation of a viable and highly profitable way for all the industries. And, concomitantly, I think the public interest can also be served and factored in.

Where do you stand on Senate Commerce Committee Chairman Ernest Hollings's proposed transfer fee on the sale of broadcast properties?

I will closely monitor Senator Hollings's efforts on this issue but at present no such legislation has been introduced in the House. That's where it is.

What about a spectrum fee?

My basic objective is to attempt to restore the public trustee concept and that's where I am focusing my energy and my attention. I am going to follow Senator Hollings's efforts on the transfer tax issue, but we don't have anything of that nature before us.

If you are talking about public broadcasting, we have the CPB [Corporation for Public Broadcasting] authorization before us, and the \$304 million I have requested for CPB splits the administration's request and CPB's request almost exactly in half. I think it is probably the minimum necessary for the public broadcasting community to fulfill its mandate and I am going to work to insure that they get that money. Again, I want to make sure the commercial broadcasters understand that I believe the public trustee concept is alive and well. In our discussions on children's television it is apparent to me that many of them do. In my conversations with broadcasters I sense that they do believe they are special and that they have special obligations.

What about comparative renewal?

I strongly support the renewal process, but I am very troubled by abusive practices by some individuals and groups. Broadcasters should not have to establish a line item in their budgets for payoffs to stickup artists and bandits who abuse the broadcasters. The abuse of the comparative renewal process and petition to deny process is something that has to be addressed. I want to keep the process but curb the abuses. I am going to watch very closely to make sure that the FCC doesn't make wholesale changes in the renewal process but at the same time I am also interested in seeing what we can do on the extortion issue. I think there is strong support on my subcommittee for a legislative solution to this issue as well.

What are you hearing from your colleagues on the subcommittee?

What do they want to do?

The scrambling issue [home satellite legislation] is without question one which is on a front burner for many members on our committee. Children's television is another issue of interest to a majority of our committee. I think that cable issues generally have a great deal of interest. And I would say that minority issues also have a broad spectrum of interest that includes myself and a lot of members.

How would you describe your relationship with the FCC and Chairman Dennis Patrick?

I would say that it's strained by the continued adherence to ideological perceptions of essentially nonideological issues. I think it's unfortunate, and I think it's unnecessary.

To deal with recent examples, what about fairness? Was that ideological?

Yes. There was a clear consensus that existed in the Congress and at the FCC for over a generation, and I believe that the conservative ideologues at the FCC felt just as a point of principle—even though they were in the minority on the issue, in public opinion and congressional opinion—that since they had control over this one body that they would seize the opportunity.

I think they made a very bad mistake—a mistake which has unfortunately colored the views that many senior members on the Hill have of the FCC. It has contributed to an environment that makes it more difficult to reach productive results in other areas of concern across the telecommunications jurisdiction. The Reagan

administration is going to have more and more difficulty promoting positive legislative proposals that can successfully weave their way through Congress.

On the other hand, in regulatory bodies that they still control, there is a feeling that they can accomplish their agendas without congressional ability to override, since it would take a two-thirds vote in many of these areas for Congress to pass a statute that would recodify some regulation. It sets up a very unfortunate circumstance when a regulatory agency might look at an issue in terms of needing only one-third of the support of Congress in order to accomplish its goal. And that perspective of an issue unfortunately does not lend itself to consensus or conciliation between the regulatory and congressional seats of power. That's really what has taken place.

But again, there is room for agreement among the FCC, the broadcasters and the Congress. That's the point I've been trying to make here. On must carry, on HDTV, in many other areas, there is mutual ground for consensus agreement that can be and should be reached. But there are a range of issues that are viewed ideologically by the chairman of the FCC and many in this administration. And they insist on continuing to trust those issues forward, and those battles unfortunately make it more difficult for us to reach agreement where consensus is possible.

How do you get beyond fairness and the distrust of the FCC?

Well I want to let the wounds heal. And I think that we should try to redevelop a relationship that is based on trust and the desire for a mutually beneficial partnership. S

Cable on the defensive on Capitol Hill

Government study of increases in cable rates is ordered as legislators quiz operators on must carry, channel shifts, alleged pinch on fare for TVRO's

The news out of last week's House oversight hearing on cable does not bode well for the industry. Cable officials were on the defensive as Telecommunications Subcommittee members vented their concerns and frustrations with the medium that some feel has become an "unregulated monopoly." It was the second time in a month that cable leaders appeared before a congressional panel, and although the air at the House hearing was far less heated than at the one convened by Senator Howard Metzenbaum (D-Ohio) (BROADCASTING, March 21), it was evident by the volume of questions and the lawmakers' persistence that cable's problems on Capitol Hill are mounting.

Cable's relationship with the home satellite (TVRO) industry was a hot topic. Judg-

ing from members' remarks, there is a growing desire for Hill action on a bill (H.R. 1885) that would regulate the TVRO marketplace and curb so-called anticompetitive behavior of cable. "I hope we can pass this legislation this year," commented Al Swift (D-Wash.), a senior member of the subcommittee.

In an interview with BROADCASTING last week (see page 35), Subcommittee Chairman Ed Markey (D-Mass.) acknowledged that the backyard dish debate is a "front burner" issue for many of his colleagues and that he is exploring what to do on that matter. The bill's author, Billy Tauzin (D-La.), thinks there are enough votes on the subcommittee to pass it.

Subcommittee members were also worried about subscription rate increases and cable policies on broadcast signal carriage (must carry) and channel repositioning. Attendance was heavy with 16 of the subcommittee's 25 members participating.

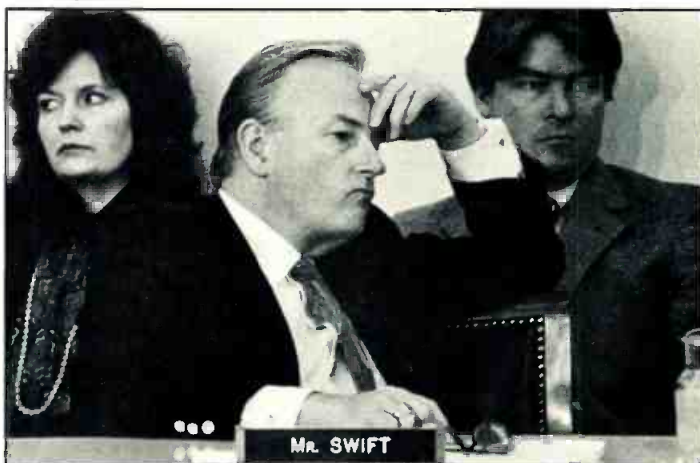
As for cable rates, Markey announced

when he opened the hearing that he is asking the Government Accounting Office to conduct a study of rate hikes to determine what has occurred since rate deregulation took effect last year. Markey is asking GAO to compare rates charged in December 1986 (a month prior to deregulation) and those charged on March 1, 1988, a little over a year after deregulation. The chairman thinks the GAO report is necessary because of conflicting data. The cable industry, he said, "asserts that rate hikes have been moderate, and has provided the subcommittee voluminous filings in support of its position. Many municipalities and consumers assert, however, that rate hikes have been excessive and ill considered." A survey conducted by the National League of Cities shows an average rate increase of more than 25%, while the figure from the National Cable Television Association shows an increase of only 6.7%.

Representative Tom Tauke (R-Iowa) said he had surveyed cable systems in his district



Markey



Swift

and found that most of the rate hikes were "reasonable increases." But in Cedar Rapids, Iowa, he added, a 44% increase was reported. "I also have great concern about channel switching," the congressman said.

Representative Bill Richardson (D-N.M.) chastised the industry for not meeting the equal employment opportunity requirements in the act. "I am very disappointed to see your EEO results. Your record's not good," he said, referring to data supplied by the FCC. He asked NCTA President James P. Mooney to "do something about this." Said Mooney: "I hear you."

Richardson was also unhappy with cable's activity in the home satellite marketplace. "I am losing my patience," he said, adding that he was thinking of asking for a markup on the satellite bill. Congressman Rick Boucher (D-Va.), was another cable critic when it came to TVRO. "It seems we may have created an unregulated monopoly," the Virginia Democrat said. Boucher said he has received "hundreds" of letters from constituents (many of them senior citizens that have been forced to pay for services they often don't want) who are upset with subscription fee increases.

Boucher wondered if establishing a life-line service like that currently offered by telephone companies might be appropriate for cable. Mooney said the idea was considered when the act was before Congress, but it was not included.

NCTA's president also pointed out that the FCC and National Telecommunications and Information Administration had concluded that the TVRO marketplace is developing and that government intervention was unnecessary.

Tauzin suggested lifting the telco-cable crossownership provision in cases where cable is violating the act. "Maybe that is the kind of lever needed to keep everybody honest," he commented. If such a rule were enacted, Mooney said it would make the franchise wars of the late 1970's and early 1980's look "like a tea party given by the League of Women Voters."

Cable, said Michael Oxley (R-Ohio), "is most certainly not a public utility. But cable is also a gatekeeper and has responsibilities."

Not all the members' remarks were in a negative vein. Markey, a coauthor of the Cable Act, believes it has led to more choice for television viewers. "Whether your taste runs from sports to ballet, from music videos to children's television, from Spanish-language programming to around-the-clock news service, cable has markedly increased viewing choices," he said.

Representative Matthew Rinaldo from New Jersey, the ranking Republican on the subcommittee, said the characterization that cable is a "monopolistic monster, is overblown." As the hearings progress, Rinaldo expects a "more realistic picture of cable will develop."

Representative Don Ritter (R-Pa.) expressed his frustration with the National League of Cities for not being more cooperative when he tried to get information about the NLC rate survey.

This was the first of three oversight hear-



Witnesses (l-r) Crawford, Volgy, Hostetter and Mooney

ings planned by the subcommittee and it was intended to focus on the "effectiveness" of the 1984 cable act which curtailed much of local governments' authority to regulate cable. The act reflects a compromise agreement reached by the NCTA, the NLC and U.S. Conference of Mayors.

Testimony from city witnesses did not help cable's case. The mayor of Tucson, Ariz., Thomas Volgy (he was there on behalf of the NLC and USCM), complained about the number of First Amendment cases brought against cities by cable operators. Those proceedings are slowly eroding municipal authority under the act to award and renew franchises and to enforce other provisions in the law, he said. Consequently, cities have become subject to damage awards in these First Amendment suits and Volgy urged Congress to adopt legislation that would provide blanket immunity.

The FCC also came under fire. Volgy criticized the agency for siding with cable "at every opportunity." He suggested the FCC should appear before the subcommittee to explain its policies in implementing the act. The Tucson official urged lawmakers to insert language in the FCC's authorization legislation that would limit the commission's discretion under the act.

Volgy, who heads the NLC's transportation and communications committee, said the group planned to review its policy on cable at its next meeting in May. The Con-

ference of Mayors, he said, would look at cable issues during its June meeting. He hoped the subcommittee would let him return to apprise them of any new policies.

Merrill Crawford, cable franchise administrator for Dubuque, Iowa, said cable was an "unregulated monopoly which Congress should act to restrain." Consumers, he said, "often have no choice but to pay the price and tolerate bad service because there is no practical alternative to subscribing to cable." Another city witness, Susan Herman, with the Los Angeles Department of Telecommunications, was slated to testify, but dropped out after being advised by her city attorney that her comments might prejudice Los Angeles' standing in the *Preferred Communications* case, a First Amendment challenge to the franchising authority.

Mooney submitted 89 pages of written testimony that included NCTA's survey on rates and the 1986 agreement with broadcasters on must carry.

In response to Volgy's comments about damage awards, NCTA, said Mooney, has told the cities (he made a presentation last fall at a meeting of the National Association of Telecommunications Officers and Advisors to work with cities in the First Amendment area) it would support a blanket immunity bill. And he told the subcommittee that the association "has expressed a willingness to work with the NLC and NATOA to see if we can reach a resolution" of the issue of technical standards. NCTA, Mooney emphasized, also is committed to help broadcasters gain must-carry protection.

"I don't mean to suggest that no controversy is remaining," said NCTA's president, who admitted that although customer service has improved, it "probably isn't where it should be in some places." NCTA's policy, he noted, is to try to work with members of Congress to see that people are treated fairly. "We are doing the best that we can do to serve our subscribers."

Mooney was not alone in defending the industry; Amos Hostetter, chairman and chief executive officer of Continental Cablevision, told lawmakers that not everything they were hearing about cable was true. Like Mooney, he was sympathetic to the NLC's concerns about First Amendment challenges to the act. He even lashed out at other cable operators responsible for those lawsuits (see box, at left). Hostetter, whose company serves many of Markey's constituents, paid a call on the chairman before the

Not all together now

Last week's House cable hearing provided more than just a view of what the medium may encounter in its future dealings with Capitol Hill. It also revealed a point of conflict within the industry over some operators' efforts to gut portions of the Cable Communications Policy Act of 1984. Continental Cablevision's Amos Hostetter said operators who challenge the cable act on First Amendment grounds belong to the industry's "renegade fringe. I should point out that I find [American Television & Communications] litigation in Erie, Pa., to undo its franchise fee commitments as unfitting as municipal demands for rate reregulation. Such actions only serve to undermine municipal-cable relations."

hearing.

He denied that cable rates have seen a dramatic increase. Information members have received, he said, was incomplete. On must carry and channel shifting, the cable executive insisted that, despite the absence of must-carry rules, the vast majority of the industry is sticking to the intra-industry agreement. "But even where signals have been dropped," he said, "there may be legitimate reason for the decision, so it's im-

portant to hear from both sides to any signal carriage dispute." He also defended the right of cable operators to retain exclusivity for cable programming. "From the automotive industry, exclusive distributor relationships are part of the fabric of American business," said Hostetter.

Also during the hearing, Representative John Bryant (D-Tex.) announced he was introducing (as promised earlier) a bill that would re-establish must carry by condition-

ing cable operators' compulsory copyright license for local broadcast signals on whether a system carries local broadcast signals as required under the last set of rules adopted by the FCC, but rules thrown out by the appeals court. Bryant's bill would also give broadcasters the final word concerning their channel assignment on the cable system. The legislation is needed, he said, to "protect consumers from the abusive monopoly power of the cable industry." □

Court comes down for Murdoch on crossownership

In 2-1 decision, appeals court rules Congress violated First and Fifth Amendments with Hollings-Kennedy bill that forced sale of 'N.Y. Post'; commission will not appeal

Rupert Murdoch, the Australian-born media magnate, has won a victory over Congress in its effort to bar him from owning a television station and a newspaper in the same market. But the war is not over. Congress could still prevail on the Boston front, where Murdoch owns *The Boston Herald* and WFXT(TV). And its action earlier led to Murdoch's sale of *The New York Post* to end its crossownership with WNYW(TV).

Murdoch's victory came in a 2-1 decision of the U.S. Court of Appeals in Washington overturning legislation prohibiting the FCC from granting Murdoch extensions of his waivers of the rule banning crossownership of a television station and newspaper in the same market. The law, sponsored by Senator Ernest Hollings (D-S.C.) at the request of Senator Edward Kennedy (D-Mass.), did not name Murdoch. But, said Judge Stephen Williams in the majority opinion holding that the law violates the First and Fifth Amendments, "[it] strikes at Murdoch with the precision of a laser beam."

The court, however, did not reach another portion of what was an amendment to a catch-all money bill passed in the final hours of the last session of Congress last December, the section that bars the FCC from repealing or modifying its rules restricting newspaper and television crossownerships. So the rules remain frozen until the law expires on Sept. 30, three months after the waiver permitting crossownership of the Boston properties runs out. And frozen with the rules are the bases on which the commission would waive the ban. That could be the problem for Murdoch, if, as expected, he renews his effort for a waiver extension.

The basis most frequently cited would require a showing that, if denied a waiver, the owner would have to dispose of a property at a distress-sale price. But Murdoch has said that, if forced to choose between the Boston properties, he would keep the newspaper, which he purchased in 1982 and which has been profitable. And station brokers believe that WFXT, a UHF purchased from Christian Broadcasting Network for \$28 million in 1986, could be sold at a profit, even though it is ranked sixth in the market. Murdoch is said to have set a price of \$35 million on the station—and to have



Murdoch

received expression of interest from several groups, including station management.

However, Murdoch's Washington counsel, Michael Gardner, believes another of the bases could be used in petitioning for a waiver extension: that a grant would better serve the purposes of the rule—diversity—than would divestiture. Given the conditions in the Boston market, Gardner said, "there are plenty of good arguments to make at the commission" in meeting that standard, "both in terms of public policy and the Constitution."

Murdoch, who in March 1986 obtained a two-year waiver of the crossownership requirement in New York and in December 1986 received an 18-month waiver in Boston, filed for extension of those waivers last Jan. 14, a few weeks after the Hollings amendment was enacted. For the most part, the petition focused on the financial hardship being suffered by *The Post*. But it also said "fairness and equity" required a grant, in view of the fact the commission was considering a petition by the Freedom of Expression Foundation (FEF) for a rulemaking to repeal the broadcast-newspaper crossownership rule. The commission denied the petition in conforming to the congressional action. And the commission's general counsel, Diane Killory, last week said Murdoch would have to file again for an extension of a waiver if he wants to continue to hold the Boston station and newspaper.

Whatever the basis for a new petition for waiver, it is certain to be opposed. Andrew Schwartzman, of the Media Access Project,

which has opposed Murdoch's waiver requests in the past, said it would again. And although he said that it would be difficult for Murdoch to make out a hardship case as a basis for a grant, he was not selling him short. Murdoch's lawyers, he said, "can be very creative."

Kennedy says it was his concern that Murdoch would use the FEF petition as the basis for seeking an extension of the waivers, at least until a reexamination of the crossownership rule was completed, that led him to ask Hollings, who was one of the Senate-House conferees resolving differences in Senate and House versions of the money bill, to attach the controversial amendment. Kennedy, who has often been the target of *The Herald's* editorial attacks, has also said he did not believe Murdoch was the only publisher in America entitled to own a television station and newspaper in the same community.

Judge Williams, who was joined in the opinion by Judge Laurence H. Silberman, cited such comments by Kennedy, Hollings and other senators in debate following passage of the controversial amendment as reflecting the motivation that was involved. But the majority decided that the amendment is unconstitutional "without regard to motivation." For the closing 18 words of the amendment "burden a single publisher-broadcaster," said Williams, adding that under the First and Fifth Amendments, the court must "scrutinize such legislation under a test more stringent than the 'minimum rationality' criterion" that would otherwise be used. And the provision cited—it prevents the commission from extending "the current grants of temporary waivers"—fails the test, in the majority's view.

Williams wrote that the primary claims of the petitioner, Murdoch's News America Publishing Co., "lie at the intersection of the First Amendment's protection of free speech and the equal protection clause's requirement [as reflected in the Fifth Amendment] that government afford similar treatment to similarly situated persons." And in restricting the ban on waiver extensions to "current" waivers of the television-newspaper rule, the majority said, Congress was directing a "laser beam" at Murdoch. Williams noted that Murdoch's were the only such waivers current at the time of the amendment's passage. "In short," Williams said, "every publisher in the country other than Murdoch can knock on the FCC's door and seek the exercise of its discretion to secure,

either by a single temporary waiver or by a waiver coupled with an extension, a period of exemption from the crossownership restrictions longer than that to which News America is restricted as a matter of law."

The dissenting judge, Spottswood Robinson III, on the other hand, saw the need to protect First Amendment goals as a reason for upholding the Hollings amendment. He said it reflected congressional concern with what it saw "as the threatened erosion, if not eradication, of the newspaper-broadcast crossownership rule." He noted that a petition seeking repeal of the rule was pending and said "there was ground, too, for apprehension that the commission would grant unjustifiably a waiver extension to News America, thereby circumventing the rule."

The commission had the task of defending the Hollings amendment in court; at issue, technically, was the agency's denial of Murdoch's petition for an extension of the waivers. But the court's decision did not seem to cause much disappointment at the commission. "The court by this decision has demonstrated the Congress does not have a free hand in the regulation of the broadcast press," FCC Chairman Dennis Patrick said.

Hollings reacted with some bitterness. His amendment, he said in a statement, "was just one of several provisions to control the Federal Communications Commission, not Murdoch. Now the court, in a legal contortion, has arrested Congress, which is responsible for policy, and set up Murdoch for special treatment." For his part, Kennedy said the court's decision does not mean Murdoch "is entitled to retain ownership" of his broadcast and newspaper interests in Boston. He said the ban on crossownership of such interests "serves important First Amendment principles" and that "Mr. Murdoch's attempt to undermine those principles should be denied by the FCC."

If that remark was intended as a warning to the FCC, the agency has an admonishment from the court's majority opinion to consider. It said the removal of the legislative ban on the consideration of News America's petition for a waiver extension leaves in place what the court in another case described as "the intense political...pressure from Congress," pressure Williams said "gave rise to the amendment itself." Then Williams added: "That pressure must, of course, play no role in agency adjudications involving important constitutional rights."

Since *The New York Post* was sold on March 7 for \$37 million to New York real estate developer Peter Kalikow, it did not figure in the court case. But with the purchase, Kalikow may thrust himself into the controversy over the crossownership rules. A spokesman said Kalikow has been interested in owning a broadcast station and he is prepared to challenge the constitutionality of the rules—which the Supreme Court upheld in 1978. The spokesman said that Kalikow has instructed his attorneys to check into the possibility of acquiring a radio or TV station in New York. And if the FCC refused to allow him to own a station in New York along with *The Post*, the spokesman said, he would appeal. □

CBS radio stations betting on FMX

A fledgling technology that has had some difficulty in acceptance has just been given a boost. The CBS radio division has announced that all of its 11 FM stations will begin transmitting in FMX stereo. It is the first major radio group to announce that all of its stations will convert.

FMX is a signal processing system designed to extend FM coverage while reducing signal noise. After great excitement following the announcement of the system in 1986, problems with increased multipath

interference developed. By last year's National Association of Broadcasters convention, FMX developers were claiming that those problems had been solved.

FMX was invented by former CBS engineering executive Emil Torick and Tom Keller, the NAB's chief scientist. Further development of the system has been conducted by Broadcast Technology Partners, Greenwich, Conn., of which Torick is president. BTP is a co-owned venture of CBS, NAB and a Detroit investor group, FMX Associates. □

Steinberg tapped for for Sony post

The former chief executive of broadcast equipment manufacturer Ampex has left that company for a high-level post at rival Sony Corp. of America.

Charles Steinberg was named to the new position of executive vice president at Sony last Wednesday, March 30. His resignation from Ampex two days earlier came in the wake of that company's sale last year and in the midst of a major effort to enter several new product markets, including small format and digital videotape recorders and video cameras.

Steinberg's reasons for leaving were not immediately clear, and he did not return

several phone calls. But the 53-year-old executive, who held top management positions during his 25 years at Ampex, including president and chief executive officer, left his day-to-day duties last spring when named chairman and then in late 1987 was made chairman emeritus and consultant.

In his new job at Sony, Steinberg will be responsible for Sony's nonconsumer products, including broadcast equipment. Reporting to him will be the Sony Communications Products Co., which markets broadcast and professional audio and video gear and is headed by former CBS executive William Connolly. □



Steinberg



Rukeyser

Bud Rukeyser to retire from NBC

M.S. (Bud) Rukeyser Jr., senior vice president, corporate communications, NBC, has elected to take early retirement effective May 1. Rukeyser, a 30-year veteran of the company, and close adviser to most of the chief executives he served during that time, is starting his own consulting firm. His first client is NBC, where he will continue to advise president Robert Wright on corporate policy issues.

Wright expressed "very real regret" last week at Rukeyser's decision to leave. Rukeyser received a number of calls last week from potential clients, including former NBC Chairman Grant Tinker. In fact, Tinker said he may try to persuade Rukeyser to join GTG Entertainment, the production company he now heads. Tinker said he would consider becoming a client of Rukeyser's, but "would rather get him to work for us." Tinker said Rukeyser's advice during his tenure was "invaluable," and that his job title belied his true role as "all around

counselor."

Rukeyser said last week he planned to recruit a select group of media firms whose chief executives he would advise as he had at NBC. Rukeyser comes from a long line of media figures. His father, M.S. Rukeyser Sr., 91, was a financial columnist for *Hearst Newspapers*, and three brothers are in the business: Louis hosts *Wall Street Week*; William, a former managing editor of both *Money* and *Fortune* magazines, manages the editorial operations of the 35 specialty magazines of Whittle Communications, Knoxville, and Robert is vice president operations, American Brands.

Rukeyser, who turns 57 later this month, will not be replaced, NBC said. Betty Hudson, vice president, public relations, community and editorial services, will now report directly to Wright. John Miller, vice president, advertising and promotion, who reported to Rukeyser from the West Coast, will now report to group vice president Ray Timothy.

Fox reconfigures its weekend

The Fox Broadcasting Co. affiliate board approved an FBC program move that will add *America's Most Wanted* to the network's Sunday schedule at 8 p.m., following the popular *21 Jump St.* ("Closed Circuit," March 28). *Werewolf*, which has been occupying the 8 o'clock slot, is being lifted out of the regular Sunday program block and may be offered on a straight barter basis, with the six available minutes of advertising time split equally between the network and the stations. The affiliates would have a 5-11 p.m. Saturday window in which to air the show.

That change takes effect April 10. According to Martin Colby, chairman of the FBC affiliate board and vice president and general manager of XETV(TV) Tijuana, Mexico (San Diego): "Fox is hoping that

affiliates will place *Werewolf* coming out of *The Dirty Dozen*." But many affiliates have program commitments in that time period, said Colby, which is why FBC would also allow the scheduling of *Werewolf* before the regularly scheduled prime time block on Saturday. An FBC official confirmed the addition of *America's Most Wanted* but cautioned that *Werewolf's* continued availability, even on a barter basis, was not certain. Offering it on a barter basis has been discussed, but the show has not been renewed and the jury is still out on it, he said.

A number of midseason changes are being made in the FBC weekend prime time lineups on the eve of the May sweeps. Most of the Saturday schedule is being replaced. On April 9, the new *Family Double Dare* game show will debut at 8 p.m., replacing

Women in Prison. *Boys will be Boys* continues at 8:30, and *Dirty Dozen*, normally an hour long, will have a two-hour premiere on April 30.

Waiting in the wings is *Angels '88*, which has been targeted for a Saturday debut this summer. There have been discussions between FBC officials and affiliates about adding the show as a third hour on Saturday night or as a replacement.

The only scheduled change on Sunday is the addition of *Most Wanted*, which comes from the Fox Television Stations group, a decision that was based on a test of the show on the FBC affiliate in Sacramento, Calif., KTXL, where it performed about twice as well as *Werewolf's* average in the February Nielsen sweeps, said Colby. *Werewolf* has been declining in the ratings. □

Broadcasters considering compromise children's TV legislation

Hoping to cut a deal on children's television, House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has been engaging in a series of negotiations with broadcast industry lobbyists ("Closed Circuit," March 28) that, if successful, would result in passage of a bill limiting advertising in children's programming and restricting so-called host-selling and tie-in practices. The proposed legislation is a revision of an earlier measure introduced by Markey and others, but does not include an original requirement that broadcasters air one hour per day of informational and educational programming.

Broadcasters have seemingly indicated a willingness to live with some limitations on commercial time, but are resisting a provision that would tie the renewal process to children's programming. The FCC would have to review "the extent to which the licensee has provided programming specifically designed to serve the educational and informational needs of children."

"We've got great problems with tying the renewal standard," to content regulations, said National Association of Broadcasters President Eddie Fritts. Sources indicate Markey was ready to move a bill late last week, but the NAB appealed to him to hold off to allow for further discussions on the measure. Another markup is believed to be slated for April 19. "As part of the agreement to postpone the markup we agreed to work with the subcommittee and reach a resolution on the children's issue," Fritts said.

Talks are ongoing and nothing has been signed off on. Markey told BROADCASTING in an interview last week (see page 35), that he is anxious to work with the industry on a host of issues, including children's television. Still, while he prefers to reach a compromise on the issue, Markey with or without broadcasters' support, intends to move a bill. He also indicated a strong desire to keep the renewal section of the measure.

According to the latest draft, the advertis-

ing limits would be 10 minutes (two weeks ago that number was nine-and-a-half) per hour on weekends and 12 minutes per hour on weekdays. It would also establish an 18-month transition period before those standards take effect: 11 minutes (it had been 10 1/2 in the original proposal) per hour on weekends and 14 on weekdays.

For the most part, broadcasters (including independents, CBS and NBC) have not registered any serious objections to the proposed time standards. But ABC has problems with the disparity between weekday and weekend, and is believed to be pushing for more commercial time on weekends.



Dingell



Patrick



Tauke



Wright

Joining the issues

The Federal Communications Bar Association and the editors of BROADCASTING magazine will sponsor a telecommunications policy seminar in Washington on June 1: "Broadcasting/Cable Interface II," a sequel to the first FCBA-BROADCASTING seminar one year earlier. Making major appearances: Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee; FCC Chairman Dennis Patrick; Representative Tom Tauke (R-Iowa), a member of the House Telecommunications and Finance Subcommittee, and Robert Wright, president of NBC (the luncheon speaker). FCC Commissioner James Quello and National Telecommunications and Information Administration Director Alfred Sikes also will appear.

Among the day's principal panels will be one featuring top executives of the broadcasting and cable industries: James T. Lynagh of Multimedia Broadcasting, Derk Zimmerman of Fox Television Stations Inc. and George Gillett of the Gillett Group Inc., in counterpoint with MSO chiefs John Malone of Tele-Communications Inc., Trygve Myhren of ATC and Robert Clasen of Comcast. The complete schedule of panels and speakers will be released next week.

"Broadcasting/Cable Interface II" will be held in the Westin hotel. Registration is \$425, with a \$50 discount for FCBA members. Contact: Patricia A. Vance, corporate relations director, BROADCASTING, 1705 DeSales Street N.W., Washington, D.C. 20036; (202) 659-2340.




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ST. LOUIS	KSDK	GREENSBORO	WGHP	LAS VEGAS	KLAS		
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"When they came to us with a buyer for our Albany and Providence radio stations, we took them seriously, and we are glad we did. From our experience, they are the best in the business."

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"Americom orchestrated a complicated three-party, like-kind exchange, brought us a top price, a qualified buyer and maintained the confidentiality of the whole deal. We were impressed."

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THE WINNING TICKET

THE ANNUAL NATIONAL ASSOCIATION OF BROADCASTERS CONVENTION

Technology: Up to the minute (and then some) at the Las Vegas Convention Center

This 1988 National Association of Broadcasters exhibition, which opens its doors at the Las Vegas Convention Center for a four-day run this Saturday (April 9), will present the dazzling panoply of state-of-the-art television and radio equipment—videotape recorders, cameras, videographics, digital effects, switchers, radio cart machines and transmitters.

But this year's show may be remembered as the one at which high-definition television came of age. At past shows, interested broadcast engineers could find the latest developments in HDTV with a little effort. This year it will take no effort. Indeed, HDTV cameras, monitors, projection systems, videotape recorders and other key production components will be hard to miss.

Whether anybody will be buying HDTV gear is an open question. What is for sale is based on the Japanese Broadcasting Network's (NHK) 1,125-line system. The system has not been accepted in the U.S. as a standard, and some broadcasters, notably NBC, are promoting competing, incompatible systems.

Back in the realm of the current NTSC television standard, broadcasters and the growing number of production house and corporate video technicians that attend the show will be able to plunge more deeply into the digital domain. Sony and Ampex will show digital VTR's, the machines around which digital studios and production suites are built.

For electronic newsgatherers, the choices will be no easier than last year. News directors and their chief engineers have to decide whether to stick with

three-quarter-inch gear or make the leap to half-inch. If they take the latter route, they will have to choose between Sony's Beta SP format or Matsushita's M-format.

Camera technology will take another step away from tubes toward solid-state imaging. CCD cameras have started to show up in broadcast newsroom. If the major camera manufacturers are as successful as they hope to be at the NAB, CCD's will also start showing up in broadcast studios before long.

Manufacturers of satellite newsgathering vehicles are hoping that the broadcast industry's fascination with satellite newsgathering has not waned. The manufacturers have further refined the original SNV's, making satellite newsgathering quicker and easier, if not less expensive.

In general, the many videographics and digital effects systems on display at the show will be able to do more for less. Also, there seems to be a push for speed. Several manufacturers are showing processors designed to accelerate the rendering of graphic images.

The focus in AM radio will not be on the hardware as much as on the efforts to improve the service though the widespread adoption of the fidelity standards proposed by the National Radio Systems Committee. Broadcasters will have no trouble finding the hardware to make the leap to NRSC. On the FM side, there will be another push for FMX, a technology that promises to expand the effective service area of an FM stereo station by quieting transmission noise.

In the RF marketplace, there will be competition between UHF transmitters equipped with klystrons and those equipped with klystrodes. The number of solid-state transmitters is also on the rise.

BROADCASTING's preview of the major product categories follows:

Tomorrow's television today

The pervasive influence of high-definition television into every aspect of the television industry will be symbolized by President Ronald Reagan's visit to the NAB convention. Tentative plans to tape the President's appearance ("Closed Circuit, March 21) have become definite, according to Ben Crutchfield, NAB director of special engineering projects. It is believed that this will be the first taping of a U.S. President on the 1,125-line/60-hertz HDTV video format.

There will be an HDTV presence in almost every corner of Las Vegas during the convention, from the meeting rooms and exhibition at the Las Vegas Convention Center, to the special hotel suites where some companies will display their latest advanced television advancements. A central point for all of this activity will be a room at the convention center housing NAB's special HDTV demonstration entitled "Tomorrow's Television."

Nearly all of the major advanced television transmission system proponents are expected to have displays of their latest prototype equipment and computer simulations. The goal of the exhibit, said Crutchfield, who organized the demonstration, is not so much to show "the elaborate television station of the future. The primary purpose is to demonstrate the systems for production and postproduction, some of the proposed broadcast systems and home viewing."

A very prominent part in the demonstration will be played by the Japan Broadcasting Corp. (NHK), developer of the Muse transmission system. Muse is the most highly developed of the competing technologies, having completed successful tests both over the air and by satellite. NHK plans to launch direct broadcast satellite service of Muse in Japan in 1991. Muse-compatible TV sets and videocassette recorders will go on the market in Japan and the United States at about the same time.

However, because U.S. broadcasters have expressed the need for transmission systems that will be compatible with present NTSC receivers and that could be delivered without forcing huge investments in new equipment for consumers and broadcasters, NHK announced last fall that it has developed a number of other transmission systems that could be adopted in an evolutionary step toward full Muse. Named "Muse-6" and "Narrow-Muse," the new systems would provide better quality than NTSC, but less than full Muse, which requires a 9 mhz channel. Another transitional system, "Muse-9," would also use a 9 mhz channel, but would be compatible with conventional NTSC sets. The most complete information to date on the "Muse family" will be available in the HDTV room.

NBC Inc., which is backing the adoption of its Advanced Compatible Television (ACTV) transmission system, will also have a booth in the "Tomorrow's Television" exhibit. Visitors there may register for a tour of the latest advancements in the system to be displayed at the Riviera hotel. NBC will present a more advanced version of an ACTV computer simulation that was shown during an HDTV colloquium in Canada last October. At a Saturday (April 9) press conference, NBC will "unveil an extremely significant advancement" in the system, according to NBC spokesman Dom Giofre. ACTV is being developed for NBC by the David Sarnoff Research Center and Thomson Consumer Electronics. They are expected to complete a full line of prototype ACTV hardware for testing by the end of the year.

Manufacturers that will show HDTV hardware are marketing mainly to production and postproduction houses before the approval of a transmission standard leads broadcasters into equipment purchases. The gear is being made according to the Japanese-developed 1,125/60 production standard that has been approved in this country by the Advanced Television Systems Committee and the Society of Motion Picture and Television Engineers (SMPTE). Companies contacted by BROADCASTING indicated that they see a gradual

annual increases in equipment sales to production companies taping and editing in HDTV for business, theatrical and advertising applications. No boom will occur until broadcasters have a use for HDTV.

The company introducing the most HDTV gear this year is Sony Corp. of America. All of its products will be displayed in a suite at the Tropicana hotel. The two most important products will be a new camera with improved lag performance and the newest version of the Sony 525-line downconverter. An HDTV digital videotape recorder that was first shown at last year's Montreux International Television Symposium and Technical Exhibition will also be on hand. A disk player, sync pulse box converter and 38-inch monitor will round out Sony's new HDTV offerings.

Chyron Corp.'s SCRIBE video graphics system for high-definition postproduction will be shown at four locations during the convention. "We're very proud of that," said Chyron's Isaac Hersly, vice president, marketing and product planning. The machines will be shown at its exhibit booth, the Chyron and Sony booths at the "Tomorrow's Television" exhibit, and at Sony's Tropicana suite. The graphics division of Symbolics, Los Angeles, is introducing its HDTV paint and animation system at those same locations.

Sony, Chyron and Symbolics will be joined by Artel Communications, Bell Communications Research, The Grass Valley Group, NHK, Matsushita Electronic Industrial and 26 other companies



Tektronix high-definition test monitor

providing HDTV cameras, videotape recorders, editors, switchers, monitors, projection systems, graphics and animation systems, fiber optic links and other gear to the "Tomorrow's Television" display. Tektronix Inc., Beaverton, Ore., will be at the display to introduce its 1730HD Waveform test monitor, with sufficient bandwidth to evaluate 1,125/60 equipment.

At press time, NEC America Inc. had not yet decided whether it would introduce a prototype of its charge-coupled device (CCD) HDTV camera. Other manufacturers, including Sony and Ikegami, have indicated that they are also working on CCD models, but are not yet ready to place them on the market. NEC's corporate headquarters in Tokyo will decide before the convention whether to show its version, according to marketing manager, Jeffrey White.

Ikegami Electronics will again show its EC-1125 camera, introduced at last fall's SMPTE conference in Los Angeles. A "dual screen mini-theater" will also be constructed for simultaneous comparisons of NTSC images with Ikegami's new TPP-700 enhanced-definition projector and TPP-100 Super Projector for high-definition. Both projectors will produce sharper-than-NTSC pictures on 100-inch screens. The two projection systems are being marketed for applications including teleconferencing, educational, concert performances. Two other pieces of high-definition gear, the TKC-1125 telecine and TM-751 30-inch monitor, will also be shown at the Ikegami booth.

BTS Broadcast Television Systems Inc., a joint venture of the European Bosch and Philips companies, and Thomson CSF of France recently announced that they have signed an agreement to work together in research and development of new technologies, including HDTV equipment. BTS on its own will introduce its KSH-1000 HDTV camera. The advantage to this camera, according to product manager Allan Kiel, is the multiple format feature. With right software, the operator has the choice of shooting in PAL,

NTSC, interlace scan, progressive scan or 1,125/60 HDTV.

The MiniStar, part of the DynaStar Control switcher series, is the control system, manufactured by DYNAIR Electronics Inc., that will be used in the "Tomorrow's Television" room. "We will have one fiber optic remote line back to the switch in the HDTV area, where we will remote the switch for one bus," said DYNAIR product manager Jim Meek. "We have a feed that is coming from the HDTV area to our booth which will be done on fiber." Using that feed, the switching system will also be demonstrated there.

VTR's on a roll

One of the largest displays at the 1988 NAB equipment exhibit will belong to Sony Communications Products Co. Sony will have 17,000-square-foot worth of new products: CCD cameras, a D-1 component digital videotape recorder, bigger cart machines, half-inch Betacam SP equipment, U-Matic recorders, tape products, editors and monitors. Sony will also have an exhibit at the Tropicana hotel featuring its high-definition equipment. But of all these products, Sony expects most eyes to be turned to the display of its new DVR-10 studio videotape recorder in the composite digital format.

Sony considers 1988 "the introduction of the digital era," according to Peter Dare, vice president, product management for Sony Broadcast Systems. Ampex Corp. will also be introducing D-2 machines, which are being touted as the replacements for the current Type C, one-inch studio recorders. While Type C will not be extinct overnight, Dare said that the era of the format's expansion "is over."

Ampex Corp., Redwood City, Calif., designed the D-2 format and displayed the first prototype VTR during last year's NAB convention. Ampex and Sony jointly submitted the format to the Society of Motion Picture and Television Engineers for standardization in December 1986. Last month, documents outlining the system a major step toward final approval when they were approved by SMPTE's committee on recording and reproduction technology, chaired by David Fibush, Ampex senior product manager. Dare predicted that D-2 will be approved "in the foreseeable future."

Sony will have 30 DVR-10 machines on display at its booth and six at its Tropicana hotel space. Also at the Tropicana will be a technical demonstration of digital VTR diagnostic equipment that is now under development but that Sony does not yet have plans to put on the market.

Ampex's version of the D-2 studio VTR is the VPR-300, which also will be introduced at NAB. Mark Sanders, Ampex vice president, recording systems division, agreed with an observation by Dare that the audio and video specifications of the two companies' machines are about equal, "but that's where the similarity ends." Ampex's plan is to produce a higher quality "BMW-class of product" in the beginning, he said. The VPR-300, he said, "has all the capabilities of all known VTR's." Compared to Sony's DVR-10, Sanders claimed, the Ampex machine has better slow motion, start-up and lock-up times that are 10 times faster than Sony's and gentler tape handling.

The VPR-300 joins the ACR-225 D-2 spot player, introduced at last year's convention, on the Ampex product list. Both Ampex VTR's are scheduled for delivery in the fourth quarter of 1988. Sony plans to begin shipping soon after the convention's close. Hitachi Denshi is also rumored to be planning a D-2 introduction. Company officials would neither confirm nor deny that a composite digital VTR is ready for display.

D-2 is the digital tape format of the broadcaster's future because "it fits into the NTSC environment," Dare said. Like the already accepted world component color digital standard, D-1, D-2 can be dubbed 20 times without any noticeable degradation. However, Dare said, "if the tape is good it should last forever." Unlike D-1, the new format tapes composite color, just as does the current composite analog video equipment in use by broadcasters.

Composite VTR's interface easier with present broadcast equipment and are much cheaper to build than component VTR's. Dare estimated that Sony's D-1 VTR's will be priced at \$160,000 by May 1, compared to the \$75,000 it will be charging for the DVR-10.

Comparing the three formats, video S/N (signal-to-noise ratio) in the first generation of D-2 is 54 db—about equal to the 56 db in D-1

and much better than the 49 db of Type C. By the 20th generation, the figures are the same for the two digital formats while Type C has degraded to 42 db. The frequency response of D-2, 6 mhz, is actually wider than D-1's 5.5 mhz. Type C is 5 mhz.

Sound is recorded in four channels. The audio S/N is identical in D-1 and D-2 at 90 db while Type C's is 56 db. Frequency response is 15 khz for Type C, compared to 20 khz for both digital formats. The digital audio tapes produce almost no distortion at 8 db, .01%, compared to 3% for Type C.

Comparing the tape cartridges themselves, D-2 tapes come in exactly the same three sizes as D-1 tapes, but tape consumption by D-2 is better by 3-to-1. The small-sized D-1 cassette holds 11 minutes' worth of tape compared to 32 minutes for D-2; 34 on the medium-sized D-1 compared to 94 on the medium D-2, and 76 minutes on the large D-1 compared to 208 minutes on the large D-2.

Sony, Abekas Video Systems Inc. and Tektronix will be among the companies to show equipment to interface with D-2 VTR's. Sony will introduce its DFX-1200 bit rate converter, which will convert D-1 signals into D-2, as well as the DFX-2100 for D-2 to D-1 conversions. "There is a small amount of signal distortion" after these conversions, Dare said.

Abekas, Santa Clara, Calif., will show its A62 digital disk recorder and A53-D digital special effects system, both compatible with composite digital VTR's. Tektronix will show its TSG-170D digital composite test generator, which allows for simultaneous output of analog and digital test signals.

The latest in multicassette machines are also sure to attract attention at videotape exhibits. This year the machines are bigger and more sophisticated with more tape capacity and more interfaces.

Sony will introduce two new LMS (library management system) packages. Its DVC series for the D-2 format includes three models: DVC-1000S, which holds 1,036 small-sized D-2 cassettes, the DVC-500S, holding 504 small cassettes, and the DVC-300M, which holds 300 medium cassettes. Four DVR-10 VTR's are mounted on the side of each system, with the tape storage bins next to them accessed by mechanical arms that travel up and down on electronically controlled elevators. Tapes inserted into the bins are bar-coded for storage in either long-term or short-term bins. Tapes from the short-term bin—those that are seldom played—can be easily removed from the system. While the DVC-1000S and DVC-500S are designed for holding ads, jingles and other short-duration tapes, the DVC-300M will hold up to 300 program-length tapes.

The advantage to a D-2 LMS, according to Sony's Ray Baldock, is that the VTR's require fewer adjustments and less maintenance. Advantages of the D-2 format, such as error rate monitoring and error correction, are also pluses. And, because it is a digital system, the picture on-air should always be perfect," he said.

Similar in concept to the DVC systems is the BVC series for Betacam SP half-inch tapes. The BVC-1000 model comes in two sizes, one for 1,014 small cassettes and the other for 56 large cassettes. The BVC-500 comes in a size for 538 small cassettes and one for 56 large cassettes. Among the advantages of the Betacam SP systems, Baldock said, is the lower price. Both the D-2 and Betacam SP systems should be available by late summer or early fall, Baldock said.

Panasonic Broadcast Systems will again display its M.A.R.C.



Ampelex D-2 VTR

systems compatible with the MII half-inch format. The larger of the two Panasonic systems, the M.A.R.C. II, holds five VTR's and 1,184 cassettes. Since Panasonic began deliveries of the systems late last year, they have become a major focus of marketing concentration, according to the company's president, Stan Basara. The robotics for the M.A.R.C. system were developed by Panasonic's parent, Matsushita.

"There is quite a lot of interest" in cassette library systems going into this year's NAB, according to Bill Keegan, director of broadcast sales for Odetics Inc.'s broadcast division, Anaheim, Calif. The company is introducing the TCS2000 Television Cart System compatible with the Betacam SP and MII formats. It will hold 280 cassettes in its robotic library and 65,000 in its database. It will also interface with external VTR's and program sources.

LA-KART Corp., a division of Lake Systems Corp. of Newton, Mass., is introducing its ALS Automated Library System, which comes in three sizes: 500 cassettes, 1,000 cassettes and 1,500 cassettes. It will hold four to 12 VTR's internally, depending on the size of the system. For stations with need for smaller systems, LA-KART is introducing its Mini Kart Ad Insertion System, a smaller version of the LA-KART II, which was introduced at last year's NAB and will be shown again this year. According to LA-KART's Mike Carozzi, the LA-KART II sold at twice the rate in 1987 than the first version did the year before. LA-KART systems also are compatible with Betacam SP and MII.

In the small formats, Panasonic is not introducing any new half-inch MII machines. However, an enhanced version of the AU-650 studio VTR, with "more editing capability than the present product," will be shown, Basara said.

Sony began deliveries late last year of its half-inch Betacam SP (superior performance) products and has since announced that it will now discontinue production of the earlier format, Betacam. Tapes from the earlier format are compatible with the new machines. Two new field recorders, the BVW-70 and BVW-75 will be introduced at NAB. The BVW will have a few added features over the BVW-70, such as slow motion. Two new studio editors with A/B roll capability, the BVW-60 and BVW-65, are being shown with the two new VTR's. Other new products will be the BVX-10 Betacam color corrector and a BVW-22 playback-only machine for office use. Ampex and BTS Broadcast Television Systems are also licensed to sell Betacam SP products and will show earlier introduced machines at NAB.

However, "U-Matic is very much alive," Sony's Jim Hansen said of the 15-year-old, three-quarter-inch tape format. The one-millionth U-Matic machine will be produced during 1988, he said. Sony is continuing to produce three-quarter-inch machines because they are so popular throughout the country, especially with small-market stations, for studio and ENG applications. This year, Sony will show the new U-Matic machine BVU-900, priced at \$21,000. The company claims that it is its most sophisticated U-Matic VTR so far developed, with more functions available at a lower price.



Sony's D-2 VTR

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Getting the picture on cameras

Solid-state video cameras, which are already promising to replace traditional tube cameras in the field, may soon be ready to move into the TV studio, judging by new high-end models to be introduced at NAB.

Some manufacturers, however, most notably Sony, believe the day of the solid-state studio camera is still not here, despite advantages CCD (charge-coupled device) cameras have over tube models in size, weight, sensitivity and other picture quality measurements.

Ikegami is one of those most enthusiastically pushing the technology this year, with plans to introduce no fewer than five new solid-state, CCD cameras for studio, field and industrial users. Other new CCD units will come from NEC, Broadcast Television Systems, Hitachi and Sony, while Ampex and Panasonic will also show recently introduced CCD models.

Leading the Ikegami line will be its new chip studio camera, the HK-355P. According to the manufacturer, the unit (pricing to be announced at the show) achieves 700-line resolution using a hybrid frame interline transfer chip developed in cooperation with Japan Broadcasting Corp. The camera also has an electronic shutter with adjustable speeds between 1/100 and 1/2,000 of a second.

Other new CCD cameras in the Ikegami line will be the HL-55 two-thirds-inch frame interline transfer CCD camera, a lower-cost CCD-770 three-chip camera, the HL-87M low-light chip camera and the MKC-300 half-inch single chip CCD color camera. Also on hand will be the previously introduced HL-379A CCD ENG color



BTS's LDK 90 and 900 CCD cameras

camera.

NEC, which showed a prototype studio-electronic field production CCD camera at last year's show, will have the unit back in production form. The \$40,000 EP-3 camera uses the company's new two-thirds-inch format frame interline transfer chip to achieve 700 lines of horizontal resolution and a signal-to-noise ratio of 62 db. The camera also has a built-in seven-speed electronic shutter from 1/60 to 1/1,500 of a second.

A studio CCD camera is also expected from BTS Broadcast Television Systems, the Bosch-Philips joint venture, which will show the new LDK 900, based on the frame transfer chip sensors in the LDK 90 CCD camera introduced by the company last year. No price has yet been set for the new camera. The company also plans to show a new triax version of the LDK 90.

Sony, with one of the most successful CCD cameras for ENG, the BVP-5 (5,000 units sold worldwide since its introduction two years ago), will continue to aim low in the CCD field. This year's additions include a trio of new CCD cameras for ENG-EFP and industrial users, all using a newly designed Sony chip.

The company says it will move more cautiously in the studio

CCD market because it believes technical requirements for a studio version are not yet clear, and it prefers to work with major broadcasters in the next year, monitor market reaction to its new CCD's performance and continue refining the frame interline transfer chip technology, which it introduced last year in its BVP-50 EFP camera.

Sony's newest CCD units, using a new higher resolution interline transfer chip than that found in the BVP-5, include a broadcast version BVP-7 for \$23,000, a professional model DXC-M7 for \$15,000 and a \$7,000 one-chip mini-camera DXC-750 for special applications.

According to the company, the new Sony chip provides the cameras with lowered dark current, lowered noise, improved dynamic range of 80 db and an improved spectral response, as well as allowing for an electronic shutter with seven speeds ranging up to 1/10,000 of a second. The company acknowledges, however, that the interline transfer chip technology still exhibits some vertical smearing in bright light, but it believes users will find it acceptable for most applications.

Substantial attention has been given by Sony instead at this year's event to what it believes will be a key breakthrough in portability. The company plans to introduce a new, \$25,000 single-piece camera-recorder, model BVW-200, which for the first time will lighten the load for ENG camera crews to just 15 pounds.

Although manufacturers, including Sony, in the last several years had gradually been reducing the weight of camcorders from the mid-to-upper 20-pound range to below 20 pounds using lighter CCD's and new-generation recorders, Sony undertook some major redesigns to shed the last few pounds. Most noticeable are a much smaller Beta SP deck, with drum diameter 66% smaller than that of standard Beta recorders, and a new, more compact microcircuitry.

Much of the shrinkage in the unit, which is also shorter than previous models at 15 inches, also comes from the use of a single-piece case. Sony acknowledged that the marrying of the camera and recorder may concern some buyers used to the flexibility of separable units, but stressed that issues such as ease of service and maintenance have been well addressed in the new design, for example, by the use of plug-in PC boards and tape transport mechanism.

Among the camera design's other characteristics are a low profile on the shoulder for better visibility, stability on flat surfaces and balance adjustments for different lenses and batteries. The unit also has a quick start-up time (two seconds), a high-resolution 1.5-inch viewfinder with color and black-and-white playback and a detachable antivibration microphone using a Sony-developed electrical cancelation system.

Hitachi is planning several additions to its product line at the show, including an SK-971 two-thirds-inch Computacam camera that features wideband component (RGB) transmission over triax (Sony also has a new CCU-355 portable triax system with component video transmission). From Hitachi, as well, is a new Z-31SX ENG-EFP Computacam with a built-in encoder for use with S-VHS, Betacam and MII, and a new three-chip CCD model, the FP-C1HS.

On hand from Sharp will be its \$15,000 XC-B20P Plumbicon camera and a new triax system; from JVC, its \$7,000 KY-15U three-CCD ENG camera for use with M-II and S-VHS video recorders, and from Ikegami, a new dockable model HL-791 camera line for use with either MII or Betacam recorders.

Panasonic, which last year introduced its AK-400 three-CCD camera, will have the unit available for shipment this spring and also plans to show two new industrial CCD cameras, the 200 CLE and the 300 CLE. Other CCD cameras on the floor will include Ampex's CVC-50 three-chip EFP-ENG camera, first introduced at the Society of Motion Picture and Television Engineers meeting in Los Angeles last fall.

An HDTV camera, the EC-1125 from Ikegami, first introduced at the fall SMPTE show, and developed in cooperation with NHK, will also be shown.

Among this year's support gear offerings are, from Vinten, its Microswift digital remote control camera system and a new mounting package for CCD cameras. Nikon will have two lenses for use with Sony's BVW-200, a 13x9 lens weighing 2.4 pounds and a 15x8.5 lens weighing 2.75 pounds. Both use new optics and new alloys to lessen their weight.

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SNV market healthy, but leveling out

Satellite newsgathering vehicles displayed at last year's NAB convention gathered more than mild interest on the part of broadcasters. Since then, six manufacturers combined to sell between 70 and 80 Ku-band trucks, perhaps half of those to network affiliates at between \$250,000 and \$500,000 each. Thanks to continuing network reimbursement offerings to affiliates, as well as to the appearance of other nonbroadcast customers in 1987, most of the manufacturers hope to maintain current order levels in 1988.

Most of the new products arriving at NAB this year represent upgrades of last year's models with emphasis on increased room for production equipment and storage and on increased options within that space for differing needs. User-friendly options like power and equipment redundancy, automatic satellite finders and remote from-the-studio control are also among this year's whistles and bells. After a three-day training program, said Dalsat Inc. President Jack Moore, customers are competent and rarely call on his company for assistance in the field.

ABC, NBC and CBS last year enacted plans to reimburse affiliates for some of the costs of trucks and the on-board communications packages. There are caps on the reimbursements. ABC, for instance, set the limit at \$180,000. The offers are still available, but opinions differed on how many affiliates will avail themselves of them.

Jay Adrick, Midwest Communications Corp. systems division general manager, whose company delivered 30 trucks in 1987 (10 more than in 1986), estimated that 50% of the affiliates now have vehicles. Common carrier uplink facilities, universities, state networks and the federal, state and foreign governments, he said, have also entered the market. "There are vast other [nonbroadcaster] markets out there that have yet to be tapped," he said.

This year, in addition to displaying its standard S-23 Ku-band truck with 2.6-meter Vertex antenna (co-developed with Vertex using Midwest design), Midwest will also show its new S-23F, a truck with a mounted 2.6-meter antenna and a removable 1.8-meter flyaway antenna. Trinity Broadcasting has purchased the first S-23F. Midwest will also display its S-18 four-port antenna, capable of feeding messages and video signals simultaneously; its S-1 and S-2 flyaway packages; the Videoscan 4.5-meter fixed station antenna with built-in redundancy, and the RC-8097B automatic satellite locator and antenna pointer, which locks onto a bird within three to five minutes.

Hubbard Communications (Hubcom) sold "around 20" transportable earth stations in 1987, said Hubcom sales engineer Doug McKay. IDB Communications bought six, including one Ku-band truck, three 2.3-meter antennas bearing SNG-LB "low boy" vehicles and two international C-band flyaways. The remainder of sales were to network affiliates, a few independent stations and to Conus Communications, its first customer. Hubcom's "big push" this year is behind its SNG-230, a beefed up SNG-220 with 2,100 pounds more payload capacity. Once basic production gear has been added to the basic model, Hubcom's vehicles run about \$250,000—the average among all six manufacturers.

President and CEO Charles Angelakis said his BAF Communications Corp. sold 14 vehicles last year, including four to independent

stations and five to Ku-band service firms. A current project with ESPN calls for production of a Ku-band uplink custom built on a Kenworth tractor trailer which will also tow a production trailer. In addition to displaying its completely redundant E450 vehicle, BAF will also show the E435 it built for Visions Accomplished with one very special specification—it meets California state emission control laws. Angelakis also reported selling to universities last year and noted that, due to the devalued U.S. dollar, Japanese equipment onboard the vehicles has risen 7% to 10% in cost. Depending on what buyers do with the many options available to them, he said, sales range from \$225,000 to \$500,000.

Centro Corp.'s Networker II carries a 2.3-meter Ku-band antenna and boasts higher payload capacity and increased "modularity," said Curtis Chan, vice president of marketing and product development. Three space-planning options allow four-, five- or six-bay configurations and improved accessibility to equipment for service. Centro will also display the Newsbreaker, the "road ranger among SNG trucks," Chan said. It has four-wheel drive and can be sent long distances via a cargo plane, he said.

"There is no question in my mind," said Dalsat's Moore, "that we will sell at least" as many vehicles in 1988 as in 1987—10. Dalsat has come up with an expanded version of its SNG-12 with a 3.7-meter antenna and a 12-foot cabin allowing seven feet of room between the racks and wall. Dalsat's SNG-8 is a smaller vehicle that combines SNG capability via a 2.3-, 2.4- or 2.6-meter antenna with microwave ENG transmission. Dalsat, Moore said, is also finding itself busy refitting early generation trucks made by its competitors. Painting a you-get-what-you-pay-for scenario, he said less expensive trucks are "three- to five-year vehicles." Of the vehicle market in general, Moore said, the manufacturers may "now be falling down into second- and third-tier market" television stations, with the top markets already saturated.

Roscor Corp.'s Starfleet 21 and Starfleet 25 begin with an all-aluminum structure that supports both the antenna above and the equipment racks inside, said Roscor RF products manager, Ed Lamarre. Also offering four-, five- and six-bay configurations, the Starfleet 25 sits on a gas-driven Iveco chassis larger than the Starfleet 21 Ford chassis (six of the 21's have been sold). Both vehicles can offer dual generators for redundancy in power.

Lamarre was less bullish than some of his competitors in the SNV market. Customers "are starting to look a little bit closer at operating costs," he said. In 1987, some deals that were close to signing were canceled by corporate people, he said.

Searching for something special

Of all the broadcast equipment markets, perhaps none is more competitive and volatile than that for digital effects and videographics. To compete, companies have to come up with new capabilities or system configurations or figure out how to offer old capabilities at markedly lower prices. Last year's innovation may be this year's standard feature.

Going into the show, market watchers had not been tipped to any revolutionary developments. Said one: "There is nothing I'm aware of that is new or unique or novel, but that is why I go to the show."

The videographics market includes 3-D image modeling, rendering and animation systems, paint systems and character generators. But there is a wide variety of capabilities, and prices within those product categories and increasing overlap.

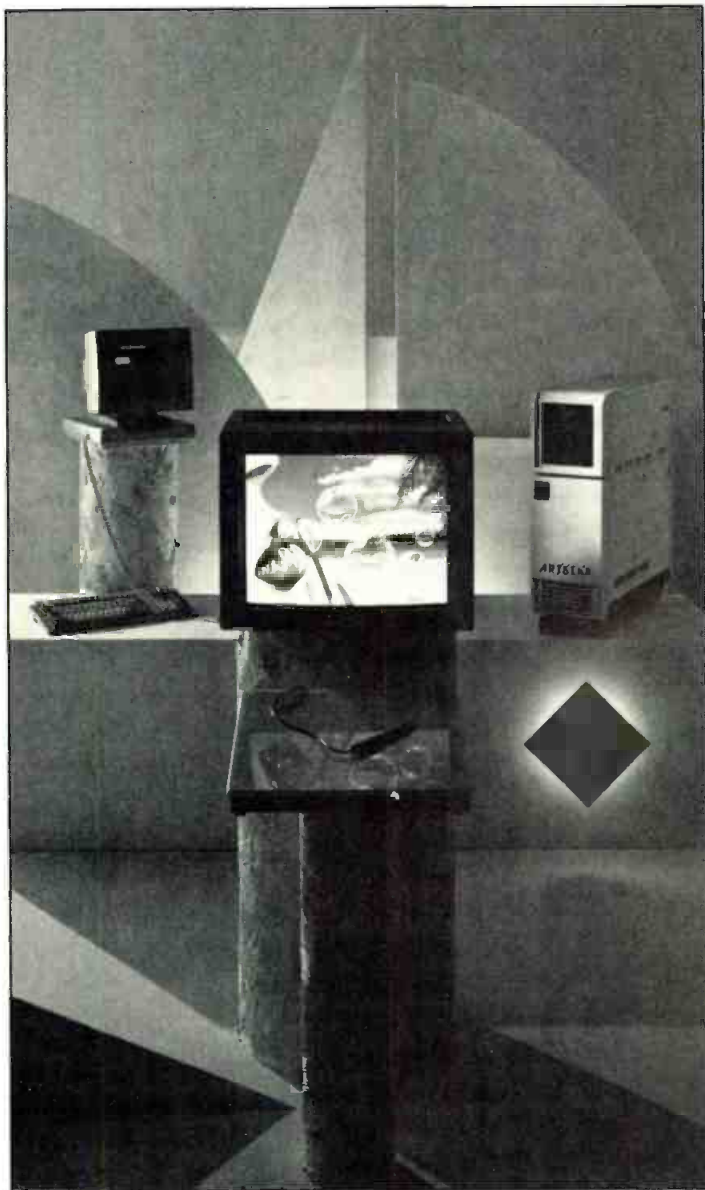
At the high end of the graphics systems are minicomputer-based systems from such companies as Symbolics, Wavefront Technologies, Alias Research and Cubicomp. At the low end are microcomputer-based (or PC-based) systems from Digital Arts and many others.

Pinnacle Systems Inc., a newcomer to the show last year, will show enhancements to its series of Video Workstations. For the 3000 series, it will unveil a new high-resolution paint system that is 250% faster than its predecessor. For the 3000 and 2000 series, Pinnacle will offer PRIZM, a digital effects capability permitting such "Z-axis" effects as rotation and perspective. And it has enhanced its 1000 series desktop system with a still store capable of holding 50 frames. As now configured, the series 1000 can give news editors the same look as an A/B roll system.

Digital F/X Inc., Santa Clara, Calif., is this year's major new-



A Hubcom SNV near the Old Executive Office Building in Washington



Colorgraphics' ArtStar 3D Plus

comer in the market. The firm's DF/X 200 Digital Video Production System combines real-time digital effects, high-resolution character generator and paint in a single integrated unit. The system is being marketed as an alternative to single-function systems such as the Quantel Paint Box and the Ampex ADO.

Microtime Inc. is planning to introduce a new effects system and a graphics system. The latter, which combines 3-D animation and paint, features a frame grab and a built-in VTR controller.

BTS Broadcast Technology System will introduce the Pixelator, a new high-speed graphics processor that couples to BTS's FGS-4500 3-D animation system. The basic Pixelator renders graphics 30 times faster than the stand-alone FGS-4500, but the speed can be increased with additional processor. The system is based on new computer architecture, called EPIC, that BTS is marketing to others involved in graphics rendering for broadcast and nonbroadcast purposes.

Like BTS, Symbolics Graphics is going for speed this year. It will show the APROC 110 processor for accelerating up the paint function of its multifunction Symbolics graphics system. With the added speed, Symbolics hopes its system will be more competitive with Quantel's Paintbox. Symbolics will also show an HDTV version of its system.

Ampex will demonstrate improved 4:2:2 versions of the AVA-3 paint, the ADO digital effects and ESS-3 graphics composition and storage system in an integrated digital graphics studio.

Colorgraphics Systems Inc., part of the Dynatech Broadcast Group, plans to introduce ArtStar, a paint and animation system

based on the 4:2:2 digital studio standard. ArtStar is intended to complement the company's ArtStar 3D Plus system. Quanta Corp., another member of the Dynatech family, will introduce two new character generators, the Orion and the Delta I.

Lyon Lamb Video Animation Systems Inc., which specializes in animation controllers, will show the System 3 Video Animation system for capturing and painting video images so they can be sent to a 3-D animation system and worked into images as backgrounds or texture maps. The system is compatible with a Silicon Graphics computer, which runs the graphics software of Wavefront, Alias and others.

Cubicomp has a 3-D animation system that runs on a microcomputer (Picturemaker) and one that runs on a mini (Vertigo V2000). For those with Picturemaker and the RACE high-speed rendering processor, Cubicomp is introducing this year a "ray tracing feature," which accurately generates shadows, reflections and refractions. Also, Cubicomp has developed software that will allow Picturemaker and Vertigo V2000 to interact over an Ethernet network.

Digital Arts, which goes head-to-head with Cubicomp in the PC-based market, plans to introduce DGS 2.1, the latest version of its 3-D animation system. DGS 2.1 includes enhancements of the modeler, motion scripter and renderer.

Commodore Business Machines will make its NAB debut showing Amiga 2000 PC's and software to make them function as character generators, weathergraphics systems, 3-D animation systems and station management stations. The software comes from JDK Images, Byte by Byte and Associated Computer Services.

Chyron's Scribe family of character generators is growing. At the show, it will introduce the two newest members: Super Scribe and Scribe Jr. In addition, Chyron will demonstrate several new Scribe capabilities: glows, beveling, chiseling, embossing, texture mapping, neon effects, business graphics and image capture.

Abekas Video Systems Inc. will show its A72 character generator for the first time at an NAB convention. The A72 features INSTANT font sizing and the ability to portray full-color logos in single and dual-channel configurations.

Off in one corner of the graphics market are the weathergraphics systems that tie weather information to colorful graphics for newscasts.

Colorgraphics will show enhancements to its year-old LiveLine 5, which overlays a paint system on a full-featured weathergraphics system. According to Colorgraphics, the system is fully compatible with the weather data systems of Accu-Weather, ESD, WSI and Weather Central.

Accu-Weather, whose databases include continually updated weather images, will introduce an advanced version of the Front Door 750, an IBM PC-based system for receiving, displaying and archiving its weather images.

Grass Valley will offer several new options in its Kaleidoscope effects systems: interface with a variety of digital inputs, defocus, full-featured wipe generator and a "shot box" that gives directors of live programming instant access to effects and effects sequences.

Is the tide turning for AM improvement?

Observations by audio electronics manufacturers are leading them to think that 1988 may be the year that AM broadcasters will stand firmly behind the National Radio Systems Committee (NRSC) voluntary standards for AM improvement. For the first quarter of 1988, they report, sales of NRSC generators and filters are rising.

The standards, adopted in January 1987 by the NRSC, are an attempt to improve AM fidelity and to make the AM band competitive with FM. The maximum bandwidth of an AM channel would be reduced from 15 kHz to 10 kHz. A preemphasis curve is set for AM transmissions with a complementary deemphasis curve to be built into receivers. During NAB's Radio '87 convention in Anaheim, Calif., NRSC released another standard setting maximum RF (radio frequency) occupied bandwidth in order to "mask" RF emissions (BROADCASTING, Sept. 14, 1987).

These steps are considered necessary to reduce AM interference on adjacent channels. Receiver manufacturers, because of the crowding in the AM band, produce sets with less than 5 kHz response. Widespread conversion to the NRSC standard by AM

stations, it is hoped, will lead manufacturers to design and market wideband receivers, resulting in higher-fidelity audio comparable to FM quality.



Buddy Giordano, chief engineer, WODS(FM) with FMX stereo generator

NAB, a co-sponsor of the NRSC with the Electronic Industries Association, has led the campaign to convince AM broadcasters to convert to the standards. Late last year it sent a petition to the FCC calling for mandatory observance of NRSC, effective Jan. 1, 1990. A large majority of broadcasters that commented on the petition at the FCC agreed with NAB's contention that they would be served better by the faster rate of conversion associated with mandatory rather than voluntary observance. However, one prominent broadcaster, Bonneville International Corp., Salt Lake City owner of five AM stations, complained that reducing maximum AM channels to 10 kHz would be discriminatory against stations in Western states where the AM band, is not as crowded as in the East.

But a survey of AM broadcasters by Circuit Research Lab, Tempe, Ariz., suggests that NRSC acceptance is coming to most stations, with or without an FCC mandate (BROADCASTING, Feb. 22). Of the 1,215 respondents (about a quarter of all U.S. AM's), 94.4% said that they supported implementation, with about 19% of them indicating that they had already made the conversion. Only 2.3% said they did not plan to conform.

Based on the survey and early 1988 sales, CRL engineering manager Stan Salek said that the evidence shows AM broadcasters turning to NTSC. "The standard is starting to speak for itself," he said. During the 1987 NAB, he said that most of the people who were talking about the NRSC standards had been involved in the standard-making process. "This year, I think there is a lot wider understanding of the system and that a lot more people will be looking to the various processor manufacturers to get NRSC incorporated into their systems." (Salek will become a lead spokesman for NRSC implementation at NAB on the first day of the convention when he joins the association as an engineer, mainly dealing with radio issues.)

Most manufacturers of NRSC audio processing equipment, including CRL, Orban Associates and Inovonics Inc., are not specifically featuring NRSC models. The circuitry and design that were completed last year are being incorporated into upgrades of processing equipment. CRL will provide an upgrade to its NRSC processing system, a multiband limiter, to improve sound performance on talk stations. Texar Inc., Monroeville, Pa., will show a new Phoenix NRSC monobox.

Delta Electronics, an Alexandria, Va., company, will show a "splatter monitor," designed to be a more cost-efficient way for station engineers to keep track of out-of-band emissions and stay within the bounds of NRSC. It is being marketed as a way for small-market stations to monitor their signals at one-tenth of the \$20,000 it costs to buy a laboratory spectrum analyzer, according to Delta's John Bisset. A Delta representative will read a paper on the splatter monitor at a technical session on AM Improvement.

At that same session, Harrison Klein of the San Francisco consulting engineering firm of Hammett & Edison will read a paper updating its latest investigations into AM improvement. NAB hired

the company to draw up the report, which will be used in NAB and NRSC comments due June 17 in an FCC inquiry. Technical issues such as setting an appropriate RF signal-to-noise ratio, creating new protection ratios for co-channel and adjacent channel stations and creating new methods of calculating interference will be taken up in the report.

Besides NRSC, the biggest decision AM broadcasters are facing is whether to buy stereo transmission equipment. A strong signal was sent to the broadcasting industry during an FCC meeting last January that the commission considers the standards battle between the C-Quam system, developed by Motorola Inc., and the single-sideband system of Kahn Communication Inc. to be over. Two commissioners, Chairman Dennis Patrick and James Quello, in voting not to choose one of the systems as an FCC standard or to protect the C-Quam pilot tone, at the same time said that those steps would be unnecessary. They both identified C-Quam as the de facto standard.

"With those commission comments endorsing C-Quam, our sales have been up dramatically," said Steven Kravitz, Motorola's manager of sales, marketing and research for AM stereo equipment. Several stations have called to order C-Quam equipment, including WTIC (AM) Hartford, Conn., and WMAQ (AM) Chicago, former Kahn-system stations. Kravitz estimated that about 620 stations worldwide are now with C-Quam, 475 of them in the U.S. and 60 in Canada. That compares to about 60 U.S. Kahn stations. For the past few years, about 200 C-Quam systems have been sold worldwide annually. He predicted that sales will be substantially more than that this year for Motorola as well as for Harris, Delta Electronics and Broadcast Electronics, which are licensed to sell C-Quam.

With broadcaster apprehension over which system to choose now fading, the biggest obstacle to the spread of AM stereo, Kravitz said, is cost. Many AM stations, especially in small markets, are operating on antiquated transmission and studio equipment which cannot be used in the stereo conversion. For those stations, the cost of conversion is high. To defray some of those costs, Motorola is developing a new program. "We try to get a network together," Kravitz said. "[Stations] tell us approximately what their budget is and we look at new and used gear to see what kind of package we can put together."

But not all of the broadcasters' qualms have been settled following the FCC commissioners' comments, according to Barry Hodel, sales manager, Texar Inc., Campbell, Calif., manufacturer of AM and FM stereo generators. It would be preferable, he said, if the commission were to simply pick a standard. But he also said that business should increase as a result of the January FCC meeting. AM stereo will become commonplace, he predicted, but will grow at a very gradual rate.

Meanwhile, Leonard Kahn, president of Kahn Communications, Westbury, N.Y., said he plans to show one new product compatible with his AM stereo system, a "music version" of his POWER-side stereo exciter. POWER-side is designed to cut down adjacent and co-channel interference, null distortion and fading in both AM mono and stereo transmission. He reported that one station, KIRO (AM) Seattle, has recently converted to Kahn stereo.

The AM stereo department will take up most of the room at the Motorola booth, which will be shared with the cellular radio division this year. The biggest features there will be prototype radios based on two new C-Quam integrated circuits (IC's) which were announced at Radio '87. In the past, AM stereo IC's have not been energy efficient enough for construction of portable, Walkman-sized receivers. But one of the new IC's will allow for production of such radios that could retail for less than \$10. Radios built with the second IC would be "smart receivers" that could adjust their fidelity response to the bandwidth of different stations. New studio equipment that can be seen at this year's Motorola display will include its 1400 C-Quam exciter and 1410 modulation monitor.

While AM improvement issues are widely discussed, an FM improvement technology is looking to expand its implementation. FMX, to be displayed by Broadcast Technology Partners, a co-venture of NAB Technologies Inc., CBS and a Detroit group of investors, is designed to extend the propagation of an FM stereo signal. Emil Torick, who co-invented FMX with the NAB chief scientist, Tom Keller, said that eight stations are now broadcasting FMX: noncommercial WDET-FM Detroit; WODS(FM) Boston; WDRC-

FM Hartford, WEZN(FM) Bridgeport, WJAZ(FM) Stamford, and non-commercial WPKT(FM) Middlefield, all Connecticut, and KRLV(FM) and noncommercial KNPR(FM), both Las Vegas. The signals of the latter two will both be used for demonstrations at the FMX display. During NAB, more stations will be announced, Torick said. He predicted that by the end of the year, 100 stations will transmit FMX, covering 100 million listeners.

Six home receiver companies are now making FMX products along with four auto receiver manufacturers. Inovonics Inc. will be the only company displaying an FMX processor at NAB. Both CRL and Orban are also designing but are not yet producing FMX equipment. Another generator manufacturer is "on the horizon," and may be announced at NAB, Torick said. Music-formatted stations are most likely to benefit from the technology, Torick said. However, two of the stations now employing it—WDET-FM and KNPR—have some talk programming.

In the digital audio recording technologies, Sony Corp. is introducing just one new piece of gear with the rotary-head digital audio tape (R-DAT) technology. The DA-3000 editing system will join the player/recorder and tape duplicating machines introduced last year. R-DAT machines could potentially be a boon to the radio industry, with two-and-a-half hour's worth of digital sound held on cassettes half the size of conventional audio cassettes. But according to Sony vice president, Peter Dare, development of R-DAT is moving slowly because the size of the record head is wider than the actual tape. That problem will take several months to solve, he said.

But Panasonic is planning to show two new R-DAT players/recorders. The SV-250 portable machine for ENG weighs three-and-a-half pounds with the battery unit. It contains several professional features, including an analog-to-digital converter to reduce harmonic distortion. The SV-3500, with even more features, is designed for permanent studio installation. Panasonic is also showing two compact disk players, the SL-4300 with preprogramming capability for automated stations, and the SL-4700 with a removable magazine that holds up to six CD's. All four products will be ready for shipping by early summer.

"We're at a feasibility stage," Bill Parfitt of International Tape-tronics Corp./3M said of its HCDA (high capacity digital audio) 3000 Digital Audio System, which was first shown at last year's NAB. ITC/3M is still doing field tests on it because "it's such a giant step forward in digital recording, we want to take it slowly," he said.

Shure Brothers Inc., Evanston, Ill., is introducing its PDP1000 professional CD player. Auto cue, auto stop, random access programming, automatic playback, and other features have been added to make the CD player convenient for broadcast use.

Arthur Constantine, vice president, marketing, for Fidelipac Corp., Moorestown, N.J., complains that too much attention is being paid to CD's and digital studios. "CD's have their place, but they are not and never will be a replacement for the tape cartridge," he said. CD's, he said, are not as convenient as carts that can be cued quickly by disk jockeys. Also, CD's tend to lose their quality suddenly after several playbacks, rather than the gradual loss of analog tape. "They can be mishandled very easily... A CD that works in the general manager's office doesn't necessarily work on the air," he said. To go with its regular DYNAMAX series of cartridge machines, Fidelipac will introduce the Vari-Speed remote control for its CTR100 series of cartridge machines.

Klystrons versus klystrodes

The fight for more efficient, and less costly, UHF transmission technology, has led to a face-off between those backing new advances in the traditional klystron tube and those who believe that the hybrid klystrode technology will ultimately become the industry's standard power source. That dispute is certain to be in evidence at NAB.

At the forefront for the klystrode technology is Comark, now owned by France's Thomson-LGT subsidiary. Comark hopes to have the first of its klystrode-based transmitters, a 120 kw version, in operation next June at Georgia Public Television; it has also just announced the sale of a second klystrode unit to GPTV, to be installed next August. The second 120 kw klystrode unit will be on display at Comark's NAB booth, along with the basic 60 kw

klystrode amplifier and 600 w solid state drive amplifier building blocks for the system.

One other manufacturer with a klystrode system on display will be Television Technology Corp., although its is a lower power, 10 kw UHF model. Both Comark and TTC will have klystron transmitter models as well, Comark offering a 25kw klystron transmitter designed to operate in the multiplex mode and a 60 kw S series klystron transmitter, while TTCI will have a new UHF klystron transmitter operating at the 70-75 kw power level.

Also playing both sides of the fence is Varian, which supplies klystrodes as well as the new, more efficient multiple stage depressed collector klystrons to a variety of transmitter manufacturers.

Varian's TVT transmission division, renamed after Varian bought Philips PYE TVT operation in the UK last year, will itself stick to klystrons, showing its latest version of a 60 kw UHF transmitter using a new Thorn EMI-Varian ACE external klystron to reduce power consumption. The company is also offering a retrofit kit for transmitters using the klystron, which will allow further power reductions.

Harris is also focusing on klystron developments in its TV transmission display, which will include again this year its TV-60UX 60 kw external cavity klystron UHF transmitter, also available in 120 kw, 180 kw and 240 kw models. Harris offers integral cavity UHF transmitters at the same power levels as well, and the company will also have on hand its 30 kw and 50 kw VHF TV transmitters and its Wavestar UHF TV antenna.

New VHF band developments include NEC's new 50 kw VHF high-band transmitter, a more powerful version of the PCM 1435 introduced last year. And that company will highlight, although not have on the floor, the newest advances in its 30 kw solid state UHF transmitter, the PCU 930 SS, which has not yet been sold in the U.S. market.

Other TV transmitter introductions will come from Townsend, which plans to show its new TA60CST 60 kw computer-supervised transmitter, a new TB-3 exciter and a new 30 w UHF dual linear drive amplifier, and from Acrodyne, with 10 kw and 25 kw UHF TV transmitters, a 1 kw UHF TV transmitter/translator and a 10 kw VHF TV transmitter, as well as a Marconi 60 kw UHF TV transmitter and a klystron exciter retrofit kit.

Radio engineers will find Harris introducing new 20 kw and 30 kw FM transmitters to a line that already includes 25 kw and 35 kw models, while the company will also be showing its new DX-25AM transmitter, a 25 kw version of the DX-10 unit introduced last year.

Continental will show its line of FM solid state transmitters at 3.8 kw, 5 kw, 21.5 kw and 60 kw, as well as AM solid state 1 kw and 10 kw transmitters; Broadcast Electronics will show a new FM20-A transmitter, along with established line of solid state 30 w to 300 w FM transmitters, and Vector Technology will have a new 3.5 kw FM transmitter and a 42 kw single tube FM transmitter.

In the portable microwave field, Ikegami will show a new PP-80 microwave link at 2 ghz and 7 ghz and the I-Link 50 portable microwave link; Harris's Farinon Division will display its microwave product line, and Nurad will have a new 2 ghz model 20PT1-10 portable transmitter, along with its CP-series compact antennas for 7 and 13 ghz.

Wegener Communications will also show its new frequency agile subcarrier modulators for STL/TSL, a series 1800 addressable receiver for broadcast audio or data and a new digital audio transmission system.

Best of the rest

Growth in TV stereo was sluggish in 1987, with few stations making the conversion to multichannel sound. But in 1988, manufacturers have reason to believe that things will start looking up.

At Orban Associates', Howard Mullinack, manager, broadcast marketing, said that the general sluggishness in TV stereo sales was felt. But even with slow sales, he claimed, Orban has been able to hold a 60% to 65% market share.

A boost was given to the industry after the announcement by CBS-TV in February that all of its programming would be transmitted in stereo in fall 1988. At the time of the announcement, CBS said that affiliate demand was a major factor in making the decision.

About three-quarters of those affiliates do not yet have stereo capability. The 57 stations that do have it so far cover about 45% of the country. Eric Small, vice president, engineering, Modulation Sciences, said that the CBS decision should make 1988 "a banner year."

In a letter to the affiliates, Scott Michels, CBS vice president, affiliate relations, said that stereo TV "has the potential to heighten your audience's viewing experience with improved audio, and strengthen your competitive position in the market." He reported the creation of a new Group Purchase Discount Program to facilitate stereo conversions among the stations ("Closed Circuit," March 28). Modulation Sciences is the first to take part in the program, offering CBS affiliates 10% discounts on TV stereo gear. Mullinack said that Orban Associates had taken part in discussions of ways to participate in the CBS affiliate conversions but had not agreed to any discounts. "Even with the [Modulation Sciences] discounts, their prices are higher than ours," he said.

Orban TV stereo products shown at NAB will include "nothing we haven't been shipping for a while," Mullinack said: the 8185A generator, 8182A Optimod audio processor and 275A stereo synthesizer. Modulation Sciences is introducing its TV stereo version ModMinder test monitor.

A brisker business is being done in newsroom computer systems, which, according to Tina Harrison, marketing communications manager for Basys Inc., Mount View, Calif., recorded sales in 1987 that were "better, much better than expected." More products and interfaces being built into existing products are the main reasons given for the expansion.

The new Basys products are interfaces with the Sony Betacart, Chyron character generator, Logica still image library, Mediatouch radio control system, Parallax work station, Angus election returns system, Nexis Information System, and Basys's own archive system. Basys is also introducing its Timeslot personal schedule software and Cuedword teleprompter system.

The seven-year-old Dynatech NewStar, a subsidiary of Dynatech Corp., Madison, Wis., is also planning several software enhancements. Among them are a closed caption feature, Chyron character generator interface, robotic camera interface and new control from PC terminals. Its new Leader election return system will also be available.

A start-up newsroom computer company, Twentier Systems Inc., Emeryville, Calif., is making its debut on the exhibit floor this year. It displayed in a hospitality suite during NAB 1987. After being in business for a little over a year, the Twentier system has been installed in two stations, KUTV(TV) Salt Lake City and KAKE-TV Wichita, Kan. The company's president, Carl Twentier, said that he expects to announce two more sales soon. All of the system's interfaces and software so far developed will be displayed, including wire service, archive and teleprompter systems. Special software for news directors and assignment editors will also be shown. Betacart and Chyron interfaces are being developed and will be available by midsummer.

Twentier was very optimistic about the future of the newsroom computer business. So far, he said, market penetration is very low, with several stations just beginning to look at systems. He decided



Twentier newsroom computer system at KAKE-TV Wichita, Kan.

to start marketing his own system because the existing systems "weren't capable of doing everything the marketplace needed."

In test equipment, besides the new HDTV waveform monitor and D-2 test signal generator to be introduced by Tektronix, the company is featuring enhancements to its VM700 Video Measurement set. Other introductions will include the DP-100 Digital Video Probe with high-speed data acquisition and diagnosis of faults in digital-to-analog conversion; the TSG-100 Test Signal Generator, a low-priced, portable unit, and the SPG-271 PAL Sync Generator.

Artel Communications Corp., Hudson, Mass., is introducing the T3080 laser transmitter for fiber optic transmission and WDM 1315-SM multiplexer, designed to transmit two TV signals with video, audio and data information simultaneously over one fiber in the same or opposite direction.

Several companies are showing new or enhanced videotape production and postproduction units. Sony is introducing its BVE-600 A/B roll editor for three videotape recorders. According to Sony's Tom Phillips, it comes in a box similar to the earlier BVE-800 model, but contains extra features such as fast mark, one-edit storage, and optional component/composite switcher. The RM-450 is a portable editor for ENG, with two-VTR capacity. Both systems are designed to take inputs from any format VTR.

Ampex Corp. is showing the new ACE 25 editing system featuring four VTR interfaces and controlling two audio channels. An internal video switcher in either component or composite format is optional and will work in combination with external switchers. The internal switcher will control three VTR's and three auxiliary sources. Interface software available is for Betacam SP, U-Matic, MII and Ampex Type C equipment. Ampex is also showing an enhanced 18-input version of its AVC Vista series switcher, introduced at NAB 1987 in a 10 input version.

Another Dynatech company, Utah Scientific, Salt Lake City, is introducing the DVS-1 Digital Video Routing Switcher. The unit, co-developed with Alpha Image Ltd. of England, features 10-bit digital performance and can be connected to existing analog switching systems. Card cages are designed for 32 inputs with expansion of inputs possible through chaining of additional card cages.

NAB's technical paper chase

The huge, sprawling exhibition of state-of-the-art television and radio gear is not the only attraction for broadcast engineers at the National Association of Broadcasters convention in Las Vegas this week. There's also the NAB engineering conference.

As if to keep pace with the exhibition, the conference has ballooned this year. During the five-day event (April 8-12), some 150 papers, nearly twice as many as last year, will be presented by their authors in the darkened halls of the Las Vegas Convention Center. The papers will be presented in 27 sessions, up from last year's 14.

The scope of the papers is enormous. There will be talk about high-definition television, AM and FM improvement through changes in transmission techniques and standards, the use of digital technology in audio and video, power and grounding systems for transmitters, automating studios and transmitters, graphics and animation, studio construction, the auxiliary broadcast services, putting personal computers to work for broadcasters, coping with non-ionizing radiation and lightning, installation and operations of satellite earth stations and fiber optics.

Here is a preview of what to expect:

Noise-free AM?

FM has surpassed AM as the radio medium of choice primarily because of the superior audio fidelity FM delivers. But that is not AM's only disadvantage. Unlike FM, AM is susceptible to interference from man-made and natural electrical noise.

While others are working to close the fidelity gap, Sprague Electric Co., of Worcester, Mass., is working to erase the noise.

During his presentation, Oliver Richards,

analog applications manager, semiconductor group, Sprague, will outline the company's development of a noise blanker on a chip for AM radios. If Richards is correct, Sprague's chips should go a long way toward eliminating the snap, crackle and pop in AM listening.

According to Sprague, the electrical noise that disrupts AM comes from a variety of sources—lightning, power lines, appliances with electrical motors. "almost anything that will create a static discharge."

Sprague's noise blanker, an improvement on one developed more than 50 years ago by James Lamb, detects the noise as soon as it comes off the antenna and shunts it aside. What makes the Sprague chip special is the speed at which it operates. "It's such a short period of time that it's not really perceptible to the listener," Richards said.

The improvement provided by the blanker is demonstrable, Richards said. "The average guy will notice the difference," he said. During his presentation, he said, he will play tapes of broadcasts recorded under severe noise conditions with and without the blanker.

Sprague hopes to have "reasonable quantities" of sample chips available for radio manufacturers within six months, Richards said. If they are received as well as Sprague expects, he said, the production chips will be reaching some manufacturers early next year.

A special view of half-inch

Many broadcasters have operational experience with either Panasonic's M-format or Sony's Beta SP system, but few have experience with both. Among the few is Karl Renwanz, vice president of engineering for WNEV-TV Boston. WNEV-TV was the first to convert in 1982 to half-inch videotape component analog technology with the M-format, but switched last year to the Beta SP system.

In his paper on the new competing technologies, Renwanz notes: "In designing second-generation component analog VTR's, it is clear that the manufacturers have addressed most of the shortcomings of the first-generation hardware. The new machines have program-length capability, full on-board time code facilities, dynamic motion control (slow-motion) and much improved NTSC encoding and decoding."

In fact, according to Renwanz, the new format appears to deliver most of the features of the one-inch Type C VTR in a cassette-based format and at a lower cost. But, he adds, "they still suffer from subtle multigenerational distortions which prevent them from replacing the one-inch VTR in certain high-performance applications."

The station, which received its first Beta SP shipments last fall and now uses them in the field for news and throughout its 20 edit suites, has found that although the new metal particle formulation videotape used with the format may seem initially more expensive than the oxide tape it replaces, the additional number of recycles for each field tape (more than 10 compared to four for oxide tapes) may help make up for its extra

cost.

In addition, Renwanz reports the system's timebase correction is "superior" to that of U-matic and M-format.

Some flaws in the new technology, however, became apparent to the station. He notes among the operational considerations, for instance, the longer thread-up time required for the format's longer length, larger cassette.

Renwanz also says that although the technology's four channels of audio may allow for experimentation with stereo newsgathering techniques, the station is "still struggling with how to use [the four tracks] to their fullest."

When WNEV-TV finishes upgrading audio facilities in its edit rooms to handle the four audio channels, Renwanz says he hopes to use the system's FM audio tracks to record stereo natural sound in the field and combine them with reporter and voice-over sound recorded on the longitudinal track.

He adds, however, that the phase relationship between the longitudinal and FM tracks is "unpredictable and can be substantial enough to cause partial cancellation." Another potential handicap with stereo for a fast-paced news operation may be the extra editing steps required when using the additional audio tracks.

On the station's conversion to a different analog format with new digital formats fast advancing, Renwanz concludes, "We are told that digital in the field may be only five years off. And while digital component and composite machines are here in early form at this convention, we are far away from having lightweight, portable digital VTR's in the field."

When two channels aren't enough

Surround sound, the enhanced stereo effects system familiar to most movie-goers, will soon be the subject of testing by NBC, which already has an extensive stereo TV broadcast schedule.

According to a technical paper to be presented Friday afternoon, April 8, by NBC audio expert Randall Hoffner, the network plans to test how well surround sound, which requires no additional audio signal paths, can be passed through various transmission paths including NBC's Skypath satellite distribution systems, VHF and UHF broadcasts and cable channels.

The network last year aired one surround-sound encoded program, a one-hour *Amazing Stories* episode, although no formal testing was done on reception of the show, Hoffner reports.

Surround sound, which has been in use in movie theaters since the 1970's, is unlike quadraphonic sound, Hoffner adds, although it, too, is composed of four audio signals. The signals contain left and right stereo information, a center monophonic signal, and a rear-located general ambience "surround" signal, as well as reinforced bass information.

The paper reviews the signal encoding-decoding process used to carry the signals on two channels, which Hoffner explains are well suited to the current stereo TV sound

standard.

He cautions, however, that degradation of channel separation often suffered in stereo transmission may neutralize the surround-sound effect. Certain station practices as well, such as the use of stereo synthesizers in the transmission chain, Hoffner adds, may affect the surround-sound signal.

Robocam

One of the most recent advances in studio camera technology is not found in the camera itself but in the hardware to maneuver it.

Outlining some of the newest developments in camera robotics will be B.J. Goldsmith and M.J. Wolfe of a British firm, Radamec EPO Ltd. Radamec's technology has come far since the pair's presentation at last year's engineering conference. Over a six-month period, Goldsmith and Wolfe said, the company has developed a fixed track-based method of robotic movement, providing control of camera height, pan and tilt, as well as rapid off-air and smooth on-air movement around the studio.

An alternative free-roaming mobile platform has also been developed by the company, using a sensor system following magnetic tape laid on the studio floor.

For centralized management of three or more robotic cameras, their company is working on a cue computer system that would provide simultaneous control of the robotic cameras, and control of external switchers, lighting system and other related studio gear, as well as cue control.

Radamec is also exploring video-tracking technology that, according to Goldsmith and Wolfe, uses sophisticated video processing and computing techniques to lock onto high-contrast edges, such as facial features, and allow the tracking camera to automatically hold the desired elements in the frame.

Among ongoing developments in the robotic camera, the two report, are their integration with main station computers and the continued development of video tracking for sports broadcasts.

Evershed Power Optics, another British company, installed a three-camera robotic camera for NBC News. The system is now being used for the *NBC Nightly News with Tom Brokaw*.

Sunshine is golden

Solar power research is advancing all the time, according to Sanford Cohen, co-owner and manager of KIHx-FM Prescott Valley, Ariz. Soon, he believes, it will be feasible for any station in the U.S. to be run on the sun. In "America's First Solar-Powered FM Radio Station," Cohen demonstrates how, in Arizona at least, a solar station is feasible now.

"Desperation" is what led Cohen and his wife, Terry, to seek an alternative energy source to power their station. When they put KIHx-FM on the air in September 1985, its signal covered a listenership of 6,500. The Cohens immediately began making plans to move their transmitter to a nearby hill where the elevation would allow them to cover the town of Prescott, Ariz., population 25,000. But the cost for an underground power line

to the site would be \$100,000—more than the Cohens could afford. They contacted Photocomm Inc., a Chino Valley, Ariz., solar equipment manufacturing company, and worked out an arrangement to turn their station into a test lab. The station paid Photocomm \$1,000 a month for the first year. KIHX-FM's contract with Photocomm lasts until 1996. By mid-1986, KIHX-FM had moved to the new transmitter location, and was powered by the sun.

The facility is powered by 96 solar 2 foot by 3 foot panels on aluminum frames that put out 47 watts each. Storage batteries hold a total of 3,000 ampere hours. If the voltage in the batteries drops below a certain point, the backup generator automatically begins recharging them. Since the station began operating at the new site, Cohen reports, there have been only 21 days without direct sunlight. The longest cloudy period was nine days, last Oct. 21-30. On each cloudy day, the system has worked "flawlessly," he said.

In North America right now, Cohen said, solar-run stations are only feasible in a few geothermal hot spots: southern California, Arizona, Texas, Nevada, New Mexico and parts of Alberta, Canada. But after the development of more advanced solar cells, he said, solar stations could become commonplace.

Glass or copper?

Fiber optics is the latest transmission technology to become available to broadcasters and other purveyors of television. And, according to Richard Claus, director of Fiber and Electro-Optics Research Center at Virginia Polytechnic Institute, who will discuss the rudiments of the technology, it will likely turn up in all sorts of television applications in the years ahead, carrying signals from cameras to the studio, from one piece of studio gear to another, from the studio to

transmitter and from a cable headend to the home. But right now, Claus said, television is not using fiber optic technology "very much."

Fiber optics, which employs light to send digitally encoded signals over thin strands of well-encased glass, has several advantages over conventional transmission technology: virtually limitless bandwidth, immunity from electrical and electromagnetic interference, an end to grounding and short circuits, lighter components, lower attenuation and higher signal-to-noise ratios.

So what is holding the technology back? Simple economics. For most cases, Claus said, it is far less expensive to install "copper" than fiber. A fiber network linking personal computers in an office will cost "several times" the cost of twisted pairs.

However, he said, the price of fiber has been coming down and users looking to the future or simply in need of fiber's special attributes are making increasing use of the technology.

Claus also keeps an eye on noncommunications uses of fiber that may be of benefit to broadcasters. One company, he said, has developed a warning light system for towers, in which the bulbs remain on the ground for easy changing and the light is channeled to the top of the tower over fiber. Others have developed fiber sensors, including one that can be used to detect icing on broadcast antennas.

The multipath riddle

"The one big negative left for FM broadcasters is multipath," says Lloyd Berg, chief engineer of WDAE(AM)-WUSA-FM Tampa, Fla.

The bane of FM, multipath is caused when FM signals bounce off tall buildings, mountains or other high objects. The primary and reflected signals arrive at a receiver at slightly different times, and the listener ex-

periences effects such as signal cancellation, signal fading and static.

But there is hope. In his paper, "Advanced Means to Measure and Minimize FM Multipath," Berg outlines steps for treating the problem by concentrating on the transmitting system, the composite signal and "channel cleanliness."

Manufacturers, until recently, have built high-efficiency transmitters but with less broadband quality. For broadcasters with older transmitters, Berg suggests over-coupling of the tuned circuits in the transmitter. This tradeoff—less RF efficiency but increased bandwidth—will reduce the signal flaws which will become serious under multipath conditions.

Another way to battle multipath is to optimize the SCA subcarrier in the composite FM stereo signal. In recent years, Berg says, the FCC has deregulated SCA use and eliminated some of the technical specifications. "It is very difficult to quantify and document multipath-related SCA problems since it is not present under pristine laboratory conditions. It becomes detectable and obvious only on the streets and receivers in the real world," he said. Berg suggests a number of ways to handle SCA subcarriers, such as placing them as far away from the stereo subcarrier as possible.

There are also a number of forces that tend to "dirty up a channel" and create multipath-like results, Berg said. Among them are intermediate frequency interference, transmitter noise, distant co-channel interference and cable TV leakage.

"The only thing the broadcaster is helpless to do anything about is nature," Berg said. "You can't tear down all of the buildings and the mountains." Therefore, there will never be a cure for multipath reflections. But through "optimization of the signal," he said, the effects of multipath can be greatly reduced.

Technical papers and the exhibit floor: Talking to the two who make them happen

Only time will tell whether the National Association of Broadcasters made the right move four months ago when it elevated Michael Rau to its top engineering post—vice president, science and technology. But at least on paper, the 31-year-old Rau looks like the right man. He is a broadcaster, he is an engineer and he will soon be a lawyer.

And, Rau said during an interview last week, he is working hard to fill in the holes on the resume. "I'm still on a steep learning curve," he says.

Put simply, Rau's principal job is to help formulate and sell NAB's position on technical matters at the FCC and to make sure that any technical proceeding at the FCC benefits commercial broadcasters.

Despite his newness, Rau does not hesitate to criticize the FCC for its more-is-better philosophy. Like many of the broadcasters he represents, Rau believes that instead of trying to squeeze more stations

into the AM and FM bands, the FCC should be tightening interference standards to preserve the coverage and audio quality of existing stations. "What I am for is clarity in engineering standards. . . . I know we don't have them today in FM and AM. . . . I know that they are possible. It's just a matter of doing the work and having the FCC accept our findings."

With a degree in physics from Clarkson University and some broadcast engineering experience at Jules Cohen & Associates and at the 12-station radio group founded by his father, the late Henry Rau, and sold in 1982, he joined the NAB engineering department in June 1981. There he concentrated on spectrum issues. The other facets of Rau's background were formed when he purchased WBBC-AM-FM Blackstone, Va., in 1983 and when he began law school at the Catholic University of America. He is set to pick up the law degree next May. However,

his days as a broadcaster are numbered. He says he plans to sell his stations.

Since succeeding Tom Keller, now NAB's chief scientist, Rau has been in a kind of probationary period. Technically, he is only acting head of the science and technology department. But Rau expects that to change after next month—assuming, of course, he does not trip up.

Rau on the issues heading into the NAB annual convention:

What is your philosophy of spectrum regulation?

Ideology should not be applied to engineering standards. . . . In many ways, the entire industry of broadcasting depends very fundamentally on the existence of engineering standards. . . . It's because the standards can be changed for political reasons that broadcasters have problems with allocations. If the standards were established and main-

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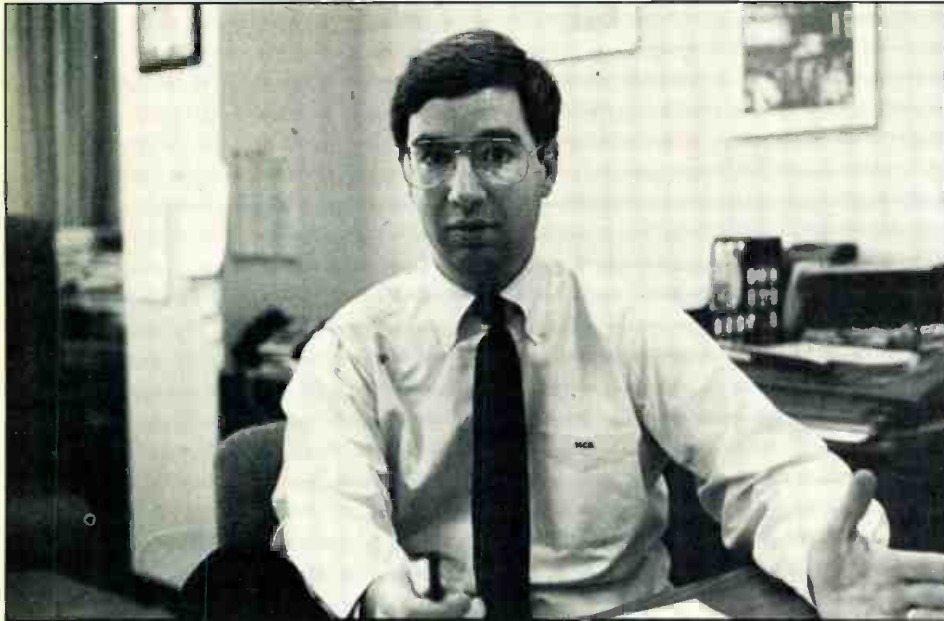
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Michael Rau

tained, then it would be much better for the industry in the long term. . . . I think the FCC in its deliberations. . . . very rarely pays any attention to the long-term interest of the industries that it regulates.

The NAB is involved in worldwide efforts to replace existing television systems with so-called advanced television systems with better resolution and bigger screens. How do you see the situation?

The whole issue of advanced television systems has gotten enormously complicated. . . . Here we have not only a standards compatibility problem, but also the potential of whole industries as proponents for certain technologies. In addition, there are tremendous political and economic interests at play here. There are trade issues involved here. . . . And, in the broadcasting industry, we have different views of exactly how we should approach these issues. On one hand, we have futurists, who would reach out and, almost no matter what the cost, embrace the most sophisticated technology possible to insure [broadcaster's] technical competitiveness. . . . On the other hand, we have the pragmatists. . . . who understand that you can't seriously talk about implementing a noncompatible television system without incurring billions and billions of dollars in costs for refurbishing TV stations. . . . It's going to be a very hard job bringing people together to try to get something accomplished for the industry as a whole.

There is an industry consensus that the FCC should not reallocate any television spectrum to land-mobile radio until it is determined that the spectrum will not be needed for ATV. Where is the FCC on the reallocation question?

I don't think there is going to be any reallocation of UHF spectrum. . . . at least not for land-mobile radio purposes until the ATV issue is somewhat more resolved. And I think the FCC agrees now that its expectation of completing all the analyses and making some decision by this summer is a little

premature—a little rushed.

What is going on at the FCC in terms of AM improvement?

Very little is going on. When you look at what the commission has really done for improving AM over the last couple of years, there is very little they can show. They published a report and started a notice of inquiry. But beyond that, there has been no substantive decision to help AM broadcasters. Nothing. . . . The one-to-a-market and duopoly rulemakings [which would permit AM-AM and TV-AM combinations] are ripe. We filed comments on those issues generally sympathetic to any means by which an AM could purchase another station in the same market. . . . My sense is that it is probably hung up for political reasons.

Widespread implementation of the NRSC standard would, we are told, lead to the proliferation of AM radios with fidelity approaching 10 khz. What's the status of the NAB's petition to make the NRSC standard mandatory?

We would love to see a rulemaking come out on that. My sense is that the FCC is sympathetic, but with the current ideology of the commission, anybody carrying a torch for establishing a standard has got this tremendous presumption to overcome—that the government establishing standards is not in the public interest. . . . I definitely believe if we have a 10 khz service, AM will be in fine shape in terms of competitiveness. Yes, 15 khz would be nice, but, for the present, 10 khz will be just fine.

What else would you like the FCC to do to help AM?

We have asked the FCC to institute a freeze on acceptance of new stations and major-change applications until the current technical standards by which AM stations are allocated are reevaluated and revised. [Tightening up the standards] will for the first time give some guarantee that stations allocated pursuant to those standards will enjoy interference-free service areas when

they start and into the future. The current standards. . . . especially for nighttime operation. . . . permit a continual encroachment of AM service areas.

The FCC two weeks ago launched a broad inquiry into the FM translator service. Where is the FCC going with the proceeding?

We believe the FCC is laying the groundwork for a low-power FM service. . . . We feel the FCC ideological presumption is to create a low-power service. I think the commission. . . . [suffers] somewhat from a lack of credibility in the industry. . . . The commission, perhaps, has more of a credibility problem. . . . than a substantive problem. . . . This is a difficult issue and there is a lot of confusion on it. . . . The most immediate concern of NAB is translator abuses. People have taken what are very vague FCC rules and stretched their meaning to the limit in order to abuse the original purpose of translators. . . . We are living. . . . with standards which do not protect the service areas of FM stations. . . . We think FM stations should be protected from interference from new stations, from translators, from low-power FM stations, if they happen, and from incidental radiation from other industrial devices. . . . If the commission were to take care of the abuses quickly, establishing engineering standards that we could support as guaranteeing noninterference to existing service, I think NAB would have less of a problem with the translator service generally.

□ □

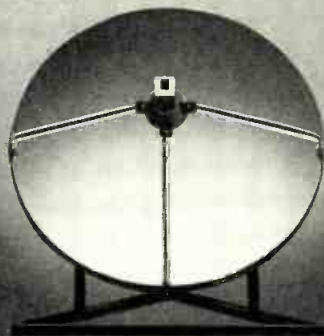
For the first time, the National Association of Broadcasters convention's annual hardware exhibition has been organized in-house. Prior to last year's show, the NAB decided to drop long-time outside convention organizer, Ed Gayou, to take the do-it-yourself approach for this year's show at the Las Vegas Convention Center and Hilton hotel. It hired Rick Dobson, an experienced convention planner, to lead the effort.

Dobson has been in the convention management business for the past 11 years. He has operated his own firm in Washington, which ran conferences for the likes of the National Conference for Social Studies. In 1983, he joined the National Computer Conference as exhibit sales manager. NAB approached him, Dobson says, because it needed someone with enough experience to "come in and take something that was non-existent and build an [in-house] operation in short order."

He joined NAB in February 1987, in time to study the organization that went into that year's exhibition in Dallas. Ever since, he has been planning next week's event in Las Vegas. By one measurement, he is off to a good start. With 710 exhibitors stretched out over 380,000 square feet, this year's show is the largest in NAB's history. And complaints from companies about their location in the exhibit hall are down, a reduction that Dobson credits to a new system that in assigning location rewards companies commensurate

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Rick Dobson

with how many years they have exhibited at the show.

But the appraisal of Dobson's work will come when the exhibit opens its doors this Saturday (April 9), and Dobson and other NAB officials get feedback from exhibitors and attendees.

How many attendees do you project?

The NAB has been running over 40,000 the past few years. I expect that 1988 may be the year we start pushing that 50,000 mark. There's a lot of indication that it certainly will be the largest NAB ever held.

What do you estimate will be the breakdown of attendees between broadcasters and nonbroadcasters?

The only way that we could break it down is members versus nonmembers—members being the broadcasters. The fact that we have a very large number of nonbroadcasters would not really impact the way we do business—the way we provide services or coordinate the convention. I don't see how that would make much difference. From an exhibitor standpoint, a buyer is a buyer is a buyer.

How does your new point system work?

The point system is relatively simple. The premise behind it is that as demand becomes greater for exhibit space and as the show itself gets larger and larger, there's a natural competition between exhibitors for what they consider to be the choice locations.

What we did was come up with a formula that would retroactively credit exhibitors for their past participation. We felt that loyalty

was the greatest contributing factor. We went back a total of 25 years and credited our exhibitors 10 points for each year of participation, and then on top of that we credited one point for each 100 feet of exhibit space they had taken, but only going back to 1978—it is weighted more toward years than exhibit space. These points were then calculated. We simply had the computer arrange the companies in a descending order of priority points for a natural order of selection.

Now that we have this system—and it was done totally up front for all the exhibitors to see—they know exactly how many points they've got. It's been totally accepted, from what I can tell, by the exhibitors. Now, rather than show management assigning exhibit space, we can go out and say: "On the basis of your priority points, you can select your space."

Because of the demand for space during the 1985 show in Las Vegas, some exhibitors were forced into "overflow" space in the Hilton hotel, and were unhappy with the traffic there. What have you done to remedy the problem?

Going into 1988, I knew that it was critically important that we have the Hilton Center available to us. We need the space. The demand for space is so high that we simply must utilize the building. Rather than simply saying we're going to do it the way we did before, I took a look at the problem and tried to analyze the lack of attendance in that facility and proceeded to make some recommendations that would make the Hilton Center a viable site for the show, in addition

to the convention center.

I did a couple of things. First of all, in 1985, the outdoor events were held in what is called "parking lot B." It is at the south end of the convention center, very far away from the Hilton Center. I decided to use parking lot A, which sits directly between the convention center and the Hilton Center, so now we've got a continuous flow of exhibits. We've got some continuity now across the entire three facilities.

Having gone to the NAB show in Dallas last year and having seen the massive crowds of people who were milling around the convention hall as much as an hour in advance of the doors opening, I decided that we probably have a captive audience. So I made the decision to open the Hilton Center a half-hour before the Las Vegas Convention Center. We've got this large group of people, that I expect will be milling around again, but this year we've got exhibits to show them.

We're also holding all of our exhibitor guest registration this year at the Hilton Center, and that could be 17,000 to 20,000 people. Those are the people who are invited by the exhibitors, so in essence, they're prequalified buyers—a very, very high-quality group of people and they all have to go through the Hilton Center.

How much bigger could the NAB convention get?

I think that right now, the limitation on the size of this show may very well be the size of the facility we're using. If we had an unlimited amount of space, my guess is that there's probably easily another 20% to 25% growth potential right now.

It's going to be in Las Vegas for four of the next five years. We're going to be in Atlanta in 1990 and then back to Las Vegas in 1991 and 1992. Beginning in 1991, all the facilities we'll go into will be larger because Las Vegas is in the process of expanding. Atlanta, Dallas, New Orleans and San Francisco are all expanding. Every convention center seems to expand at one time or another and the hotels increase along with them. Trade shows are a very cost-effective way of marketing.

What are the show's revenues and what are the costs?

Our exhibit space runs between \$15 and \$23 a square foot, depending on the location of the space and the category of the exhibitor, be it a member or nonmember. You can add up the number of square feet on the floor and multiply it by \$16 or \$17, and that will give you our revenue [380,000 times \$17 equals \$6,080,000]. Obviously, it costs us less to put on a show than the revenue we bring in. But the convention and advertising and all these other revenue sources are here to underwrite the costs of all the other things we do that are not revenue producers.

It costs hundreds of thousands of dollars to run a trade show. I think that those who have been to NAB shows see that we certainly don't cut corners in terms of the decorating and the services. We definitely spend a sizable portion of the convention revenue putting it back into the show.

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NAB 88: A convention for an election year

This year's National Association of Broadcasters convention promises to entertain, inform and most likely wear out the some 40,000 attendees expected to gather for four days at the Las Vegas Convention Center late this week. The agenda is weighty: There are more than 85 sessions concerning the radio and television business as well as a concurrent engineering conference (April 8-12). Broadcasters can also browse in the 380,000-square-foot exhibit hall which opens Saturday (April 9) and features over 700 displays.

Sure to make convention headlines is President Reagan, who will appear Sunday morning from 10:50 a.m. to 11:25 a.m.; NAB plans to honor the chief executive for his contributions to the medium. Reagan is the first President to speak at an NAB convention since Jimmy Carter in 1979.

The President's appearance ties in with the convention's theme, which underscores broadcasting's role in the electoral process. The meeting commences Saturday with a "state of the union" address by NAB President Eddie Fritts. Next, NAB's Distinguished Service Award will be given to former FCC Chairman Mark Fowler, followed by a live presentation of *The McLaughlin Group*, a syndicated television program focusing on politics and other issues of national importance. The group, featuring the host, John McLaughlin, and regulars Robert Novak, Jack Germond and Morton Kondracke, will talk about the electronic media and political campaigns. Columnist Pat Buchanan will also participate.

On the same track, David Frost will host a Monday afternoon (April 11) panel (still in the works) called "The Public, the Press and the Political Candidates."

The convention's political overtones will be significant with more than 40 congressmen (among them, five senators and key House and Senate communications policymakers) who will discuss developments on Capitol Hill. Sessions on copyright, tax issues, broadcast deregulation and broadcaster-cable relations are on the agenda. An FCC-congressional staff breakfast, Sunday morning, is intended to provide further insight into the industry's legislative and regulatory future.

Senator Ted Stevens (R-Alaska) will receive NAB's Grover C. Cobb award at a dinner Sunday night. The Cobb award honors broadcasters and public servants for "unusual dedication to improving broadcasting's relationship with the federal government."

The FCC is also well represented. FCC Chairman Dennis Patrick is the keynoter for Tuesday's (April 12) all-industry luncheon, and Commissioners James Quello and Patricia Diaz Dennis are on a Tuesday afternoon panel with Al Sikes, head of the National Telecommunications and Information Administration. They will face off with NAB executive committee members, joint board chairman, Wallace Jorgenson of Jefferson-Pilot Communications, Charlotte, N.C.; radio chairman Jerry Lyman, RKO Radio, New York, and TV vice chairman, Margo Cobb of WLBZ-TV Bangor, Me.

Tuesday's lunch will also feature the unveiling of a new voter registration campaign, "America's Future Depends on America's Voters," and NAB will recognize former NAB Radio Board Chairman Walter May, WPKE(AM)-WDHR(FM) Pikeville, Ky., for his role several years ago in the establishment of a laboratory for the association's science and technology department.

For radio, Saturday morning (April 9) opens with several management sessions followed by "one-on-one consulting sessions." Sunday's radio agenda (April 10) includes, among others, a panel on successful radio promotions featuring Bill Moyes of the Research Group and a session on international radio with Ivars Kezbers of Gosteleradio, Moscow; Richard Carlson, Voice of America; David Morse, Christian Science Monitor Syndicate, and John Tusa of the BBC.

Monday (April 11), the Radio Advertising Bureau presents its annual program at the convention. Also that morning is "United We Grow: The State of the Radio Industry," which will look at the merger of the NAB with the now defunct National Radio Broadcasters Association. Comedian Rich Little is the radio luncheon speaker, Monday. The late William B. Williams and country and western singer Roy Acuff will be inducted into the Broadcasting Hall of Fame as part of the luncheon ceremony.

The convention's television program has a preponderance of sessions on high-definition television, a sign of the industry's growing interest in developing the new technology. Sunday morning (April 10) "HDTV... A 1988 Assessment" is scheduled featuring Alex Felker, FCC Mass Media Bureau chief; Daniel Gold, Knight-Ridder Broadcasting, Miami; John J. McCrory of Times Mirror Broadcasting, and Richard Wiley of Wiley, Rein & Fielding. Later that day, there will be another look at HDTV with panelists Yves Faroudja, Faroudja Laboratories, Sunnyvale, Calif.; William Glenn, Science & Technology Research Center, New York Institute of Technology, Dania, Fla.; Richard Iredale, The Del Rey Group, Marina Del Rey, Calif.; Andrew Lippman, MIT, Cambridge, Mass.; Yozo Ono, NHK Japan Broadcasting Corp.; Arpad Toth, Philips Laboratories, Briarcliff Manor, N.Y., and Michael J. Sherlock, NBC, New York.

NBC News President Lawrence Grossman is the television luncheon speaker on Sunday (April 10). Inducted into the Broadcasting Hall of Fame on the television side will be Lucille Ball and Milton Berle.

Other agenda highlights include a Monday (April 11) session called "Alternative Delivery Systems... Cable, Fiber, Satellite," a Television Bureau of Advertising panel, and a panel on "What's a TV Station Worth Today?"

On Tuesday (April 12), television operators can hear a discussion on the international television market and look at the programming marketplace with panelists Joel Chaseman, Post-Newsweek Stations; James Dowdle, Tribune Broadcasting; Mel Harris of Paramount Pictures Corp.; David Salzman of Lorimar Television, and Robert Wussler, Turner Broadcasting.

The convention wraps up Tuesday night (April 12) with a cocktail reception and entertainment by Frankie Valli and The Four Tops.

Although the convention officially closes Tuesday, a meeting of the Advanced Television Services Advisory Committee's systems subcommittee is slated for Wednesday morning (April 13). Also on the 13th, NAB is hosting an international conference for broadcasters from the U.S., Canada, Japan and Mexico, and from the 32 countries that employ the NTSC TV transmission system. □

Broadcast Education Association conference agenda

All events are in the Las Vegas Convention Center, East Hall meeting rooms, unless otherwise noted.

Thursday, April 7

Women's Committee meeting. 7:30-8:30 a.m. Room S-1. Moderator: Elizabeth Leebron, Temple University.

Concurrent teaching seminars. 8:30 a.m. *Teaching Broadcast Programming.* Room L-2. Moderator: John Graves, Central Missouri State. Participants: Susan Tyler Eastman, Indiana University; Charles Clift, Ohio University, *Teach-*

ing Management/Sales: The Industry Connection. Room R-2. Moderator: Barry Sherman, University of Georgia. Panel: James Smith, State University of New York, New Paltz; Joseph Buchman, Western Michigan University; Charles Warner, Menlo College.

Concurrent sessions. 9:30-10:45 a.m. *Video Production courses: How Much & For Whom?* Room R-2. Tom Burrows, California State-Northridge. Panel: Robert Musberger, University of Houston; Robert Finney, Cal State-Long Beach; Elizabeth Leebron, Temple. *The Maturing of Local TV News: Is Network News Really Necessary?* Room L-2. Moderator: Philip Kierstead, Florida A&M. Panel: Max Utsler, University of Kansas; Bob Brunner, chairman, Radio-Television News Directors Association; David Klein, *Electronic Media*; Merrill Brown, *Channels.*

Break. 10:45 a.m.-11 a.m.

Student production showcase. 11 a.m.-6 p.m. Screening of student-produced audio and video projects. Room R-1. Moderator: Eugene Martin, Temple.

Concurrent sessions. 11 a.m.-12:15 p.m. *Broadcast Promotion: Does it Fit the Curriculum?* Room R-2. Moderator: George Mastroianni, California State-Fullerton. Panel: Lance Webster, Broadcast Promotion and Marketing Executives; Fred Bergendorf, KNX(AM) Los Angeles; Lynn Graz, Television Information Office; ElDean Bennett, Arizona State University. *Labor Concerns About Changing Technologies in Broadcast and Cable Media.* Room L-2. Moderator: Mike Nielsen, Florida Atlantic University. Participants: Gabriel Gomez, Florida Atlantic; Denise Hartsborough, Bowling Green State University; Janet Wasko, University of Oregon.

Lunch. Open. 12:15-1:30

Concurrent teaching seminars. 1:30-2:25 p.m. *Classroom Simulations That Work.* Room R-2. Moderator: Peter Orlik, Central Michigan University. Panel: Russell Mouritsen, Brigham Young University; Dennis Phillips, Colorado State University; Louis Day, Louisiana State University. *Teaching the Law and Policy Course.* Room L-2. Moderator: Terry Ellmore, Texas Christian University. Panel: Marvin Bensman, Memphis State University; David Viera, Long Beach State University; David Esgeknab, Central Missouri State University.

Concurrent teaching seminars. 2:30-3:30 p.m. *Teaching Broadcast Writing.* Room R-2. Moderator: Lynne Gross, California State-Fullerton. Panel: Sister Camille D' Arienzo; Lew Hunter, UCLA; Chris Knopf, independent screenwriter. *Computer Techniques in Teaching and Grading.* Room L-2. Moderator: Joseph Butler, Syracuse University. Panel: Peter Moller, Syracuse; George Johnson, University of Tennessee-Knoxville.

Break. 3:30-3:45 p.m.

Concurrent sessions. 3:45-5 p.m. *Sales and Marketing Using New Media Services.* Room R-2. Moderator: Paul Prince, Kansas State University. Panel: John Morse, Financial News Network; Gil Korta, Eastern Microwave. *Computers and Telecommunications.* Room L-2. Moderator: David Spiceland, University of Tennessee. Panel: Thomas Dolan, Abilene Christian University; Karin Sandell, Ohio University.

Concurrent session. 5:15-6:30 p.m. *Impact and Research Directions.* Room R-2. Moderator: Barry Sapolsky, Florida State University. Panel: Mark Levy, University of Maryland; Bruce Klopfenstein, Bowling Green State University; Edward Forest, Florida State University; Ron Katz. *Concurrent Issues in Law and Policy.* Room L-1-3. Moderator: Jerry Haines, Wiley, Rein & Fielding. Panel: R. Clark Wadlow, Schnader, Harrison, Segal & Lewis; Richard Wiley, Wiley, Rein & Fielding; Antoinette Cook, staff, Senate Commerce Committee.

BEA reception. 6:30 p.m. at Las Vegas Hilton, Ballrooms D and E.

Friday, April 8

Minority committee meeting. 7:30-8:30 a.m. Moderator: Howard Myrick, Howard University.

Concurrent committee meetings. 8:30-9:30 a.m. (Competitive paper winner presentations are part of most meetings.) *Broadcast News.* Room S-1. Chair:

Robert Blanchard, Trinity University. *Two-Year Schools.* Room S-2. Chair: Frank Holston, Community College of Baltimore. *Courses and Curricula.* Room S-3. Chair: Val Limburg, Washington State University. *International.* Room S-4. Chair: Manfred Wolfram, University of Cincinnati. *Law and Policy.* Room R-2. Chair: David Eshelman, Central Missouri State.

BEA exhibitor displays. 10 a.m.-5 p.m. R-1

Extended presentation sessions I. 9:30 a.m.-10:05 a.m., 10:10 a.m.-10:45 a.m. Room L-1. Sixteen papers will be presented in two groups of eight.

Break. 10:45 a.m.- 11a.m.

Concurrent Sessions. 11 a.m.-12:15 p.m. *Strategies for Handling Bulging Enrollments.* Room R-2. Moderator: Val Limburg. Panel: Byron Renz, University of Northern Iowa; George Wilson, University of Arizona; John Smead, Central Missouri State University. *Innovative Electronic Media Research.* Room L-2. Moderator: Nikos Metallinos, Concordia University; James Fletcher, University of Georgia; Herbert Zettl, San Francisco State University; Stuart Hyde, San Francisco State University.

BEA Luncheon and Awards. 12:30-2:15 p.m. Room A-3 (first floor). *HDTV: Everybody Wants It But Who Can Deliver?* 2:30-3:45. Moderator: Gerald Udwin, Westinghouse Broadcasting. Panel: L.J. Thorpe, Sony Communications Products; Edward Horowitz, Home Box Office; Thomas Keller, National Association of Broadcasters; Alex Felker, Mass Media Bureau, FCC.

Break. 3:45-4 p.m.

Concurrent sessions. 4 p.m.-5:15 p.m. *Structuring Broadcast Campaign Debates.* Room L-2. Moderator: Jeffrey McCall, DePaul University. Panel: Robert Priddy, chair-elect, Radio-Television News Directors Association; Susan Hellweg, San Diego State University; Richard Ducey, National Association of Broadcasters. *Finding the Limits of Telecommunications.* Room R-2. Moderator: Kenneth Harwood, University of Houston. Panel: Lawrence Lichty, Northwestern University; Jeff Moyers, International Communications Association; John Kamp, Public Affairs Bureau, FCC.

Concurrent committee meetings. 5:15 p.m.-6:15 p.m. (Competitive paper presentations are featured.) *Research.* Room S-1. Chair: Norman Tarbox, Brigham Young University. *Management and Sales.* Room S-2. Chair: Jim Smith, State University of New York, New Paltz. *Production.* Room S-3. Chair: Elizabeth Leebrun, Temple University. *History.* Room S-4. Chair: Ron Garay, Louisiana State University.

Saturday, April 9

General session. 9:30-10:45 a.m. Room R-2. *Can Past Be Prologue? The Second Half-Century of Broadcast Regulation.* Moderator: James Brown, University of Alabama. Panel: Rosel Hyde, former chairman, FCC; Kenneth Cox, former commissioner, FCC; Richard Wiley, former chairman, FCC; Nicholas Zapple, former senatorial administrative assistant.

Break. 10:45 a.m.

General session. 9:30-10:45 a.m. Room R-2. *Can Past Be Prologue? The Second Half-Century of Broadcast Regulation.* Moderator: James Brown, University of Alabama. Panel: Rosel Hyde, former chairman, FCC; Kenneth Cox, former commissioner, FCC; Richard Wiley, former chairman, FCC; Nicholas Zapple, former senatorial administrative assistant.

A day-by-day rundown of the NAB agenda

All events at the convention center unless otherwise noted.

Friday, April 8

RADIO ENGINEERING SESSIONS

AM Improvement I. 9:30-11:50 a.m. Room 21. Chair: Alfred E. Resnick, Capital Cities/ABC Inc.

Opening Presentation and Chairman's Remarks. 9:30 a.m.

Progress Report on AM Technical Standards. 9:45 a.m. Harrison Klein, Hammett & Edison.

NRSC Field Tests. 10:10 a.m. Tom McGinley, First Media.

AM Improvement in Canada. 10:35 a.m. Pierre Naadeau, Canadian Association of Broadcasters.

Proposed RF Emission Limits. 11 a.m. John Marino, NewCity Communications. *The AM Splatter Monitor.* 11:25 a.m. Thomas G. Wright, Delta Electronics Inc.

AM Improvement II. 1:30-4:30 p.m. Room 21. Chair: Charles T. Morgan, Susquehanna Broadcasting.

Opening Presentation and Chairman's Remarks. 1:30 p.m.

A New Low-Profile, Anti-Skywave Antenna for AM Broadcast. 1:45 p.m. Basil F. Pinzone, James F. Corum, Pinzone Communications Products.

Toroid Impedance Matching Transformers Improve AM Fidelity. 2:10 p.m. Kurt Gorman, Vector Technology.

A Low-Cost, High-Performance Noise Blanker for AM Radio. 2:35 p.m. Oliver Richards, Sprague Electric Co.

In the trenches. BROADCASTING's staff members will be headquartered at the Las Vegas Hilton during the NAB convention. Attending will be David Berlyn, Vince Ditingo, Adam Glenn, Kira Greene, Harry Jessell, Kwentin Keenan, Stacey Kibel, Kim McAvoy, Charles Mohr, Randy Sukow, Skip Tash, Larry Taishoff, Tim Thometz, Don West, David Whitcombe, and Len Zeidenberg.

Copies of the April 11 issues will be available Saturday afternoon, April 9, at the NAB's magazine bins located in the convention center.

Electrical Interference Panel. 3 p.m. Panelists: Robert Culver, Lohnes & Culver; Michael C. Rau, NAB; Richard M. Smith, FCC; Michael Messina, KDWN(AM) Las Vegas; Michael Zaccagnino, Nevada Power; Robert D. Weller, FCC.

TELEVISION ENGINEERING SESSIONS

Graphics and animation. 9:30 a.m.-12:15 p.m. Room 18. Chair: Steven Bonica, NBC TV.

Opening Presentation and Chairman's Remarks. 9:30 a.m.

Weather and News Graphics Survey Results and Interpretations. 9:45 a.m. Dr. Joel N. Myers, Accu-Weather.

Election Computer Systems for Local Broadcasters. 10:10 a.m. Steven M. Davis, WPRI-TV Providence, R.I.

In and Out of the Digital Domain: The Future of Graphics and Effects. 10:35 a.m. Kathy Galvin, Ampex Corp.

Graphic Preparation for the Winter Olympics. 11 a.m. Rolf Drucker, Capital Cities/ABC.

A Centralized Graphics Facility for the CBS Broadcast Center. 11:25 a.m. Patricia Dovas, CBS Television Network.

Computer Animation in Broadcasting—New Directions for the Industry. 11:50 a.m. Don Misdowich, Symbolics Graphics Division.

Television Automation Systems. 9:45 a.m.-12:30 p.m. Room 23. Chair: Harry Owens, WUSA-TV Washington.

Opening Presentation and Chairman's Remarks. 9:45 a.m.

ES bus Status Report: SMPTE Subcommittee on Digital Control for Television. 10 a.m. Thomas Meyer, Dynair Electronics.

Dynabus: Machine Control Network Designed to Meet Broadcasters' Speed and Reliability Requirements. 10:25 a.m. Lyle Keyes, Utah Scientific.

Developmental Issues for Automated News Videotape Playback. 10:50 a.m. Jeffrey A. Birch, NBC-TV.

Robotic Television Camera: The News of the Future. 11:15 a.m. Michael Wolfe, Racamec EPO Ltd.

Newsroom Computer Automation Opportunities. 11:40 a.m. L. Sanders Smith, Dynatech Newstar.

Video Library Management Systems for Broadcast. 12:05 p.m. Raymond Baldock, Sony Communications Products.

Television Audio and Stereo. 1:15-4:50 p.m. Room 23. Chair: Larry Ocker, WTTW(TV) Chicago.

Opening Presentation and Chairman's Remarks. 1:15 p.m.

Update on Multichannel Audio Recording: SMPTE Working Group on Stereo and Multichannel Audio Recording for Television. 1:30 p.m. Charles Jablonski, NBC-TV.

Optimizing Stereo Television Transmission. 1:55 p.m. Eric Small, Modulation Sciences.

Techniques for Measuring BTSC Stereo Separation. 2:20 p.m. Adolfo Rodriguez, Tektronix.

Implementation of Surround Sound for Television. 2:45 p.m. Randall Hoffner, NBC-TV.

A Long-Term Multichannel Television Sound System Design for the Broadcast Studio Facility. 3:10 p.m. Rick Craig, WGN-TV Chicago.

Audio Time Delay Error Correction in Television Facilities. 3:35 p.m. William Laletin.

Recording Field Audio on PCM Portable VHS Recorder Provides Audio and Time Code. 4 p.m. Neal Kessler, Jim Swick, Airfax Productions.

Equipment Set-Up for Stereo Television Broadcast Originations. 4:25 p.m. Rick Shaw, Music and FX.

TV Studio Production and Facilities. 1:15-4:25 p.m. Room 18. Chair: Karl Renwanz, WNEV-TV Boston.

Opening Presentation and Chairman's Remarks. 1:15 p.m.

Production Facilities for the 1988 Seoul Summer Olympics. 1:30 p.m. Charles Spicer, NBC-TV.

Optics Plus Computers: The Giant Leap for Zoom Lenses. 1:55 p.m. Bernard Angenieux, Angenieux Corp. of America.

Technical Aspects of News Set Design. 2:20 p.m. George Andrus, Express Group.

Providing Captioning for the Hearing Impaired on Local Television Newscasts. 2:45 p.m. John E.D. Ball, National Captioning Institute.

Specialized Needs for Communications in Television. 3:10 p.m. Art Schubart, Ward Beck Systems.

Post Production in a Broadcast Facility. 3:35 p.m. Ross Kauffman, WCVB-TV Boston.

The Advantages of Using Vertical Interval Time Code Over Longitudinal Time Code. 4 p.m. John W. Fullwood, The Fullwood Group.

Saturday, April 9

RADIO AND TELEVISION MANAGEMENT SESSIONS

FCC/FEMA EBS Policy Update Forum. 7:30-9 a.m. Room 21. Moderator: Edward J. Minkel, FCC. Panelists: Ted DeLozier, Federal Emergency Management Agency; Rod Becker, National Weather Service; Richard M. Smith, FCC.

Notre Dame Financial Planning Principles for Broadcasting Managers. 10 a.m.-2 p.m. Room B2. Presenter: Professor Kenneth Milani, University of Notre Dame College of Business Administration.

Daytimers' Forum. 11 a.m.-noon. M1. Moderator: Bayard H. (Bud) Walters, The Cromwell Group. Panelists: Larry Eads, FCC; Wayne Eddy, KYMN(AM) Northfield, Minn.; Alan Okun, WGFP(AM) Webster, Mass.; Michael Rau, NAB; Barry Umansky, NAB.

The Future of Broadcast Research. 11 a.m.-noon. B1. Moderator: Donald Newberg, WGOW(AM)-WSKZ(FM) Chattanooga. Panelists: Paul Sonkin, Capital Cities/ABC; David Poltrack, CBS-TV; William Rubens, NBC; Roger Wimmer, Surrey Research.

Spanish Radio Open Forum. 11 a.m.-2 p.m. M2. Moderator: George Hyde Jr. Panelists: Gene Bryan, Katz Hispanic Radio; Eduardo Caballero, Caballero Spanish Media; Tom Herve, Lotus Hispanic Representatives; Mary Helen Barro, KAFY(AM) Bakersfield, Calif.; Ramsey G. Elliott, KRCX(AM) Roseville, Calif.; Howard Kalmenson, Lotus Communications Corp.; Kenneth Wolt, KTNQ(AM)-KLVE(FM) Hollywood; Tony Aguilar, WMDO(AM) Wheaton, Md.; Manuel Davila Jr., KCCT(AM) Corpus Christi, Tex.; Julio Mendez, WQBA-AM-FM Miami.

One-On-One Consulting Sessions. Noon-2 p.m. *Program Consultants.* L1. Donna Halper, Halper & Associates.; Steve Sandman, Drake-Chenault Radio Consultants; Rick Sklar, Sklar Communications.

Instant Book Analysis. L1. Philip Beswick, Birch/Scarborough Research; Ed Cohen, NAB; Alan Tobkes, Arbitron Ratings Co.

Doing Your Own Research. L1. Dr. Joey Reagan, Washington State University; Dr. James Webster, Northwestern University.

Ask the Lawyer. L2. Benjamin F.P. Ivins, NAB; Keith Townsend, NAB; William D. Freedman, Gurman, Kurtis & Blask; Neal M. Goldberg, Hamel & Park; M. Scott Johnson, Barry Skidelsky, attorney at law.

Ask the FCC. L2. Larry Eads, FCC; Milton D. Gross, FCC; Rennee Licht, FCC; Roy J. Stewart, FCC.

NAB Services & Insurance. L2. Presenter: Peggy Lambert, NAB.

Sales Consultants. R1. Norm Goldsmith, Radio Marketing Concepts; Tim Menowsky, Greenwood Performance Systems.

Minority Employment Services. R1. Joyce Clark, Westwood One Companies; Claryce M. Handy, NAB; Mal Johnson, Cox Broadcasting; Donald Lockett, National Public Radio; Mary Castleberry White, KDAY(AM) Los Angeles.

NAB convention opening celebration. 2:30 p.m. Pavilion. Welcome: Wallace Jorgenson, Jefferson-Pilot Communications. State of the Industry address: Edward O. Fritts, president-CEO, NAB. Presentation of the Distinguished Service Award to Mark S. Fowler, former FCC chairman. Dr. John McLaughlin offers a look at presidential candidates and the electronic media.

TARPAC Red, White and Blue Club Reception. 6-8:30 p.m. Grand Ballroom, Desert Inn.

RADIO ENGINEERING SESSIONS

Radio New Technology. 9 a.m.-12:10 p.m. Room 21. Chair: John Furr, Clear Channel Communications.

Opening Presentation and Chairman's Remarks. 9 a.m.

Advanced Means to Measure and Minimize FM Multipath Problems. 9:15

a.m. Lloyd Berg, WUSA-FM Tampa, Fla.

Design Considerations for Multi-Station FM Broadcast Antennas. 9:40 a.m. Dean W. Sargent, D.W. Sargent Broadcast Service.

Implementing FMX Broadcasting at Your Station. 10:05 a.m. Emil Torick, Broadcast Technology Partners.

Techniques for Measuring Synchronous AM Noise in FM Transmitters. 10:30 a.m. Geoffrey N. Mendenhall, Broadcast Electronics.

Smart Audio Switcher Solves Programing and Routing Problems. 10:55 a.m. Charles Kelly Jr., International Tapetronics.

A State-of-the-Art Microprocessor Controlled, Analog Audio Routing Switcher with Advanced Features. 11:20 a.m. Guenther E. Urbanek, Siemens.

Designing and Modeling High-Power FM Boosters. 11:45 a.m. Bert Goldman, Shamrock Broadcasting.

Engineering Luncheon. 12:30-2:15 p.m. Ballrooms A, B & C. Presentation of the Engineering Achievement Award to Jules Cohen, Jules Cohen & Associates. Keynote speaker: Richard C. Kirby, director, CCIR, Geneva.

TELEVISION ENGINEERING SESSIONS

TV New Technology. 9-11:45 a.m. Room 23. Chair: Richard Streeter, CBS-TV. *Opening Presentation and Chairman's Remarks.* 9 a.m.

A Noise Reduction System for NTSC Color Television Links. 9:15 a.m. John Rossi, RenVillie McMann, Intelvideo Inc.

A Digital Amplitude Modulator-Transmitter for Television. 9:40 a.m. Timothy Hulick PhD, Acrodyne Industries.

Development of an All Solid State Video Recorder. 10:05 a.m. Richard Dienhart, NEC.

Digital Intelligence in Professional Broadcast Video Monitors. 10:30 a.m. Dan Desmet, Barco Industries.

Video Measurements—A Comprehensive Solution. 10:55 a.m. John Lewis, Tektronix Inc.

High Resolution CCD Imager. 11:20 a.m. Laurence Thorpe, Sony Communications Products.

TV Post Production. 9 a.m.-noon. Room 18. Chair: Larry Jefferson, PBS. *Opening Presentation and Chairman's Remarks.* 9 a.m.

A New Approach to Editing Episodic and Movie-of-the-Week Television Presentations Originating on Film. 9:15 a.m. Michael Lowe, Montage Group Ltd.

New Audio Post Production Facility at CBS Television City. 9:40 a.m. George Benkowsky, CBS-TV.

The Design Philosophy for an ENG Editor. 10:05 a.m. Stanley Becker, CMX Corp.

Computer Techniques Improve Editing Film for Television. 10:30 a.m. Herbert Dow, Cinedco.

Post Production in Miami. 10:55 a.m. Marco Obdea, Limelight Video.

Post Production at Pacific Video. 11:20 a.m. Emory Cohen, Pacific Video.

Sunday, April 10

RADIO AND TELEVISION MANAGEMENT SESSIONS

FCC/Congressional Staff Breakfast: Legislation, Regulation and Politics. 7:30-8:45 a.m. Ballrooms D&E. Moderator: Belva Brissett, NAB. Panelists: Toni Cook, Senate; Lisa Hook, FCC; Gina Keeney, Senate; Diane Killory, FCC; Mark McCarthy, House; Paul Smith, House. Participants: Cynthia Blackburn, Senate; Dale Brown, FCC; Dan Craig, Senate; Alex Felker, FCC; Bruce Franca, FCC; Matt Gerson, Senate; Milton Gross, FCC; Terry Haines, House; John Haring, FCC; William Hassinger, FCC; Bradley Holmes, FCC; Larry Irving, House; John Kamp, FCC; Renee Licht, FCC; Walter McCormick, Senate; Ed Minkel, FCC; Randy Rader, Senate; Ray Seddon, FCC; Charles Schott, NTIA; Larry Sidman, House; Richard Smith, FCC; Roy Stewart, FCC.

Successful Radio Promotions: From Ideas to Dollars. 7:45-9 a.m. Room S1. Speaker: Bill Moyes, The Research Group.

New and Improved Radio Stations. 7:45-9 a.m. Room L1. Moderator: Barry Umansky, NAB. Panelists: Larry Eads, FCC; John Garziglia, Pepper & Corazini; Kenneth Howard, Baker & Hostetler; Mark Lipp, Mullin, Rhyne, Emmons & Topel.

Valuing and Financing a Station. 7:45-9 a.m. Room R1. Moderator: Tom Gammon, Americom. Panelists: John Feore, Dow, Lohnes & Albertson; Susan Harrison, Harrison, Bond & Pecaro; Robert Maccini, Chapman Financial Services.

How to Recognize, Talk and Sell to Food Brokers. 7:45-9 a.m. Room M1. Bill

Grier, Retail Merchandising Group.

President Reagan is expected to visit the convention and speak on Sunday morning, when NAB will present him with a special award. The time and place will be announced at the convention.

Broadcasters' Bottom Line...How Congress Will Affect It. 11 a.m.-12:15 p.m. Room B3. Moderator: L. Lowry Mays, Clear Channel Communications. Participants: Senator Charles Grassley (R-Iowa), Representatives Joe Barton (R-Tex.), Tom Bliley (R-Va.), Hank Brown (R-Colo.), Byron Dorgan (D-N.D.), Barney Frank (D-Mass.), Larry Smith (D-Fla.), Al Swift (D-Wash.).

The Manager's Guide to Buying Custom Radio Research. 11 a.m.-12:15 p.m. Room M1. Moderator: Ed Cohen, NAB. Panelists: Terry Danner, RKO Radio; Ken R. Dennis, King Broadcasting; Fred Jacobs, Media Strategies.

Economy and the Market: What Effect on Broadcasting? 11 a.m.-12:15 p.m. Room B2. Moderator: Adam Smith, Adam Smith's Money World. Panelists: Bob Coen, McCann-Erickson; Steven Rattner, Morgan Stanley & Co.

Hiring and Firing Within the Law. 11 a.m.-12:15 p.m. Room M2. Moderator: Valerie Schulte, NAB. Panelists: Stanley Brown, Arent, Fox, Kintner, Plotkin & Kahn; David Olive, Donrey Media Group; Henry Rivera, Dow, Lohnes & Albertson; Jason Shrinky, Kaye, Scholer, Fierman, Hays & Handler.

Copyright: How Level is the Playing Field? 11 a.m.-12:15 p.m. Room B1. Moderator: Leavitt Pope, WPIX Inc. Panelists: Senator Howell Heflin (D-Ala.), Representatives Howard Berman (D-Calif.), George Crockett (D-Mich.), Mike DeWine (R-Ohio), Hamilton Fish (R-N.Y.), Henry Hyde (R-Ill.), Mike Synar (D-Okla.).

Advanced Television...A 1988 Assessment. 11 a.m.-12:15 p.m. Room D2. Moderator: John Abel, NAB. Panelists: Alex Felker, FCC; Daniel Gold, Knight-Ridder Broadcasting; John McCrory, Times Mirror Broadcasting; Richard Wiley, Wiley, Rein & Fielding.

Predicting Market and Station Growth. 12:30-1:45 p.m. Room M2. Moderator: Mark Fratrik. Panelists: Thomas Buono, Broadcast Investment Analysts; George Nadel, Riven, Miller, Kaplan, Arase & Co.; Joseph Dorton, Dorton Communications.

Winning at the Contest and Promotion Game. 12:30-1:45 p.m. Room L1. Moderator: Robert Branson, NAB. Panelists: Alan Campbell, Dow, Lohnes & Albertson; Arthur B. Goodkind, Koteen & Naftalin; William Kennard, Verner, Liipfert, Bernhard, McPherson & Hand; Brian Madden, Cohn & Marks.

It's 12 Noon, Do You Know Where Your Salespeople Are...And What They Are Saying? 12:30-1:45 p.m. Room M1. Ray Holbrook and Wayne Cornils, Radio Advertising Bureau.

Hiring for Excellence. 12:30-1:45 p.m. Room S1. JoAn Mann, Prep Inc.

Radio Programing Showcase and Luncheon. 1-3 p.m. Room A3.

Television Luncheon. 1-3:15 p.m. Pavilion. Call to order by Benjamin McKeel, NAB TV board chairman. Nationwide Communications. Speaker: Larry Grossman, president, NBC News. Presentation of the Broadcasting Hall of Fame Awards to Lucille Ball and Milton Berle.

Winning Radio Research. 2:45-4 p.m. Room M1. Jhan Hiber, Malrite Communications Group.

Successful Radio Promotions: From Ideas to Dollars. 2:45-4 p.m. Room S1. Repeat of 7:45-9 a.m. session.

Voices Around the World. 2:45-4 p.m. Room R1. Moderator: Bill Haratunian, NAB. Panelists: Ivars Kezbers, Gosteleradio; Richard Carlson, Voice of America; David Morse, Christian Science Monitor Syndicate; John Tusa, BBC.

The Art of Closing. 2:45-4 p.m. Room L1. Dave Gifford, Radio Advertising Bureau.

Radio-Only Legislation...Should We Stay Tuned? 2:45-4 p.m. Room M2. Moderator: Jerry Lyman, RKO Radio. Participants: Senators John Breaux (D-La.) and J. James Exon (D-Neb.) and Representatives Jim Bates (D-Calif.), Dan Coats (R-Ind.), Wayne Dowdy (D-Miss.), Ralph Hall (D-Tex.), Matthew Rinaldo (R-N.J.), Jim Slattery (D-Kan.), Billy Tauzin (D-La.).

Television Music Licensing—What's Happening Now? 3:30-4:45 p.m. Room B3. Moderator: Jack Zwaska, All-Industry Television Music License Committee. Panelists: Leslie Arries, WIVB-TV Buffalo, N.Y.; Willard Hoyt, Nationwide Communications; R. Bruce Rich, All-Industry Music License Committee.

What's Happening in the Rep Business? 3:30-4:45 p.m. Room B2. Moderator: F. Robert Kalthoff, Beam Communications. Panelists: Pete Goulazian, Katz Group; James Rosenfield, John Blair Communications; Gary Scollard, MMT Sales.

Advanced Television...The Systems Under Development 3:30-4:45 p.m. Panelists: Yves Faroudja, Faroudja Laboratories; William Glenn, Science and Technology Research Center, New York Institute of Technology; Richard Iredale, The Del Rey Group; Andrew Lippman, Massachusetts Institute of Technology; Yojo Ono, Japan Broadcasting Corp.; Michael Sherlock, NBC; Arpad Toth, Philips Laboratories.

EEO—It's More Than a Numbers Game. 4:15-5:30 p.m. Room M2. Moderator: Keith Townsend, NAB. Panelists: Renee Licht, FCC; Thomas Hart, Baker &

Hostetter; Kathryn Schmeltzer, Fisher, Wayland, Cooper & Leader; Daniel Van Horn, Arent, Fox, Kintner, Plotkin & Kahn.

Combination Rates and Joint Sales Practices: Getting Together Without Getting in Trouble. 4:15-5:30 p.m. Room S1. Moderator: Robert Branson, NAB. Panelists: Edward Henneberry, Howrey & Simon; Bruce Reese, Bonneville International; James Winston, Rubin, Winston & Diercks; Richard Zaragoza, Fisher, Wayland, Cooper & Leader.

Indecency and Other On-Air Perils. 4:15-5:30 p.m. Moderator: Steve Bookshester, NAB. Panelists: Diane Killory, FCC; Timothy Dyk, Wilmer, Cutler & Pickering; Ronald Guttman, Cozen & O'Conner; Chad Milton, Media/Professional Insurance.

Mastering Music Licensing and Coping with Copyright. Moderator: Benjamin F.P. Ives, NAB. Panelists: Marvin Berenson, BMI; Patrice Lyons, Haley, Bader & Potts; Voncile Pearce, WARF(AM) Jasper, Ala.; John Stewart, Crowell & Moring.

Advertising's the Name of the Game. 4:15-5:30 p.m. Room L1. Moderator: Valerie Schulte, NAB. Panelists: Tom Davidson, Sidley & Austin; John Quale, Wiley, Rein & Fielding; Peter Tannenwald, Arnet, Fox, Kintner, Plotkin & Kahn; Ian Volner, Cohn & Marks.

RADIO ENGINEERING SESSIONS

Radio Engineering. 8 a.m.-12:35 p.m. Room 21. Chair: John Marino, NewCity Communications.

Opening Presentation and Chairman's Remarks. 8 a.m.

NAB FM Transmission Subcommittee Report. 8:15 a.m. John Marino.

Grounded Guy Antenna Reduces Static Arcing and Improves Bandwidth. 8:40 a.m. Grant Bingeman, Continental Electronics.

Using FM Vertical Diversity Transmission to Overcome Temperature Inversions. 9:05 a.m. Bert Goldman, Shamrock Broadcasting.

The Relationship Between Currents in AM Towers and Field Parameters Affecting DA Array Adjustment and Dealing With the Proximity Effect. 9:30 a.m. James Hatfield, Hatfield & Dawson.

Optimum Use of Tall Towers for AM. 10:45 a.m. Ogden Prestholdt, A.D. Ring & Associates.

An Assessment of Factors Affecting the Stability of AM Broadcast Antenna Patterns. 11:10 a.m. Karl D. Lahm, consulting engineer.

Using Circularly Polarized FM Receive Antennas to Reduce the Effects of Multipath Propagation. 11:35 a.m. John Kean, Moffet, Larson & Johnson.

FM Multipath and Distortion Reduction Through RF Amplifier Optimization. Noon. Edward Schober, Radiotechniques.

Broadcast Auxiliary. 1-4 p.m. Room 18. Chair: Lloyd Berg, WUSA-FM Tampa, Fla.

Opening Presentation and Chairman's Remarks. 1 p.m.

Assuring Frequency Compatibility When Using Multiple Wireless Microphone Systems. 1:15 p.m. Ken Fasen, HM Electronics.

Further Considerations in Selecting ENG Microwave Antenna Polarization. 1:40 p.m. Vince Rocco, AAI.

Field Experiences in Evaluating and Using the 40 ghz Microwave Band. 2:05 p.m. Richard Lehtinen, *Broadcast Engineering* magazine.

New Generation RPU Enhances Performance. Kevinn Tam, TFT Inc.

Broadcast Auxiliary Service Frequency Coordination. 2:55 p.m. Panelists: Bruce Franca, FCC; Richard Rudman, KFWB(AM) Los Angeles; Joseph Wu, TFT Inc.; Lynwood Heiges, CBS Inc.

Studio Construction and Acoustics. 1:40-4 p.m. Room 21. Chair: William Ryan, KVIL(AM) Highland Park, Tex. (Dallas).

Opening Presentation and Chairman's Remarks. 1:40 p.m.

Project Management Techniques Save Broadcasters Time and Cost. 1:55 p.m. Marvin Born, KRIS-TV Corpus Christi, Tex.

Proposed CAD Drawing Standards for Radio and Television Engineering. 2:20 p.m. Walter Black, Video Design Pro.

Acoustical Troubleshooting and Modification in Broadcast Facilities. 2:45 p.m. Peter D'Antonio, RPG Diffusor Systems.

Present Trends in Television Studio Design. 3:10 p.m. Edward Webster, Centro Corp.

Considerations in Designing and Constructing an AM-FM Broadcast Facility. 3:35 p.m. Norman Philips, KPLX(FM)-KLIF(AM) Dallas.

Personal Computers for Broadcast Engineers. 4-5:30 p.m. Room 18. Chair: Paul Donahue, Gannett Radio. Panelists: Paul Dunton, KOLD-TV Tucson, Ariz.; Barry Victor, The Victor Group; Bob Metzler, Audio Precision; Bill Tullies, WTBS(TV) Atlanta; Hank Brandenburg, DataWorld; Dick Rudman, KFWB(AM) Los Angeles.

RF Radiation Regulation Compliance. 7-8:30 p.m. Embassy Salon, East Tower, Las Vegas Hilton. Moderator: Jules Cohen, Jules Cohen & Associates. Panelists: William Hassinger, FCC; Richard Tell, Richard Tell & Associates; Barry Umansky, NAB.

Studio Acoustics Workshop. 7-8:30 p.m. Royal Salon, East Tower, Las Vegas Hilton. Moderator: Peter D'Antonio, RPG Diffusor Systems. Panelists: Norman Philips, KPLY-AM-FM Dallas; Alfred D'Alessio, A.W.D'Alessio & Associates; Stanley Ellington, Centro Corp.; David Schwind, Charles M. Salter Associates.

Contract Engineers Workshop. 7-8:30 p.m. Grand Salon, East Tower, Las Vegas Hilton. Moderator: James Loupas, James Loupas & Associates. Panelists: Mark Persons, M.W. Persons Associates; Harold Hallikainen, Hallikainen & Friends; Barry Victor, The Victor Group.

AM Antenna Systems Workshop. 7-8:30 p.m. Club Salon, East Tower, Las Vegas Hilton. Moderator: Karl Lahm, consulting engineer. Panelists: Ronald Rackley, duTreil, Lundin & Rackley; Ogden Prestholdt, A.D. Ring & Associates; Thomas Osenkowsky, WLAD(AM) Danbury, Conn.

TELEVISION ENGINEERING SESSIONS

Television Engineering. 8:30 a.m.-12:25 p.m. Room 18. Chair: Max Berry, Capital Cities/ABC.

Opening Presentation and Chairman's Remarks. 8:30 a.m.

Factors Affecting On-Air Reliability of Solid-State Transmitters. 8:45 a.m. Frank Svet, Harris Corp.

Second Generation Analog Component VTR's—A User's Perspective. 9:10 a.m. Karl Renwanz, WNEV-TV Boston.

Teletext: A Unique Application for Election Night Results. 9:35 a.m. J. Talmage Ball, KSL-TV Salt Lake City.

Designing Broadcast Facilities for Composite and Component Digital Video Technology. 10:45 a.m. Curtis Chan, Centro Corp.

Methods of Producing High Levels of RF Power for Test Purposes. 11:10 a.m. Robert Surette, Shively Labs.

Second Generation ENG Camcorder. 11:35 a.m. Laurence Thorpe, Sony Communications Products.

A Study of Maintenance Requirements for Component Level Diagnostics in Digital Equipment. Noon. Thomas Cavanagh, Canadian Broadcasting System.

HDTV Production I. 8:30 a.m.-12:25 p.m. Room 20. Chair: S.Merrill Weiss, NBC-TV.

Opening Presentation and Chairman's Remarks. 8:30 a.m.

Status Report, 1125 HDTV Production Standard, SMPTE Working Group on High Definition Electronic Production. 8:45 a.m. Richard Stumpf, Universal Studios.

1125 Production. 9:10 a.m. David Niles, 1125 Productions.

Techniques for HDTV Production in Japan. 9:35 a.m. TBA, Japan Broadcasting Corp.

Progress Report on First CBS HDTV Feature Movie of the Week. 10:45 a.m. Rupert Stow, CBS-TV.

HDTV Production in Canada. 11:10 a.m. Keith Field, Canadian Broadcasting Corp.

Production Aspects of HDTV. 11:35 a.m. Barry Rebo, Rebo High Definition Studio.

HDTV Plumbicon Camera Tube. Noon. Ad Franken, Philips.

HDTV Production II. 2-4 p.m. Room 20. Chair: Harold Protter, Gaylord Broadcasting.

Opening Presentation and Chairman's Remarks. 2 p.m.

Subjective Assessment of HDTV. 2:15 p.m. Bronwen Jones, consultant.

Sixty Frame Per Second Movies. 2:40 p.m. Douglas Trumbull, Showscan Film Corp.

Film to HDTV Tape Transfer. 3:05 p.m. Rich Thorne, Post Group.

A New HDTV to NTSC Converter. 3:30 p.m. Laurence Thorpe, Sony Communications Products.

Preparations for Distribution of HDTV Programming in Japan. 3:55 p.m. TBA, NHK.

MONDAY, APRIL 11

RADIO MANAGEMENT SESSIONS

RAB General Radio Session. 9-10:15 a.m. Ballroom B, Las Vegas Hilton. William Stakelin and Wayne Cornils, Radio Advertising Bureau.

"Idea Depository" for Small Markets. 10:30-11:45 a.m. Room L1. Moderator: Thomas Young, Young Radio.

It's Radio Renewal Time Again. 10:30-11:45 a.m. Room M1. Moderator: Jeff Baumann, NAB. Panelists: Roy Stewart, FCC; George Borsari, Bechtel, Borsari, Cole & Paxson; Wade Hargrove, Tharrington, Smith & Hargrove; Marvin Rosenberg, Fletcher, Heald & Hildreth.

Writing More Business. 10:30-11:45 a.m. Room S1. Daniel Flamberg, Radio Advertising Bureau.

United We Grow: The State of the Radio Industry. 10:30-11:45 a.m. Room R1. Moderator: Jerry Lyman, RKO Radio. Panelists: Steven Berger, Nationwide Communications; Bev Brown, KGAS(AM) Carthage, Tex.; Bill Clark, Shamrock Broadcasting; Robert Fox, KVEN Broadcasting; Bernard Mann, Mann Media.

Radio's Leadership Luncheon. 12:15-2 p.m. Pavilion. Entertainment: Rich Little. Toastmaster: Robert Fox, NAB Radio Board vice chairman. Presentation of Broadcasting Hall of Fame awards to William B. Williams and Roy Acuff; Jerry Lyman, NAB Radio Board chairman, MC.

Fighting the AIDS Epidemic: Broadcasters' Responsibility. 2:45-4 p.m. Room B3. Moderator: Robert Mulholland, Television Information Office. Panelists: Thomas Goodgame, Westinghouse Broadcasting; Gary Noble, MD, Centers for Disease Control; June Osborn, MD, School of Public Health, University of Michigan; Joanne Grenne, KFRC(AM) San Francisco; Representative Henry Waxman (D-Calif.).

RADIO ENGINEERING SESSIONS

AM-FM Allocations. 8:30-10 a.m. Room 23. Chair: Paul Stewart, WOR(AM) New York.

Opening Presentation and Chairman's Remarks. 8:30 a.m.

Current Radio Allocation Issues at the FCC. 8:45 a.m. William Hassinger, FCC.

Use of Directional Antennas by FM Stations to Permit Reduced Distance Separations—An Interference Analysis. 9:10 a.m. John Kean, Moffet, Larson & Johnson.

Medium Frequency Skywave Propagation at High Latitudes: Results of an FCC-Sponsored Study. 9:35 a.m. Robert Hunsucker, University of Alaska.

Digital Audio Studio. 9-11:45 a.m. Room 21. Chair: Paul Donahue, Gannett Radio.

Opening Presentation and Chairman's Remarks. 9 a.m.

Advanced Editing Features From Direct Access Media. 9:15 a.m. Guy McNally, Digital Audio Research Ltd.

Digital Audio Workstation Uses Fixed Rate Sampling and Digital Audio Bus. 9:40 a.m. Glenn Edens, Waveframe Corp.

Tapeless Audio Production for Broadcast Applications. 10:05 a.m. Eric Gray, New England Digital Corp.

Concepts and Consequences of Hard Disk Systems for the Broadcast Industry. 10:30 a.m. Gerry Kearby, Integrated Media Systems.

Digital Audio Cartridge Disk Recorder, Reproducer and Editor for Broadcast Use. 10:55 a.m. David Schwartz, CompuSonics.

Digital Storage of Music and Speech. 11:20 a.m. Paul Schafer, Schafer International.

Environmental Concerns. 10 a.m.-12:20 p.m. Room 23. Chair: Warren Hapfel, Scripps-Howard Broadcasting.

Opening Presentation and Chairman's Remarks. 10 a.m.

RF Radiation Compliant Ammeter System. 10:15 a.m. Thomas Wright, Delta Electronics.

RF Radiation: Working Close to AM Broadcast Antenna Components. 10:40 a.m. Richard Tell, Richard Tell & Associates.

Taming Lightning Around Broadcast Towers. 11:05 a.m. Roy Carpenter, Lightning Eliminators & Consultants.

Organizing Broadcasters for Local PCB Clean-Up. H. Carr Stainaker, KEZQ(AM) North Little Rock, Ark.

Specifying Tower Lightning Requirements—Whose Job Is It? Ralph Justus, NAB.

Radio and Television Satellite Systems. 1:30-4:40 p.m. Chair: James Wulliman, SBE/Ennes Education Foundation.

Opening Presentation and Chairman's Remarks. 1:30 p.m.

Engineering and Operational Considerations for Mobile Satellite Communications. 1:45 p.m. Jack Moore, Dalsat.

Designing and Installing Ku Band Receive Facilities for Broadcast Application. 2:10 p.m. Ray Conover, Conus Communications.

Field Testing an Earth Station Antenna for Two Degree Compliance. 2:35 p.m. Michael Morgan, Andrew Corp.

Custom Designing a Satellite News Vehicle to Meet Station Requirements. 3 p.m. Gene Gildow, WTKR-TV Norfolk, Va.

Low-Cost, Efficient Satellite Systems Aid Radio Production. 3:25 p.m. Dennis Feely, IDB Communications Group.

Further Developments in Miniaturizing Equipment for Satellite News Operation. 3:50 p.m. Makoto Kaijima, Toshiba.

A Novel Method of Measuring the Deviation of Video FM Modulators. A.G. Uyttendaele, Capital Cities/ABC.

Radio Production and Audio Processing. 1:45-4:30 p.m. Room 21. Chair: Millford Smith, Greater Media.

Opening Presentation and Chairman's Remarks. 1:45 p.m.

Comparing FM Transmission System Performance and Receiver Capabilities: How Good Must Your Station Be? 2 p.m. Jerry Whitaker, Broadcast Engineering

magazine.

A Different Approach to Audio Level Monitoring. 2:25 p.m. Richard Burden, Burden & Associates.

Zootube: A Morning Radio Show on TV. 2:50 p.m. Ralph Beaver, WRBQ-FM Tampa, Fla.

A Mobile Radio Production Facility for the Space Age. 3:15 p.m. William Ryan, KVIL(AM) Highland Park, Tex. (Dallas).

A Microprocessor Performance Optimizer for All Tape Formulations. 3:40 p.m. James Carpenter, Broadcast Electronics.

Processing Audio From Remote Sources. 4:05 p.m. Skip Pizzi, National Public Radio.

TELEVISION MANAGEMENT SESSIONS

Broadcasting and Cable...What's Next? 9-10:15 a.m. Room B3. Moderator: William Duhamel, Duhamel Broadcasting Enterprises. Participants: Representatives John Bryant (D-Tex.), Jack Fields (R-Tex.), Tom Luken (D-Ohio), Carlos Moorhead (R-Calif.), Bruce Morrison (D-Conn.), Dan Schaefer (R-Colo.), Tom Tauke (R-Iowa).

Not Necessarily the Network...the Impact of Regional Marketing. 9-10:15 a.m. Room B2. Moderator: Ron Inman, INTV. Panelists: Cathy Egan, Katz Communications; Michael Kammerer, Independent Television Network; George Mahrlig, Campbell Soup Co.; Donald Williams, John Blair Communications.

What's a TV Station Worth Today? 9-10:15 a.m. Room D2. Moderator: I. Martin Pompadur, Television Station Partners and ML Media Partners. Panelists: Thomas Cookerly, Allbritton Communications; David Croll, TA Associates; John Fiorini III, Heron, Burchette, Buckert & Rothwell; Milton Maltz, Malrite Communications; J. Patrick Michaels Jr., Communications Equity Associates; William Suter, Merrill Lynch Capital Markets.

All's Not Fair in the Ratings War. 9-10:15 a.m. Room B1. Moderator: Rick Ducey, NAB. Panelists: Gary Chapman, Freedom Newspapers; Mel Goldberg, Electronic Media Rating Council; El Plowden, Procter & Gamble; Jhan Hiber, Malrite Communications.

TVB and Television: Tandem Transition. 10:30-11:45 a.m. Room D2. Presenters: James G. Babb, Jefferson-Pilot Communications; William Moll, Television Bureau of Advertising.

The Public, the Press and the Political Candidates. 1:15-2:30 p.m. Room D2. David Frost.

The Alternative Delivery Systems...Cable, Fiber, Satellite. 2:45-4 p.m. Room D2. Moderator: Paul Bortz, Browne, Bortz & Coddington. Panelists: Stanley Hubbard, Hubbard Broadcasting; Irving Kahn, Choice Cable; John Sie, Tele-Communications Inc.

How to Take Money From the Newspapers: The Inside Story. 2:45-4 p.m. Room B1. Herb Maloney, WPRI-TV East Providence, R.I.

Audience Views on HDTV: Early Findings. 2:45-4 p.m. Room B2. Rick Ducey, NAB. Panelists: Dr. Paul Hearty, Department of Communications, Ottawa; Robert Maxwell, HBO; W Russell Neuman, Massachusetts Institute of Technology.

Hundred Plus Exchange. Promotions Idea Exchange. 4:15-5 p.m. Room A6. Robert Krueger, KTVB-TV Boise, Idaho, and John Von Rueden, KXMB-TV Bismarck, N.D. *How Do You Run the Sales and News Departments?* 5:15-6:15 p.m. Room A6. Gary DeHaven, WISC-TV Madison, Wis., and Frank Flynn Jr., Fort Myers Broadcasting Co.

Cable Carriage and Channel Position—Cry No More Tiers. 4:15-5:30 p.m. Room D2. Moderator: Benjamin F.P. Ivins, NAB. Panelists: Michael Berg, Miller, Young & Holbrooke; David Fleming, Multimedia Broadcasting; Thomas Meeks, WOFL-TV Lake Mary, Fla.; Julian Shepard, Heron, Burchette, Ruckert & Rothwell.

Diversity and Dollars Through Satellites. 4:15-5:30 p.m. Room B2. Moderator: Valerie Schulte, NAB. Panelists: James Ennis, Fletcher, Heald & Hildreth; Raul Rodriguez, Leventhal, Senter & Lerman; Robert Mazer, Nixon, Hargrave, Devans & Doyle.

Drinking, Drugs, AIDS and Other Health Law Problems at Your Station. 4:15-5:30 p.m. Room A3. Moderator: Steve Bookshester, NAB. Panelists: David Grant, Baker & Hostetler; Ann Miller, NAB; June Osborn, MD, University of Michigan; R. Eddie Wayland, King & Bellow.

Trimming Taxes on the Business of Broadcasting. 4:15-5:30 p.m. Room B3. Moderator: Robert Branson, NAB. Panelists: Jana DeSirgh, Cadwalader, Wickersham & Taft; Karl Kellar, Jones, Day, Reavis & Pogue; Bernard Long Jr., Dow, Lohnes & Albertson; Paul Thompson, Fox Broadcasting.

The FCC's TV Agenda. 4:15-5:30 p.m. Room B1. Moderator: Belva Brissett, NAB. FCC panelists: Alex Felker, John Haring, Bradley Holmes, Lisa Hook, Roy Stewart, Charles Schott.

TELEVISION ENGINEERING SESSIONS

Advanced Television Transmission Systems. 9 a.m.-12:35 p.m. Room 18.

Chair: T. Arthur Bone, Knight-Ridder Broadcasting.

Opening Presentation and Chairman's Remarks. 9 a.m.

Advanced Television Systems Committee Status Report. 9:15 a.m. Robert Hopkins, ATSC.

ACTV—A Glimpse of the Future for Terrestrial Broadcasters. 9:40 a.m. Dr. James Carnes, David Sarnoff Research; Alan Godber, NBC-TV.

HDTV Compatible with NTSC—A Progress Report. 10:05 a.m. Arpad Toth, North American Philips.

HD-NTSC: A Status Report. 10:30 a.m. Richard Iredale, The Del Rey Group.

Signal Propagation and Interference Studies for a Compatible HDTV Transmission System. 10:55 a.m. William Glenn, New York Institute of Technology.

An Extended Definition Television System for Terrestrial Broadcasting. 11:20 a.m. TBA, Broadcast Technology Association.

The MUSE Family of HDTV Transmission Systems. 11:45 a.m. Taiji Nishizawa, NHK.

Bandwidth-Efficient Advanced Television Systems. 12:10 a.m. William Schreiber, Massachusetts Institute of Technology.

Environmental Concerns. 10 a.m.-12:20 p.m. Room 23. Chair: Warren Happel, Scripps-Howard Broadcasting. See description under "Radio Engineering Sessions," above.

UHF Television Transmission Systems. 1:15-4:50 p.m. Room 23. Chair: William Ramsay, Nebraska ETV Network.

Opening Presentation and Chairman's Remarks. 1:15 p.m.

The Multi-Depressed Collector Klystron Project—Final Report. 1:30 p.m. Earl McCune and Glen Huffman, Varian Associates.

Updating Older Generation UHF Television Transmitters to Current Performance Standards. 1:55 p.m. Harvey Arnold, University of North Carolina.

Klystron Technology Update. 2:20 p.m. Merrald Shrader, Varian Associates.

A 120 kw Klystron UHF Transmitter for Full Broadcast Service. 2:45 p.m. Nathaniel Ostroff, Comark Communications.

Circularly and Elliptically Polarized UHF TV Transmitting Antenna Design. 3:10 p.m. Geza Dienes, Andrew Corp.

Developing Antenna Patterns to Match Desired UHF Television Coverage. 3:35 p.m. Warren Trumbly, Jampro Antennas.

Field Experience with All Solid State UHF Television Transmitters. 4 p.m. Joseph Engle, NEC.

Tall Towers for Super Power UHF. 4:25 p.m. Thomas Vaughan, Micro Communications.

Radio and Television Satellite Systems. 1:30-4:40 p.m. Room 18. Chair: James Wulliman, SBE/Ennes Education Foundation. See description under "Radio Engineering Sessions;" above.

Tuesday, April 12

RADIO MANAGEMENT SESSIONS

Engineering Cost Containment: Maximizing Results While Minimizing Expenses. 9-10:15 a.m. Room M2. Mike Langner, KHFM(FM) Albuquerque, N.M.

The Law of Political Broadcasting '88. 9-10:15 a.m. Room S1. Moderator: Steve Bookshester, NAB. Panelists: Milton Gross, FCC; Irving Gastfreund, Kaye, Scholer, Fierman, Hays & Handler; William Green, Pierson, Ball & Dowd; James Popham, Hardy & Popham.

"You Deserve the Best." 9-10:15 a.m. Room L1. Pat Pearson, Pearson Presentations.

Gaining the Advertising Edge with Minority-Formatted Stations. 9-10:15 a.m. Room M1. Moderator: Verna Green, WJLB-FM Detroit. Panelists: Eduardo Caballero, Caballero Spanish Media; Nick Howse, Burrell Advertising; Earl Jordan, KGFJ(AM) Los Angeles; Dennis McCann, The Spanish Connection.

Putting Yourself in the Customer's Shoes. 9-10:15 a.m. Room R1. Phillip LeNoble, Executive Decision Systems.

Rules of the Radio Ratings Game. 10:30-11:45 a.m. Room M1. Robert Balon, The Benchmark Co.

RadiOutlook 1988: Forces Shaping the Radio Industry. 10:30-11:45 a.m. Room R1. John Abel and Rick Ducey, NAB.

Selling More/Saving More. 10:30-11:45 a.m. Room S1. Gerry Robbins, WCMP(AM) Pine City, Minn., and Bayard (Bud) Walters, The Cromwell Group.

"You Deserve the Best." 10:30-11:45 a.m. Room L1. Repeat of 9-10:15 a.m. session; see above.

The Golden Links—Corporate America, Broadcasters, Community. 10:30-11:45 a.m. Room M2. Moderator: Thomas Goodgame, Westinghouse Broadcasting. Panelists: Tom Adams, Just Say No Foundation; George Hyde Jr., WQBA-AM-FM Miami; Arthur Kapplow, J.C. Penny Co.; Fred Patterson, Johnson & Johnson.

All-Industry Luncheon. Noon-2 p.m. Pavilion. Welcome by Wallace Jorgenson, chairman of NAB joint board. Convention '88 video presentation. Presentation of the Walter May Award. Keynote address by FCC Chairman Dennis Patrick.

Government and Industry Face the Issues. 2:15-3:30 p.m. Ballroom E. Moderator: Jeff Baumann, NAB. Panelists: James Quello, FCC; Patricia Diaz Dennis, FCC; Alfred Sikes, NTIA; Wallace Jorgenson, NAB joint board chairman; Jerry Lyman, NAB radio board chairman; Margo Cobb, NAB television board vice chairman.

Buying Stations: Using OPM (Other People's Money). 3:45-5 p.m. Room L1. Moderator: Erwin Krasnow, Verner, Liipfert, Bernhard, McPherson & Hand. Panelists: Robin Martin, Deer River Group; Susan Ness, American Security Bank; Ronald Wooding, Wooding & Associates.

Power Marketing. 3:45-5 p.m. Room R1. Doug Cluff, Cluff & Co.

COLRAM/Arbitron Diaries Test—Preliminary Findings. 3:45-5 p.m. Room M1. Panelists: David Lapovsky, Arbitron; Jim Peacock, Arbitron; Bob Galen, COLRAM; David Kennedy, COLRAM; Jerry Lee, COLRAM; Bill McClenaghan, COLRAM.

RADIO ENGINEERING SESSIONS

Alternate Power and Grounding Systems. 8:15-11 a.m. Room 21. Chair: Gerald Plemmons, Outlet Communications.

Opening Presentation and Chairman's Remarks. 8:15 a.m.

America's First Solar Powered FM Radio Station. 8:30 a.m. Sanford Cohen, KIH(X)FM Prescott Valley, Calif.

Application and Performance of Rotary Phase Converters as an Alternative to Utility Supplied Three-Phase Power. 8:55 a.m. Larry Katz, Kay Industries.

Surge Protection and Grounding Methods for AM Broadcast Transmitter Sites. 9:20 a.m. John Schneider, RF Specialists of Washington.

Designing and Maintaining a Facility Ground System for Broadcast Studio Facilities. 9:45 a.m. Jerry Whitaker, Broadcast Engineering magazine.

The Need for and Solutions to Power Conditioning for Broadcasters. 10:10 a.m. Barry Epstein, Current Technology.

Uninterruptible Power Supplies for Broadcasters. 10:35 a.m. Wyatt McDaniel, Outlet Communications.

Fiber Optics and Digital Transmission. 9-10:55 a.m. Room 18. Chair: James Hoke, Edens Broadcasting.

Opening Presentation and Chairman's Remarks. 9 a.m.

The How and Why of Optical Fiber Transmission Systems. 9:15 a.m. Richard Claus, Fiber and Electro-Optics Research Center, Virginia Institute of Technology.

Optical Fiber Applications in BellSouth. 9:40 a.m. Karen Mangum, BellSouth Services.

Broadcast Quality Television 45 mbs (DS3) Customer Controlled Digital Network. 10:05 a.m. Robert Blackburn, Bell Communications Research.

Optical Fiber Interface Equipment for Video, Audio and Data. 10:30 a.m. Robert Paulson, Artel Communications.

FCC Engineers Forum. 11 a.m.-12:30 p.m. Room 18. Chair: Otis Freeman, Tribune Broadcasting. FCC panelists: Alex Felker, Richard Smith, Bruce Franca, William Hassinger, Robert Weller.

TELEVISION MANAGEMENT SESSIONS

The International Television Market: What's In It For U.S. Broadcasters? 9-10:15 a.m. Room D2. Moderator: Donald Wear Jr., CBS Broadcast International. Panelists: Sheldon Cooper, Tribune Entertainment; Patrick Cox, Societe Nationale Television Francaise; Beth Gordon, NW Ayer; Arthur Kananack, Viacom Enterprises; Roy Stout, Coca-Cola.

How to Grow Revenue—Creative Selling Solutions! 9-10:15 a.m. Room B3. Robert Baker and William Moll, Television Bureau of Advertising.

Number One in News. 9-10:15 a.m. Room B2. Moderator: Wayne Godsey, KOAT-TV Albuquerque, N.M. Panelists: Ronald Bergamo, KWCH-TV Wichita, Kan.; Tom Kirby, KARE-TV Minneapolis; Steve Wasserman, WPLG-TV Miami.

The Law of Political Broadcasting '88. 9-10:15 a.m. Room S1. Moderator: Steve Bookshester, NAB. Panelists: Milton Gross, FCC; Irving Gastfreund, Kaye, Scholer, Fierman, Hays & Handler; William Green, Pierson, Ball & Dowd; James Popham, Hardy & Popham.

Inside the Programing Marketplace. 10:30-11:45 a.m. Room D2. Moderator: Joel Chaseman, Post-Newsweek Stations. Panelists: James Dowdle, Tribune Broadcasting; Mel Harris, Paramount Pictures; David Salzman, Lorimar Television; Robert Wussler, Turner Broadcasting.

Getting Along with Your Cable Operator. 10:30-11:45 a.m. Room B2. Moderator: James Hoak, Heritage Communications. Panelists: Ken Bagwell, Storer Cable Communications; Jack Clifford, Providence Journal Co.; Benjamin Ivins,

NAB; Paul McCarthy, Broadcast Cable Associates; William Viands Jr., KDNL-TV St. Louis.

The Golden Links—Corporate America, Broadcasters, Community. 10:30-11:45 a.m. Room M2. Moderator: Thomas Goodgame. Westinghouse Broadcasting. Panelists: Tom Adams, Just Say No Foundation; George Hyde Jr., WQBA-AM-FM Miami; Arthur Kapplow, J.C. Penney Co.; Fred Patterson, Johnson & Johnson.

Minority and Multicultural TV Programming for Urban Markets. 10:30-11:45 a.m. Room B1. Moderator: Dwight Ellis, NAB. Panelists: Topper Carew, Golden Groove Productions; Ellen Endo-Dizon, MGM/UA-TV; Raymond Horn, Raymond Horn Syndication; Thursa Thomas, WJLA-TV Washington; Joaquin Blaya, LatCom Group Univision.

TELEVISION ENGINEERING SESSIONS

Fiber Optics and Digital Transmission. 9-10:55 a.m. Room 18. Chair: James Hoke, Edens Broadcasting. For description, see Tuesday "Radio Engineering Session," above.

FCC Advanced TV Service Committee. 9:15-11 a.m. Room 23. Moderator: E. William Henry, Ginsburg, Feldman & Bress. Committee members: Richard Wiley, Wiley, Rein & Fielding; Gregory DePriest, Association of Maximum Service Telecasters; Irwin Dorros, Bellcore; James Tietjen, David Sarnoff Research Center; Alex Felker, FCC; Bruce Franca, FCC; William Hassinger, FCC.

FCC Engineers Forum. 11 a.m.-12:30 p.m. Room 18. Chair: Otis Freeman, Tribune Broadcasting. For description, see Tuesday "Radio Engineering Session," above.

Related events

Wednesday, April 6

Broadcast Education Association registration. 3 p.m. East Meeting Rooms, second level, Las Vegas Convention Center.

Thursday, April 7

BEA meetings. 7:30 a.m.-6:30 p.m. East Meeting Rooms, second level, Convention Center.

BEA registration. 8 a.m. East Meeting Rooms, second level, Convention Center.

BEA reception. 6:30 p.m. Ballrooms D&E, Las Vegas Hilton.

Friday, April 8

BEA meetings. 7:30 a.m.-6:30 p.m. East Meeting Rooms, second level, Convention Center.

NAB/American Bar Association communications law forum. 9 a.m. Ballroom G, Las Vegas Hilton.

Society of Broadcast Engineers board of directors meeting. 10 a.m.-6 p.m. Convention Center North Hall, Room 17.

BEA luncheon. 12:30 p.m. Convention Center East Meeting Room A3.

NAB/ABA Communications law forum reception. 5:30 p.m. Las Vegas Hilton, Ballroom D.

Saturday, April 9

FCC/FEMA EBS policy update. 7:30 a.m. Convention Center South Hall, Room 18.

SBE chapter chairmen workshop. 9 a.m.-noon. Convention Center North Hall, Room 17.

BEA plenary session. 9:30 a.m. Convention Center East Meeting Room R2.

NAB/University of Notre Dame management forum. 10 a.m.-2 p.m. Convention Center East Meeting Room B2.

Association of Maximum Service Telecasters meeting. 10:30 a.m. Convention Center South Hall, Room 20.

Association of Broadcast Engineering Standards. 11 a.m.-1 p.m. Convention Center North Hall, Room 16.

Joint NAB/BEA session: The Future of Broadcast Research. 11 a.m. Convention Center East Meeting Room B1.

The Teleproduction Express. 1:30 p.m. Convention

Center South Hall, Rooms 18 & 20.

TARPAC Red-White-Blue Reception. 6:30 p.m. Desert Inn, Grand Ballroom.

Sunday, April 10

Radio Programming Showcase. 1 p.m. Convention Center East Meeting Room A3.

Blitz Club reception. 5 p.m. Las Vegas Hilton Conference Center.

Community Broadcasters Association LPTV presentation and reception. 5-7:30 p.m. Convention Center Rooms B2 & B3, East Meeting Rooms—Main Level.

International visitors reception. 5:30 p.m. Las Vegas Hilton, Ballroom C.

Monday, April 11

Research directors reception. 5 p.m. Las Vegas Hilton, Embassy Salon.

Ham Radio Operators reception. 6 p.m. Las Vegas Hilton, Ballroom C.

Tuesday, April 12

Broadcast Pioneers breakfast. 7:30 a.m. Las Vegas Hilton, Ballroom C.

Convention Center's exhibition floor menu

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

3M 2305
3M/Convention Management
 225-3S-05 3M Center, St. Paul 55144-1000

Routing switchers; signal processing equipment; character generators; audio tape cartridge equipment for radio and TV commercials; prerecorder news; program announcements and music; blank audio cassettes; open reel audio recording tape.

A.C. Nielsen 2189
Nielsen Media Research, Nielsen Plaza, Northbrook, Ill. 60052
 (See Nielsen Media Research listing.)

A.F. Associates 2869
 100 Stonehurst Court, Northvale, N.J. 07647

Radamec-EPO robotic camera systems with floor and video tracking*; AUS, AUS-ADAC 6500 TV standards converters. **Staff:** Tom Canavan; Richard Lunniss;

Marc Bressack; Meryl Altman; Vince Jakimzak; Jim McGrath; Alan Rudolph; Bud Pearson.

Abbott & Co. 4277
Division of BRIntec Corp., 1611 Cascade Dr., Marion, Ohio 43302

Abekas Video Systems 1439
 101 Galveston Dr., Redwood City, Calif. 94063

A62 and A64 digital disk recorder; A42 digital still store system with library; A52 digital special effects system; A53-D digital special effects; A60 digital disk recorder with Ethernet; A72 digital character generator*. **Staff:** Yeshwant Kamath; Martha Lash; Phil Bennett; John Dunstan; Lance Kelson; Nafiseh Lindberg; Harris Rogers; Mark Pinkel; Andy Sheldon.

ACCOM 5825, 5827
 2 Blue Jay Way, Woodside, Calif. 94062

Accu-Weather 4151, 4153
 619 W. College Ave., State College, Pa. 16801

Weather graphics; equipment for receiving and displaying images for dial-up or

satellite; forecasting service; Accu-Data base; Siscorp satellite delivery, Weather-Break; WeatherShow; Advanced Map Plotting SYSTEM (AMPS)*. **Staff:** Joel Myers; Skip Hunsberger; Jeff Bertram; Mary Ann Seidler; Bruce Konikoff; Jess Goodman.

Acoustic Systems 4280-4282
 415 E. Saint Elmo Rd., Austin, Tex. 78745

Acrodyne Industries 3833
 516 Township Line Rd., Blue Bell, Pa. 19422

Marconi B7548 60 kw UHF TV transmitter*; B7500 Exciter Retrofit kit for Klystron Systems*; Acrodyne FL/10 kw 10 kw UHF TV transmitter*; TRU-25KVC 25 kw UHF, TLU/KAC 1 kw UHF and TRL/10 KA 10 kw VHF TV transmitters; satellite newsgathering system. **Staff:** Joe Wozniak; Ron Briggs; Steve Blassetti; Marshall Smith; Timothy Hulick; Dan Traynor; Bill Barrow.

Adams-Smith 1513
 34 Tower St., Hudson, Mass. 01749

Zeta Three synchronizer with new remote controller for editing; 2600 A/V

audio for video editing system with new software; time code generating and reading products. **Staff:** H. Adams; W. Hickman; S. Strassberg; H. Williams; Xen Sloan.

ADC Telecommunications 3480
4900 W. 78th St., Minneapolis 55435

S-9 PatchMate patching system*; Pro Patch cords; integrated cable organization network (ICON); IJF patchbay designed for integration with ICON*.

Adelphon 4256, A113
100 Covelo Ave., Box 7256, Fort Worth 76111

Towers and antennas.

ADM Technology 4369
1626 E. Big Beaver Rd., Troy, Mich. 48084

Audio consoles for radio, TV and post-production; rack mount equipment. **Staff:** Robert Bloom; Murray Shields; Larry Mandziuk; Dennis Bennett; David Wills; Joe Supinsky.

Adrienne Electronics Corp. 5318
11994 Marjon Dr., Nevada City, Calif. 95959

Model AEC-1 video/audio routing switcher*; PC-207M and PC-LTC Interface for IBM PC*. **Staff:** Bruce Waggoner; Liz Waggoner.

Advanced Designs Corp. 4278
924 W. 17th St., Bloomington, Ind. 47401

Weather display systems.

Advanced Micro-Dynamics 5829, 5831
7 Lomar Dr., Pepperell, Mass. 01463

Remote control systems for radio and TV transmitters.

Advent Communications Ltd. A109
Little Britain House, Alma Rd., Chessham, Bucks HP5 3HE, England

Ku-band fly-away equipment.

Adventures International 272
1540 Market St., #440, San Francisco 94102

AEG Bayly 719
167 Hunt St., Ajax, Ont. L1S 1P6, Canada

Aerospatiale Helicopter Corp. A101
2701 Forum Dr., Grand Prairie, Tex. 75053

Agfa-Gevaert 3880
100 Challenger Rd., Ridgefield Park, N.J. 07660

AGFA Betacam; Broadcast Plus U-matics; Broadcast Pro U-matic*; PEV 192 half-inch bulk video tape; super HGX VHS half-inch videocassettes: T 30, 60, 90, 120 series; PEM 468, 469 and 369 mastering tapes, PEM 526 bin loop tape, PEM 291D digital mastering tape; R-DAT cassettes; PE 649, 949, 1249 bulk audio cassette tape; Magnetite 662/962, PE 619/9191 bulk audio cassette tape. **Staff:** Maria Curry; Andrew Da Puzzo; Joe Tibensky; Chris Emery; John Matarazzo; Teri Sosa; Bob Zamosciany; Peter Jensen; Walter Bremer.

Aircraft Digital Music Library 1613, 1615
77 N. Washington St., Boston 02114

Compact disk package*; edit package; SpeedSearch music cue. **Staff:** Mark Cuddy; Crit Harmon.

Akai Digital 5728
1316 E. Lancaster, Fort Worth 76102

AKG Acoustics 1245
77 Selleck St., Stamford, Conn. 06902

AKG microphones; headphones; digital delay units and microphone accessories.

Alamar Electronics 3180
36 Railway Ave., Campbell, Calif. 95008

Alan Gordon Enterprises 2538
1430 Cahuenga Blvd., Hollywood, Calif. 90078

Argus compact dolly*; acrylic prop products*; Sonic telescopic microphone booms*; EOS/FAX video animation controller; Super Grips; Mark IV director's view finder; scene slates; technical and craft book catalog. **Staff:** Grant Loucks; Bob Kuhagen; Ted Lane; Wayne Loucks; Peter Barton.

Alden Electronics 4566-4567
40 Washington St., Westborough, Mass. 01581

C2000C composite weather radar display; Zephyr Weather information service. **Staff:** Michael Porreco; Kevin Porreco.

Alexander Batteries 2205
Box 1508, Mason City, Iowa 50401

BP-1-11 eleven cell replacement for Sony NP-1. **Staff:** Bob Williams; Pat Huberty; Barney Schroeder.

Alias Research 5221
110 Richmond St., Toronto, Ont., M5C 1P1, Canada

Allen & Heath 5016, 5017
Five Connair Rd., Orange, Conn. 06477

Studio 12, Sigma and Phantom studio and recording consoles. **Staff:** Chuck Augustowski; John Petrucelli; Joseph Boerst; Vic Steffens; Michael Fabricant.

Allen Avionics 2705
224 E. Second St., Mineola, N.Y. 11501

Allied Broadcast Equipment 557
3712 National Rd. West, Box 1487, Richmond, Ind. 47375

100-disk CD multiplay; Denon CD cart machine. **Staff:** Tom Harle; Roy Ridge; John Timm; Judy Spell; Rick Funk; John Grayson; Scott Beeler; Tony Mezey Jr.; Kent Pendleton; Cal Vandegrift; Walt Lowery; Jeff Detweiler.

Allied Broadcast Systems 419
3901 MacArthur, Newport Beach, Calif. 92660

Sono-Mag automation systems; Arrakis cabinetry and studio systems. **Staff:** Chuck Rockhill; Mike Palmer; Steve Sampson; Bill Thompson.

Allied Tower 859, 861
12450 Galveston Rd., Webster, Tex. 77598

Staff: V.G. (Bud) Duvall; Jeff Philippe; Doug Moore.

Allsop 4141
4201 Meridian St., Bellingham, Wash.

98227

Cleaning accessories for VCR's. **Staff:** Eivind Clausen; Zeke Lenn.

Alpha Audio 2256-2259
2049 W. Broad St., Richmond, Va. 23220

Acoustical treatment products. BOSS automated audio editing system. **Staff:** Eric Johnson; Kathy Fitzgerald; Mike Binns; Nick Colleran; Bob Tulloh; Spence Burton; John Harlow; Joe Sheets.

Alpha Wire Corp. 5529
711 Lidgerwood Ave., Box 711, Elizabeth, N.J. 07207-0711

Coaxial and audio cable and connectors. **Staff:** Dennis Gudgel.

Alpha Video & Electronics 2980
200 Keystone Dr., Carnegie, Pa. 15106

Alta Group 5917
535 Race St., San Jose, Calif. 95126

Dual and single channels TBC/synchronizer with effects; dual channel Y-C TBC synchronizer with effects*; infinite single channel compression system*; Y-688 to Y-C dub converter. **Staff:** Frank Alioto; Michael Paivo; Wayne Lee; Mike Tallent; Ron Long; Dave Edmonds.

Altronic Research 1250, 1251
Box 249, Yellville, Ark. 72687

Omegaline RF coaxial load resistors, high power cermet resistors, water cooled, air cooled and heat exchangers available. **Staff:** John Dyess; Tim Roper.

Amber Electro Design 1201, 1203
3391 Griffith, St. Laurent, QC, Canada, H4T 1W5

Enhancements for 5500 programable audio measurement system; model 3501 portable distortion and noise measurement system; enhancements for Audio-Check software package*; PC instrument controller. **Staff:** Wayne Jones; Michael Chang; Guy Lemieux.

Amco Engineering 2709, 2710
3801 N. Rose St., Schiller Park, Ill. 60176-2190

Communications consoles, styling options, computer desks and desk-top cabinets, EMI cabinets, blowers and fans. **Staff:** Tom Anderson; Jim Witecha; Floyd Johnson.

Amek/TAC U.S. Operations 145
10815 Burbank Blvd., N. Hollywood, Calif. 91601

Staff: Larry Lamoray; Tim Wilson; Arnold Toshner; Sue Jones; Peter Harrison; Mick Brophy; John Penn; Erika Lopez.

American Medical Association 3917
535 N. Dearborn, Chicago 60610

American Studio Equipment 5012
8922 Norris Ave., Sun Valley, Calif. 91352

American Video Products 5731, 5733

615 S. State College Blvd., Fullerton, Calif. 92631

Audio consoles; editors, equipment, patch panels, jacks, patch cords; audio and video distribution routing; amplifiers, synchronizers; cabinets, cases and enclosures; cameras and camera mounts,

tripods, support products, remote control systems; construction and design services; correctors time base, color; digital special effects and video; distribution equipment; master control switchers; studio design and equipment; studio furniture; TBC's; teleprompters for film and video; test and measurement. **Staff:** Keith Hughes; Michael Fellner; Yvette Hughes; Bob Knowles; Jack Jones; Michael McIntyre.

AmpereX 2541-2545
Providence Pike, Slatersville, R.I. 02876

Ampex 3302
401 Broadway, Redwood City, Calif. 94063-3199

ACR-225 D2 format digital spot player*; VPR-300 D2 format digital studio VTR*; ACE 25 low-cost editor with internal switchers*; TBC-7 extended performance time base corrector; CVC-50 CCD camera; CVR-70, CVR-65, CVR-60 Betacam SP VTR's; 18 input AVC vista switcher; 4:2:2 component digital graphics studio with networked ADO digital effects, AWA-3 video art and ESS-3 graphic composition and storage systems. **Staff:** Mark Sanders; George Merrick; Robert Wilson; Charlie Steinberg; Max Mitchell; Gene Nyland; Don Kleffman; Robert Hagerty; Bob Slutske; Neil Selvin; Don Massa; Pat Burns.

AMS-CALREC 3372, 3373
AMS Industries Park; Billington Rd., Burnley, Lancashire BB11 5ES, U.K.

Amtel Systems 2444-2447
33 Main St., #303, Nashua, N.H. 03060
Transform-1 postproduction management system, Transform-LM list management system*. **Staff:** Mark Wronski; Peter McDonnell; Rush Hickman III; Shawn Carnahan.

AMX Corp. 5910, 6009
12056 Forestgate Dr., Dallas 75243
S-VHS digital time base corrector; matrix audio/video switcher; remote control systems. **Staff:** Scott Miller; Ron Sutile; Chuck Cram; John Leahy.

Andrew Corp. 1811
10500 W. 153d St., Orland Park, Ill. 60462

VHF and UHF TV antennas and systems; earth station antennas and systems; video receivers, system controllers; transmission lines; C/KU upgrade kit*; air-dielectric Heliax*; waveguide UHF antenna*. **Staff:** Barry Cohen; Jack Herbert; John Klecker; Jim Limanowski; Debra Buck; Dave Neubauer; Tom Callaghan; Tom O'Flaherty; Tom Sullivan; Stewart Thompson; Harry McKee; Chris Brown.

Angenieux Corp. of America 2634
7700 N. Kendall Dr., #503, Miami 33156

Anritsu America Inc.
Measuring Instruments 5002, 5003
15 Thornton Rd., Oakland, N.J. 07436

Anton/Bauer 2239
One Controls Dr., Shelton, Conn. 06484
Portable battery and lighting equipment

for cameras, VTR's, monitors. **Staff:** Anton Wilson; Joseph Lantowski; John O'Keefe; George Bauer; William Koskuba; Margot Quinlivan; Jeff Crouch; Chris Schurk.

Anvil Cases 1881
4128 Temple City Blvd., Rosemead, Calif. 91770

Shipping and carrying cases and containers. **Staff:** Ralph Hoopes; Marge Murphy; Michael Descoteau; Dan Molloy; Glenda Woods; Sylvia Sepulveda; Gabe Nakash.

Aphex Systems 870, 772
13340 Saticoy St., N. Hollywood, Calif. 91605

Apollo Audio-Visual 5826
60 Trade Zone Court, Ronkonkoma, N.Y. 11779

Lamps. **Staff:** Linda Alterman; Rita Gross.

Arben Design 4563, 4564
600 W. Roosevelt Rd., West Chicago, Ill. 60185

Lebenset modular set design systems; Cyc-wedge hard cyclorama system; graphics carts; motorized turntables; 3-D lettersets; studio set products; custom set construction services. **Staff:** Tony Leben.

Arbitron Ratings Co. 2369
142 W. 57th St., New York 10019

Micro Computer Applications; Arbitron Radio; FasTraq; CrossTraq; PC AID; Arbitrends; Arbitron Television; Custom Target AID; Product Target AID; Market Manager, and TV Maximiser. **Staff:** Rhody Bosley; Alan Tobkes; Les Tolchin; Pete Megroz; Doug McFarland; Barbara McFarland; Claire Kummer; Jan Baaden; Janet Baum; Pierre Bouvard; Debbie Buckley; Susan Dingethal; Steve Elliot; Jay Guyther; Scott Herman; Marvin Korach; Bob McLoud; Jim Mocariski; Bill Shafer; Dick Sheppard; Dennis Spragg; Virginia Tierney.

Army Broadcasting Service (ABS) 3905
601 N. Fairfax St., #340, Alexandria, Va. 22314-2040

Army segment of Armed Forces Radio and Television Service. **Staff:** Z. Fowler; Bill Boyd; Dave Foster; George McNamara.

Arrakis Systems 0465
2609 Riverbend Ct., Fort Collins, Colo. 80525

Arriflex Corp. 2669
500 Route 303, Blauvelt, N.Y. 10913

Camera, editing and lighting equipment.

Artel Communications Corp. 2077
22 Kane Industrial Dr., Hudson, Mass. 01749

T3080 1550 nm laser transmitter*; WDM 1315-SM single mode fiber wave division multiplexer*; T/R 3200 series dual (stereo) audio transmission links*; T/R 3300 series frequency-agile audio/data transmission links*; series 2000 modular multi mode fiber TV transmission systems; series 3000 LED/laser modular TV systems for single and multi mode fiber; RPT 3000

series optical repeater modules; CG203 series high-resolution RGB color graphics modems for universal applications. LS100 fiber optic modem for IBM 5080 and IBM 3250 graphics display systems. **Staff:** Bob Bowman; Jugtar Basi; Bob Paulson; Paul Nicholson; Frank Baker; Larry Larder; Lysanne Gorner; Roger Vogel; Mike Banic; Doug Dinunzio; George Prodan.

Asaca/Shibasoku 2642
12509 Beatrice St., Los Angeles 90066
Video and audio test equipment.

Associated Computer Services 5529
1306 E. Sunshine, Springfield, Mo. 65804

Associated Press Broadcast Services 2874
1825 K St., NW, #615, Washington 20006

AP Express*; TV Direct; AP Network News; AP NewsPower; APTV Wire; Music Country Radio Network. **Staff:** Jim Williams; Rosie Oakley; Wendell Wood; Brad Kalbfeld; Lee Perryman; Andrea Weisgerber; Steve Crowley; Matt Hoff; Daryl Staehle; Kim Price; Bob Young; George Mayo; Mark Frawley; John Kenney; Susan Spaulding; Pat Kreger; Rick Mossing; Mark Thayer; Rob Dalton.

Associated Production Music 2216
6255 Sunset Blvd., Hollywood, Calif. 90028

Music library representative. **Staff:** Cassie Goraieb; Connie Red; Phil Spieller.

Aston Electronics 5725
346 N. Lindenwood Dr., Olathe, Kan. 66062

Aston 3 and 4 video character generators; Caption*; Spectra*. **Staff:** Steve Stephens; Mike Brunsky; Paul Stewart; John Holton; Graeme Scott; Martin Johnson.

AT&T 3080
55 Corporate Dr., Bridgewater, N.J. 08807

AT&T 6386-WGS (work group station); three-dimensional software (TOPAS); System 75XE communications system; Merlin Plus; 6500 terminals, 3B2/600 computer and ISN; DIAL-IT 900 service. **Staff:** Robert Markowitz; Bruce Goldberg; Maria Carragino; Dick Bruno; Laura Gismondi; Vince Peacock; Bill McDade; David Palermo; Bruce Kuperman; Margaret Downey; Kathy Anderson; Rich Truche.

ATI (Audio Technologies) 359, 361
328 W. Maple Ave., Horsham, Pa. 19044

Audi-Cord Corp. 615
1845 W. Hovey Ave., Normal, Ill. 61761
DL Series*; S Series cartridge tape equipment. **Staff:** Carl Martin; C. Duane Martin; Carol A. Williams.

Audico 1830
219 Crossen Ave., Elk Grove, Ill. 60007
Umatic, VHS, Beta, 8mm videocassette tape loaders; reloaders; rewinders; length verifiers; audio cassette tape loaders; reloaders and rewinders; cart, nagra and reel winders; impulser; pressure-sensitive audio and video cassette

label sheets and pin-feed. **Staff:** Bill Hinkle; Norm Deletzke.

Audio Accessories 5729
Mill St., Marlou, N.H. 03456
Patch bay equipment.

Audio Broadcast Group 1033, A123
2342 S. Division Ave., Grand Rapids, Mich. 49507

On-air studio system with studio cabinetry, console, r-r recorders, compact disk players and other support equipment; Rolling Radio mobile studio*. **Staff:** David Veldsma; Phyllis Freeman; Dave Howland; Scott Homolka; Gregory Stielstra; David Spoelhof; Robert Bont.

Audio Kinetics 259
Kinetic Centre, Theobald St., Borehamwood, Herts WD6 4PJ, England

ES 1.11 synchroniser*; ES Eclipse controller*; ES SSU system services unit*; Reflex switching automation system*. **Staff:** Iain Roche; Sid Price; Naomi Farrington; Ian Southern; Ian Hodgkinson; Ross Caston; John Klett

Audio Precision 1030, 1032
Box 2209, Beaverton, Ore. 97075

System One-Audio test system; SWR-122 audio test switchers, DCX-127 dc and digital test interface; software for automated alignment of Studer A820, A812, A819, A807 series*; RS-232 remote controllable test system*; IEEE-488 interface*. **Staff:** Bob Metzler; Bruce Hofer; Richard Cabot; Robert Wright; Tony Dal Moim.

Audio-Technica 665
1221 Commerce Dr., Stow, Ohio 44224
Portable stereo field production mixer; studio and field microphones (40 Series*); phono cartridges; audio accessories. **Staff:** Mark Taylor; Ken Reichel; Mike Wuellner; Greg Silsby.

Auditronics 453
3750 Old Getwell Rd., Memphis 38118

On-air broadcast control consoles, production consoles, accessory system, UCI-2000 universal console interface*. **Staff:** Welton Jetton; Steve Sage; Duncan Fuller; Bob Jones; Bob Greenwald; Jeff Paullus; Jerry Puckett; Shawn Wilcox; Judy Perry.

Aurora Systems 2377
311 Penobscot Dr., Redwood City, Calif. 94063

Videographic paint and animation systems.

Autogram Corp. 124
1500 Capitol Ave., Plano, Tex. 75074

Audio consoles; clocks and timers; modules*. **Staff:** Ernest Ankele Jr.; Jimmy Laird; Neva White; Delores Ankele; Don Klusmann.

Automated Business Concepts 1651
10650 Treena St., #201, San Diego 92131
Radio business computer system. **Staff:** Cathy Haag; Dallas Sinnett; Debbie Hart.

Avcom of Va. 5331
500 Southlake Blvd., Richmond, Va. 23236

Spectrum analyzers, test equipment and accessories. **Staff:** R. Andrew Hatfield;

Pete Gaglio; Dean Smith; Vincent Perratore; Theresa Bullock.

B&B Systems 2473
28111 N. Ave. Stanford, Valencia, Calif. 91355

Stereo audio phase monitors AM-1B; AM-2/2B/2HR*; AM-3/3B; MP-4; IM-1 stereo imagescope; MP-4. **Staff:** William Burnsed; John Bradford; Ramon Patron.

B.C. 3588
2302 E. 38th St., Los Angeles 90058-9990

BAF Communication 5429, A127
17 Everberg Rd., Woburn, Mass. 01801
Satellite newsgathering vehicles. **Staff:** Charles Angelakis; Bob King; Joseph Eicher; David Brandt; Wilbur Braichage; Brian Loy; James Vantrout; Sally Swaczyk.

Bal Components Ltd. 4080
Bermuda Rd., Nuneaton, Warwickshire, England

Camera, monitor for CCTV applications*; 30 mhz video delay lines*; video delay lines, distribution amplifiers; delay/timing systems; digital interface unit. **Staff:** Tony Frere; David Poulton; G. Rose; Paul Timmins.

Barco Industries 2983-2985
472 Amherst St., #10, Nashua, N.H. 03063

CVM series broadcast monitors*; CVS professional broadcast monitors. **Staff:** Joost Verbrugge; Norbert Lietaert; Martin Piepers; Peter Paelinck; Piet Lesage; Dan Desmet; Don Lowther; Jef Bogaerts; Linda Knowles.

Bardwell & McAlister
2621 Empire Ave., Burbank, Calif. 91504

TV and studio lighting and grip equipment; accessories; stands; mounting equipment.

Barrett Associates 156, 158
3205 Production Ave., Oceanside, Calif. 92054

Reconditioned broadcast equipment; console by-pass interface for satellite to local audio equipment; production consoles; Tempsenz temperature sensing device for remote transmitter housing. **Staff:** W. Barrett Mayer; Miguel (Mike) Cruz; Ernie Belanger; James Rowles; Manuel Hernandez.

Basys 3884
900 Stierlin Rd., Mountain View, Calif. 94043

Newsroom automation system; teleprompters; election systems; closed captioning; archiving; scheduling; machine control; character generator interface.

BCS-Broadcast Store 6116
4525 Valerio Ave., Burbank, Calif. 91505

Used and new production and postproduction equipment. **Staff:** Lou Claude; Brian Zink; Karen Morgan; Joel Kanter; Dean Gay; Teresa Woolworth; Michael Jaymen; Jim Winters; Wilbur Mahoney.

Beaveronics 1848, 1850
8 Haven Ave., Port Washington, N.Y. 11050

Favag master clock systems; down

stream keyers, video production switching systems; video hum stop coils.

Belar Electronics Laboratory 553
119 Lancaster Ave., Devon, Pa. 19333

Modulation and frequency monitors for AM, FM, SCA and TV; FM and TV stereo test equipment. **Staff:** Arno Meyer; Lynd Meyer; Jean Meyer; Erica Meyer; Dwight Macomber; Mohammad Olama.

Belden Wire and Cable 1224-1228
Box 1980, Richmond, Ind. 47374

Manufacturer of electronic wire, cable and related products, including flexible video cable; microphone cables; coaxial cables. **Staff:** R. Webber; J. Duffin; D. Ambery; A. Yaroch; G. Hodges; K. Rueth; D. Watson; D. Billish; J. Keene; T. Wise; D. Stoner.

Bencher 3987
333 W. Lake St., Chicago 60606

Graphics and camera stands. **Staff:** Jim Johaneck; Michael List.

Benchmark Media Systems 4287
3817 Brewerton Rd., N. Syracuse, N.Y. 13212

Audio distribution amplifiers; microphone preamplifier systems; audio metering systems; interface amplifier modules; interface amplifier systems*. **Staff:** Allen Burdick; David May; Ed Turner.

Bertram Studies A120, A121
Rt. #1, Adell, Wis. 53001

Bext 5001
739 5th Ave., #7A, San Diego 92101

Beyer Dynamic 1824, 1826
5-05 Burns Ave., Hicksville, N.Y. 11801

Hand-held and short shotgun microphones; lavalier microphones. **Staff:** Paul Murphy; Mike Solomon; Wane Friday; Derek Allen; Mike Phillips; Tom Parnell; John Caporale; Bob Lowig; Dave Henderson; Dave Prizzi; Bob Edsall; Bruce Marlin.

B.F.M.A. & B.C.A. 3909
701 Lee St., #1010, Des Plaines, Ill. 60016

BHP Inc. 5619, 5621
1800 Winnemac Ave., Chicago 60640

TouchVision videotape editing systems. **Staff:** John Ehrenberg; Bruce Rady; George Darrell.

Birch/Scarborough Corp. 3901, 3902
Colonial Pl., 44 Sylvan Ave., #2D, Englewood Cliffs, N.J. 07632

Monthly trend report; quarterly summary report with qualitative/product usage information; standard market report; Trend-America; Birch/Scarborough Multi-Media Consumer Profile Study*; Target Market Report series*; BirchPlus micro-computer audience ratings and qualitative analysis system. **Staff:** Bill Livek; Phillip Beswick; Larry Gorick; Renee Smith; Alan Trugman; John Dobel; Marc Sternhagen; Howard Gherman; Rob Fisher.

Bird Electronic 635
30303 Aurora Rd., Solon, Ohio 44139-2794

BMI E001, E002

320 W. 57th St., New York 10019

Staff: Frances Preston; Larry Sweeney; Robbin Ahrold; Bob Warner; Marvin Benson; Paul Bernard; John Alves; Ollie Henry; Bobby Weinstein.

Bogen Photo 4505

17-20 Willow St., Fairlawn, N.J. 07410

Bogner Broadcast Equipment Corp. 2666

603 Cantiague Rock Rd., Westbury, N.Y. 11590

Low, medium and high power television broadcast antennas; base station antennas for mobile, cellular and paging. **Staff:** Leonard King; Steve Weinstein; Richard Bogner; Carol Hamilton; Robert Piano.

Boonton Electronics 1128

791 Route 10, Randolph, N.J. 07869

Electronic test and measurement equipment.

Bowen Broadcast Service Co. 4507

8343 Lynn Haven Ave., El Paso 79907

Maintenance and refurbishment service.

Bradley Broadcast Sales 140

8101 Cessna Ave., Gaithersburg, Md. 20879

Telus 100 second generation digital hybrid systems*; SoundSpace digital audio recording and editing systems; audio control real-time analyses; monitors; INR racks. **Staff:** Art Reed; Neil Glassman; Bill Ashley; Paul Blakemore; Matt Laur.

Bridal Fair 5428

9315 Binney St., Omaha 68134

Staff: Bruce Thiebauth; Cary Kruger; Tamra Pawelek; Sherry Thiebauth; Jeff Nohner; E.D. (Don) Donaldson; Bruce Morrison.

Broadcast Audio Corp. 139

11306 Sunco Dr., Rancho Cordova, Calif. 95670

Broadcast Automation 5824

4125 Keller Springs, #122, Dallas 75244

Remanufactured automation systems; automated programming software for Schafer 903*; live assist controller*. **Staff:** Earl Bullock; Wayne Duncan.

Broadcast Electronic Services 4583

4668 Monument Point, Jacksonville, Fla. 32225

BetaBox switching device. **Staff:** Tim Derstine; Bev Baergen.

Broadcast Electronics 303

4100 N. 24th St., Box 3606, Quincy, Ill. 62305-3606

FM broadcast transmitters (FM-20A*); AM stereo exciter; AM stereo modulation monitor; stereo generator; program automation products; cartridge machines with tape learn mode feature*; modular audio console*. **Staff:** Lawrence Cervon; Curtis Kring; Bill Harland; El Corujo; John Burtle; Geoff Mendenhall; Tim Bealor; Jim McEachern; Rick Carpenter; Ed Anthony; Russ Erickson; Mike O'Sullivan.

Broadcast Financial Management-Broadcast Credit Associations 3909

701 Lee St., #1010, Des Plaines, Ill.

60016

Memberships and insurance. **Staff:** Robert McAuliffe; Mark Matz; Robert Stone; Paul Richard; Jim Porter.

Broadcast Investment Analysts 165

Box 17307, 300 W. Service Rd., #120, Washington 20041

Financial consulting services and reference publications.

Broadcast Management Plus 2166, 2067

1451 California Ave., Palo Alto, Calif. 94304

Staff: Glenn DeKraker; Roger Looper; David Ludwig III; Brian Brady; C. Briggs; Steve Michaud; Richard Lamb; Robert Cocuns.

Broadcast Microwave Services 4123

7322 Convoy Ct., San Diego 92111

ENG microwave systems; portable transmitters; receivers; antennas; helicopter systems; STL/TSL intercity links; news van systems; news car systems; auto-trackers, steerable, omni directional systems central receive sites; LNAs; filters, power amplifiers. **Staff:** Jeff Harding; Everett Shilts; Tom Stewart.

Broadcast Programing 415

2211 Fifth Ave., Seattle 98121

All music programing services; Sentry systems automation and PC interface controller; Laser classics*, automated classical music format. **Staff:** Edith Hilliard; John Sherman; Jeff King; Bill Wolke; Dick Bailey; Lee Hurley; Dennis Soapes.

Broadcast Supply West 239

7012 27th St. W., Tacoma, Wash. 98466

Operating control, production and news environments.

Broadcast Tech. Society/IEEE 3903

c/o Otto R. Claus, 9 Quail Hill Cr., Parkton, Md. 21120

Staff: Anita Claus; George Grills; Bob Hoover; Jack Kean; John Kean; Noel Luddy; David Newborg; William Orr; Al Petzke; Warren Schulz; John Swanson; John Tollefson; Robert Winn.

Broadcast Video Systems 2226

40 W. Wilmot St., Richmond Hill, Ont., Canada

Masterkey linear keying system*; Cox 204 NTSC encoder*; VIC-900 data and control transmission system*; Digiview test instrument for measuring video signals*; Fastime smart video delay system*; CI-200 clock, calendar and message generator/video inserter; EV4050 component waveform monitor; COX 601 analog/digital encoding and decoding; BAL video delays and filters; composite and component video keyers; COX color correctors. **Staff:** Bert Verwey; Dave Bryan; Randy Conrod; Allan Taylor; Paul Greenhalgh; Tony Frere.

Broadcasters General Store 6021

2480 S.E. 52d St., Ocala, Fla. 32671

Harrison Air 790*; Studer A807 reel-to-reel; Shure and Studer A727 CD players. **Staff:** William Shute; Joanne Shute; Chris Shute; Todd Harrington; David Kerstin;

Kerry Kerstin; Kandy Shute.

Browning Labs 4582

8151 N.W. 74th Ave., Miami 33166

FM and TV transmitters. **Staff:** Robert Brown; Susie Morning; Russell Thom.

Bryston Ltd. 1305

RFD #4, Box 2255, Montpelier, Vt. 05602

BSM Systems 1233

Box 19007, Spokane, Wash. 99219-9007

Modula routing switcher; A/V routing switcher self-contained; Micro Modula*; cluster, modular functional unit with plug-ins*. **Staff:** Bruce Morse; Leon Skidmore; Marceen Zappone; Rene Carter.

BSW 239

7012 27th St., W., Tacoma, Wash. 98466

Sony R-Dat, DBX RTA4; audio effects processors; telephone interface equipment; audio consoles. **Staff:** Irv Caw; Bernice McCullough; Tim Schwieger; Pat Medued; Ed Congrier; Matt Meaney.

BTS Broadcast Television Systems 2920

2300 South 2300 West, Salt Lake City 84119

LDK-900 studio CCD camera with triax cable*; full high definition system*; component and composite noise reducer systems*; XD-DC 7184 analog component to digital 601 (4:2:2) encoder*; XD-DC7184 digital 601 to analog component decoder*; DT-TS digital test pattern generator*; comb filter decoder (composite to RGB)*; video/audio distribution switcher*; high speed graphics rendering engine*; 10x10 compact video and audio switchers*; 10x1 or 20x1 video stereo audio switcher 30 mhz BW*; signal processing and distribution equipment; graphics, switching, camera equipment. **Staff:** Erich Zipse; Dave Spindle; Larry Jumper; Stephen Sedoff; Ken Rodgers; Alan Schoenberg; R. Colin Parkhill; Martin McGreevy; James Skupien; Bruce Laughlin; Jeff Clarine; Ronald Ferguson; Stephanie Bailin; Michael Hartt; Carl Gardner.

Burle Industries 2620

(formerly RCA new products division) 1000 New Holland Ave., Lancaster, Pa. 17601-5688

VHF power tetrode tubes; camera tubes; VHF power tube and amplifier cavities. **Staff:** Carlton Rintz; Luis Vera; Mark Friday; Mike DeVito; Gene Dymacek; Ral Nelson.

Cablewave Systems 2614, 2615

60 Dodge Ave., North Haven, Conn. 06473

Antenna and transmission line system products. **Staff:** Al Criscuolo; George Gigas; Udo Bode; William Meola; Margie Barneschi.

Cadena Radio Centro (CRC) 5931

1425 Greenway Dr., #210; Irving, Tex. 75038

Twenty-four-hour radio programing. **Staff:** Carlos Aguirre; Salvador Valdez; Carlos Delgado; D. Pacheco.

Cal Switch 5008, 5009

13717 S. Normandie Ave., Gardena, Ca-

lif. 90249

Electro-mechanical components. **Staff:** Mike Harvey; Irwin Perlman.

Calzone Case Co. 1852, 1854
225 Black Rock Ave., Bridgeport, Conn.
06605-1204

Travel and shipping cases. **Staff:** Joseph Calzone III; Vincent Calzone; Thomas Mackno; Gary Pelfrey.

CAM-LOK 4173
10540 Chester Rd., Cincinnati 45215-0888

Electrical connectors, receptacles, power devices (EO400 series distribution panel*, 2001 series pin connector*). **Staff:** Doug Fessler; Robert Ramundo; Richard Thompson; Durk Van Wagner.

Cambridge Products Corp. 2788
244 Woodland Ave., Bloomfield, Conn.
06002

Camera Mart 2366
456 W. 55th St., New York 10019

ADX-o2 time code monitoring system; ADX Dub Shift Friend; composite waveform monitor and vectorscope; Innovision fiber optic lens system. **Staff:** Samuel Hyman; Paul Meistrich; Jeffrey Wohl; S. Ben Dor; Shelly Brown; Herbert Browning; Quent Nelson; Jean Yocobettis; Dean Leeson; Gary Simon; Anna Maria Sagastegui; John Stephens; Steve Isrenli; Mark Vargs; John Duggin.

Canare Cable 4556, 4557
832 N. Victory Blvd., Burbank, Calif.
91502

Star Quad microphone cable; video coax and camera cable; 75R BNC coaxial connectors*. **Staff:** Barry Brenner.

Canon U.S.A. 2338
One Canon Pl., Lake Success, N.Y.
11042

Capitol Records 853
magnetic products division, 6902 Sunset Blvd., Hollywood, Calif. 90028

Carpel Video 1016
429 E. Patrick St., Frederick, Md. 21701
Videotape recycling and evaluation services. **Staff:** Debbie Matthews; Andy Carpel.

Cascom 5125
707 18th Ave. South, Nashville 37203

Select Effects Library. **Staff:** Dennis Kostyk; Glenda Clifford; Debbie Cochrane; Billie Kostyk; Tim McGuire.

CAT Systems 1861
401 E. 74th St., New York 10021

Computerized remote control system with high resolution color control panel, lightpen control for broadcast, satellite and cable facilities.

Catel Telecommunications 1252
4050 Technology Pl., Fremont, Calif.
94537

Multichannel FM processing equipment for video, audio, and digital data transmission over fiber optic or coaxial cable, microwave, satellite or IR links. **Staff:** Jim Hood; Carey Medina; Jerry Lindholm; Wendell Woody; Joe Maltz; Ron Todd; Dennis Donnelly; Frank Genochio.

Dwight Cavendish 4574, 4575
2117 Chestnut Ave., Wilmette, Ill. 60091
Videocassette duplicators; QC 10/50 quality control station; 7000 computer controlled video cassette duplicator with automatic QC*. **Staff:** Marshall Ruehrdanz; Geoff Frost; Carter Ruehrdanz; Jim Dow; Stan Paris; Dave Lint; Kent Kjellgren; Chuck Schwark; Bob Gargas.

CBSI (Custom Business Systems) 653
Box 67, Reedsport, Ore. 97467

Business computer systems for radio; automation system interfaces*; enhancement packages*.

CCA Electronics
360 Bohannon Rd., Box 426, Fairburn, Ga. 30213

CEL Electronics 1433
Chroma House, Shire Hill, Saffron Walden, Essex, England CB11 3AQ.

CED digital effects systems.

Celebration Computer Systems 2487
9207 Country Creek Dr., #140, Houston
77036

Central Dynamics Ltd. 4249, 4250
147 Hymus Blvd., Pointe Claire, H9R
1G1

Strata-10 video production system*.

Central Tower 1034
Box 530, Newburgh, Ind. 47630

Staff: Ray Ryan; Dave Davies; Ernie Jones; Terry Becht.

Centro Corp. 3569, A107, A122
369 Billy Mitchell Rd., Salt Lake City
84116

ENG/EFP vehicle*; satellite news vehicles (Networker II)*; CPK-1 collapsible rack kit*, RM-1 rack mountable enclosure*; DRK-1 three-bay display rack*; modular video production console; fixed and mobile facilities integration. **Staff:** Curtis Chan; Bob Strout; Don Skaggs; Don Ulick.

Century Precision Optics 2880, 2881
10713 Burbank Blvd., N. Hollywood,
Calif. 91601

Lenses and accessories; Duplikin III slide-to-video transfer device*. **Staff:** Jeff Giordano; Steven Manios; Steven Manios Jr.; William Turner.

Century 21 Programing 819, 821
4340 Beltwood Pkwy., Dallas 75244

Master Control*; Gold Discs compact disk production library; weekly update service; Generation III and laser lighting production libraries*; station ID jingles. **Staff:** Dave Scott; Richie Allen; Stuart McRae; Bob Lawrence; Doug Raines; Mike Threadgill.

Cetec Vega 2466
9900 Baldwin Place, El Monte, Calif.
91731

Wireless intercom and microphone systems. **Staff:** Paul Baughman; Ken Bourne; Gary Stanfill; Mark Rodighiero.

Channelmatic 1339
821 Tavern Rd., Alpine, Calif. 92001

Adcart random-access ad insertion system*; Broadcast II programable automatic videocassette changer for 10 cassette

library*; broadcast break sequencer for VCR automatic playback; Eightball 8x1 switcher; Patchmaster 10x1 AFV switches; Li'l Moneymaker ad insertion system; VDA-1A, 2A, 3A video distribution amplifier; Ad Manager and Ad Analyzer traffic and billing softwares; automated VCR playback systems. **Staff:** Bill Killion; Elizabeth Jagger; Tracy Cummins; John Lay; Mike Watson; Brian Bertrand; Stan Hilton; Tom Walsh; Don Imbody; Sally Killion.

Chester Cable 4261
Division of Alcatel N.A., 25 Oakland Ave., Chester, N.Y. 10918

Component video cables*; audio cables; audio/video composite cables; broadcast cable products. **Staff:** Nancy Werner; Ken Wyant; Yves Bonnamour; Pete Deschner.

Christie Electric Corp. 2217, 2218
20665 Manhattan Pl., Torrance, Calif.
90501

Chyron Corp. 3556
265 Spagnoli Rd., Melville, N.Y. 11747

Enhancements to Chyron Scribe, RGU-2; Chyron Super Scribe model*, Chyron Scribe Jr. model*; Chyron IV models 4100 EXB and 4200/Motion; Chameleon paint system; VP-1 and VP-2 Plus character and graphics generator products. **Staff:** Alfred Leubert; Leon Weissman; Joseph Scheuer; Isaac Hersly; Roi Agneta; Bill Buynak; David Buckler; Larry Mincer; Steve Sloane; Judy Mauro; Audrey Rudden; Laura Lunceford; Mary Ahern; Larry Enroth; Bruce Levine; Jim Dodd; Dave Rossmere; Gordon Blau; Doug Green; Ron Witko; Bill Reinhart; Harvey Caplan; John Starosky; Karl Arneiman; Bill Hender.

Cine 60 2712
630 Ninth Ave., New York 10036

Battery belts; packs; chargers; sun-gun kits; camera batteries; BP-90, BP-60 CBP-2J batteries; NP-1, NP1A batteries and chargers, dememorizer. **Staff:** Don Civitillo; Bob Kabo; Paul Wildum; Richard Jenkins.

Cinedco 2656
1225 Grand Central Ave., Glendale, Calif. 91201-2425

Random access nonlinear editing system (Ediflex).

Cinema Products 4143
3211 S. La Cienega Blvd., Los Angeles
90016

Camera and lens equipment. **Staff:** Ed DiGiulio; Ed Clare; Bob Auguste; Chuck Jackson.

Cinemills Corp. 2475-2478
3500 W. Magnolia Blvd., Burbank, Calif. 91505

Cipher Digital 3369
Box 170, Frederick, Md. 21701

Time code readers, generators, event controllers, video inserters, audio editing systems, edit controllers.

Circuit Research Labs 133
2522 W. Geneva Dr., Tempe, Ariz. 85282

BAP-2000 Mono TV/FM audio processor*; PMC-400SW AM limiter for shortwave applications*; Tri-band limiter

option for CRL AM mono and stereo limiters*; DSP-1 digital signal processing filter* for use with CRL SMP-850 limiter or SG-800A stereo generator*; audio processing equipment. **Staff:** Dee Adams; William Ammons; Ron Jones; Bob Richards; Chuck Adams; Hank Langlinais.

Circuit Studios 3135
5420 Butler Rd., Bethesda, Md. 20816

Clear-Com Intercoms 2515-2517
1111 17th St., San Francisco 94107

Wired and wireless closed circuit intercom equipment for headset and hands-free speaker/microphone operation. **Staff:** Michael Goddard; Bob Tourhow; Bob Cohen; Ed Fitzgerald; Bill Fluster; Emil Matignon; Debra Wogman.

CMC Technology 2853
2650 Lafayette St., Santa Clara, Calif. 95050

Replacement video head for C-format VPR series machines with dynamic parallel tracking video head; TD-800 bulk tape demagnetizer; quad video and audio head; refurbished Sony BVH1100, BVH2000 upper drums. **Staff:** Tony Mlinaric; Bill Fitts; Fred Koehler; Tommy Thompson; Bill Zimborski; John Lassandrello.

CNA Insurance Corp. Rotunda
333 S. Wabash, 36 South, Chicago 60685
Staff: Debra Kandaras; Charlie McCarthy.

Coaxial Dynamics 1112
15210 Industrial Pkwy., Cleveland 44135

Line sections (4 1/16, 6 1/8) with meters and detecting elements. **Staff:** Robert Scott; John Ittel.

Collins Automatic Tape Splicers Ltd. 4081
40 Triton Square, London, NW1, 3HG England

CAT 1/4-inch audio tape splicer; Lynx 1/4-inch audio tape splicer*; Lynx audio cassette tape splicer*; easysplice audio cassette tape splicer*; Tac 1/2-inch audio and video tape splicer. **Staff:** Raymond Jaffe; Stephen Collins.

Colorado Video 2609
Box 928, Boulder, Colo. 80306

Vertical blanking internal freeze-frame transmission system. **Staff:** T.R. Southworth; N.H. Bennett; Larry McCzezzand.

ColorGraphics Systems 3344
6400 Enterprise Lane, Madison, Wis. 53719

ArtStar 4:2:2 digital paint and animation system*; LiveLine 5 weather graphics presentation system; Weather Central receive-only sequence and display system*. **Staff:** Kenneth Simmons; Richard Daly; William Schultz; Robert Miller; Steven Gregory.

Columbine Systems 3274
1620 Jackson, Golden, Colo. 80401
(after April 29: 1707 Cole Blvd.)

Software for automation of sales, traffic and billing, music, newsroom management system. **Staff:** Murray Goodman; Mark Fine; Candy Helgerson; Jackie Cochran; Patti Baymiller; Larry Christo-

faro; Marilyn Decker; Martha Freeman; Beth Broidis; Rick Beckwith; Ross Bernstein; Bob Lanier; J.P. Stevens.

Comad Communications Ltd. 5104
1435 Bohnill Rd., #34, Mississauga, Ontario, L5T 1M1

Sira FM/TV antennas, VHF/UHF panels, combiners, multistation arrays, RF systems*; TEM FM/TV transmitters, translators and Sync/FM system for synchronous FM translators*. **Staff:** Emil Adamyk; Wilf Rice; Gianni Lovisolio; V. Raviola; R. Di Iorio; E. Ventura.

Comark 3333
Box 506, Colmar, Pa. 18915

UHF transmitters; RF systems and components. **Staff:** Nat Ostroff; Jim DeStefano; Stu Kravitz; Dick Fiore; Byron Fincher; Marty Jackson; John Molta.

Communication Graphics 855
Box 54110, Tulsa, Okla. 74155

Promotional items—bumper stickers, window decals.

Comprehensive Video Supply 3174
148 Veterans Dr., Northvale, N.J. 07647

Interface, video, audio, lighting, power and computer aided video production software and accessories. **Staff:** Jules Leni; Patrick Birch; Elizabeth Coppinger; Jeff Schneider.

Comprompter 3887
141 S. 6th St., Box 128, La Crosse, Wis. 54601

Compu-Cable USA 5925
121 S. Witchduck Rd., #201, Va. Beach, Va. 23462

Staff: David Stone; Dale Lemke.

Compuprompt 4540
746 N. Cahuenga Blvd., Los Angeles 90038

Computerized teleprompting.

CompuSonics Corp. 5521
2345 Yale St., Palo Alto, Calif. 94306

Digital audio cartridge disk recording, editing and playback equipment for on-air broadcast and studio production.

Computer Concepts Corp. 759
8375 Melrose Dr., Lenexa, Kan. 66214

Computer hardware; software systems for managing traffic, billing, receivables, accounting, data base, music station automation; word processing. **Staff:** Greg Dean; Rich Habadank; Grant Cowan; Joy Poovey; Ken Langley; Donna Bush; Vicki Dean.

Computer Prompting Corp. 2167
1511 K St., N.W., #831, Washington 20005

IBM PC-based computerized teleprompters. **Staff:** Dilip Som; Sidney Hoffman.

Computer Prompting Services 5228
12315 Hesby St., N. Hollywood, Calif. 91607

Comrex 753
65 Nonset Path, Acton, Mass. 01720

Telephone couplers and hybrids; frequency extenders; SNG/ENG communications. **Staff:** John Cheney; Lynn Distler; Cynthia Glaven; Tom Hartnett.

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Comsat International 2387
950 L'Enfant Pl., SW, Washington
20024

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Comtech Antenna 1202, 1204
(division of Comtech Systems)
3100 Communications Rd., St. Cloud,
Fla. 32769

EC6 microprocessor control for Comtech motorized antenna systems. **Staff:** Tom Christy; Pres Windus; Glenn Higgins.

Comtek Inc. 4524
357 W. 2700 South, Salt Lake City 84115

Studio wireless microphones; miniature wireless camera receivers; personal IFB and off-air monitor receivers; base stations for local retransmission; wireless cuing and four-channel wireless duplex intercom systems; Phase Right +1 antenna system*; MR-180 wireless microphone receiver*. **Staff:** Ralph Belgique; Steve Kartchner; Steve Dupaix; Dana Pelletier.

Comwave 4257
division of Communication Microwave Corp.

Box 69, Mountaintop, Pa. 18707

Microwave transmitters, repeaters and amplifiers.

Concept Productions 833
1224 Coloma Way, Roseville, Calif.
95661

Conifer Corp. 2559, 2560
1400 N. Roosevelt, Burlington, Iowa
52601

ITFS and MMDS downconverters and antennas, including CIT Series, QL-3010, QL-3030, PT-2528. **Staff:** Jim Clark; Charles Brown; Dale Hemmie.

Connectronics Corp. 172
652 Glenbrook Rd., Stamford, Conn.
06906

Wire and cable, audio mixing consoles.

Connolly Systems Ltd. 5133
#7, Intec 2, Wade Rd., Basingstoke,
Hants. RG24 One, U.K.

CATS master control automation system; VTS-100 VTR sequencer and switcher controller*. **Staff:** Bill Connolly; Richard Robaczynski; Kevin Wiggins; Mary Sands.

Conrac 3135
600 N. Rimsdale Ave., Covina, Calif.
91722

Contel A.S.C. 4383
1801 Research Blvd., #323, Rockville,
Md. 20850

Continental Electronics 324
4212 S. Buckner Blvd., Dallas 75227

AM and FM transmitters (from 1 kw to 60 kw). **Staff:** Tom Yingst; W. Mitchell; J. Weldon; Joe Bradley; E. King; Walt Rice; R. Floyd; Ross Faulkner; Dave Russell; Steve Claterbaugh; Raul Garcia.

Control Concepts Corp. 4159
328 Water St., Box 1380, Binghamton,
N.Y. 13901

Islatron product line power protection systems. **Staff:** Oral Evans.

Convergence Corp. 1867
1601 E. Chestnut Ave., Santa Ana, Calif.
92702

Cool-Lux Lighting 2253, 2254
5723 Auckland Ave., N. Hollywood, Calif.
91601

Staff: Vickie Sawyer; George Panagiotou; Bob Becker; Sam Copeland; Nick Panagiotou.

Corporate Communications Consultants 2080
64 Clinton Rd., Fairfield, N.J. 07006

Cortana Corp. 6007
4001 LaPlata Highway, Farnington,
N.M. 87401

Stati-Cat lightning prevention systems; Uni-Pole antennas; radial chaser radial inspection instrument. **Staff:** Ron Nott; Evelyn Nott; Dave Stockmar.

Countryman Associates 629
417 Stanford Ave., Redwood City, Calif.
94063

Crosspoint Latch 2374
95 Progress St., Union, N.Y. 07083

Postproduction switchers, sync generators, master control switchers (6129AHK*, 8200C*, 7282*). **Staff:** Michael Molinaro; H. George Pires; T.W. Pires; Jim McKay; Mark Julia; Logan Enright; Dave Fahrbach; Peter Kraus; Jim Freeman; Todd Alenger; Mike Burks; Tony Montana.

Crown International 843
1718 W. Mishawaka Rd., Elkhart, Ind.
46517

Staff: Chuck Gushwa; Jim Beattie; Jim Bumgardner; Toly Satariano; Margo Sousley; Verne Searer; Bill Raventos.

Cubicomp Corp. 4310
21325 Cabot Blvd., Hayward, Calif.
94545

Enhancements to PictureMaker and Vertigo V2000 systems. **Staff:** Harry Taxin; Ed Berlin Jr.; Martin Stein; Peter McBride; Doug Harrison; Bob Pariseau.

Current Technology 6110, 6111
1400 S. Sherman, #200, Richardson,
Tex. 75081

MP series power sifter with extended range filtering up to 110 mhz. **Staff:** Martin Sandberg; Barry Epstein; Peter Diamond; Mark Arnsperger; Steve Benjamin; Jim Bael; Anne Reed.

Cycle Sat Satellite Couriers 5433, 2629
119 Willowglen Dr., Forest City, Iowa
50436

Cyclecypher data decoder/receiver. **Staff:** Tim Clark, Dave DeWaard, Tim Hedrick, Loren Swenson, Sherwin Koch, Joyce Steil, Frank Rotta, John V. Hanson, John K. Hanson, Jake Laate; Lynn Muskat; Kevin Schmit.

Peter Dahl 865, 867
5869 Waycross Ave., El Paso, Tex.
79924

Staff: Peter Dahl; Gary Komassa; Ozzie Jaeger.

Dalsat A118
1701 Summit Ave., Plano, Tex.

Staff: Jack Moore; Peter Zilliox; Clyde

Combs Jr.; Tony Castro; David McDonald.

H.L. Dalis 2089
3535 24th St., L.I.C., N.Y. 11106

Belden Corp. video and audio wire and cable products. **Staff:** John Blumenfeld; Dan Levy.

Bill Daniels 2556, 2557
9101 Bond, Overland Park, Kan. 66214

Illustrated trade references, dealer catalogues, manufacturer's catalogues, literature management. **Staff:** John Morgan; Bill Daniels; Patricia Davison; Kathy Daniels; Jim Ringer; Charles Sheehan.

Data Center Management 5224
1017 Kenilworth Ave., Charlotte, N.C.
28204

Datacount 5525
Box 3078, Opelika, Ala. 36803-3078

DARTS radio traffic and billing systems. **Staff:** Danny Tankersley; Jerry Johnson; Larry Fuss.

Datatek 2356
1121 Bristol Rd., Mountainside, N.J.
07092

Video/audio switching systems; machine control systems; video and audio distribution amplifiers; identification of source equipment; TV transmitter color phase equalizers.

Dataworld 165
Box 30730, Bethesda, Md. 20814

Directories; allocation and interference studies; population counting; flag services of FCC releases; terrain elevation retrieval program; unused call letters listings; AM groundwave calculations; daytime channel studies; coverage maps*; Telenet Network access*; plotting services*. **Staff:** Jack Neff; Mabel Neff; Hank Brandenburg; Shirley Ostmann; John Neff; Ron Shaver; John Buglio; Don Holtzer; Larry Kessel; Larry Morton; Bob Richards.

Datum 4147
Video Group, 1363 S. State College
Blvd., Anaheim, Calif. 92806

dbx 1225
71 Chapel St., Newton, Mass. 02195

Delta Electronics 134
5730 General Washington Dr., Alexandria,
Va. 22312

Dept. of the Army 3905
Army Broadcasting Service, 601 N.
Fairfax St., Alexandria, Va. 22314-2040

DeSisti Lighting/Desmar Corp. 2345
328 Adams St., Hoboken, N.J. 07030

De Wolfe Music Library 1844
25 W. 45th St., New York 10036

Dielectric Communications 4334
Tower Hill Rd., Raymond, Me. 04071

VHF, UHF, FM antennas; coaxial and waveguide duplexers; motorized switches; rigid coaxial and wave guide transmission line; custom RF systems. **Staff:** Stan Thomas; Sharon Dickinson; Colleen Mitchell; Howard Acker; Jim Beville; Bill DeCormier; Cole Plummer; Dan Nungesser; Bev Shane; Weldon Brackett; Jay Martin; Rick Broadhead; Dick Bib-

ber; Tony Schmitz; Joe Zuba; Bob Winn; Oded Ben-Dov; George Yarusnas; Anthony Skalina; Jim Kelly; Chuck Korwichak; Dan Schulte; Max Ellison; Noel Luddy.

Digital Arts 5810
7370-Q Opportunity Rd., San Diego 92111

Digital graphics animation systems and accessories. **Staff:** Sheldon Liebman; Tammy Boswell; Ed Chmiel; Phil Beffrey; Tom Lockwood; Rob Fjerstad.

Digital Audio & Video Systems 1044
Box 1986, West Covina 91793

Digital Audio Research Ltd. 5419, 5421
Box 275, Rheem Valley, Calif. 94570

SoundStation II digital audio recorder and production center. **Staff:** Kevin Dauphinee; Jeff Bloom; Guy McNally; Jeremy Bancroft.

Digital Creations Corp. 5929
50 Werman Crt., Plainview, N.Y. 11803

Digital Equipment Corp. 5205
Meida Industries Group, MK02-1/C11, Continental Blvd., Merrimack, N.Y. 03054

Digital F/X 5227
3255-4A Scott Blvd., Santa Clara, Calif. 95054

Modular digital video production, post-production systems. **Staff:** Chuck Clarke; Jason Danielson, Steve Mayer.

Dimension Music & Sound Effects 5333
Box 1561, Jupiter, Fla. 33468

Staff: Will Kirkland; Tom Mazzetta; John Hanneman; Rex Bell; Fran Bell; Terrie Kirkland.

Di-Tech 2180
48 Jefryn Blvd., Deer Park, N.Y. 11729

Audio/video routing switchers; audio/video/pulse distribution amplifiers*; video equalizers; telephone control systems; eight-level matrix controller*. **Staff:** Dan Mazur; George Petrilak; Tony Boiellino; Joe Perullo.

Display Products Group Conrac Corp. 3135
1724 So. Mountain Ave., Duarte, Calif. 91010

DKW Systems 4082
730, 9919 10th St., Edmonton, Alberta, Canada T5K1B1

Computer aided broadcast systems: CABS/PS*; CABS/LA*; CABS/LA+*. **Staff:** Mike Lerm; Sam Sherstobitoff; Garth Ingram.

Dolby Laboratories 2380
100 Potrero Ave., San Francisco 94103

Dorrrough Electronics 458, 460
5221 Collier Pl., Woodland Hills, Calif. 91364

Audio console model 700; loudness meters; discriminate audio processor model 610. **Staff:** Mike Dorrough; Kay Dorrough; Mitchel Margolis.

DSC (Digital Services Corp.) 3556
3622 NE 4th St., Gainesville, Fla. 32609

Dubner Computer Systems 2928
6 Forest Ave., Paramus, N.J. 07652

DX Communications 1345
10 Skyline Dr., Hawthorne, N.Y. 10532
Ku- and C-band receiving equipment.

Dynair Electronics 3730
5275 Market St., San Diego 92114

Controls for Dynasty routing switchers. **Staff:** Lorrie Davis; David Castellini; Jim Meek; Tom Meyer; Garry Gramman; Bob Jacobs; Rusty Bordwell; Martial Lebharr; Vern Pearson; Al Wilson; Bob McAll; Kirk Kinley.

Dynamic Technology Limited 1647, 1649

13 Cumberland Ave., Park Royal, London NW10 7RH, England

Broadcast systems design; 3900 series routing switches; 2600, 3600 distribution amplifiers. **Staff:** James Redmond; Dave Craddock; Steve Edmunds; David Bowler; Denis O'Connor.

Dynatech Corp. 3344
8400 Enterprise Lane, Madison, Wis. 53719

Staff: Terry Kelly; Kenneth Simmons; L. Sanders Smith; Al Behr; Jerry Murphy; Steve Larson.

Dynatech Newstar 3344

Robotics camera control*; NewStar APS, Discovery computerized TV and radio newsrooms; Leader newsroom systems for election night reports, sports reports and school closing announcements. **Staff:** L. Sanders Smith; Richard Jeidy;

Robert Weaver.

Eastman Kodak 1835
343 State St., Rochester, N.Y. 14650

ECHOlab 1866/1868
175 Bedford Rd., Burlington, Mass. 01803

Staff: Ted Whittaker; Russell Whittaker; Larry Baxter; Fred Shirik; Robert Carsley; David Ahearn.

Econco Broadcast Service 771
1318 Commerce Ave., Woodland, Calif. 95695

Rebuilt power transmitting tubes. **Staff:** Debbie Baker; Bill Barkley; John Canevari; Barbara Hess; Steve McAnelly; Larry Morris; Ray Shurtz; John Sullivan; Debbie Storz; David Elliott.

Editron USA 5327
748 N. Seward St., Hollywood, Calif. 90038

EECO Inc./ConvergenceEEG Enterprises 1867
1601 E. Chestnut Ave., Santa Ana, Calif. 92702

EEG Enterprises 2247, 2248
1 Rome St., Farmingdale, N.Y. 11735

Staff: Ed Murphy; Bill Posner; Bob Dockweiler.

EEV 3384
4 Westchester Pl., Elmsford, N.Y. 10523

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cooled*, K3373BCD 70 kw wide band*); K3936L series air cooled C-band satellite uplink klystrons*; power tetrodes for AM/FM transmitters; camera tubes for studio; ENG, EFP color cameras; vidicons for telecine and caption scanning. **Staff:** Paul Plurien; Mike Kirk; Jim Fisher; Ann Sayers; Dennis Baker; Jim Comella; Harry Kozicki; Kees Van Der Keyl; Greg Gambill; Bijay Patel; Dave Clissold; Ed Sondek.

EG&G Electro-Optics 2220
35 Congress St., Salem, Mass. 01970

Elcom Bauer 631, 633
6199 Warehouse Way, Sacramento, Calif. 95826

AM/FM transmitters; battery powered FM transmitters; satellite receivers and modulators. **Staff:** Paul Gregg; Antonio Carmona; Bob Richards.

Elcon Associates 5828
1450 O'Connor Dr. Toronto, Ont. M4B 2T8

**Electro Controls/
Walter S. Brewer Co.** 4184
2975 S. 300 West, Salt Lake City, Utah 84115

Electro Impulse Laboratory 413
Box 870, Red Bank, N.J. 07701-0870

FM dummy loads; RF calorimeters, wattmeters and attenuators: DPTC-25KFM*; DPTC-50KFM*; DPTC-75KFM. **Staff:** Thomas McNicholas; Mark Rubin.

Electro-Voice 730, 732
600 Cecil St., Buchanan, Mich. 49107

Broadcast/production microphones (ElectroVoice RE45N/D shotgun microphone*); Sentry monitor speaker systems; broadcast electronics. **Staff:** Ivan Schwartz.

Electronic Media Consultants 5518, 5520
1208 U.S. Highway #1, N. Palm Beach, Fla. 33408

Staff: Eric Rhoads; Stephen Butler; Tim Goad.

Electronics Research 1325-1329
108 Market St., Newburgh, Ind. 47630

FM broadcasting equipment. **Staff:** Thomas Silliman; Jim Kemman; Dave Nicholson; Robert Rose; Bill Elmer; Leonard Ourselor.

EMCEE Broadcast Products 3053
Box 68, White Haven, Pa. 18661

Emcor Products/Crenlo Inc. 4246
1600 4th Ave., N.W., Rochester, Minn. 55901

Emergency Alert Receiver 1352
Box 20629, New York 10025

E.B.S. tone alert receivers; SCA receivers. **Staff:** Jack Bergman; Mary Paris; Joe Youll.

Energy-Onix Broadcast Equip. 1850
Box 923, Hudson, N.Y. 12534

Enterprise Electronics Corp. (EEC) 2460, 2461
Box 1216, Enterprise, Ala. 36331

Doppler Weather Surveillance Radar system (DWSR-88CTV); EEC model R2D2-P-8800 Remote Color Radar Data Receiv-

er. **Staff:** Gene Rubin; Rick Braswell; Neil Braswell; Ted Simmons.

Enterprise Systems Group 4020, 4021
2790 N. Academy Blvd., #210, Colorado Springs 80917

Broadcast software systems for traffic, billing, air and operations; film libraries; Bullseye sales support system*; accounts payable, fixed assets and general ledger financial software; Sony Beta-Cart interface. **Staff:** Tim Gray; Beth Breen Shields; Mike Hunter; Marcy Cannon; Janet Giese; Greg Calhoun; Bill Phillips; Lynda Johnson; Don Michael; Rick Schlenfer.

ESD 4271
5200 Auth Rd., 1st floor, Suitland, Md. 20746

ESE 0239
142 Sierra St., El Segundo, Calif. 90254

Eventide 871
One Alsan Way, Little Ferry, N.J. 07643

H3000-B broadcast harmonizer with fully automatic stereo time squeeze*; BD980 broadcast digital delay. **Staff:** Gil Griffith; Joe Shapiro; Suzanne Langle; John Ekenmuller; Steve McNeil; Charlie Turner.

Evertz Microsystems 2087
3465 Mainway, Burlington, Ont. L7M 1A9

Excalibur Industries 2882
12427 Foothill Blvd., Lake View Terrace, Calif. 91342

Fairlight Instruments 5315
2945 Westwood Blvd., Los Angeles 90064
Fairlight MFx, CVI Plus, CVI Compact. **Staff:** Michael Callen; Paul Broucek; Jay Donohue; Andrew Brent; Clive Smith; Mick Higgins.

Faroudja Laboratories 4535, 4536
946 Benicia Ave., Sunnyvale, Calif. 94086

NTSC encoder with transcoder, key signal delay bd. and detail processor options; NTSC decoder; vertical and horizontal detail processor; flesh tone corrector; transcoder. **Staff:** Yves Faroudja; Isabell Faroudja; Tom Lyon; Ron Zimbrick; Jack Campbell.

Farrtronics Ltd. 4538
45 Campbell Ave. Kitchener, Ont. N2H 4X8

FCC 4560
1919 M St., NW, Washington 20554

Emergency broadcast system (EBS) information. **Staff:** Ray Seddon; Bill Salyan; Doug Ford; Ted DeLozier.

Feldmar Watch 4580
9000 W. Pico Blvd., Los Angeles 90035

Stop watches; clocks; timers. **Staff:** Sol Meller; Eli Schlomovits; Jim Andres.

Ferno Salesmaker 5624
70 Weil Way, Wilmington, Ohio 45177
Carts. **Staff:** Mark Hess; Fred Stevens.

FGV Panther Corp. of America 5927
3360 Adina Dr., Los Angeles 90068

Dollies; crane arms; gliding outrigger* specially for table tops. **Staff:** Florian Granderath; James Elias; Anima Hopf.

Fiberbilt Cases 4004
601 W. 26th St., New York 10001

Carrying and shipping cases for broadcast equipment. **Staff:** Paul Lowman; Walter Barker.

Fidelipac 515
Box 808, Moorestown, N.J. 08057

Dynamax broadcast tape cartridge machines; ESD10 eraser/splice detector; vari-speed full function remote control for CTR100 series cartridge machines*; Dynamax cobalt tape NAB cartridge; cartridge storage racks; hand-held and table-top erasers; on-air and recording studio warning lights. **Staff:** Art Constantine; Jack Ducart; Joanne Donahue; Rosemary Jukes; Bill Franklin; Fred Buehler; Roger Thanhauser.

Field Engineering 1019
Box 663, Malibu, Calif. 90265

Fife-Pearce Electric 5933
17141 Ryan Rd., Detroit 48212

Bulk tape degaussing. **Staff:** Greg Pearce; Robert Pearce; Joe Armond.

Film House Inc. 815
230 Cumberland Bend, Nashville, 37228

FirstCom Broadcast Services 829
13747 Montford Dr., #220, Dallas 75240

Radio and AV digital production libraries; Digifects sound effects library; CD radio sales library*; Rossler TV commercials*; Datgold oldies library, station ID packages. **Staff:** Cecelia Garr; Janie Autz; Lew Witz; Jim Long; Fran Sax; Ken Nelson; Micheline Karas.

Flash Technology 4125
55 Lake St., Nashua, N.H. 03060

FloriCal Systems 4485
2201 NW 24th Ave., Gainesville, Fla. 32605

Focal Press 1450
80 Montvale Ave., Stoneham, Mass. 02180

Broadcast book publisher. **Staff:** Karen Speerstra; Bill Lahey.

FOR-A Corp. 3169
320 Nevada St., Newton, Mass. 02160

Fort Worth Tower 3066
Box 8597, Fort Worth 76124

Guyed and self-supporting towers; prefabricated equipment buildings; mobile communication building*. **Staff:** Carl Moore; Fred Moore; Betty Moore; Tommy Moore.

Fortel 3576
6420 Atlantic Blvd., #100, Norcross, Ga. 30071

Fostex 4251
15431 Blackburn Ave., Norwalk, Calif. 90650

Frezzolini Electronics 2438, 2439
5 Valley St., Hawthorne, N.J. 07506

Frezzi-Max, Frezzi/PAG battery chargers, battery packs, portable lighting and accessories; electronics catalogue. **Staff:** James Crawford; Jack Frezzolini; Jack Zink; Kim Ussher; Nigel Gardiner.

Fuji Photo Film 4307
555 Taxter Rd., Elmsford, N.Y. 10523

One inch videotape; ¾-inch and ½-inch videocassettes; ½-inch Betacam videocassettes; ½-inch M-format videocassettes; ½-inch VHS SHG and HQ videocassettes; 8mm videocassettes; super XG pro and Pro-S S-VHS videocassettes. **Staff:** S. Bauer; B. Friedrich; J. Visslailli; T. Daly; T. Takahashi; K. Kurokawa; J. Hegadorn; G. Kern.

Fujinon 4307
10 Highpoint Dr., Wayne, N.J. 07470

Future Productions 5830-32
630 Ninth Ave., #403, New York 10001
EFP camera accessories; duplication control system. **Staff:** Ken Washino; Timothy Forster; Kunio Fuse.

G&M Power Products 4534
943 N. Orange Dr., Los Angeles, Calif. 90038

Garner Industries 4007
4200 N. 48th St., Lincoln, Neb. 68504

GE American Communications 2629
Four Research Way, Princeton, N.J. 08540

General Electric 1051
Nela Park, Cleveland, Ohio 44112

General Electric/Comband Products 5615
One College Blvd., Portsmouth, Va. 23705

Comband bandwidth compression and protected bandwidth addressable systems for MMDS and ITFS; block down-converter, antenna products. **Staff:** Doug Howe; Ron Polomsky; Lauriston Hardin; Dave Headley; Bob Hoffman.

Genographics Corp. 558
4806 W. Taft Rd., Liverpool, N.Y. 13088

Graphics workstation, animators, fonts, paint software, including professional graphics producer*. **Staff:** John Brewer; Paul Connolly; Bill Colwell; Robert Frenkel; Andy Johnson; Donna Liss; Craig Luzum; Michael Matras; Jan McConnell; Bonnie Pelnar; Steve Percic; Bill Sattlemeyer; John Todor; Bob Veri; Tim Marker.

Gentner Electronics Corp. 265
Box 27647, Salt Lake City, 84127-0647

Telephone interface products including EFT-3000*, EFT-1000A*, EFT-900A*, EFT-100* frequency extenders; digital, telephone hybrids; hybrid coupler*; auto coupler*; microtel; RF-related products, including antenna monitor interface*, DC Amplifier*, temperature probe*, battery backup, relay interface accessories; audio products, including combination remote mixer*, routing distribution amplifier*, 6X headset/speaker amplifier*, silence sensor*, studio timer*, routing switchers, IC-20 intercom system; pre-wired audio patch panels, including FB-100 stranded wire termination*, Easy-Term/FB*, Versapatch/FBI*, custom-wired patch panels. **Staff:** Russell Gentner; William Gillman; John Leonard Jr.; Chris Gentner; Gary Crowder; Elaine Jones; Kelli Maag; Jennifer Jones; Dave Pedersen; Craig Boswell; Keldon Paxman.

Geocam Corp. 6121
Box 704, Orange, N.J. 07050

Gorman-Redlich Mfg. Co. 1200
257 W. Union St., Athens, Ohio 45701
CMR, CM digital antenna monitor; CEB EBS encoder-decoder; CE encoder in mono and stereo; CD decoder; CRW MOAA weather radio. **Staff:** James Gorman.

Gotham Audio 2330
1790 Broadway, New York 10019-1412

Graham-Patten Systems 4530, 4533
Box 1960, Grass Valley, Calif. 95945

Staff: Merv Graham; Jim Ward; Laurie Lewis; Bill Hall; Mike Patten; Tim Prouty; Reed Lawson; Bill Rorden; Kirk Bradford; Murray Bevit.

Grass Valley Group 2928
Box 1114, Grass Valley, Calif. 95945

Graves & Graves Construction Co. 2587

Box 369, Highway 20 West, Box 369, Parsons, Tenn. 38363

Civil engineering, building and construction services; construction and dismantling of towers. **Staff:** Danny Graves; Denver Blanton; Louie Queen.

Gray Communications 2242
2470 Windy Hill Rd., #361, Marietta, Ga. 30067

Gray Engineering Labs 4174
504 W. Chapman Ave., Suite P, Orange, Calif. 92668

Great American Market 2684

826 N. Cole Ave., Hollywood, Calif. 90038

Lighting equipment, special effects and projection equipment; GamColor color filters*; ColorWiz rolling color changer*; LightWiz remote control electronic yoke*; HMI scene machine*; fog machine*. **Staff:** Joseph Tawil; Robert Gordon; Rachel Tawil; Gil Guerro; Ken Whitright; Len Shulman.

Lynn Greenberg TBA
Electronic Teleprompting 5119
24506 Thistle Court, Newhall, Calif. 91321

LG25 full function computer, color prompter system. **Staff:** Lynn Greenberg; Debbie Liekkio; Doug Nelson; Angela Greenberg.

Grumman Corp. 3253
Sunrise Highway, Great River, N.Y. 11739

GTE Spacenet Corp. 1333
1700 Old Meadow Rd., McLean, Va. 22102

News Express; News Express Voice Communications Package; engineering and technical support.

H.L. Dalis 2089
35-35 24th St., L.I. City, N.Y. 11106

Hallikainen & Friends 308
141 Suburban Rd., San Luis Obispo, Calif. 93401-7590

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equipment, audio mixers for TV stations. **Staff:** Harold Hallikainen; Kathy D'Amelio; Brenda Zerr; Gerry Franke; Todd Busch; Bill Bordeaux; Betsy Ehrler; Dan Hinton.

Harris Corp. 503
Box 4290, 3200 Wismann Lane, Quincy, Ill. 62305-4290

Digital solid state AM transmitter (DX-25)*; 20 kw FM transmitter (FM-20K2)*; 30 kw FM transmitter (FM-30K2)*; external cavity klystron UHF TV transmitter; low band VHF TV transmitter; single phase 5 kw AM transmitter; 1 kw, 3.5 kw AM transmitters; AM phasing system; Sentinel 48 remote control system; FM antennas; TV antennas. **Staff:** Guy Numann; Eugene Edwards; Frank Svet; Robert Weirather; Gaylen Evans; Ronald Frillman; Ben Stopka.

Harrison Systems 125
Box 290157, Nashville 37202

HEDCO 1820, 1822
Box 1985, Grass Valley, Calif. 95945

Video routing switcher (16 x 16)*; color bar generator*; audio tone generator*; serial control for small switchers*; video and stereo switchers (12 x 1); audio and video routing switchers (12 x 12); stereo audio and video monitor switcher (16 x 1); 6- and 8-output audio and video da's; 8-output self-contained and battery powered da's. **Staff:** John Hayes; Bill Fink; Steve Miller; Keith Epperly; Denise Baehr; Ross Shelton.

Karl Heitz 2263, 2264
34-11 62d St., Woodside, N.Y. 11377

564G Mono Studex Giant; 564GL Mono Studex Giant Luxe; 484 Tilt Attachment for fluid heads; 341, 342 Inter Pro Studex Tripod. **Staff:** Karl Heitz; Sylvia Dellamula; Michelle Porcher; Laval Fuller; Iwona Dziedziak; Richard Casey; Ceil Casey; Cliff Sawyer.

Hipotronics 4546, 4547
Drawer W, Rte 22, Millerton, N.Y. 12546

Peschel automatic voltage regulator; HV DL beam power supplies. **Staff:** Peter Rubicam; Michael Peschel.

Hitachi Denshi America 3324
175 Crossways Park West, Woodbury, N.Y. 11797

HM Electronics 4238
Box 261669, San Diego, Calif. 92126

Hoffend & Sons 2187, 2188
34 E. Main St., Honeoye, N.Y. 14471

Engineers, manufacturers and installs studio rigging and drapery systems, including Micro Commander computerized rigging control systems. **Staff:** Thomas Young; Duncan MacKenzie; C.T. Oakes; Judith Hoffend; Lonnie Smyser; Donald Hoffend Jr.

Holiday Industries 1114
14825 Martin Dr., Eden Prairie, Minn. 55344

Home Shopping Network 5515
1529 U.S. 19 South, Clearwater, Fla. 33546

Staff: Lowell Paxson; Charles Bohart; James Bocock.

Hoodman Corp. A102
122 Neptune Ave., Hermosa Beach, Calif. 90254

Hotronic Inc. 2571
1875 S. Winchester Blvd., Campbell, Calif. 95008

Howe Technologies Corp. 153
2300 Central Ave., Suite E, Boulder, Colo. 80301

Model 2300A Phase Chaser* audio time-base corrector; broadcast mixing consoles. **Staff:** Terry Sweeney; Kenneth Marcoux; Jim Groh; Bill Laletin; Joe Davis; Mike Maizola; Eric Seymour.

Hubbard Communications 1139
12495 34th St., North, St. Petersburg, Fla. 33716-1802

FLA-230*; SNG-FH; Video Fly Away System*. **Staff:** George Orgera; Bob LaDow; Ronald Adamson; Douglas McKay; Larry Rice; Gary Britt; Jonathan Sherr; Drew Craig; Thomas Kidd; Jim McGriff; Jim Reed; Bob Wolff; Allen Kersey; Dan O'Brien.

Hughey & Phillips 1015
2162 Union Place, Simi Valley, Calif. 93065

Staff: Bill Miller; Pete Johnson; Marcia Cranson; Joe Stiles.

IGM Communications 619
282 W. Kellogg Rd., Bellingham, Wash. 98226

SC, EC control systems; Instacart; Go-cart 24; FSK encoding/decoding systems; Instacart Retrofit kits*; CD-240 multiple compact disk player*. **Staff:** Carl Peterson; Jim Wolniakowski; Rick Sawyer; Jim Wells; Karl Uppiano.

Ikegami Electronics (USA) 2320
37 Brook Ave., Maywood, N.J. 07607

Studio chip cameras (HL-55*, HL-355*, CCD-870*, HL-87M*, MKC-300*); cameras (HL-791*); monitors: (TM6-1*); high-definition television systems (EC-1125P*); projection equipment: (TPP-1000*, TPP-50HLB*, DSC-750*; DSC-1050*; TSW-502*, ENC-750*, DNC 750*); switchers: AX-08*; RF Equipment: PP-80*; I-LINK 50*; NTSC video enhancement systems; wideband television encoding system. **Staff:** Nick Nishi; Samuel LaConte; Yukimitsu Sato; Howard Winch; Phil Godfrey; Michael Aiello; Frank Lo Cascio; Robert Estony; John Chow; John Webb; Mike Mackin; William Warnke; Kuniko Yamashiro; Scott Watson; Joseph Nigro; Gregory Stoner; Frank Heyer; Thomas Calabro; John Lynch; Raymond Sooley.

ILC Technology 5230
399 Java Dr., Sunnyvale, Calif. 94089

Image Video 3584
705 Progress Ave., #46, Scarborough, Ont. M1H 2X1

AES-2000 digital audio editor. **Staff:** A. Vanags; B. Mitchell; G. Snell; R. Crowder; H.Y. Stracovsky; J. Mitchell; D. Gothard.

Industrial Acoustics Co. 1026, 1028
1160 Commerce Ave., Bronx, N.Y. 10462

Acoustic structures for preassembled or custom-designed broadcasting or re-

cording studios. **Staff:** Robert Buelow; John Duda; Zachary Jaquett; John Handley.

Industrial Processor Controls A129
2208 Gorman St., Camarillo, Calif. 93010

Digital audio editing and storage for automation and production*. **Staff:** Larry Bailey; Dave Kiech; Ed Donahue.

Information Display Systems 6112
17 Smith St., Englewood, N.J. 07631

Sells, rents, leases and provides engineering services for Gretag model 5170, 5171, 5177 Eidophor large screen display projector; turnkey video systems. **Staff:** David Caruso; Len Blascovich; Scott Williams.

Innovative Automation 271
3316 19th Ave., S.E., Rio Rancho, N.M. 87124

Di-Trol full automation software system; Di-Troll Jr; Micro Di-Trol; 25Hz tone sensors. **Staff:** Donald Prentice; Ruth Prentice.

Innovative Television Equipment 2623
6445 De Soto Ave., Woodland Hills, Calif. 91367

Staff: B. Rosenberg; S. Hollingsworth; M. Rosenberg; T. Yokovich; D. Thomason; R. Low; G. Cartoni; E. Cartoni; H. Takaoka; Y. Yamaguchi.

Inovonics 770
1305 Fair Ave., Santa Cruz, Calif. 95060

Audio recording, broadcast signal processing and audio instrumentation equipment. **Staff:** Jim Wood; Ann Pelz; Julie Wood.

Integrated Media Systems 5232
1552 Laurel St., San Carlos, Calif. 94070

Intelligent Light 5127
Box 65, Fairlawn, N.J. 07410

Intelvideo 4461
42 Arrow Head Dr., Stamford, Conn. 06903

Enhanced NTSC color encoder*; digital color modulation; switchable antialias filters; full image enhancement; gen lock; FM/TV link power optimizer. **Staff:** John Rossi; Steven Rossi; John Rezman; Melissa Rossi.

Interactive Motion Control 4263-4
8671 Hayden Pl., Culver City, Calif. 90232

2D video animation system with IMC II control system*, animation stand, slide system and lens drive. **Staff:** Joe Parker; Bill Bryan; Margot Hottum; Peter Van; Ed Rathbun.

Intrgroup Video Systems 2359
2040 N.W. 67th Pl., Gainesville, Fla. 32607

International Music Co. 5730
1316 E. Lancaster, Fort Worth 76113

DR1200 12-track digital tape recorder*; digital patchbays*; image splitting and color generation software*. **Staff:** Kevin Kennedy; Mike McRoberts; James Martin; Harvey Gerst; Chuck Murray; Jerry Freed; Cliff Uttley; Frank DiSalvo.

Itelco S.P.A. 3187

1620 W. 32d Pl., Hialeah, Fla. 33012

ITS Corp. 1113

375 Valley Brook Rd., McMurray, Pa. 15317

ITS-230 1 kw UHF TV transmitter; ITS-20 UHF exciter; ITS-10 VHF exciter; ITS-1610c/1658c 100 w MMDS/ITFS transmitter. **Staff:** Robert Unetich; Jeffrey Lynn; R.W. (Sam) Zborowski; David Neff; Kenneth Foutz.

J-Lab Co. 1019

Box 6530, Malibu, Calif. 90264

J&R Film Co. 2711

6820 Romaine St., Los Angeles 90038

Lokbox* hard lock synchronizer; film and video post production equipment and supplies. **Staff:** Ron Powell; Jim Reid; Joe Paskal; Jim Reichow.

James Grunder & Assoc. 1433

5925 Beverly, Mission, Kan. 66202

Jampro Antennas 531

6939 Power Inn Rd., Box 28425, Sacramento, Calif. 95828

FM and TV transmission antenna systems, including JBBP series 1 and 2 omni-directional CP FM antenna*; JSCP C series penetrator antenna*; JSDP Cavity antenna*; JSM, JSH EP slot antennas*; high gain UHF shunt corner reflector antenna*. **Staff:** James Oliver; Alex Perchevitch; Warren Trumbly; Ali Mahnad; Carlos Bouza; Eric Dye.

JBL Professional 4377

8500 Balboa Blvd., Northridge, Calif. 91329

JBL Control 5 compact control monitor*; JBL 4400 series studio monitors with titanium dome diaphragms; bi-radial studio monitors; power amplifiers with fully complementary circuitry; 1/3 octave equalizers with discrete hybrid circuitry. **Staff:** Ron Means; Ken Lopez; Mark Gander; Steve Romeo; Steve Armstrong; Neil Conley; Tom Walter.

Jefferson-Pilot Data Services 1821

501 Archdale Dr., Charlotte, N.C. 28217

Computerized systems and services for radio and TV stations and corporate offices, including Program Decisions, film/syndication management system for inventory, programming, accounting and forecasting*; JDS 750, radio sales/traffic

package*; JDS AutoSelect III, enhanced radio music rotation system*. **Staff:** Mike Jones; Lou Pfeiffer; Polly Bolin; Skip Sawyer; John McDonald; John Pearce; Cindi Marshall; Jim Butts; Joan Moore; Susan Whalen; Barry Roach; Kayla Wills; Bob Livingston.

Jensen Tools 4016

7815 S. 46th St., Phoenix 85044

Tool kit and test equipment, including Roto-Lux and Rota-Tough cases. **Staff:** Joe Perrault; Herb Oberman; Deanna Fanniel; Cindy Nilles; Cathie Romine; Andy Smiley.

Johnson Electronics 1300

Box 4728, Winter Park, Fla. 32793

JVC Corp. of America 2656

41 Slater Dr., Elmwood Park, N.J. 07407

K4-150 three CCD camera*; K4-75V three tube color camera with docking capability*; B4-10V one CCD camera*; BR-S410U portable S-VHS recorder with docking capability; BR-S810U S-VHS editing recorder*; videocassette, editing, portable player, VHS player recorders; serial edit, video editing controllers; special effects generators; three tube color cameras; multi-function MII editing recorder; color video monitors for MII and S-VHS. **Staff:** Dan Roberts; Shinzo Nakao; Ken Nishioka; M. Ariga; Ellin Graham; Mary Sansone; Mike Messerla; Juan Martinez; Dave Walton; Ray Festa; Eileen O'Brien; Charles Roberts.

K&H Products Ltd.-Porta-Brace 3374, 3375

Box 246, N. Bennington, Vt. 05257

Staff: Robert Howe; Kenneth Barry; Marjorie Robertson.

Kahn Communications 739

425 Merrick Ave., Westbury, N.Y. 11590

Power-side music version for AM broadcasters* for improving mono and stereo reception; STR-84 AM exciter; Lines-Plus telephone frequency extenders; Flatterer antenna broadbanding system; Good N Loud AM modulation enhancement; Secret, equipment for converting single system AM stereo radios to multi-system radios. **Staff:** Leonard Kahn; Pres Waterman.

Kalamusic 5625

4200 W. Main St., Kalamazoo, Mich. 49007

Radio formats and special programming; consultancy. **Staff:** Steve Trivers; Bill Wertz; Bob Doll; Ray Lowy; Jeff Mathiau; Jon Holiday; Thom Reinstein; Tim St. Martin.

Kangaroo Video Products 2214, 2215

10845 Wheatlands Ave., Suite C, Santee, Calif. 92071

Camera, tripod, TV monitor cases and rain covers. **Staff:** Steve Leiserson; Kathy Gawlonski; Diane Wilson; Pam Satterfield; Tim Wilson.

Kavouras 4520

6301 34th Ave., South, Minneapolis 55450

Kay Industries 728

604 N. Hill St., South Bend, Ind. 46617

Keltec Florida 5531

50 Second St., Shalimar, Fla. 32579

Keylite PSI 4509

333 S. Front St., Burbank, Calif. 91502

Kinematics/Truetime 4015

3243 Santa Rosa Ave., Santa Rosa, Calif. 95407

Staff: John van Groos; Rick Dielman; Jeff McDonald; Greg Kret; Dan Paine.

Kings Electronics 4010

40 Marbledale Rd., Tuckahoe, N.Y. 10707

Kintek 1611

224 Calvary St., Box 9143, Waltham, Mass. 02254-9143

Mono to stereo converter (KT-904); KT-960 Monogard automatic stereo polarity corrector; KT-932 audio phase monitor and correlation meter. **Staff:** Zaki Abdun-Nabi; John Bubbers; Roberta Allia.

Kintronic Labs 1040, 1042

Box 845, Bristol, Tenn. 37621-0845

Phasor; diplexer; standard equipment rack*; miscellaneous components. **Staff:** Louis King; Gwen King; Tom King.

Kliegl Bros. 3720

5 Aerial Way, Syosset, N.Y. 11791

Kline Towers 1015

Box 1013, 1225 Huger St., Columbia, S.C. 29201

Designs, fabricates and erects guyed, self supporting, platform and multi array towers; space frame structures and antenna structures; engineering, inspection and maintenance services. **Staff:** B.H. Kline; J.C. Kline; Furman Anderson Jr.; David Monts; Lewis Foreman Jr.; Raymond White; Anthony Fonseca.

Knox Video Products 2551

8547 Grovemont Cr., Gaithersburg, Md. 20877

L-W International 4005

50 W. Easy St., Simi Valley, Calif. 93065

Athena 4500 telecine system. **Staff:** David Greve; Yvonne Swanson.

Laird Telemedia 3962

2424 South, 2570 West, Salt Lake City 84119

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1601 La Tuna Pl. S.E., Alb. N.M. 87123 (505) 293-1252

distribution amplifiers; routing switchers and multiplexer equipment; paint system*. **Staff:** Judy Dahlquist; Diana Laird; Mike Schueder; Randy Steele; Tom Lang; J.C. Mayfield; Gary Bates; Randy Reed; Randy Scott; Bob Mauldin; Mark Lee.

La-Kart Corp. 1039
Division of Lake Systems Corp.
287 Grove St., Newton, Mass. 02166

ALS Automated Library System*; Mini Kart Ad Insertion System*; La-Kart II Automated Tape System. **Staff:** E. Herlihy; M. Carozzi; T. Barnum; F. Kovary; R. Simone; S. Marino; F. DeMayo; R. Thyer.

Lake Systems Corp. 1039
287 Grove St., Newton, Mass. 02166

Teleproduction facilities builder; component video edit system. **Staff:** Frank DeMayo; Roland Boucher; Luke Furr; Robert Hemmenway; Gordon Bares; Terrance Barnum; Frank Kovary; Sergio Marino; Jeff Selig; Barbara Resh; Lillian Martinos.

Landy Associates 2677
1890 E. Marilton Pk., Cherry Hill, N.J. 08008

Inter-format editing console system; Ikegami HK-399 broadcast CCD camera, CCD-770 solid state CCD camera; Ampex CVR-505 SP camera/recorder. **Staff:** James Landy; Brad Reed; Ted Szyeulski; David Newborg; Mike Keller; David Raynes; Mike Landy.

LDL Communications 2175
14440 Cherry Lane Court, #201, Laurel, Md. 20707

Broadcast transmitters, towers and antenna systems. **Staff:** Jim Wilson; Ray Tattershall; Charlie Coyle; Ernie Mayberry; Lew Page; George Patton; Paul Dickie; Keith DeBelser; Ron Crider; Paul Lansat; Doug Holland; Clyde Turner.

L.E.A. Dynatech 3344
Santa Fe Springs, Calif.

Transient voltage surge suppressor lines for radio and low-power TV applications*. **Staff:** Stephen Larson.

Leader Instruments Corp. 3472
380 Oser Ave., Hauppauge, N.Y. 11788

Lectronsonics 6106
Box 12617, Albuquerque, N.M. 87195

LEE Colortran International 3580
1015 Chestnut St., Burbank, Calif. 91506-9983

Lighting, dimming and control equipment, HiD location lighting; Lee color-effect, correction and diffusion materials*; Lee resin camera filters and Lee polyester photographic filters*; Prestige Series lighting control console software and enhancements*. **Staff:** Kenneth Boyda; Keith Gillum; Paul Sherbo; John Fuller; Steve Surratt; Alan Kibbe; Bob Dente.

Leitch Video of America 2169
825K Greenbrier Circle, Chesapeake, Va. 23320

NTSC digital still file, storage system and equipment; digital DAs; MTG-2600 12 bit modular digital test generator; clock systems; digital distribution system; SPG-1300N NTSC sync pulse generator.

Staff: John Walter; Gary Stephens; John Graham; Don Thompson; Michel Proulx; Barry Papoff; John Brooks; David Brown; Kan Tam; Cynthia Thompson; Bob Lehtonea; Stan Moote; Strath Goodship; Garry Newhook; David Strachan; Don Jackson; Richard Kupnicki.

LEMO USA 4022
335 Tesconi Circle, Santa Rosa, Calif. 95406

Lenco Electronics 3956
300 N. Maryland St., Jackson, Mo. 63755

Starflex modular frame system* with 4500 frame synchronizer/TBC module; 800 series with PGE-843 RS-170A sync generator and NTSC encoder. **Staff:** Von Haney; George Anderson; Ron Burks; Jim Withers; Linda Sample; Dave Aufdenberg; Bruce Blair; Paul Gerlach; Richard Fay; Don Herbst; Jon Risch; Mark Hill.

Lexicon 1209
100 Beaver St., Waltham, Mass. 02154

PCM41, PCM42 digital delays; PCM70 digital effects processor; model 200 digital reverb; model 480L digital effects system; SME sampling memory expander; model 1300 digital audio delay synchronizer; model 2400 stereo audio time compressor/expander; opus random access digital audio production system; LXP-1 digital effects processor*; MRC midi remote controller*. **Staff:** Joel Silverman; Brian Zolner; Will Eggleston; Steve Frankie; Mack Leathurby; Jon Beachdel; Scott Esterson; Steve Babar; Rod Revilock.

Lighting Methods 3184
1099 Jay St., Rochester, N.Y. 14611

Lightning Eliminators & Consultants 1025
13007 Lakeland Rd., Santa Fe Springs, Calif. 90670

Lightning eliminators; dissipation array systems; rechargeable Chem-Rod grounding electrodes; consulting service. **Staff:** Roy Carpenter Jr.; Hans Dettmar; Peter Carpenter.

Listec Video 4314
30 Oser Ave., Hauppauge, N.Y. 11788

Full line prompters. A-5000 computer driven prompter display*; A-2009 small studio prompter*. **Staff:** Jack Littler; Bill Leventer; Steve Setden; Janet Watt.

Lites Inc. 5724
7022 Sunset Blvd., Hollywood 90028

Logitek 825
3320 Bering Dr., Houston, 77057

Lowel-Light Manufacturing 2569, 2469,
2470, 2471
475 10th Ave., New York 10018

Location lighting equipment for professional film, video and still photography. **Staff:** Marvin Seligman; Toni Pearl; Amy Carter; Roy Low; Don Youngberg; Dale Marks.

LPB 639
28 Bacton Hill Rd., Frazer, Pa. 19355

Citation and Signature III series audio consoles; low power AM transmitters (AM-60P, AM-90P, AM-30). **Staff:** Rich-

ard Crompton; John Tiedeck; James Beissel; Richard Burden; William Jackson; Mark Kelleher.

LTM Lighting Corp. 4135
1160 N. Las Palmas Ave., Hollywood, 90038

Lucasey Mfg. 5528
2639 E. 9th Street, Oakland, Calif. 94601

Staff: Joseph Lucasey; Theresa Lucasey; Charles Lucasey; William Boscacchi.

Luxor Corp. 5812-5816
2245 Delany Rd., Waukegan, Ill. 60085

Staff: Don Nichoalds; Bob Raw; Greg Hunigan.

Lyon Lamb Video Animation Systems 2251, 2252
4531 Empire Ave., Burbank, Calif. 91505

System 340*. **Staff:** Dale Rochon; Sheryl Gossard; Steve Sarafian.

M/A-Com MAC 3633
5 Omni Way Chelmsford, Mass. 01824

Magni Systems 5105
9500 S.W. Gemini Dr., Beaverton, Ore. 97005

Video test and measurement products, including test signal generators (1510A, 1515, 1517, 2015PL); integrated packages (1527), waveform monitors and vectorscopes (500 series); options for component digital*; composite digital output for 1500 series units*; model 2021 programable signal generator*; new component digital product for studio and post-production operational use*; Magni 4000 series of PC-to-broadcast video graphics encoders (model 4030*; models 4004/4005*). **Staff:** Victor Kong; Paul McGoldrick; David Jurgensen; Rich Lyons; John Judge; Greg Sorenson; Ed Kiyoi; Carl Alelyunas; Eileen Tuuri; Steve Talley; Kelly Parker; David Henderson.

Magnum Towers 714
9370 Elder Creek Rd., Sacramento, Calif. 95829

Radio and TV broadcasting towers. **Staff:** Lawrence Smith; Jeff Styler.

Manhattan Production Music 1635
300 W. 53d St. New York 10019

Marconi Electronics 2518
13882 Park Center Rd., Herndon, Va. 22071

Marti Electronics 525
1501 North Main St., Cleburne, Tex. 76031

Matco 4388
427 Perrymount Ave., San Jose, Calif. 95125

Matthews Studio Equipment 4374
2405 Empire Ave., Burbank, Calif. 91504

Maxell Corp. of America 2383
22-08 Route 208, Fair Lawn, N.J. 07410

Two-inch compact video disk*; R-DAT audio cassettes; S-VHS half-inch video cassettes. **Staff:** James Ringwood; Joseph Birkovich; John Selvaggio.

Maze Broadcast 5818, 5820
Box 100186, Birmingham, Ala. 35210
Used TV/video equipment. **Staff:** Rick

Maze; Vira Maze.

McCurdy Radio Industries 1849
1051 Clinton St., Buffalo, N.Y. 14206

MCL A105
501 S. Woodcreek Rd., Bolingbrook, Ill.
60439-4999

High power C-band, X-band, Ku-band satellite communication amplifiers (50 w to above 8,000 w); exterior mounts; weatherproof amplifier subsystems. **Staff:** Frank Morgan; Bob Lundy; Buck Boyd.

McMartin Industries 512
201 35th Ave., Council Bluffs, Iowa 51501

Media Computing 4275, 4276
13951 N. Scottsdale Rd., #222, Scottsdale, Ariz. 85254

Computer software; election graphics automation. **Staff:** Michael Rich; Larry Baum; Raymond Harris; Kathryn Hulka; Dana Edwards; Jeffrey Croughan; Janet Goodman.

Media Concepts 5117
1412 Clubview Rd., Rocky Mount, N.C. 27804

Television remote facilities rental; system trucks. **Staff:** Marvin Luke; Don Winstead; Joe Paryzek; David Ward.

Media General Broadcast Services 3251
2714 Union Extended, Memphis 38112

Production libraries: Lazer (CD)*, Digital Director (CD), Trendsetter, Sounds of Broadcasting; production and sales services: CAT, Thunder Country, instant replay; music formats: Action, Headliners, Your Country, Hit Rock; station ID's. **Staff:** Dick Denham; Carl Reynolds; Zack Hernandez; Ed Hartnett; Carol Rowden; Jack Inman; George Wilkes III; Don Miller; Bob Dumais; Glen Crawford.

Media Touch Systems 370, A132
68 Stiles Rd., Suite A, Salem, N.H. 03079

Staff: John Connell; James Oliver; Nick Solberg; Andy McHardy; Duke McLane.

Media Travel 105
29566 Northwestern Highway, Southfield, Mich. 48086

Merlin Engineering Works 4338
2440 Embarcadero Rd., Palo Alto, Calif. 94303

Micro Communications 4166
Box 4365, Manchester, N.H. 03108

Micro Controls 202, 204
Hwy 174 South, Box 728, Bursleson, Tex. 76028

TSL microwave system; sub-carrier paging equipment. **Staff:** Jeff Freeman; Billie Freeman; Mike Garibay; Bill Shaw.

Microdyne Corp. 2415
491 Oak Rd., Ocala, Fla. 32672

Microdyne automated terminal (M.A.T.) satellite TVRO* for C/KU-band applications with 1100 BKA(M) satellite receiver (RS250B); Newslock satellite video/audio encryption system for SNV and teleconferencing; 1100 BKR satellite video receiver for C-band and Ku-band; satellite antennas; 1100 DSRT voice and

data modem; 1100 RDC(L)/PCDR(S) SCPC downconverter and demodulator package. **Staff:** Brett Swigert; Steve Benoit; Leo Riddle; David Alvarez.

Micron Audio Products 2262
210 Westlake Dr., Valhalla, N.Y. 10595

Micron wireless microphone systems for ENG, film, theater and studio; pocket and hand-held transmitters; single and multi-channel modular space diversity receivers. **Staff:** Paul Tepper; John Wykes; Dennis Schleaf.

Microsonics 4262
60 Winter St., Weymouth, Mass. 02188

Ultrasonic glass delay lines; video delay modules; comb filter demonstration*; crystal oscillators; filters. **Staff:** Fred Shea; Joe Killough; Stephen Miller.

Microtime 2638
1280 Blue Hills Ave., Bloomfield, Conn. 06002

Digital video effects system*; graphics systems*; time base corrector*; S-134 four-field frame synchronizer for NTSC and PAL standards*. **Staff:** Raymond Bouchard; Steve Krant; Robert Munzner; Jerry Rankin; Herb Van Driel; John Kissel; Chris Smith; Robert Wickland; Gene Sarra; Chris Hadjimichael; Uri Thier; Norman Pinette.

Microwave Radio Corp. 2935
847 Rogers St., Lowell, Mass. 01852

Prostar products. **Staff:** R. Morrill; F. Collins; E. Dahn; E. McCulley; R. Morrisette; M. Martin; J. Van; W. Parece.

Midwest Communications Corp. 4342, A117

One Sperti Dr., Edgewood, Ky. 41017
S-18, S-23 mobile satellite communications vehicles; S-1, S-2* fly-away satellite communications system; M-1 ENG mobile news vehicle; high power UHF TV transmitter*; DPS-270 S-VHS/NTSC composite time base corrector*. **Staff:** David Barnes; Jay Adrick; Skip McWilliams; Fred Wood; Chris Summey; Tom Beal; John Burrell; Lloyd Hicks; Brad Nogar; John Loughmiller.

Miller Fluid Heads (USA) 2364
2819 W. Olive Ave., Burbank, Calif. 91505

Fluid pan and tilt heads; tripods; special mounts; dollies; camera support systems for TV and film production; Miller System 80* for EFP equipped camera packages; System 40 ENG special for self-contained camcorder equipped news cameras; Aero-Cam camera stabilization platform for taping, filming or live broadcast from moving objects. **Staff:** Art Kramer; Hugh Crum; Grant Clementson; Mark Clementson; Ray Clementson.

Minolta 2573
101 Williams Dr., Ramsey, N.J. 07446

Mitchell Camera Corp. 5726
11630 Tuxford St. Sun Valley, Calif. 91352

Mitsubishi Elec. Sales America 1127, 1129

110 New England Ave. West, Piscataway, N.J. 08854

Monitors; VCR's; TV's; video copy pro-

cessors. **Staff:** David Bright; Julius Szokolczay; Clinton Hoffman; Russell Novy; Tadashi Hiraoka; Tom Paterniti; Jeff Ross.

Mitsubishi Pro Audio Group 1519
225 Parkside Dr. San Francisco, Calif. 91340

Modulation Sciences 4544
115 Myrtle Ave., Brooklyn, N.Y. 11201

Modulight/Bardwell & McAlister 2789
2601 Empire Ave., Burbank, Calif. 91504

Moffat, Larson and Johnson 1861
5203 Leesburg Pike, #800, 2 Skyline Plaza, Falls Church, Va. 22041

Engineering consultants. **Staff:** Mark Steinwinter; Mike Degitz; Wally Johnson.

Montage Group Ltd. 1009, 1011
1 W. 85th St., #3A, New York 10024

Picture processor, system II. **Staff:** Michael Lowe; Steve Cox; Chris Pearce; Larry Frietas; Craig Levesque; Chuck Wright.

Morton Hi-Tek Furnishings 5424, 5426
950 A W. Central Ave. #A, Brea, Calif. 92621

Custom and standard rack equipment enclosures for TV, radio and computer industries; one-inch VTR cabinet*. **Staff:** Douglas Kanczuzewski; Sid Brown; Roberto Sanchez; Jose Rodriguez.

Moseley Associates 2315
111 Castilian Dr., Santa Barbara, Ca-

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MRC-2 software enhancements; ARS-256 PC control; MRC-2PC control terminal option; MRC-1600 PC control terminal option; PCL-600 enhancements; dial access/voice response with PC control for MRC-1600. **Staff:** Fred Zimmermann; Doug Hogg; Dave Chancey; Jamal Hamdani; Vince Mercadante.

Motorola/AM Stereo 117
1216 Remington Rd., Schaumburg, Ill. 60173

C-Quam AM stereo model 1400 exciter; 1410 modulation monitor; C-Quam AM stereo receivers; two-way microwave products; STL and cellular test equipment. **Staff:** Steve Kravitz; Ray Schulenberg; Don Wilson; Frank Hilbert; Chris Payne; Greg Buchwald; Oscar Kusisto; Mike Olsen; Susan Balle.

Moviola/J&R Film 2711
6820 Romaine St., Los Angeles 90038

Film and video post production equipment, supplies and Lokbox*. **Staff:** Ron Powell; Jim Reid; Joe Paskal; Jim Reichow.

MPO Videotronics 4188
2580 Turquoise Cr., Newbury Park, Calif. 91320

Multi-Track Magnetics 2456-2459
115 Roosevelt Ave., Belleville, N.J. 07109

High speed 16mm/35mm projector*. **Staff:** George Zazzali; Dan Zazzali; Len Dickstein; Laszlo Katona; Gary Neyer; Tony Pinto.

Musco Lighting A111
Hwy 63 South, Box 73, Oskaloosa, Iowa 52577

Musco light and lightbar. **Staff:** Dave Crookham; Mike DeMeyer; Jerome Fynaardt; Roger Spurgeon; Leann Wilsey.

Nady Systems 4009
1145 65th St., Oakland, Calif. 94608

Nagra Magnetic Recorders 2714
19 W. 44th St., New York 11036

Nalpak Video Sales 4526
1937-C Friendship Dr., El Cajon, Calif. 92020

Production support products. **Staff:** R. Kaplan; D. Kaplan; S. Singer; L. Weinstock.

Narda Microwave 1428
435 Moreland Rd., Hauppauge, N.Y. 11788

National Guard Bureau 4558
Mailstop 18, Andrews AFB, Md. 20331

National Weather Association 3907
4400 Stamp Rd., #404, Temple Hills, Md. 20748

Nautel 0765
201 Target Industrial Cr., Bangor, Me. 04401

NEC America 2747
1255 Michael Dr., Wood Dale, Ill. 60191
EP-3 CCD color camera*; SP-3A CCD camera; VSR 10 solid state video recorder; DVE System 10 with CFX option*; Broadcaster 45 full motion CODEC; vid-

eo and data monitors; HDTV CCD technology. **Staff:** H. Ono; Joseph Engle; Richard Dienhart; Malcolm Burleson; Larry Litchfield; Jeffrey White; M. Shimizu; T. Fujiyasu.

LE Nelson Sales Corp. 2260-2261
5451 Ukiah Cr., Las Vegas 89118

Thorn-EMI studio/theater lamps; MID (HMI) Lingar lamps for daylight (200 w to 12,000 w). **Staff:** L.E. Nelson; B.A. Nelson; Dan Imfeld; C. Salmon; M. Rimmer; J. Rimmer.

Neotek Corp. 5530
1154 W. Belmont Ave., Chicago 60657

Neotek Essence* equipment for increasing efficiency and productivity of multi-track effects layout, ADR, Foley recording, post production assembly, synthesizer sampling and assembly. **Staff:** Susan Gosstrom; Craig Connally.

Network Production Music 353
11021 Via Frontera, San Diego, Calif. 92127

Neutrik USA 4587
1600 Malone St., Millville, N.J. 08322

TP test and measurement system; weatherproof XLR connectors; new studio/patch bay plugs. **Staff:** Jim Cowan; B. Weingartner.

New England Digital T-2, 4551, 4552
Box 546, 49 N. Main St.
White River Junction, Vt. 05001

Direct-to-Disk (R) Multitrack hard-disk-based digital recorder; Synclavier (R) digital audio workstation. **Staff:** Brad Naples; Mark Terry; Colin Stewart; Griff McRee; Frank Sullivan; Jim Bonevich; Vaughn Halyard; Steve Zaretsky; David Nichtern; Mark Lewer; Lisa Thompson; Richard Head.

Nielsen Media Research 2189, 2287-2289

Nielsen Plaza, Northbrook, Ill. 60062
Audience Analyst, local market audience analysis system; TV Conquest*, PC-based system combining information on demographics, marketing and TV ratings. **Staff:** Larry Frerk; David Woolfson; David McCubbin; John Dimling; Roy Anderson; Joseph Philport; Tom Hargreaves; Arthur Bulgrin; Robert Paine; William Miller; Stan Petersen; J. Kel Weber.

Nikon 5128
623 Stewart Ave., Garden City, N.Y. 11530

Norpak Corp. 2989
10 Hearst Way, Kanata, Ont. K2L 2P4
Canada

Nortronics 2618
8101 10th Ave., Minneapolis 55427

Magnetic tape heads for reel-to-reel, studio and cartridge recorders. **Staff:** Karen Nickolauson; Jim Tusing; Tom Pozinski; John Ebert; Bob Dietz.

Nova Systems 2210
50 Albany Turnpike, Canton, Conn. 06019

NPR Satellite Services 5533
2025 M St., N.W., Washington 20036
Interconnection satellite services. **Staff:**

George Gimourginas; Bill Bean; Bob Gaudian; Michele Spark; Ralph Woods; Miriam Stern; Jim McEachern; Wayne Hetrich.

Numark Electronics Corp. 4361
503 Newfield Ave., Box 493, Edison, N.J. 08818

Digital audio/visual mixer (VAM2000) with effects; broadcast turntables (TT3000); studio stereo monitor amplifier with equalizer, monitor and speakers (PM200); stereo audio mixer with digital sampler and audio effects (DM1775); audio mixer (DM1650); broadcast compact disk player, digital remote controller—optional sample or midi interface (CD9000). **Staff:** Robert Kotovsky; DeWitt Smith; Todd Richardson.

Nurad 4101
2165 Druid Park Dr., Baltimore 21211

Three-series standby STL system; four-series 23 ghz system; 3-series multi-hop ICR system; Superquad II central ENG receive system with 20AR3 frequency-agile receiver and MC3 remote control; Silhouette central receive system with 20AR3 frequency-agile receiver; MC4SQ remote control, portable transmitters and receivers with Microrod and Ori-series compact antennas; Silhouette ENG transmitter systems (single and dual band) with mast-mounted power amplifiers; Super Pod helicopter ENG system; model 20PT-10 portable transmitter*; CP-series compact antennas (7 and 13 ghz)*; model 20HP2L 23 ghz parabolic antennas*; quick-connect mounts. **Staff:** Gary Becknell; Lisa Czirkaj; Ron Merritt; Stephen Neuberth; Fred Hock; John Osborne; David Fairley; Glenn Sanderson; David White; Cheryl Yablon.

Nytone Electronics 2442, 2443
2424 South 900 West, Salt Lake City 84119

VSS-1 sequential color slide scanner system; VSS-2 random access color slide scanner system, both with programmable pan, zoom and roll. **Staff:** George Balding; Darlene Laird; Virginia Abraham.

O'Connor Engineering 2674
100 Kalmus Dr., Costa Mesa, Calif. 92626

Camera support equipment; model 35 quick release tripod and model 127 aeroped pneumatic studio pedestal. **Staff:** Chad O'Connor; Tom Breneisen; Joel Johnson; Bob Kredel; Mike Niehenke; Mike Thompson.

Odetics 5813
1515 S. Manchester Ave., Anaheim, Calif. 92802

TCS2000 television cart system*. **Staff:** David Lewis; Bill Keegan; Jesse Nickels; Emerson Ray; Chuck Martin; Phillip Smith; Phil McFadin; Gary Morse; Tim Crabtree; Camille Dixon; Peggy Pacheco; Doug Epps.

OKI Electric Industry Co. Ltd. 2889
10-3, Shibaura 4-chome, Minato-ku, Tokyo 108, Japan

Olesen 2647
1535 Ivar Ave., Hollywood 90028

Omicron Video 1870, 1872
21822 Lassen St. Unit L, Chatsworth,
Calif. 91311

Model 330-1 digital component video distribution amplifier*. **Staff:** Kimi Akiyama; Mihoko Akiyama; Kenji Suet-sugu.

Omnimusic 118
52 Main St., Port Washington, N.Y.
11050

Professional Broadcast series production music library on compact disks*. **Staff:** Sam White; Doug Wood.

Optical Disc Corp. 5321
17517-H Fabrica Way, Cerritos, Calif.
90701

Videodisc recording system model 610A and recordable laser videodisks (RLVS); support products for coding and evaluating videodisks and compact disks; disk and encoding technologies*. **Staff:** Donald Hayes; Dorothy Bookout; Ray Dakin; Scott Golding; John Olshefski; Richard Wilkinson; Deena Voloshin.

Orban Associates 725
645 Bryant St., San Francisco 94110

Optimod-HF 9105A audio processor for HF shortwave broadcast*; 222A stereo spatial enhancer*; 642B parametric equalizer/notch filter*; 787A programable mic processor*. **Staff:** Howard Mullinack; Sid Goldstein; Robert Orban; John Delantoni; David Shantz; Bob Burkhardt.

Orion Research 1641
4650 W. 160th St., Cleveland 44135

Osram Corp. 6107, 6108
Box 7062, Jeanne Dr., Newburgh, N.Y.
12550

Staff: Paul Cosamagno; Phil Frederick.

Otari Corp. 312
2 David Dr., Belmont, Calif. 94002

Pacific Radio Electronics 6119
1351 Cahuenga Blvd., Hollywood 90028

Pacific Recorders & Engineering 339
2070 Las Palmas Dr., Carlsbad, Calif.
92009

Paco Electronics USA 1452
350 S. Figueroa St., #364, Los Angeles
90071

PACO NI-CAD battery packs DP-1240, DP-11, DP1340* and battery pack chargers KD-220, KD-11, KD-240, KD-120A. **Staff:** Ted Wakabayashi; Hideo Kasuga; Yasushi Ogihara.

Paltex 2301
2752 Walnut Ave., Tustin, Calif. 92680

Panasonic Broadcast Systems 2938
One Panasonic Way, Secaucus, N.J.
07094

PAS 6033
5700 E. Loop 820 South, Fort Worth
76119

Patch Bay Designation Co. 4178
Box 6278, Glendale, Calif. 91205

Patchprints custom labeling. **Staff:** Scott Lookholder; Charlie Schufer; Julie Lookholder; Dale Lookholder.

Peerless Sales Co. 2417
1950 Hawthorne Ave., Melrose Park,

Ill. 60160

Mounting accessories for monitors and TV receivers, VCR's, speakers; wall, ceiling and desktop mounts; a/v equipment carts; radical cube speaker mount for wall and ceiling installations*. **Staff:** Frank Briggs; Walt Griffing; Nancy Peron.

Penn Fabrication (USA) 5115
1111 Rancho Conejo Blvd., #303,
Newbury Park, Calif. 91320

Penny & Giles 1020, 1022
2716 Ocean Park Blvd., #1005, Santa
Monica, Calif. 90405

Slide, rotary, digital, quadrant and motorized studio faders; RF11 rotary fader*; T-bar video controllers; joysticks; audio jackfields*. **Staff:** David McLain; Peter Kirby; Neil Handler; D.W. Brazier.

PEP 2701-2
25 W. 54th St., New York 10019

"After-market" ENG batteries, chargers and battery care equipment; model UMC Universal MicroCharger; S-VHS InterFormat edit control emulator units (¾ inch*). **Staff:** James Tharpe; N. Eisele; S. Bramble; A. Spriggs; L. Greenberg; R. Royall.

Perrott Engineering Labs 2230
7201 Lee Hwy., Falls Church, Va. 22046

Battery power products: belt and clip-on styles; mini-chargers; lighting systems; accessories. **Staff:** Bill Mallon; Elton Bowers; Bill Aylor; Ginnie Tygesen; Bob Clutter; John Stead; Randy Selkind; Harry Glass; Ted Artemos.

Pesa Electronics 3280
6073 N.W. 167 St., #C-4, Miami 33015

Peter W. Dahl Co. 865
5869 Waycross Ave., El Paso, Tex.
79924

Philips Test and Measuring 3177
c/o John Fluke Mfg.
Box C 9090, Everett, Wash. 98206

Photographic Equipment Service 6113
165 Huguenot St., New Rochelle, N.Y.
10801

Rig computer controlled stand for graphics and animation; Image Expander with new lamphouse for pans and zoom on slides or artwork; Rigobot motion control tripod*. **Staff:** Edward Willette; Hans Jaggi; Larry Carr.

Photokina 4561
Cologne International Trade Fairs Inc.,
666 Fifth Ave., New York 10103

Information on World's Fair of Imaging Systems (Oct. 5-11) in Cologne, West Germany. **Staff:** Hans Teetz; Heinz Donnermeyer.

Photron Limited 2440
Jingumae 6-12-15, Shibuyaku, Tokyo
150

Pinnacle Systems 6027
2380 Walsh Ave., Santa Clara, Calif.
95051

Super V-1000 desktop video work station*; perspective and rotation option for 2000 series video work station*; dual channel digital video effects*; 3000 series graphic design video work station. **Staff:** Ajay Chopra; Walter Werdmuller;

Paul Insko; Mark Gray; David Fabian; Barry Rubin; Gary Horstkorta; John Borger; Mirek Jiricka.

Pinzone Communications 1599
Products
14850 Cross Creek Park, Newbury, Ohio
44065

MAC-1 (Microtek antenna controller)

Plasmec Systems Limited 5526
Weydon Lane, Farnham, Surrey GU9
8QL, U.K.

Polaroid 4576
575 Technology Square, Cambridge,
Mass. 02139

Porta-Pattern 2877
Box 38945, Los Angeles 90038

Staff: Ed Ries; Ed Taylor; Dave Brown; Ian Cunliffe; John Stephenson.

Potomac Instruments 1108, 1110
932 Philadelphia Ave., Silver Spring,
Md. 20910

AM-19 directional array antenna monitors; AT-51 audio test system; RC-16 automatic remote control system; SD-31/RX-31 frequency synthesizer and coherent detector; FIM-21/FIM-41 medium wave field strength meters; FIM-71 VHF field strength meter; FIM-72 UHF field strength meter; MPC-11 modulation and power controller; SMR-11 synthesized AM monitor receiver; QA-100 program audio analyzer; 1500-PC programable transmitter controller. **Staff:** David Harry;

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WASHINGTON, DC 20036

Guy Berry; Bob Ellenberger; Cliff Hall; Don Nash.

Pro Battery 4483
3941 Oakcliff Industrial Ct., Atlanta 30340

Manufactures and recells premium Ni-Cad battery packs; Pro 500 charger*. **Staff:** Neal Zucker; Pegg Young; Gene Sherry.

Progressive Computer Products 5320
322 E. Bidwell St., Folsom, Calif. 95630

Q-TV 4117
104 E. 25th St., New York 10010

QCP Mark I computer prompters; on-camera videoprompters; news prompter I*; ScriptNet. **Staff:** George Andros; John Maffe; James Greenfield.

QEI Corp. 247
Box D, Williamstown, N.J. 08094

QSI Systems 2462
Box 2176, Woburn, Mass. 01801

Quality Video Supply 4387
76 Frederick St., Box 1007, Hackensack, N.J. 07602

Digital video/audio mixer; RGB to composite video converter; 3-blade coaxial cable stripper; deluxe production slate; computer/video combiner. **Staff:** Shelly Goldstein; Rose Marie Cassell.

Quanta 3344
2440 S. Progress Dr., Salt Lake City 84119.

Anti-aliased character generators, Orion and Delta I*; Microgen Plus*; QCG-34, QCG-38, QCG-500; paint graphics systems. **Staff:** Al Behr; Larry Manikowski; Peter Lowten; Ron Ward; Jack Calaway.

Quantel 3638
655 Washington Blvd., Stamford, Conn. 06901

Quickset Internationa 14120
3650 Woodhead Dr., Northbrook, Ill. 60062

R-Columbia Products Co. 2267
2008 St. Johns Ave., Highland Park, Ill. 60035-2499

Headphones; headsets; microphones; intercom systems (wired and wireless); Ultra Light headphones; cameraman headphones; EN9/FB telephone; five-channel selectable IM wireless intercom; lightweight cameraman headphone; wireless base station. **Staff:** I. Rozak; E. Rozak; L. Rozak; S. Rozak; E. Hill.

R.F. Technology 4243, 4245
16 Testa Place, So. Norwalk, Conn. 06854

RFL series of fixed link systems; Power-Line range of RF amplifiers; RF-400/1500 series of portable microwaves; UPL range of Ultra portables for wireless camera and backpack operations; RF-203B portable transmitter*; Faraday line of video and aliasing filters, delay lines and other products*; RF-101B/104B 950 mhz diversity wireless mic system*; RF-SCP low profile antennas for Racecam, Boatcam and backpack wireless camera applications*; RF-FLP range of co-linear omni directional antennas; RF-CD range of automatic tracking antenna systems*; RF-200LC portable low cost receiver*.

Staff: P. Bradbury; C. Lay; C. Bobbins; D. Lance; C. Kallay; G. Jackson.

Radiation Systems 1550
4825 River Green Parkway, Duluth, Ga. 30136

Radio Systems 159
5113 W. Chester Pike, Box 356, Edgemont, Pa. 19028

Series of consoles with full DC control and interface abilities; custom studio furniture; prewired studio systems; studio accessories. **Staff:** Dan Braverman; Bill wohl; Gerrett Conover; Paul McLane Andy Lovell.

Radioexpress 4484
Box 35219, Phoenix 85069

Ram Broadcast Systems 700, 701
346 W. Colfax St., Palatine, Ill. 60067

Model SX series audio console; RAM PS-1000 Phasescope. **Staff:** Ron Mitchell; Steve Gordoni; Doe Masoomian; Fred Ekins.

Rank Cintel 2334
704 Executive Blvd., Valley Cottage, N.Y. 11050

Basys interface for Gallery 2000 image library management system*; 3-perforation film gate for Enhanced MkIIIc 4:2:2 flying spot telecine*; CCD-based digital telecine*; Telecine product line; graphic system; slide scanner; workstation. **Staff:** Colin Brown; Charlie Morganti; Colin Ritchie; Neil Kempt; David Fenton; Jack Brittain; Peter Swinson; Graham Barber.

Rapid Deployment Towers A112
7832 Skylake Drive, Fort Worth, Tex. 76179

RCA New Products Division 2620
New Holland Ave., Lancaster, Pa. 17604

Reach Electronics/Vetronix 4180, 4181
1600 W. 13th St., Lexington, Neb. 68840

Reach Electronics: SCA tone and voice and tone-only pagers; VHF band tone and voice pagers; manual paging encoders; dial paging terminals; mobile encoders and decoders; phone patch; ID systems. Vetronix: Keyboard and panel mount switches; key caps. **Staff:** Mike Sutton; Roger Teeters; Eddie Howerter; Keith Wycoff.

Recortec 5430
275 Santa Ana Ct., Sunnyvale, Calif. 94086

VQE-500 extended play adapter for standard VHS recorders; tape cleaners and evaluators. **Staff:** Lester Lee; El Don Cori; R. Ronald Troxell.

Reel Time Clocks 2085
Box 126, Houston 77001

Rees Associates 4240
4200 Perimeter Center, #245, Oklahoma City 73112

Register Data Systems 659
Box 1246, Perry, Ga. 31069

Religious Broadcasters Assn. 4559
Box 1926, Morristown, N.J. 07960

Research Technology 2566

4700 Chase Ave., Lincolnwood, Ill. 60646

Richardson Electronics 2561-2563
40W267 Keslinger Rd., LaFoa, Ill. 60147

Camera tubes (vidicons, satigons and plumbicons); Eimac and RCA power tubes; TV translator tubes; RF translators; TV linear devices; cathode ray tubes; Jennings vacuum capacitors; planar triodes. **Staff:** Larry Broome; Ian Stewart; Tony Ianna; Hugh Mullins; Manuel Escalante; Salvador Tejada.

Rockwell International 2451
Box 10462, Dallas 75207

ROH/Anchor Audio 2234-2236
913 W. 223d St., Torrance, Calif. 90502

ARMS 7000 audio routing mixing switcher; multi-channel audio line monitors with built-in bridging switchers; modular audio systems; series 300 intercom systems with party line, IFB, Telco, control and interface capabilities; PL power supply*. **Staff:** Jim VanWaay; Saul Walker; Brian VanWaay; Dick Blunk; Dan Garrigan; Maggie Keleher.

R*Scan Corp. 5007
511-11th Ave. South, Minneapolis 55415
Lightning data and information systems (LDIS). **Staff:** Walter Lyons; Dale Bryan; Liv Nordem.

Rohde & Schwarz
4425 Nicole Dr., Lanham, Md. 20706

Video/RF analyser system; audio analyser system; TV demods; video noise meters; group delay/sideband analysis with digital TV oscilloscope and radio monitoring/field strength receivers. **Staff:** Scott Elkins; Chris Porzky; Buddy Graves; Hans Wagner; Karl Kislinger; Ken Schwenk; Werner Arndt; Wolfgang Litza; Hans-Jochen Beck; Karl Pfau; Peter Ascherl.

Rohn 4013, 4014
6718 W. Plank Rd., Peoria, Ill. 61656
Tower (7500SR*); communications support structures; accessories; fiberglass; concrete equipment shelters. **Staff:** Ken Cordrey; Fred Hardee; Larry Grimes.

Rosco Labs 2547-2549
36 Bush Ave., Port Chester, N.Y. 10573
Staff: Jim Meyer; Roger Claman; Tom Prewitt; Stan Schwartz; Stan Miller; Patrice Sutton; Richard Dunham.

Roscor Corp. 3151
1061 Feehanville Dr., Mt. Prospect, Ill. 60056

Starfleet 25 satellite news vehicle* **Staff:** Paul Roston; Mitch Roston; Phil Roston; Howard Ellman; Lee Ruber; Yves Souvenier; Robert Zeichner; Glenn Curry; Bennett Grossman; Marc Grossman; Ed Lamarre; Jim Pianowski.

Ross Video Ltd. 3377
Box 220, 500 John St., Iroquois, Ontario K0E 1K0, Canada

Model RVS 416 16 input, two multi-level effects system production switcher with linear keys, rotary and matrix wipes*; RVS 210A, RVS 216A 10 and 16 input production switchers with one multi-level

effects system and linear keying serial interface. **Staff:** Jim Millard; John Röss; Don McElheran; Jack McQuigge; Eric Goodmurphy.

RPG Diffuser Systems 1125
12003 Wimbeldon St., Largo, Md. 20772

Broad bandwidth wide angle sound diffuser; QRD Diffuser broad bandwidth sound absorber; Abffusor rotatable triangular variable acoustics module with Trifusor. **Staff:** Peter D'Antonio; Elizabeth Werner; David Sless; John Konnett.

RTNDA 2703
1717 K St., N.W., #615, Washington 20006

Radio-Television News Directors Association. **Staff:** Ernie Schultz; Robert Vaughn; Eddie Barker; Kimberlee Walters; Bob Brunner; Bob Priddy; Lou Prato; Spence Kinard; Judy Solomon.

RTS Systems 4330
1100 W. Chestnut St., Burbank, Calif. 91506

Portable single-channel headset user station (BP317)*; portable two-channel programable headset user station (BP325)*; 24 channel programable matrix intercom station (848A)*; dual 8x1 audio summing amplifier (2524)*; data concentrator (DC848); camera-iso interface (CIF612)*; intercom user station mini circuit card/assembly (CC62/CPK62)*; series 800 intercom equipment; TV intercom system; series 4000 IFB system; series 400 modular amplifiers; series 2500 amplifier system. **Staff:** Kim Murphy; Doug Leighton; Shelley Harrison; Dave Brand; Gene Behrend; Stan Hubler; Ed Fritz; Al Salci; Linda Rico; Jim Bullard; Debbie Bogle.

Rupert Neve 2348
Berkshire Industrial Park, Bethel, Conn. 06801

S.B.E. 3911
7002 Graham Rd., #118, Indianapolis 46220

SG Communications 1027
3444 N. Dodge Blvd., Tucson, Ariz. 85716

Broadcast and microwave tower and antenna erection and service. **Staff:** Doug Gratzler; Tom Leschak; Wallace Steiger; Walter Coleman; Troy Kyman; Ron Blackburn; Doyle Groat.

S.W.R. 4001
Rd. 3, Rt. 77, N. Weare, N.H. 03281

Sachtler Corp. of America 3147
55 N. Main St., Freeport, N.Y. 11520

Camera support equipment for ENG, EFP, OB. **Staff:** Eric Falkenberg; Michael Accardi; James Kresse; John Gehrt; Axel Froemel; Juergen Nussbaum; Henry Kuss; Charles Neubauer; Mr. Bogar.

Saki Magnetics 671
26600 Agoura Rd., Calabasas, Calif. 91302

Ferrite recorder replacement heads. **Staff:** Trevor Boyer; Alan Kiser.

Samson Technologies Corp. 4273, 4274
485-19 S. Broadway, Hicksville, N.Y. 11801

VHF wireless mic systems; Stage II series*. **Staff:** Kevin Moran; Scott Goodman.

Sanken Microphone 6120
Azabu Heights, #607, 1-5-10 Roppongi, Minato-Ku, Tokyo 106, Japan

Satellite Music Network 6015
12655 N. Central Expy., #600, Dallas 75243

Satellite-delivered live radio programing formats, including The Wave, Pure Gold, Heart & Soul, Rock 'N' Hits, Stardust, StarStation, Country Coast-to-Coast, Z-Rock. **Staff:** John Tyler; Bob Bruton; Charlie Strickland; Kristine Sites; Robert Hall; Barbara Crooks; Carlos Hurd; Marianne Bellinger; Jackie Botler; Shirley Ware; John Krogstad; Jay Noble; Howard Bloom; Roy Simpson; Bill Cook; Jay Durkin; Jerry Thomas; John Graziano; Charlie Slavik; Frances Jackson.

Scala Electronic Corp. 2482
Box 4580, Medford, Ore. 97501

High performance preamp for 950 mhz STLs; FM monitoring antenna. **Staff:** Ellis Feinstein; Dan Fowler; Don Garlick; Linda Stedman.

Schafer World Communications 539
Box 31, Marion, Va. 24354

Sony digital audio tape*; random access digital audio* and cartridge equipment; Schafer 7000 automation; Sony random access CD players (Jukebox); Schager

audio consoles 2000 series and series 8000. **Staff:** Bob Dix; Greg Wimmer; Kevin Soos; Phil Terry Don Wimmer; Ann Dix.

Schmid Telecommunication 1046
Rieterstrasse 6, Zurich, CH-8002, Switzerland

Schneider Corp. of America 4110
400 Crossways Park Dr., Woodbury, N.Y. 11797

Schwem Technology 4584, 4585
3305 Vincent Rd., Pleasant Hill, Calif. 94523

Image stabilizing lenses (Gyrozoom FP-1). **Staff:** Clay Sylvester; Richard Wales; Janet Alvarez; Kathy Metrolas; Gerry Greenlaw; Anne Marie Smith; Steve Sporer; Holt Johnson; Jim Rosenbohm.

Scientific-Atlanta 2343
Box 105600, Atlanta, Ga. 30348

Seeburg Corp. 4488
1105 Westwood Ave., Addison, Ill. 60101

Selco/Sifam 863
7580 Stage Rd., Buena Park, Calif. 90621

Collet and Push-On knobs; VU and PPM meters; audio level indicators; push buttons; fuseholders and thermostats. **Staff:** Celeste Martinez; John Tamsitt; Bill Wilkinson; Bill Keneipp; Diane Duquette; Don Pass; Ray Anton.

Selective Service System 3923
1023 31st St., N.W., Washington 20435

Learn how to:



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- Get brokers to show you their best inventory
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Edward K. Christian	Thomas P. Gammon	Katherine C. Marien	William J. Steding
William P. Collatos	Ragan A. Henry	Brian W. McNeill	Dan Wachs

Preview the video at the NAB Store at the NAB Convention in Las Vegas. Or, call 1-800-368-5644 for information or to place an order using MasterCard, VISA, or American Express.

Sennheiser Electronic Corp. 152, 154
6 Vista Dr., Box 987, Old Lyme, Conn. 06371

Electret, dynamic, condenser microphones for ENG, EFP and in-studio use; monitor headphones and related equipment; model M8 field mixer; video monitor for visual enhancement of up to 27 channels of wireless simultaneously*; cardioid and figure eight microphones for MS technique. **Staff:** Tony Cafiero; Andrew Brakhan; John Kenyon.

Sescom 2206
2100 Ward Dr., Henderson, Nev. 89015

Test-1 one-piece audio test equipment*; mini console mixers for audio and video production studios*; mic-line drivers*; rack products*. **Staff:** Franklin Miller; Jay Herman.

SG Communications 1027
3444 N. Dodge, Suite A, Tucson, Ariz. 85716**Sharp Electronics Corp. 4316**
Sharp Plaza, Mahwah, N.J. 07430**Shima Seiki 5704**
440 Forsgate Dr., Cranbury, N.J. 08512**Shively Labs 109**
71 Harrison Rd., Bridgeton, Me. 04009**Shook Electronics USA A116**
6630 Topper Pwy., San Antonio, Tex. 78233

Mobile television vehicle. **Staff:** Edwin Shook; Stuart Shook; Patrick McCafferty.

Shure Brothers 203
222 Hartrey Ave., Evanston, Ill. 60202-3696

PDP1000 professional compact disk player*; FP51 gated compressor/mixer; SM84 supercardioid condenser lavalier microphone; SM15 cardioid condenser headworn microphone; portable and automatic mixers; wires and wireless microphones and broadcast phono cartridges. **Staff:** James Kogen; Christopher Lyons; Michael Peltersen; R.T. Murphy; MaxAnn Buchanan; Tom Burks; John Phelan; Al Hershner; Bob Ott.

Sierra Video Systems 1019
Box 2462, Grass Valley, Calif. 95945**Sigma Electronics 2075**
Box 448 East Petersburg, Pa. 17520

Timing, testing and distribution products for TV studios; component video products (C.A.V.)*. **Staff:** Kent Porter; Sue Huber; Cheryl Stauffer; Bob Hiuner; Jeff Spittle; Dennis Reed; Wade Walburn; Jerry Wingle; Joe Donches; Jim Izydorczyk.

Singer Broadcast Productions 715
1840 W. 49th St., #402, Hialeah, Fla. 33012**Siscom T-1**
(see Video Communications listing)
100 Arapahoe Ave., #1, Boulder, Colo. 80302

NewsPro comprehensive newsroom computer system for TV and radio. **Staff:** Mark Boledovich; Peter Citarella; Mike Ellis; Ron Merrill; Karen Schneider.

Skotel Corp. 4149
1445 Provencher, Brossard, Quebec J4W 1Z8**Society of Broadcast Engineers 3911**
7002 Graham Rd., #216, Indianapolis 46220

Membership, certification. **Staff:** Helen Pfeifer; Sharon Templeton; Jack McKain; Robert Van Buhler; Richard Farquhar; William Harris.

Society of Motion Picture & Television Engineers 3913, 3914
595 W. Hartsdale Ave., White Plains, N.Y. 10607

Staff: Anne Cocchia; Janice Baio; Si Becker; Barry Detwiler; Jeffrey Friedman; Lynette Robinson.

Solid State Logic 1409
320 W. 46th St., New York 10036**H.A. Solutec Ltd. 4541**
4360 D'Iberville St., Montreal, Quebec H2H 2L8**Sono-Mag 419**
Box 4551, Bryan, Tex. 77805-4551**Sony Communications 2902**
1600 Queen Anne Rd., Teaneck, N.J. 07666**Soundcraft 4377**

Model 6000 multitrack recording console; SAC200 compact stereo on-air and production console; 200B/VE production console with video editor control of console by either parallel or serial interface; TS-12 in-line post production and recording console with optional disk-based automation of fader level and switch functions for MIX, channel, auxiliaries and EQ in/out. **Staff:** David Kimm; Gordon Cochran.

Sound Ideas 2605
86 McGill St., Toronto, Ont. M5B 1H2**Sound Technology 2479**
1400 Dell Ave., Campbell, Calif. 95008

Audio test equipment and test systems, 2000A*; 1510A tape recorder/audio test system; 1530A MTS/stereo test system; 3000 series transmission/ audio test system; MSAT switching system. **Staff:** Kent McGuire; Bob Andersen; Sonny Funke; Ken Jones; Dick Cook; Bob Millice; Sam Keiser; Paul Siggins; Dave Hartmann; Len Hartmann.

Soundmaster International 5010, 5011
306 Rexdale Blvd., #5, Toronto, Ont. M9W 1R6, Canada

Soundmaster Integrated Editing system using SYNCRO programable machine controller and SMART SYNC. **Staff:** Andrew Staffer; Bob Predovich; Curt Smith; Alex Jepson; Peter Moore; Joe Gorfinkle.

Spectra Image 2483
540 N. Hollywood Way, Burbank, Calif. 91505-4455

Spectra System laser disc editor with D 220 dual-headed laser player. **Staff:** Bill Breshears Sr.; Pat Brennan; Gary Matz; Steve Mitchell; Tom Nielson; Joe Sayovitz; Mike Sayovitz.

Sprague Magnetics 255
15720 Stagg St., Van Nuys, Calif. 91406**Stage Lighting Dist. 2472**
Holt Dr., Stony Point, N.Y. 10980**Stainless Inc. 2553**
Third St., North Wales, Pa. 19454**Standard Communications 1048, 1050**
Box 92151, Los Angeles 90009

Video and audio satellite reception equipment. **Staff:** Diane Hinte; Mason Truluck; Roland Soucie; Warren Davis; Keith Peterson; Mark Thomas; Rick Rice; Karen Martinez.

Stanton Magnetics 849
101 Sunnyside Blvd., Plainview, N.Y. 11803

Headphones (SRS-265, SRS-245, SRS-225, SRS-215, ST-Pro and ST-4); 500AL-MP matched cartridges, D5107AL-MP matched replacement styli; 891SL, 691SL Pro-Broadcast cartridges; Disco Starter Kit. **Staff:** Pete Bidwell; Paul Torraca; John Kuykendall; Joe Woodstock; Jack O'Donnell; Walter O. Stanton; Lucretia Tindall.

Stantron 1804
6900 Beck Ave., N. Hollywood, Calif. 91605

Staff: Guy Tessier; Bill Wood; Tom Grant; Brenda Sabin.

Star Case 4553, 4554
648 Superior, Munster, Ind. 46321

Two-tone cases. **Staff:** Dennis Toma; Susie Alvey; Donna Van Wie; Bernie Fryman; Roger Hallberg; Chris Keilman; Bruce Hausfeld; Al Novak.

Status Cabinetry 5731
615 S. State College Blvd., Fullerton, Calif. 92631**Steady-Film 5113**
707 18th Ave., South, Nashville 37203

Steady-Film system pin-registered film-to-tape transfer equipment for Rank Cine-telecines; Manipulator motion control unit; Festival enhancement upgrade kit for Rank telecines*; 35mm high speed lens*; Video Cue device for overdubbing*; Notch Guide accessory for Rank telecines that reduces interference from 35mm notched film*. **Staff:** Donna Reid; Wayne Smith; Gail Smith; Phil Kroll; Gary Smith; Fred Bundesmann; Chris Gyoury.

Steenbeck 2480, 2481
9554 Vassar Ave., Chatsworth, Calif. 91311

35mm and 16mm flatbed editing tables (film) with capabilities to transfer film to videotape; computerized A.D.R.* **Staff:** Don Mack; W. Bass; W.R. Otto.

Storeel 2653
3337 W. Hospital Ave., Atlanta 30341

Storage for audio and video tape formats, mobile or static units; set-up trucks; CD storage of 120 to 640 in 27-inch wide area. **Staff:** Carolyn Galvin; Bob Lauter; Paul Galvin; Bob Gargus; John Dixon; Kent Kjellgren; Walt Kelley.

Straight Wire Audio 352
4611 Columbia Pike, Arlington, Va. 22204**Strand Lighting 2351**
18111 S. Santa Fe Ave., Rancho Dominguez, Calif. 90221

Lighting control and dimming for TV production, including Impact, Action, Light Palette 3, Mini-Light Palette 2, CD-80 and CD-80/8 dimming; QuartzColor fixtures.

Staff: Franc Dutton; John Pavacik; Marvin Altman; Bill Groener; Sharon Fitzgerald; Rick White; Bob Schiller; Len Beardard; Brian Hartley; Jim Crooks; Leonard Wittman; Anne Valentino.

Strata Marketing 1419

540 N. Lake Shore Dr., Chicago 60611

Staff: Bruce Johnson; Roger Skolnik; Debbie Novess; Jim Stofer; John Shelton; Andreas Heldman.

Studer Revox America 545

1425 Elm Hill Pk., Nashville 37210

Studio Technologies 1633

5520 W. Touhy Ave., Skokie, Ill. 60077

Sunspot 365

2440 San Mateo Pl., N.E., Albuquerque, N.M. 87110

Broadcast system; broadcast business system, version 2.0*. **Staff:** Joshua Wesley; Jerry Littenberg; Maggie Wesley; Randy Gins; John Funt.

Super Roving Radio A128

2915 Maples Rd., Ft. Wayne, Ind. 46816

Sure Shot Satellite Network 4161

12450 Harman Rd., New Springfield, Ohio 44443

Ku-band and C-band transportable uplinking services; broker transponder space. **Staff:** Dennis Kuncce; Jeff Good; Terry Schlosser; Dave Burke; Dan Foreman; Richard Howell; Alison Barret; Gordon Lambert; Jenny Lambert.

Swintek Enterprises 1302

587 Division St., Campbell, Calif. 95008

Switchcraft Inc. 130, 132

5555 N. Elston Ave., Chicago 60630

Audio patch panel; 1/4-inch locking jack; sm. diameter QG cable clamp. **Staff:** Herbert Klapp; Keith Rosborough; William Kysiak; Larry Niles.

Symbolics Graphics 6003

1401 Westwood Blvd., Los Angeles 90024

Paint and animation system; paint and animation system for high definition TV*; real-time paint hardware acceleration*. **Staff:** Ann Newman; Don Miskowich; Tom McMahon; Ron Saks; Jeremy Schwartz; Bill Clark; Ken McCall; Tom Parish; Matt Elson; Sue Sims.

Symetrix 672, 673

4211 24th Ave., West, Seattle 98199

Staff: Dane Butcher; Doug Schauer; Lavina Speer.

System Associates 4154

10375 Jefferson Blvd., Culver City, Calif. 90232-3511

Used broadcast TV equipment. **Staff:** Billy Seidel; Walter Shubin.

Systemation 1151

337 N. Water St., Decatur, Ill. 62523

Taber Mfg. & Engineering 2718

1880 Embarcadero Rd., Palo Alto, Calif. 94303

Model 1500 M metal tape eraser; audio head for helical tape formats. **Staff:** Veldon Leverich; Diane Leverich; Heather Leverich.

Tamron Industries 3380

24 Valley Rd., Port Washington, N.Y. 11050

Tannoy North America 6109

300 Gage Ave., #1, Kitchener, Ont. N2M 2CB

Tapscan 620, 521

3000 Riverchase Galleria Tower, #1111, Birmingham, Ala. 35244

Radio ratings analysis system; schedule and campaign planners; Qualitap qualitative analysis software; MusicScan music scheduling and inventory system; TVScan television ratings analysis and sales packaging system; TV sales software. **Staff:** Jim Christian; Dave Carlisle; Kris Robbins; John Waddell; Patty Strong; Reva Levin; Cindy Kimbrough; Robyn Ross; Gayla Rathbun; Ross Langbell; Paul Walters; Jim Hutson; Joe Knapp; Bill Stedman.

Tascam 2183

7733 Telegraph Rd., Montebello, Calif. 90640

TDK Electronics 4162, 4163

12 Harbor Park Dr., Port Washington, N.Y. 11050

TDK professional video, including: TDK BC Betacam*; TDK MP Betacam Mil*; TDK XP Super VHS*. **Staff:** Keizo Ito; Doug Booth; Roy Lunel; Denise Fioretti; Tak Koyama; Bruce Youmans; Lou Abramowitz; Anne Lacala; Yuki Takeda.

Teatronics 4514-4518

3100 McMillan Rd., San Luis Obispo, Calif. 93401

MD-288 high density modular dimming systems*; Comstar Genesis*; distribution, lighting instruments, dimming, manual, computer assist and computer lighting control; Producer II series; Tech Director Consoles; AMX-192 decoder; DPI and Genesis Dimmer Lines. **Staff:** Roger Volk; Randy Pybas; Paul Rabinovitz; Tom Allen; Gary Henley; Cathy Matthews; Gregory Long.

TECCOM 2982

265 Otis St., West Newton, Mass. 02165

Techni-Tool 4562

5 Apollo Rd., Plymouth Meeting, Pa. 19462

Distributor of hand and power tools; soldering equipment and related supplies; telecommunication and electronic tool kits. **Staff:** Paul Weiss; Stuart Weiss; Wm. Beazar.

Technov Industries 2484

3974 Amboy Rd., #306, Staten Island, N.Y. 10308

CSG-300 RS-170A color sync generator*; edit expander, GPI interface for Sony RM-440; 1x20 audio/video distribution amplifier; research and development.

Tekno/Balcar 5802

100 W. Erie St., Chicago 60610

Tekskil Industries 1625

108-15290 103A Ave., Surrey, B.C. V3R 7A2

Tektronix 3320

Box 500, MIS 58-699, Beaverton, Ore. 97077

VM700 video measurement set*; 1730HD waveform monitor*; DP-100 digital video probe*; TSG-100 test signal generator*; TSG-170D digital composite

test signal generator*; SPG-271 Pal Sync generator*; waveform monitors; vectorscopes; sync and test signal generators; demodulators; automatic measurement equipment; audio and video synchronizers and stereo audio monitors.

Telemet, Div. of Geotel 3722

25 Davids Dr., Hauppauge, N.Y. 11788

Stereo broadcast demodulators; stereo modulators; envelope delay test sets; video test signal generators; clampers; wideband equalizers; fiber optic links; routing switchers; tunable demodulator*; pro channel demodulator*; I.C.P.M. synchronous detector*. **Staff:** R. Sanator; E. Murphy; S. Hamer; R. Griffiths; L. Lazarus; A. Silva; I. Slovak; J. Link.

Telemetrics 4177

7 Valley St., Hawthorne, N.J. 07506

Complete remote camera control systems and accessories. **Staff:** Anthony C. Cuomo; Anthony E. Cuomo.

Telepak San Diego 4569, 4570

4783 Ruffner St., San Diego 92111

Soft carrying cases: T-UCP Universal Camera Pack*; T-CLL&T-CSL cases; T-74AG 7400 Panasonic*. **Staff:** Linda Stepp; Andy Tydale.

Telescript 4138, 4139

445 Livingston St., Norwood, N.J. 07648

Telecue and Telescrip electro-mechanical transports for TV studio prompting; Telepod lightweight monitor/prompting equipment; high resolution monitors; support head and air-lite pedestals; mounts for studio cameras; Commodore 64-C computer prompting program; IBM computer prompting program*. **Staff:** Bob Swanson; Jim Stringer; Dean Rogich; Susan Moran; Peter Jackson; Kay Hyde; Jerry Swanson; Bob Cauttero.

Telesource Communication Services 4160

Box 7132, Phoenix 85011

Electronic election system. **Staff:** Bob Early; Marilyn Taylor; Buz Fleming.

Television Engineering 1856

580 Goddard Ave., Chesterfield, Mo. 63017

ENG unit with electronic equipment, generator and mast. **Staff:** Linda Vines; Jack Vines; John Kull; Dan Ord; Gary Warnecke.

Television Equipment Associates 2601

Box 393, South Salem, N.Y. 10590

Staff: Bill Pegler; Steve Tosidowski; Vince Emmerson; Scott Davidson; Phil Spurling; Bob Campbell.

Television Technology Corp. 1801

Box 1385, Broomfield, Colo. 80020-8385

10 kw air-cooled klystrode UHF transmitter. **Staff:** William Kitchen; Mike Lehman; Dirk Freeman; Alex DeLay; Marvin Bredemeier; Gordon Allison; Byron St. Clair; Carol Andersen; Jack Howell; Hal Rabinowitz; Betty Campbell.

Telex Communications 4113

9600 Aldrich Ave., South, Minneapolis 55420

Headphones/headsets; intercom systems; wired and wireless microphone systems; audio tape duplicators; auto-

matic video tape cassette; loader for duplication systems; computer image projection systems. **Staff:** Don Mereen; Gary Fisher; Claude Kleiman; Rick Peterson; Ted Nemzek; Marc Packham.

Telmak Pty Ltd. 5908
12/126 Queens Rd., Five Dock, N.S.W. 2046, Australia

Telnox/Allied Broadcast 557
Box 1487, Richmond, Ind. 47375

Tennaplex Systems 1814-1816
452 Five Farms Ln., Timonium, Md. 21093

Tennaplex FM and TV antenna installations; multi-station combiners; Alpha high-powered multi-station combiner*; Omega full-band multi-station FM antenna*. **Staff:** Les Lear; Marvin Crouch; Carrie Harwood; Anton Kathrein.

Tentel 4017
1506 Dell Ave., Campbell, Calif. 95008
Video recorder test equipment; dial torque gauge for U-matic VCR clutch and brake torques*. **Staff:** Wayne Graham; Charles Fodor; John Chavers; John Bonn; Jim Schaff; Bev Zern; Lorrie David.

Texar 5415
616 Beatty Rd., Monroeville, Pa. 15146

TFT 1109
3090 Oakmead Village Dr., Santa Clara, Calif. 95051

Staff: Jesse Maxenchs; Joe Wu; Henry Wu; Malcolm Furlly; Charlie Hu; Eric Lane; Kevin Tam; Ron Neilson; Virgil Chen; Terry Peterson.

The Will-Burt Co. 3687
Box 900, Orrville, Ohio 44667

Theater Service & Supply Corp. 2580, 2581
1792 Union Ave., Baltimore 21211
Manufacturer of TV studio cyclorama track systems; cyc curtains; light grids; distributor of lighting and dimming equipment. **Staff:** Richard Antisdell.

Theatre Vision 4549
5426 Fair Ave., N. Hollywood, Calif. 91601

Thermodyne International 1319
20850 S. Alameda St., Long Beach, Calif. 90810

James Thomas Engineering 2066
5025 S. Eastern Ave., #16/120, Las Vegas 89119

Thomas par cans; cyc units; ground support; mini-truss*; trusses. **Staff:** Don Dillingham; Michael Garl; Mervyn Thomas.

Thomson-CSF Broadcast 3333
B.P. 301, 17 Rue J.P. Timbaud, Courbevoie, France 92400

Thomson Electron Tubes & Devices Corp. 1219
550 Mount Pleasant Ave. Dover, N.J. 07801

Tiffen Manufacturing 2223
90 Oser Ave., Hauppauge, N.Y. 11788

Timeline 1629-1631
270 Lafayette St., New York 10012

Lynx keyboard control unit and system supervisor*; Lynx film interface module. **Staff:** Gerry Block; Fred Ridder; Josann

Block; Jeff Evans.

Titan Electronics Pty Ltd. 5015
#3, 35 Jacobsen Crescent, Holden Hill, Adelaide S. Australia 5088

TMD, The Will-Burt Co. 3688
Mobile pneumatic telescoping masts 27-foot and 42-foot mast assembly. **Staff:** Jeff Milligan; Don Barlow; Dave Davis; Bill Klingberg; Harry Featherstone.

Tobey Arnold and Assoc. 371
3234 Commander Dr., Carrollton, Tex. 75006

Compact disk production library. **Staff:** Toby Arnold; Dolly Arnold; Jim Kerr; Michael Harwell; Larry Mangiameli.

Torpey Controls & Eng. Lab 1205
98-2220 Midland, Scarborough, Ont., M1P 3E6, Canada

Master clock and central thermometer systems. Key Video Ltd. video and audio routing switchers. **Staff:** Bob Torpey; Arthur Critchley.

Toshiba America 4320, A115
9740 Irvine Blvd., Irvine, Calif. 92718

Total Spectrum Mfg. 2069
20 Virginia Ave., West Nyack, N.Y. 10994

Townsend Broadcast Systems 3356
79 Mainline Dr., Westfield, Mass. 01085
UHF, VHF TV transmitters with TA60CST 60 kw computer supervised transmitter*; TB-3 exciter; 30 w UHF dual linear drive amplifier*; DC-80, 800 automatic cart machine systems, including automatic network delay system*. **Staff:** Gary Thursby; Bob Anderman; Ray Yirga; Mitch Montgomery; Don Forbes; Ken Barker; Aaron Snyder; Harry Craig; Jim Rogers; John Terry; Chuck Balding; George Townsend; Michael Greenstein.

Transimage International Ltd. 4259
245 Hanworth Rd., Hounslow Middlesex TW3 3UA, England

Transmission Structures 839, 841
Box 907, Vinita, Okla., 74301

AM, FM, TV and microwave towers; turn-key package to docket 80/90 upgrade customers including leasing options. **Staff:** Richard Bell; Shari Bell; George Bohl; Fran Bohl; Tom Snow; Susan Snou.

TRF Production Music 5000
40 E. 49th St., New York 10017

Trident Audio USA 1008
2720 Monterey St., #403, Torrance, Calif. 90503

Trimm Inc. 5432
400 W. Lake St., Libertyville, Ill. 60048

Trompeter Electronics 4156, 4157
Box 5069, 31186 La Baya Dr., Westlake Village, Calif. 91359-5069

Patch panels, cable assemblies, patch cords, BNC/TNC jacks and plugs. **Staff:** E. Trompeter; D. Coleman; A. Coleman; J. Howard; B. Byers; V. Ballard; A. Gladish; R. Edgett; H. Gladish; C. Byers; J. Schneider; B. Rader; L. Flowerday; B. Flowerday; B. Stout.

TSM 2069
709 Executive Blvd., Valley Cottage, N.Y. 10989

Twentier Systems 5805
2200 Powell St., #625, Emeryville, Calif. 94608

TSI broadcast news system computers*. **Staff:** Carl Twentier; Patricia Stevens; Rick Swiers; Gordon Thorpe; Mike Ferring; Chon Hei Lei.

TWR Lighting 5524
1630 Elmview, Houston 77080

Lighting equipment: beacons; obstruction lights; controllers; medium intensity strobe lighting*. **Staff:** George Jackson; Michael Elledge; Martin McLaughlin; Beth Malek; Linda Jackson; Susan Elledge; Annie McLaughlin.

U.S. Tape & Label Corp. 625, 627
1561 Fairview Ave., St. Louis, 63132

Specialty printing, marketing information for bumper stickers use. **Staff:** Byron Crecelius; Audrey Moore; Jim Eiseman.

Ultimate Corp. 4380
18607 Topham St., Reseda, Calif. 91335

Uni-Set Corp. 1834
449 Avenue A, Rochester, N.Y. 14621

Union Connector 2584, 2585
300 Babylon Tpke., #300, Roosevelt, N.Y. 11575

Studio-tech wiring devices*; power distribution equipment for studio and theatrical lighting applications*, including patch panels; connector strips; drop boxes and portable distribution boxes. **Staff:** Richard W. Wolpert; Richard A. Wolpert; Mark Vassalo.

United Ad Label Co. 5626
Box 2216, Brea, Calif. 92622

United Media 4363
4075 Leaverton Ct., Anaheim, Calif. 92807

Commander series videotape editors; Multi-Tasking series (MT30, MT60, MT90).

United Press International 1309
1400 Eye St., N.W., Washington 20005
UPI Radio Network; UPI Broadcast Wire; UPI Custom News. **Staff:** Paul Steinle; Earl Brian; Charles Hollingsworth; Billy Ferguson; Mike Freedman; Swift Lockard; Mike Aulabaugh; Bill Callahan; David Haymore; Bud Hutchinson; Allan Siebert; Dwight Geduldig.

United Ropeworks 724
Phillystran Division, 151 Commerce Dr., Montgomeryville, Pa. 18938

Staff: W. Wynne Wister; Robert Lombardo.

UREI 4377
8500 Balboa Blvd., Northridge, Calif. 91329

JBL/UREI 7110 limiter/compressor; on-air broadcast consoles in 5, 8, and 12 input models; Time-Align coaxial studio monitors; equalizers, limiter/compressors and specialty signal processing. **Staff:** Ray Combs; Frank Kelly.

U.S. Dept. of Commerce 3920
NOAA Office of Legislative Affairs, Rockville, Md. 20852

U.S. Army Reserve 3915
HQDA, Public Affairs Office, Washing-

ton 20310

Ushio America 5325
20101 S. Vermont Ave., Torrance, Calif.
90502

Light sources. **Staff:** Tom Ciurczak; Gary Kirsch; Gary Shackleton; John Griffiths; Judy Musso; Suzanne Hourigan; Carl Abramson.

Utah Scientific 3344

Routing switchers; master control switchers; station automation; machine control systems; daVinci color corrector; DVS-I digital video routing switcher*; TAS-I station automation system; RAS-I real-time switcher control system*. **Staff:** Lyle Keys; Jerald Murphy; Ben Van Benthem; C. Gary LaMunyan; Scott Bosen.

Utility Tower 733

3200 N.W. 38th, Box 12369, Oklahoma City 73157

Staff: R.G. Nelson; Rick Bales; Joe James; Chris Payne; Reggie Wright.

Valentino 2612

151 W. 46th St., New York 10036

Compact disk production music, sound effects library for radio and TV production. **Staff:** Thomas Valentino; Francis Valentino; Joanne Rosen.

Valley International 104, 106

2817 Erica Pl., Box 40306, Nashville 37204

Audio signal processors: limiters, compressors, de-essers, equalizers, microphone voice processors, noise gates, expanders, noise reduction systems; Micro FX product series*. **Staff:** Norman Baker; Mike Morgan; Jon Bosaw.

Valmont Industries 5833

Box 350, Valley, Neb. 68064

Varian Associates 3725

611 Hansen Way, MIS D-111, Palo Alto, Calif. 94304

Veam/Litton Systems 5532

100 New Wood Rd., Watertown, Conn. 06795

Fifty-two channel, 40-pound, fiber optic mic snake*. **Staff:** Hubert Dumas; Al Bernardini; Marc Robbins; Marge Tuccillo; Doreen Heston.

Vector Technology 1509

203 Airport Rd., Doylestown, Pa. 18901

FMT-3 3.5 kw FM transmitter*; FMT-40 42 kw single tube, single cabinet, FM transmitter*; AM phasor; RF components; RF impedance matching transformer*.

Staff: Melvyn Lieberman; Kurt Gorman; Joe Ponist; Nancy Greenly.

Vertex Video Systems 4526

8793-D Plata Lane, Atascadero, Calif. 93422

Video Accessory Corp. 2617

2450 Central Ave., Suite H, Boulder, Colo. 80301

Color pattern generators; sync generators; distribution amplifiers; signal presence detectors and switchers. **Staff:** Kirk Fowler; Jack Baird; Steve Navratil; Norm Baer.

Video Associates Labs 2704

4926 Spicewood Springs Rd., Austin, Tex. 78759

PAL/NTSC single slot EGA text and graphics overlay card for PC/AT compatible computers (MicroKey/Mark 10*).

Staff: Henry Mistrot; Barbara Graham.

Video Brokers 5627, 5629

5205 S. Orange Ave., #208, Orlando, Fla. 32809

Staff: James Ivey; Paul Schiemer.

Video Communications (VCI) T-1

1325 Springfield St., Feeding Hills, Mass. 01030

Station automation; interactive database; PC integration; networking capability.

Staff: W. Lowell Putnam; Margaret Bauer.

Video Design Pro 6115

749 Carver Rd., Las Cruces, N.M. 88005

Integrated VidCad and AudCad drawing libraries with twin focus; AutoCad menuing system; Mac versions of VidCad, AudCad and TC+CAD*. **Staff:** Walter Black; Oscar Black; Pamela Cline; Tom Hershberger; Randy Scott.

Video Financial Corp. 4572

7400 Center Ave., #102, Huntington Beach, Calif. 92647

Video International Dev. Corp. 2577, 2578

1280 Sunrise Hwy., Copiague, N.Y. 11726

Digital TV standards converters (two field units): DTC 2502; DTC 2602; DTC 3502; DTC 3602; DTC 4500 four-field digital standards converter*; DEC 4000 digital adapting comb filter decoder*.

Staff: Gerhard Freitag; Stefanie Ireitag; Bernd Bressel.

Video Services Unlimited 6118

2720 E. Thomas, Bldg. A, Phoenix 85016

VideoLab 5004

1978-B Del Amo Blvd., Torrance, Calif. 90501.

VideoMedia 3966

211 Weddell Dr., Sunnyvale, Calif. 94089

Videotek 3074

243 Shoemaker Rd., Pottstown, Pa. 19464

Viking Cases 4145

10480 Oak St., N.E., St. Petersburg, Fla. 33716

Vinten Equipment 1425

275-C Marcus Blvd., Hauppauge, N.Y. 11788-2001

Vision 5 System with fluid pan and tilt head, tripod, spreader, carrying case, MicroSwift Remote Camera Control. **Staff:** Joanne Camarda; Richard Cooper; Robert Polan; Greg Reilman; Maralynne Seitz; Jim Owen; Al Bolognese; Glen Sakata.

Vital Industries 3247

3700 N.E. 53d Ave., Gainesville, Fla. 32609

Vortex Communications 753

29 Kenilworth Rd., London W5 5PA

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GAMMON & NINOWSKI

MEDIA INVESTMENTS, INC.

1925 K Street, NW Washington, DC 20006

Member: National Association of Media Brokers (NAMB), NAB, INTV

Washington: Ronald J. Ninowski, James A. Gammon, Donald R. Bussell (202) 862-2020.

Denver: Al Perry (303) 239-6670.

Philadelphia: Jack F. Satterfield (215) 525-8767.

Ward-Beck Systems 3876
 841 Progress Ave., Scarborough, Ont.
 M1H 2X4, Canada

Professional audio mixing consoles for radio, TV, film and sound reinforcement industries; TV plant communications systems with discrete and microprocessor control systems; self-powered and centrally powered audio distribution amplifiers; portable and rack mounting VU and PPM audio test meters; RP2200 radio production console*; STseries TV stereo audio consoles; MicroCom II intercom system. **Staff:** Arthur Schubert Jr.

WATCO 5006
 315 Racetrack Rd., N.E., Ft. Walton
 Beach, Fla. 32548

Ku-band TWT amplifiers from 20w to 60w; power combiner/redundant switch; remote control units with one-to-one serial interface; C-band TWT amplifiers. **Staff:** Douglas Moreland; Peter Petropoulos.

K.F. Waterman/3M 2305
 3M Center, St. Paul, Minn. 55104

Audio and video tapes: S-VHS; 3D animation; routing switchers; TV character generators; audio tape cartridge equipment for commercials; pre-recorded news segments; music and program announcements. **Staff:** C. Belisle; J. Tapley; J. Mazzoni; P. Gramaccioni; D. Bixler; J. Kerr; A. Cuscaden; W. Parfitt; F. Russomanno; J. Leon; D. Rushin.

WaveFrame Corp. 5821
 4725 Walnut St., Boulder, Colo. 80301

Wavefront Technologies 5235
 530 E. Montecito St., Santa Barbara,
 Calif. 93103

WeatherBank 1012-1014
 2185 South 3600 West, Salt Lake City
 84119

WeatherCheck-2 weather service; custom audio service. **Staff:** Steven Root; Richard Eubank; Mark Eubank; Brendan Larson; Frank Yurasek; Jerry Taft; Barry Axelrod.

Wegener Communications 1133
 11350 Technology Circle, Duluth, Ga.
 30136

Audio and data transmission systems for satellite, terrestrial, optional fiber networks; series 1800 addressable receiver for broadcast audio or data*; SDM 2000 digital audio transmission system*; frequency agile subcarrier modulators for STL/TSL applications. **Staff:** Mickey Hudspeth; Neil Kohn.

Westlake Audio 6019
 2696 Lavery Court, #18, Newbury
 Park, Calif. 91320

BBSM series reference monitors, headphone mult box (HPM-1200); direct boxes (D-1 active direct box, DPB-1100); Active crossovers used on multi-amp systems. **Staff:** Glenn Phoenix; Ruth Nelson; Anthony Suganuma; Gregg Baumgartner; Brian Torre; Chris Carey; Margy Mark; John Sacchetti; John Lawrence; Chuck Kavooras; Robert Mokry; Chris Fichera.

Wheatstone Corp. 110-116

6720 VIP Pkwy., Syracuse, N.Y. 13211
 A-20 on-air radio console*; TV-500 MTS master control console*; SP-6 stereo production console; SP-5 stereo production console; A500 on-air radio console. **Staff:** Gary Snow; Andrew Calvanese; Michael Shane; Tim Guhl.

Wheelit 2583
 Box 7350, Toledo, Ohio 43615

Whirlwind 4169
 100 Boxart St., Rochester, N.Y. 14612

William Bal Corp. 2611
 Box 875, Elizabeth, N.J. 07207

Staff: Robert Schwarz; Scott Trupp; Richard Stenken.

Winsted 2680
 10901 Hampshire Ave. South, Minne-
 apolis 55438

Modular editing and post production consoles; tape and film storage systems; electronic cabinets; dubbing racks; vertical equipment cabinets; programming trucks; equipment cabinets; 30-degree slope modular consoles*; tape storage system for VHS, Beta and MII tapes*. **Staff:** Jerry Hoska; Randy Smith; Kent Ulja; Judy Ruzek.

Wireworks Corp. 1810-1812
 380 Hillside Ave., Hillside, N.J. 07205

Audio and video multicable assemblies, components and accessories, including multipin-disconnectible stage boxes, trunks, tails, transformer isolated splitters; hardwired microphone multicables; CR1207 cable reel; microphone cables; coaxial cable assemblies; TE-3 mic cable tester; T-series products, including individual mic splitter boxes*, direct boxes*, amplifier input boxes* and rack adaptor*. **Staff:** Angela DiCicco; Bill Hogan; Jerry Krulewicz; Mary Krulewicz; Ann Seaman; Vera Towle; Larry Williams.

Wold Communications 2448
 10880 Wilshire Blvd., Los Angeles 90024

Wolf Coach 4327
 7 B St., Auburn, Mass. 01501

World Tower Co. 1301, 1303
 Box 405, Mayfield, Ky. 42066

Tower service and sales on FM, AM, TV, CATV and microwave. **Staff:** M.N. (Nate) Sholar; Jeff Sholar; Jim Wilson.

WSI Corp. 4171, 4172
 41 N. Road, Bedford, Mass. 01730

Astro-WX system; Valu-plus pricing. **Staff:** Debra Turner; Rick Curtis; Al Riley; Don Freeland; Maureen Condon; Gail Katronge; John Anderson; Dave Miller; Steve Vandergrift; Todd Glickman; Scott Meeker; Dave Devlin; Ron Strahm.

Yamaha Music Corp., USA 5213
 6600 Orangethorpe Ave., Buena Park,
 Calif. 90622

Yamashita Engineering Mfg. 5913
 5925 Beverly, Mission, Kan. 66202

Zenith Electronics Corp. 5630
 1000 Milwaukee Ave., Glenview, Ill.
 60025

Zonal Ltd. 1621
 Holmethrope Ave., Redhill,
 Surrey RH1 2NX, England

Outdoor

Adelphon	A113
Advent Communications	A109
Aerospatiale Helicopter	A101
Ask For It!	A134
Audio Broadcast Group	A123
BAF Communications	A127
Bertram Studios	A120
Centro Corp.	A107, 122
Dalsat Inc.	A118
GE American Communications	A104
Hubbard Communications	A125
Industrial Processor Controls	A129
MCL Inc.	A105
Media Touch Systems	A132
Midwest Communications	A117
MUSCO Lighting	A111
Pan Am Weather Systems	A119
Rapid Deployment Towers	A112
Shook Electronics	A116
Super Roving Radio	A128
Synergistic Batteries	A121
U.S. Army	A124
Video Brokers	A130

Brokers

American Radio Brokers/SFO Hilton
 1255 Post St., Suite 625, San Francisco
 94109

Staff: Chester Coleman, Warren Earl, Richard "Julio" Haskey.

Americom Hilton 15-121
 1130 Connecticut Ave., N.W., Suite 500,
 Washington 20036

Staff: Thomas Gammon, Daniel Gammon, William Stedding, Mark Cunningham, Tim Gammon.

Henry Ansbacher Hilton
Golden Inn
 277 Park Ave., New York 10172

Staff: Gregg Daugherty, Richard Lipstein.

Blackburn & Co. Hilton 6-121
 1100 Connecticut Ave., Suite 420, N.W.,
 Washington 20036

Staff: James Blackburn Jr., Richard Blackburn, Susan Byers, Jack Harvey, Charles Kurtz, Tony Rizzo, Joe Strick, Jay Bowles, George Otwell, Greg Johnson, Neil Rockhoff, Roy Rowan, Howard Stasen, Steve Pruett, Bud Doss, Alan Tindal.

Frank Boyle & Co. Hilton 1569
 55 Old Field Point Road, Greenwich,
 Conn. 06830

Staff: Frank Boyle, Bob Pates.

Robert A. Chaisson Inc. Hilton 630
 39 Locust Ave., New Canaan, Conn.
 06840

Staff: Robert A. Chaisson.

Chapman Associates Hilton 10-121
 1835 Savoy Dr., Suite 206, Atlanta 30341

Staff: Bill Cate, Ray Stanfield, Bill Lytle, Bill Lochman, Greg Merrill, Ernie Pearce, Peter Stromquist, Bill Whitley, Mitt Younts, David LaFrance, Ron Hickman, James Mergen, Kevin Cox, Sharon Fisher, Bernie Kuale, Dan Rouse, Ed Schaffer, Bob Maccini.

Donald K. Clark Inc. Hilton 930
 Box 340617, Tampa, Fla. 33694
Staff: Donald Clark, Anne Clark.

Communications Equity Associates Hilton 1950, Bally's 6110
 851 Lincoln Center, 5401 W. Kennedy, Tampa, Fla. 33609
Staff: Kent Phillips, Diane Healy-Linen, Glen Serafin, J. Patrick Michaels.

R.C. Crisler & Co. Hilton 1750
 Suite 801, 580 Walnut St., Cincinnati 45202
Staff: Clyde Haehnle, Larry Wood, John Babcock.

Craig L. Culp La Concha
 7206 Parkview Ave., Falls Church, Va. 22042
Staff: Craig Culp

William A. Exline Hilton 25-121
 4340 Redwood Hwy., San Rafael, Calif. 94903
 el2
Staff: Bill Exline, Andrew McClure.

Norman Fischer & Assoc. Hilton 969
 Box 5308, Austin, Tex. 78763
Staff: Norman Fischer, Terrill Fisher, Mel Kassenof, Bill Prykryl.

Richard A. Foreman Bally's 1875A
 330 Emery Dr. East, Stamford, Conn. 06902
Staff: Dick Foreman, Dick Kozak.

Milton Q. Ford & Associates TBA
 5050 Poplar Ave., Suite 1135, Memphis 38157
Staff: Jo Ann F. Kail.

Gammon & Ninowski Media Investments Hilton 650
 Suite 306, 1925 K St., Washington 20006
Staff: Ron Ninowski, James Gammon, Donald Bussell, Jack Satterfield, Al Perry.

Clifton Gardiner & Assoc. Bally's 6209
 Suite 200, 433 Park Point Dr., Golden, Colo.
Staff: Clifton H. Gardiner.

The Ted Hepburn Co. Bally's 5904
 Box 42401, Cincinnati 45242
Staff: Ted Hepburn, Todd Hepburn.

Hogan-Feldmann Hilton
 Box 146, Encino, Calif. 91426
Staff: Arthur Hogan.

The Holt Corp. TBA
 Suite 205, Westgate Mall, Bethlehem, Pa. 18017
Staff: G. Arthur Holt, Bernhard Fuhrmann, Gary Kirtley, Mark O'Brien, Arthur Holt, Leigh Moylan, Christine Borger, Mary Radakovits, Don Sailors, Carl Haynes, Bruce Earle, John Caso, Carlton Holt.

Kalil & Co. Hilton 1010
 3438 N. Country Club, Tucson, Ariz. 85716

Staff: Frank Kalil, Kelly Callan, Dick Bee-semyer, Fred Kalil.

Kepper, Tupper & Co. TBA
 300 Knightsbridge Parkway, Suite 360, Lincolnshire, Ill. 60069.
Staff: William Kepper, John Tupper.

Kozacko-Horton Co. Bally's 6004
 Box 948, Elmira, N.Y. 14902
Staff: Dick Kozacko, Keith Horton, Mel Stone and Bruce Kanner.

H.B. LaRue Bally's 675A
 9701 Wilshire Blvd., Suite 700, Beverly Hills, Calif. 90212
Staff: Hugh Ben LaRue, Harold Gore, Joy Thomas.

The Mahlman Co. Hilton 2550
 1 Stone Pl., Bronxville, N.Y. 10708
Staff: Bob Mahlman Sr., Bob Mahlman Jr., Nancy Mahlman, Josh Mayberry, Bob Biernacki, Lou Faust.

R.A. Marshall & Co. Hilton 789A
 508A Pineland Mall Office Center, Hilton Head Island, S.C. 29928
Staff: Bob Marshall, Marti Marshall, Linda Ferguson.

Reggie Martin & Associates Hilton 25-121
 731 S. Mashta Dr., Key Biscayne, Fla. 33149
Staff: Reggie Martin.

Ralph Meador Hilton 310
 Box 36, Lexington, Mo. 64067
Staff: Ralph Meador, Randy Meador.

Media Venture Partners Hilton 1769
 1255 23rd St. NW, Suite 890, Washington, D.C. 22037
Staff: Elliot Evers, Ray Schoenbak, Charles Giddens, Randy Jeffery, Brian Cobb.

George Moore & Assoc. Hilton 2250
 12900 Reston Rd., North Dallas Tower, Suite 1040, Dallas 75230
Staff: George Moore, Jim Moore, Dave Garland, Cliff Hunter.

Stan Raymond & Assoc. Hilton 1550
 1795 Peachtree Rd., NE, Suite 220, Atlanta 30309
Staff: Stan Raymond, Nancy Raymond, Nick Ibornone.

Cecil L. Richards Inc. Hilton 1969
 7700 Leesburg Pike, Suite 408, Falls Church, Va. 22043
Staff: Cecil Richards, Loyola Richards, Bruce Houston, Lee Hague.

Barry Sherman & Assoc. Hilton 377
 1828 L St., N.W., #300, Washington 20036
Staff: Barry Sherman, Walter Westman, Dr. Muriel Levin, Harvey Hudson.



Richard Kozacko



Keith Horton



Mel Stone



Bruce Kanner

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Howard E. Stark By appt. only
575 Madison Ave., 10th Floor, New York
10022

Staff: Howard Stark.

Gary Stevens & Co. Hilton
Suite 2740, 230 Park Ave., N.Y. 10169
Staff: Gary Stevens.

Edwin Tornberg & Co. Bally's 6103
Box 8698, Washington 20011
Staff: Edwin Tornberg.

Thoben Van Huss & Assoc. TBA
One Virginia Ave., Suite 400, Indiana-
polis 45204

Staff: Bill Van Huss, Phil Thoben.

Ronald A. Wooding & Assoc. TBA
700 N. Green St., Suite 505, Chicago
60622

Staff: Ronald A. Wooding, Reginald
Brown.

Wood & Co. Inc. Hilton 316
Suite 210, 431 Ohio Pike, Cincinnati
45230

Staff: Larry Wood.

Reps

John Blair & Co.

TV representatives: Jim Rosenfield; Tim
McAuliff; Bill Breda; James Kelly; Don
Williams.

Durpetti & Associates Hilton
Representatives: Tony Durpetti, Pat
Byrne, John Fabian, Bruce Pollock.

Eastman Radio Desert Inn
Representatives: Bill Burton; Jerry
Schubert; Carl Butrum; Mike Nicassio;
Dan Prodanovich.

Group W Radio Sales
Representative: Tom McKinley.

Hillier, Newmark, Wechsler & Howard
(HNWH) Hilton 5-100

Independent TV Sales
Representative: Robert Somerville.

Interep

See McGavren Guild Radio; Torbet; Hil-
lier, Newmark, Wechsler & Howard; Dur-
petti & Associates; Major Market Radio;
McGavren Guild Radio, and Group W
Radio Sales.

Katz Communications

Representatives: Debra Kontir; Lucille
Luongo; Marion Schneider. **Banner Ra-
dio:** Charlie Colombo; Bob Ferraro; Bob
McArthur; Rosemary Zimmerman. **Chris-
tal Radio:** John Comenos; Bill Forten-
baugh; John Fouts; Bob Gad; Dave Win-
ston. **Katz Radio:** Mike Chires; Herb
Hahn; Mike Moran; Stu Olds; Jerry Steh-
ney. **Katz Hispanic Radio:** Gene Bryan.
Katz Radio Group: Ken Swetz. **Repub-
lic Radio:** Jerry Cregan; Ed Marshak;
Dick McCauley; Linda Packer-Spitz.
Katz American TV: Michael Hugger;
Ibra Morales. **Katz Continental TV:** Ar-
die Bialek; Jack Higgins; Tom Olson.
Katz Independent TV: Marty Ozer. **Katz
Television Group:** Paul Arnzen; Pete
Goulzian; Dick Williams.

Major Market Radio

Representatives: Warner Rush; Austin
Walsh; Barry Gorfine.

McGavren Guild Radio Hilton 2921
Representatives: Ellen Hulleberg; Tony
Maisano; Jeff Dashev; Peter Doyle;
George Pine; John Bitting; Tom Poulos.

TeleRep Bally's
Representatives: Jay Isabella; Steve
Jones; Sandra McCourt; Patricia Prie;
Dave Pleger; Ed Kroninger; Mac Lorimer.

Torbet Radio Hilton 4-103
Representatives: Mike Bellantoni; Tony
Fasolino; Maryanne Deluca.

Networks

Capital Cities/ABC
Capcities/ABC Radio Hilton 2908

Representatives: James Arcara; Aaron
Daniels; Edward McLaughlin; Philip Gior-
dano; Bob Benson; Corinne Baldassano;
Gloria Briggs; Darryl Brown; Joe Busch;
Susan O'Connell; Kent Coughlin; Karen
Foley; Mark Kalman; Stuart Krane; Rich-
ard Lorenzo; Dick Martinez; Lorraine
McMahon; Susan Moran; Sam Patterson;
Harry Priester; Al Resnick; David Rim-
mer; Sherry Stroh; Susan Storms; Mau-
rice Tunice; Sally Jessy Raphael; Tom
Snyder. **ABC/Watermark:** Stuart Jacobs;
Tom Rounds; Barbara Rounds; Isabelle
Cajfinger; John Fodor; Rod West.

Capcities/ABC-TV Network
Bally's Penthouse B

Representatives: George Newi; Buzz
Mathesius; Bryce Rathbone; Peter Zobel;
Robert Hingel; Warren Denker; James
Smerglia; Joe Coscia; Arnold Marfoglia.
**Broadcast Operations and Engineer-
ing:** Julius Barnathan; Max Berry; Joe Di
Giovanna; Jack Neitlich. **News:** Richard
Wold; Don Dunphy Jr.; Robert Murphy.

CBS Inc.
CBS Radio Networks Hilton 29-11,
central tower

Representatives: Robert Hosking; Rob-
ert Kipperman; John Martin; John Bur-
rows; Elizabeth Hayter; Frank Murphy;
Larry Cooper; Helene Blieberg; Nick
Kiernan; Susan Jacobi; Steve Epstein;
Mike Connolly; Bob Leeder; Anne Mur-
ray; David Kleinbart; Lorraine McCon-
nell; Deb Reno; Steve Peppard; Charles
Osgood; Brent Musburger; Tom Joyner;
Cousin Brucie.

CBS Operations and Engineering
Hilton, 22-121 north tower.

CBS Television Network Bally's 2262A.
Representatives: Tony Malara; Scott Mi-
chels; Neil Baker; Katherine Bartley; Lee
Certilman; Don Clancy; Glenn Dixon;
Fran Eigendorff; Joseph Eustace; Pres-
ton Farr; David Fuchs; Diane Ganz; Peg-
gy Hafele; Bob Horner; Gene Jankowski;
Christine Jordan; Jay Kriegel; Diane
Kuri; Jeff McIntyre; Jay Nordby; David
Olmsted; David Poltrack; Diane Quinzi;
Robert Shellard; Mary Summerfield; Ben
Tucker; Lynne Williams; Ged Young.

National Black Network (NBN) Hilton
2980

NBC Inc.

Corporate representative: Tom Rogers.
**NBC Radio Networks (see Westwood
One)**

NBC-TV Bally's; Aladin

Representative: Pier Mapes. **NBC Re-
search:** Bill Rubens. **Operations &
Technical Services (Hilton 4-109):** Mi-
chael Sherlock; Steve Bonica; Ed Scan-
lon. **TV stations division:** Duffy Sasser;
Bob Finnerty; Tom Beauchamp; Harry
Durbidge; Rich Cervini; Bill Johnston; Ed
Knapp; David Laine; Tom Mann; Jim
Powell; Tom Powers; John Lane; Terry
Baker. **Sports:** John Wendell; Marianne
Fisher; Mike Mann; Phil Brown; Jack Sim-
mons. **News:** Larry Grossman; Tom Wol-
zien; Tim Russert; Jo Moring-Zerne;
George Mills.

Satellite Music Network Hilton 2865;
exhibit booth 6015

12655 N. Central Expwy., #600, Dallas
75243

Representatives: John Tyler; David
Hubschman; Bob Bruton; Charlie Strick-
land; Barbara Crooks; Kristine Sites;
Marianne Bellinger; Robert Hall; Jay No-
ble; Roy Simpson; Shirley Ware; Bill
Cook; Ralph Riley; John Graziano; Don
Gordon; Jackie Butler; Howard Bloom;
Jerry Thomas; J.J. Durkin; Francis Jack-
son.

Sheridan Broadcasting Network
Hilton 2919

Transtar Radio Networks Hilton, 2914
620 S. Pointe Ct., Suite 185, Colorado
Springs 80906

Representatives: C.T. Robinson; Gary
Fries; Neil Sargent; Gary Taylor; Carl
Goldman; Jim Teeson; Ed O'Connor;
Larry Wilson; Paul Muhly; Penny Tucker.

United Stations Radio Networks
Hilton, central tower

1440 Broadway, New York, 10018
Representatives: Nick Verbitsky, Dick
Clark, Bill Hogan, Ed Salamon, Chuck
King, Bob Bartolomeo, John McConnell,
Tony Garcia and Mark Maddrey.

Wall Street Journal Report 321
200 Liberty St., New York 10007

Representatives Robert Rush, John
Krongard.

Westwood One/Mutual suite:
Hilton 2976

Westwood One/NBC Radio Networks
suite: Hilton 2964
9540 Washington Blvd., Culver City,
Calif. 90230

Representatives: Westwood One: Bill
Battison; Greg Batusic; Thom Ferro; Joe
Garner; Steve Jenkins; Liz Laud; Cathy
Lehrfeld; Eric Weiss; Lori Wild; Andy Den-
emark; Tracy McCarthy. **NBC:** Gig Bar-
ton; Dave Bartlett; Jim Farley; Jerry
Green; Rick Greenhut; Bill Lally; Patti
LeMon; Frank Raphael; Craig Simon;
Mike Thompson; Warren Vandever;
Bruce Williams (Talknet). **Mutual Broad-
casting:** Jerry Baker; George Bernard;
Jack Clements; Tracy Kincaid; Larry
King; Lynn McIntosh; Barbara McMahon;

Flon Nessen; Gordon Peil; Pat Piper; John Queeney; Peggy Solomon; Craig Whetstone (Mutual/Source). **The Source:** Steve Soule; Craig Whetstone (Mutual/Source).

FCC

The FCC is expected to be represented at the NAB convention by its three commissioners: Chairman Dennis Patrick; James Quello, and Patricia Diaz Dennis. Also expected to be in attendance:

Lisa Hook, legal assistant to Patrick; Edward Minkel, managing director; Diane Killory, general counsel; John Kamp, director, office of public affairs; Richard Smith, chief, field operations bureau; Robert Weller, Livermore monitoring station (providing monitoring van); Bruce Franca, deputy chief engineer, office of engineering and technology; Ray Seddon, electronics engineer in office of managing director (EBS booth); John Haring, chief, office of plans and policy; Sherrie Marshall, director, office of legislative affairs; Dale Brown, deputy director, office of legisla-

tive affairs; Lex Felker, chief, Mass Media Bureau; Renee Licht, assistant chief (law), Mass Media Bureau; Bill Hasinger, assistant chief (engineering), Mass Media Bureau; Brad Holmes, chief, policy and rules division, Mass Media Bureau; Larry Eads, chief, audio services division, Mass Media Bureau; Roy Stewart, chief, video services division; Milton Gross, chief, fairness/political programing branch, enforcement division, Mass Media Bureau; Donna Searcy, information specialist, Mass Media Bureau, and Diane Hofbauer, legal assistant to Commissioner Dennis.

Hospitality, how suite it is

Alamar Electronics USA	Bally's 6703	DDP Media Computer Systems	Bally's 897A
American Security Bank	Bally's 1061A	Denon America	Bally's 1661A
Americom	Las Vegas Hilton 15-121	Dow, Lohnes & Albertson	Las Vegas Hilton 2769
Arbitron Ratings Co.	Bally's 1209A, Las Vegas Hilton 1150	Drake-Chenault Radio Consultants	Las Vegas Hilton 2875
Arent, Fox, Kintner, Plotkin & Kahn	Las Vegas Hilton 2269	Durpetti & Associates	Las Vegas Hilton 2750
Arter & Hadden	Bally's 7104		
Associated Press Broadcast Services	Las Vegas Hilton 1610	EEV Inc.	Flamingo Hilton
AT&E/Receptor North America	Las Vegas Hilton 1850	Electronic Media Consultants	Las Vegas Hilton 573
Atkinson-Somerset & Stisser	Bally's 6704	Emmis Research	Las Vegas Hilton 560
Aurora Systems	Bally's 5409	Enterprise System Group	Bally's 1909A
Avid Technology	Bally's 2075A	William A. Exline Inc.	Las Vegas Hilton 25-121
Baker & Hostetler	Las Vegas Hilton 1869	Fairlight Instruments	Las Vegas Hilton 371
Barclays American/Business Credit	Bally's 6610	Film House Inc.	Las Vegas Hilton 2929
Baraff, Koerner, Olender & Hochberg	Las Vegas Hilton 2150	Firstmark Financial Corp.	Las Vegas Hilton 21-121
Birch/Scarborough Research Corp.	Las Vegas Hilton 2069	Norman Fischer & Associates	Las Vegas Hilton 969
Blackburn & Co.	Las Vegas Hilton 6-121	Fisher, Wayland, Cooper & Leader	Las Vegas Hilton 3-121
Bonneville Broadcasting System	Las Vegas Hilton 7-121	Fletcher, Heald & Hildreth	Sands
Frank Boyle & Co.	Las Vegas Hilton 1569	Richard A Foreman Associates	Bally's 1875A
BROADCAP	Las Vegas Hilton 1369		
Broadcasting and the Law	Las Vegas Hilton 750	Gammon & Ninowski Media Investments	Las Vegas Hilton 650
Broadcast Investment Analysts	Las Vegas Hilton 910	Clifton Gardiner & Associates	Bally's 6209
Broadcast Management Plus	Bally's 5503	GE American Communications	Bally's 5609
Broadcast Media Associates	Las Vegas Hilton 2250	Generation Technologies	Bally's 5704
Broadcast/Media Group—Jefferies Capital Partners	Caesars Palace	Gennum Corp.	Riviera
Broadcast Programming	Las Vegas Hilton 850	Greenwood Performance Systems	Las Vegas Hilton 1450
BTS	Sahara, Convention Center, Room E, Block House	Group W Satellite Communications	Bally's 676A
Bryan, Cave, McPheeters & McRoberts	Las Vegas Hilton 2050		
Burkhart/Abrams/Douglas/Elliott & Associates	Las Vegas Hilton 1669	Hardy & Popham	Las Vegas Hilton 323
Burns Media Consultants	Las Vegas Hilton 471	The Ted Hepburn Co.	Bally's 5904
		Hillier, Newmark, Wechsler & Howard	Las Vegas Hilton 5-100
Capital Cities/ABC		IDB Communications Group	Las Vegas Hilton 571
Radio network	Las Vegas Hilton 2908	ILC Technology	Sands
TV network	Bally's Penthouse B	ITS Corp.	Bally's 1276A
CBS Inc.			
Radio networks	Las Vegas Hilton 2911	Jampro Antennas	Las Vegas Hilton 2410
Television network	Bally's 2262A	Johnson Communication Properties	Las Vegas Hilton 830
Century 21 Programing	Las Vegas Hilton 9-121		
Robert A. Chaisson	Las Vegas Hilton 630	KalaMusic	Las Vegas Hilton 577
Chapman Associates	Las Vegas Hilton 10-121	Kalil & Co.	Las Vegas Hilton 1010
Churchill Productions	Las Vegas Hilton 1710	Katz & Powell Radio	Las Vegas Hilton 5-109
Chrysler Capital Corp.	Bally's 5410	Kaye, Scholer, Fierman, Hays & Handler	Las Vegas Hilton 2369
Cinedco/EDIFLEX	Bally's 6904	KBJR-TV	Caesars Palace
Donald K. Clark Inc.	Las Vegas Hilton 930	Kline Iron & Steel Co.	Bally's 661A
Cohn & Marks	Las Vegas Hilton 2350	Kozacko-Horton Co.	Bally's 6004
Communications Equity Associates	Bally's 6110,		
	Las Vegas Hilton 1950	Laird Telemedia	Las Vegas Hilton 730
Concept Productions	Las Vegas Hilton 19-121	H.B. LaRue, Media Brokers	Bally's 675A
Otis Conner Cos.	Las Vegas Hilton 2861	Latham & Watkins	Las Vegas Hilton 530
Conus Communications	Bally's 5709	LDL Communications	Bally's 7203
Convergence Corp.	Bally's 5504	LEA Dynatech	Dunes
R.C. Crisler & Co.	Las Vegas Hilton 1750	Leibowitz & Spencer	Las Vegas Hilton 750
CSI Electronics	Las Vegas Hilton 4-112	Leventhal, Senter & Lerman	Las Vegas Hilton 2450
Custom Audience Consultants	Las Vegas Hilton 950	LITCO-NVN Inc.	Bally's 6409

FINANCING RESULTS.

This announcement appears as a matter of record only.

MORELAND GROUP, INC.
WFYF-TV (ABC), Watertown, New York
WAQX-AM/FM, Syracuse, New York

\$5,905,000
SENIOR SECURED NOTES
REVOLVING LINE OF CREDIT
SUBORDINATED NOTES WITH WARRANTS
EQUITY

The undersigned is pleased to have arranged the financing
for the formation of this broadcast group.

FIRST COMMUNICATIONS CAPITAL

January, 1988

This announcement appears as a matter of record only.

CIVIC COMMUNICATIONS CORPORATION
WLBT-TV (NBC), Jackson, Mississippi
WLBK-TV (NBC), Meridian, Mississippi

\$6,000,000
11.24% SENIOR SECURED NOTES
DUE 1994

The undersigned is pleased to have assisted in the
private placement of this financing.

FIRST COMMUNICATIONS CAPITAL

March, 1988

This announcement appears as a matter of record only.

HOKER BROADCASTING, INC.
Refinancing for
KCFX-FM, Kansas City, Missouri and
WRXJ-AM/WCRJ-FM, Jacksonville, Florida

\$7,500,000
SENIOR SECURED NOTES

The undersigned is pleased to have assisted in the
private placement of this financing.

FIRST COMMUNICATIONS CAPITAL

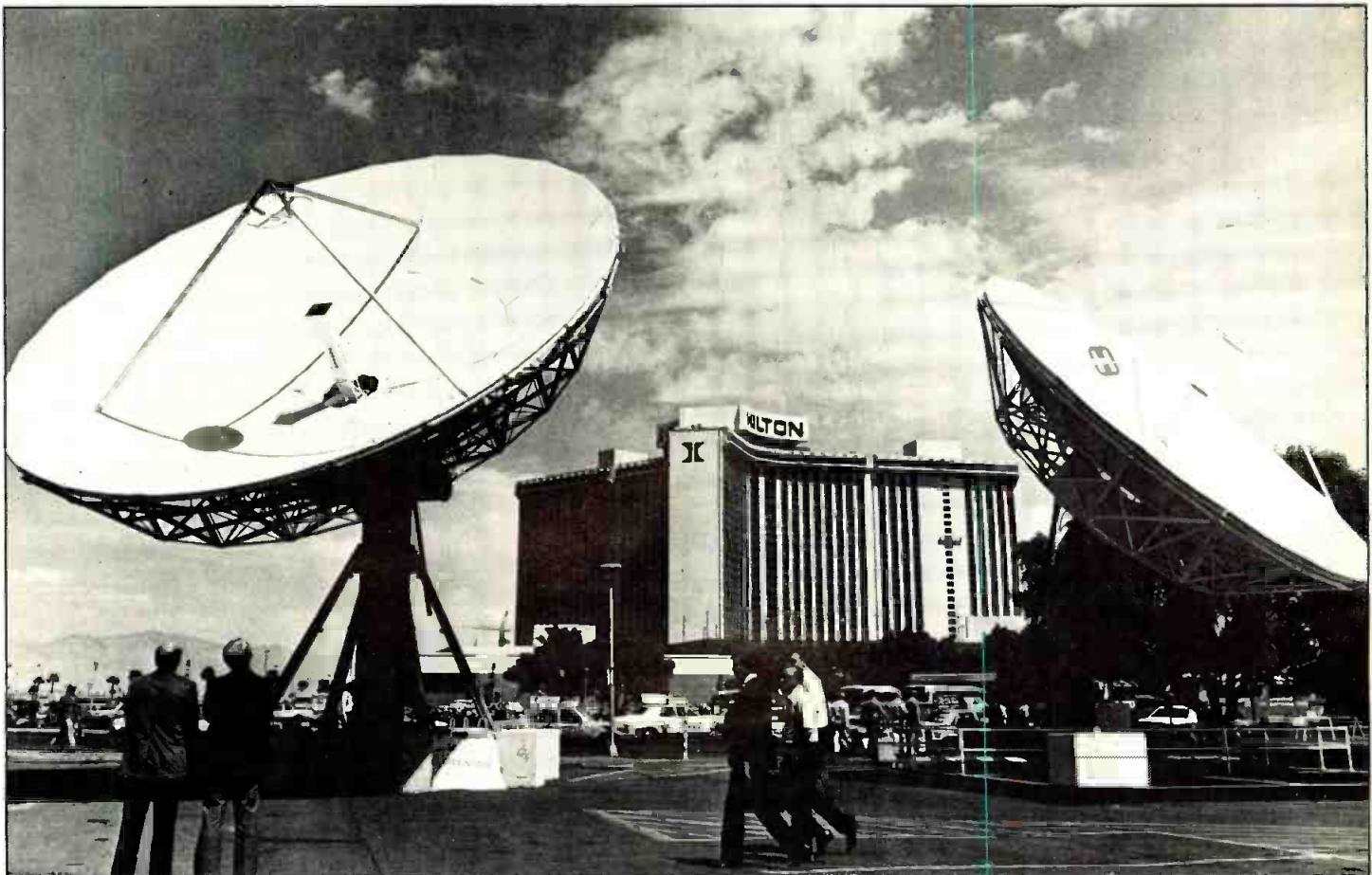
April, 1988

FIRST COMMUNICATIONS CAPITAL

Financial Placements for the Communications Industry

Laurie-Jo Straty, Managing Partner
901 Main Street, Suite 2400 Dallas, Texas 75202 (214) 651-1007
Affiliated with Communications Partners, Ltd.

Magni Systems	Las Vegas Hilton 1910	Stan Raymond & Associates	Las Vegas Hilton 1550
The Mahlman Co.	Las Vegas Hilton 2550	Cecil L. Richards Inc.	Las Vegas Hilton 1969
Marine Midland Bank	Las Vegas Hilton 27-121	Thomas L. Root, PC	Bally's 1475A
R.A. Marshall & Co.	Bally's 798A		
Reggie Martin & Associates	Las Vegas Hilton 25-121	Satellite Music Network	Las Vegas Hilton 2865
McGavren Guild Radio	Las Vegas Hilton 2921	Schafer International	Las Vegas Hilton 373
R.E. Meador & Associates	Las Vegas Hilton 310	SCS, division of United Video	Las Vegas Hilton 2030
Media Capital Inc.	Las Vegas Hilton 1810	Sheridan Broadcasting Network	Las Vegas Hilton 2919
Media Captioning Services	Bally's 597A	Barry Sherman & Associates	Las Vegas Hilton 377
Media General Broadcast Services	Las Vegas Hilton 360	Society National Bank	Las Vegas Hilton 24-121
Media Headquarters Inc.	Caesars Palace	Symbolic Graphics Division	Las Vegas Hilton 564
Media Touch Systems	Bally's 1409A		
Media Venture Partners	Las Vegas Hilton 1769	TA Associates	Bally's 875A, Las Vegas Hilton 2710
Midwest Communications Corp.	Sands	Tapscan Inc.	Caesars Palace
Mohawk Wire & Cable	Bally's 1976A	Telerep	Bally's 1609A
George Moore & Associates	Las Vegas Hilton 2250	Television Technology Corp.	Las Vegas Hilton 8-121
Musicscan	Caesars Palace	Thoben-Van Huss & Associates	Bally's 2009A
Al Ham's "Music of Your Life"	Las Vegas Hilton 2469	Tillinghest Reid & Co.	Continental hotel
Myers Broadcasting Services	Bally's 2533A	TM Communications	Las Vegas Hilton 2869
		Toko America	Las Vegas Hilton 2010
National Black Network	Las Vegas Hilton 2980	Torbet Radio	Las Vegas Hilton 4-103
National Broadcasting Co.		Edwin Tornberg & Co.	Bally's 6103
Operations & Technical Services/O&TS	Las Vegas Hilton 4-109	Transtar Radio Network	Las Vegas Hilton 2914
Television Network	Bally's 1862A	Turner Engineering	Flamingo Hilton
Nightingale-Conant Co.	Las Vegas Hilton 477		
		United Stations Radio Networks	Las Vegas Hilton 2925
Pacific Bell	Bally's 598A	John Waddell Co.	Caesars Palace
Pacificorp Credit	Bally's 6403	Wall Street Journal Report/Dow Jones Report	Las Vegas Hilton 321
Pacific Radio Electronics	Bally's 797A	Weather Bank/WeatherConnect	Caesars Palace
Paltex	Bally's 6610	Jim West Co.	Las Vegas Hilton 2469
C.R. Pasquier Associates	Caesars Palace	Western Union	Bally's 5909
Pepper & Corazzini	Las Vegas Hilton 2430	Westwood One/Mutual Broadcasting	Las Vegas Hilton 2976
The Performance Group	Bally's 609A	NBC Radio Network	Las Vegas Hilton 2964
Progressive Music Network "The Breeze"	Paddlewheel	Wilkinson, Barker, Knauer & Quinn	Las Vegas Hilton 2650
		Wood & Co.	Las Vegas Hilton 316
The Ward L. Quaal Co.	Las Vegas Hilton 1650	Zonal Ltd.	Bally's 1009A



Las Vegas Hilton

Stock Index

		Closing Wed Mar 30	Closing Wed Mar 23	Change	Net	Percent	P/E	Market Capitalization (000,000)	
BROADCASTING									
N (CCB) Capital Cities/ABC	345	1/4	350	- 4	3/4	-01.35	23	5,585	
N (CBS) CBS	157		164	- 7		-04.26	9	3,709	
A (CCU) Clear Channel	13	7/8	14	3/4		-05.93	24	44	
O (INFTA) Infinity Broadcast	21	1/4	22		3/4	-03.40	-163	178	
O (JCOR) Jacor Commun.	5	5/8	6	1/4		-5/8	-10.00	31	
O (LINB) LIN	51	5/8	54	3/4		-2 3/4	-05.05	27	2,767
O (MALR) Mairite	7	1/4	8	1/4		- 1	-12.12	-10	98
O (MALRA) Mairite 'A'	7	1/4	7	3/4		- 1/2	-06.45	-10	98
O (OBCCC) Olympic Broad.	4	1/2	4	1/2			00.00	11	
O (OSBN) Osborn Commun.	6	1/4	6	1/2		- 1/4	-03.84	-5	25
O (OCOMA) Outlet Commun.	15	3/4	17	3/4		- 2	-11.26	103	
A (PR) Price Commun.	7	5/8	8		3/8	-04.68	-5	65	
O (SAGB) Sage Broadcasting	5		5			00.00	-7	19	
O (SCRPP) Scripps Howard	76	1/2	74	7/8		1 5/8	02.17	25	790
O (SUNN) SunGroup Inc.	1	5/8	1	5/8			00.00	-2	3
O (TLMD) Telemundo	7	1/4	7	1/4			00.00	-1	41
O (TVXG) TVX Broadcast	3	1/4	3	3/4		- 1/2	-13.33	-2	19
O (UTVI) United Television	25		25	1/4		- 1/4	-00.99	41	274
BROADCASTING WITH OTHER MAJOR INTERESTS									
N (BLC) A.H. Belo	51	1/4	51	3/4		- 1/2	-00.96	21	541
O (ASTV) Amer. Comm. & TV		3/32		3/32			00 00		7
N (AFL) American Family	16	3/8	16	1/8		1/4	01.53	14	1,325
O (ACCMA) Assoc. Commun.	32		32	1/2		- 1/2	-01.55	305	
O (BMAC) Bus. Men's Assur.	33		32	3/4		1/4	00.76	46	345
N (CCN) Chris-Craft	17	5/8	18	7/8		- 1 1/4	-06.62	25	372
N (DNB) Dun & Bradstreet	47	1/4	49	7/8		- 2 5/8	-05.26	19	7,184
O (DUCC) Durham Corp.	26	1/4	26			1/4	00.96	15	224
N (GCI) Gannett Co.	35	5/8	37	1/4		- 1 5/8	-04.36	19	5,756
N (GY) GenCorp	18	3/8	20		1 5/8		-08.12	9	1,231
O (GMXC) GMX Commun.		1/8		1/8			00.00	41	274
O (GACC) Great Amer. Comm.	12	1/8	12	1/4		- 1/8	-01.02	12	282
N (JP) Jefferson-Pilot	32	1/8	32	7/8		- 3/4	-02.28	11	1,291
N (KRI) Knight-Ridder	40		43	1/4		- 3 1/4	-07.51	15	2,295
N (LEE) Lee Enterprises	26	5/8	27	1/4		- 5/8	-02.29	16	662
N (LC) Liberty	45		43	3/8		1 5/8	03.74	16	430
N (MHP) McGraw-Hill	54		56	5/8		- 2 5/8	-04.63	18	2,728
A (MEGA) Media General	42	3/8	46	7/8		- 4 1/2	-09.60	62	1,195
N (MDP) Meredith Corp.	27	1/2	28	5/8		- 1 1/8	-03.93	14	528
O (MMEDC) Multimedia	63	1/2	65	1/2		- 2	-03.05	6,350	698
A (NYTA) New York Times	29	5/8	32	1/8		- 2 1/2	-07.78	16	2,426
N (NWS) News Corp. Ltd.	20	1/8	21			- 7/8	-04.16	12	2,550
O (PARC) Park Commun.	27		28	1/2		- 1 1/2	-05.26	23	372
O (PLTZ) Pulitzer Publishing	34		34	3/4		- 3/4	-02.15	27	356
N (REL) Reliance Group Hold.	6	1/4	7	1/4		- 1	-13.79	6	468
O (RTSRY) Reuters Ltd.	27	1/2	30	1/4		- 2 3/4	-09.09	25	22,833
T (SKHA) Seikirk	21		21				00.00	45	170
O (STAUF) Stauffer Commun.	147		150			- 3	-02.00	24	147
N (TMC) Times Mirror	34	5/8	38	3/8		- 3 3/4	-09.77	14	4,466
O (TMCI) TM Communications		9/16		11/16		- 1/8	-18.18	2	4
O (TPCC) TPC Commun.		3/16		1/4		- 1/16	-25.00		2
N (TRB) Tribune	37	3/8	40	3/4		- 3 3/8	-08.28	14	2,945
A (TBSA) Turner Bcstg. 'A'	14	1/2	15			- 1/2	-03.33	-2	315
A (TBSB) Turner Bcstg. 'B'	14	1/8	13	3/4		3/8	02.72	-2	307
A (WPOB) Washington Post	216	1/4	223		- 6	3/4	-03.02	23	2,777
PROGRAMING									
O (SP) Aaron Spelling Prod.	5	3/4	6	1/4		- 1/2	-08.00	4	105
O (ALLT) All American TV	1	7/8	1	3/4		1/8	07.14		2
O (BRRS) Barris Indus	10	1/4	10	1/2		- 1/4	-02.38	-5	83
N (KO) Coca-Cola	38	1/2	39	3/4		- 1 1/4	-03.14	14	14,453
A (CLR) Color Systems	4	7/8	4	5/8		1/4	05.40	-2	26
N (KPE) Columbia Pic. Ent.	7	3/4	8	1/2		- 3/4	-08.82	75	
O (CAVN) CVN Cos.	14	5/8	13		1 5/8		12.50	-44	267
A (DEG) De Laurentis Ent.	1		1	1/4		- 1/4	-20.00		11
O (dcpil) Dick Clark prod.	5		5	1/8		- 1/8	-02.43	12	41
N (DIS) Disney	59	1/2	62	3/4		- 3 1/4	-05.17	20	7,816
N (DJ) Dow Jones & Co.	31	1/2	34		- 2 1/2		-07.35	15	3,049
O (EM) Entertainment Mktg	3	5/8	4		- 3/8		-09.37	12	44
O (FNNI) Financial News	5	3/4	6	1/8		- 3/8	-06.12	35	67
A (FE) Fries Entertain.	2	1/4	2	1/2		- 1/4	-10.00	9	11
N (GW) Gulf + Western	78	3/8	81	1/8		- 2 3/4	-03.38	18	4,762
O (HRSI) Hal Roach	5		5				00.00	-11	34
A (HHH) Heritage Entertain.	2	1/2	2	3/4		- 1/4	-09.09	2	11
A (HSN) Home Shopping Net.	6	3/8	6	3/8			00.00	17	547
N (KWP) King World	19	3/4	21	5/8		- 1 7/8	-08.67	20	591
O (LAUR) Laurel Entertain.	1	5/8	1	7/8		- 1/4	-13.33	3	4
A (LT) Lorimar-Telepictures	14	3/8	15			- 5/8	-04.16	-10	657
N (MCA) MCA	43	5/8	43	7/8		- 1/4	-00.56	20	3,315
N (MGM) MGM/UA Commun.	8	3/4	9	1/8		- 3/8	-04.10	-11	437
A (NHI) Nelson Holdings		1/2		5/8		- 1/8	-20.00	-5	13
A (NWE) New World Enter.	2	3/4	2	7/8		- 1/8	-04.34	2	29

	Closing Wed Mar 30	Closing Wed Mar 23	Change	Net	Percent	P/E	Market Capitalization (000,000)
PROGRAMING							
O (NNET) Nostalgia Network...	1	5/16	1	3/8		- 1/16	-04.54 -1 7
N (OPC) Orion Pictures	16		16	1/4		- 1/4	-01.53 25 275
O (MOVE) Peregrine Entertain.	2	5/8	2	7/8		- 1/4	-08.69 -87 6
N (PLA) Playboy Ent.	14	7/8	15	3/8		- 1/2	-03.25 -10 139
O (QVCN) QVC Network	8	7/8	9	1/2		- 5/8	-06.57 58
O (RVCC) Reeves Commun.	511	1/6	5	7/8		- 3/16	-03.19 568 71
O (RPICA) Republic Pic. 'A'	6	1/2	7			- 1/2	-07.14 72 27
O (RPICB) Republic Pic. 'B'	6		6				00.00 42 4
A (RHI) Robert Halmi	1	7/8	1	3/4		1/8	07.14 7 41
O (SMNI) Sat. Music Net.	3	3/4	3	3/4			00.00 -93 33
N (WCI) Warner	30	3/4	31	3/4		- 1	-03.14 18 3,846
O (WWTV) Western World TV.		1/8				- 1/32	-20.00 0
O (WONE) Westwood One	22	1/4	22	1/2		- 1/4	-01.11 30 275
SERVICE							
O (AMEA) A.M.E. Inc.	10	1/4	10	1/4			00.00 10 53
O (AGRP) Andrews Group	5	3/4	5	5/8		1/8	02.22 -4 37
O (BSIM) Burnup & Sims	11	7/8	12	1/4		- 3/8	-03.06 25 189
N (CQ) Comsat	29		30	1/2		- 1 1/2	-04.91 -12 531
N (FCB) Foote Cone & B.	51		52	1/4		- 1 1/4	-02.39 15 212
O (GREY) Grey Advertising	104		106			- 2	-01.88 15 126
O (IDBX) IDB Communications	9		9	3/4		- 3/4	-07.69 36 36
N (IPG) Interpublic Group	33		34	3/8		- 1 3/8	-04.00 16 733
O (OGL) Ogilvy Group	27	3/4	28	3/4		- 1	-03.47 14 383
O (OMCM) Omnicom Group	19	5/8	20	3/8		- 3/4	-03.68 -89 481
N (SAA) Saatchi & Saatchi	23		24	1/8		- 1 1/8	-04.66 12 3,351
O (TLMT) Telemation	1	7/8	1	7/8			00.00 7 8
A (TPO) TEMPO Enterprises	9	1/4	9	3/8		- 1/8	-01.33 30 53
A (UNV) Unitel Video	9	3/4	10	1/8		- 3/8	-03.70 14 21
CABLE							
A (ATN) Acton Corp.	15	1/4	16	3/8		- 1 1/8	-06.87 4 18
O (ATCMA) Amer. TV & Comm.	25	1/2	26			- 1/2	-01.92 85 2,787
A (CVC) Cablevision Sys. 'A'	34	3/8	33	1/2		7/8	02.61 -20 722
N (CNT) Centel Corp.	48	1/4	48	3/8		- 1/8	-00.25 19 1,398
O (CCCOA) Century Commun.	17	5/8	18	1/2		- 7/8	-04.72 -62 509
O (CMCSA) Comcast	24	7/8	27	3/8		- 2 1/2	-09.13 -113 1,032
O (ESSAC) Essex Commun.	19		18	1/4		3/4	04.10 -43 70
A (FAL) Falcon Cable Systems	18	3/8	19	3/8		- 1	-05.16 -57 117
O (JOIN) Jones Intercable	12	7/8	13	3/8		- 1/2	-03.73 40 164
T (MHRQ) Maclean Hunter 'X'	23		23	5/8		- 5/8	-02.64 31 847
O (TCAT) TCA Cable TV	29		31	1/4		- 2 1/4	-07.20 59 313
O (TCOMA) Tele-Commun.	26	3/8	27	3/4		- 1 3/8	-04.95 43 3,826
N (TL) Time Inc.	86	7/8	92			- 5 1/8	-05.57 13 5,157
O (UACI) United Art. Commun.	29	1/4	31	5/8		- 2 3/8	-07.50 243 1,201
N (UCT) United Cable TV	33	1/8	32	7/8		1/4	00.76 -552 1,251
N (VIA) Viacom	22	7/8	25			- 2 1/8	-08.50 1,219
N (WU) Western Union	3	1/4	3	1/2		- 1/4	-07.14 79
ELECTRONICS/MANUFACTURING							
N (MMM) 3M	57	5/8	62		- 4	3/8	-07.05 14 13,108
O (AMCI) AM Communications		7/16		7/16			00.00 1
N (ARV) Arvin Industries	21	1/4	23	7/8		- 2 5/8	-10.99 8 404
O (CCBL) C-Cor Electronics	7	1/2	8			- 1/2	-06.25 15 15
O (CATV) Cable TV Indus.	3	3/8	3			3/8	12.50 -22 10
A (CEC) Cetec	5	1/2	5	3/8		1/8	02.32 42 10
N (CHY) Chyron	4	3/4	5			- 1/4	-05.00 15 48
A (CXC) CMX Corp.	1			15/16		1/16	06.66 9 8
A (COH) Cohu	8	1/2	8	7/8		- 3/8	-04.22 16 15
N (EK) Eastman Kodak	40	3/4	41	3/4		- 1	-02.39 10 9,206
N (GRL) Gen. Instrument	31	1/8	33	1/8		- 2	-06.03 -13 1,013
N (GE) General Electric	40						

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ABC sweeps to prime time household victory

On strength of Olympics, network wins Arbitron's February sweeps, stopping NBC streak at 11

Arbitron's local market-by-market February sweep numbers are in and, as expected, ABC affiliates fared best, averaging as a group 16,324,000 viewing households in prime time, up 24% from a year ago. That's according to a preliminary analysis of the market numbers by the NBC research department. Both NBC and CBS affiliates were down in terms of average household delivery. NBC's analysis found that on average NBC affiliates delivered 13,991,000

homes across the board in prime time, down 9% from a year ago, while CBS affiliates delivered an average of 12,217,000 prime time homes, down 11%.

The ABC victory broke an NBC sweeps winning streak at 11, and marked the first time that ABC has won a sweeps period in four years. Most observers attributed ABC's victory to its extensive coverage of the 1988 winter Olympics games in Calgary, Canada.

On a market-by-market basis, according to BROADCASTING's analysis of the Arbitron numbers, ABC took 111 first places (two ties for first, one each with CBS and NBC), including wins in eight markets in which there was no other network affiliate. NBC

had 60 first-place finishes (including its one tie with ABC and three ties with CBS), nine of which came in markets with no competing affiliates. CBS had 45 firsts (including its three ties with NBC and one with ABC), nine of which came in markets with no competing affiliates.

The following is a market-by-market list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8 p.m.-11 p.m., Sunday, 7 p.m.-11 p.m., Eastern time). Numbers are in thousands (add 000). Boldface numbers indicate market winner. A dash indicates no primary or secondary affiliation in the market.

ADI (rank)	1988 TSA households (000)			ADI (rank)	1988 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	21	19	27	Columbia-Jefferson City, Mo. (152)	22	26	28
Albany, Ga. (151)	6	—	61	Columbus, Ga. (118)	44	34	22
Albany-Schenectady-Troy, N.Y. (52)	104	76	79	Columbus, Ohio (33)	142	108	121
Albuquerque, N.M. (56)	98	41	74	Columbus-Tupelo, Miss. (133)	8	30	53
Alexandria, La. (160)	6	—	47	Corpus Christi, Tex. (120)	36	25	28
Alpena, Mich. (211)	—	6	—	Dallas-Fort Worth (8)	310	233	224
Amarillo, Tex. (117)	40	24	25	Davenport, Iowa-Rock Island-Moline, Ill. (77)	62	46	57
Anniston, Ala. (192)	—	14	—	Dayton, Ohio (48)	101	83	75
Ardmore-Ada, Okla. (172)	17	20	15	Denver (19)	204	116	148
Atlanta (12)	209	184	252	Des Moines (66)	64	59	61
Augusta, Ga. (102)	40	42	27	Detroit (7)	326	219	334
Austin, Tex. (71)	65	56	41	Dothan, Ala. (157)	10	42	—
Bakersfield, Calif. (145)	26	23	23	Duluth, Minn.-Superior, Wis. (122)	44	24	24
Baltimore (22)	205	137	176	El Centro, Calif.-Yuma, Calif. (181)	4	5	9
Bangor, Me. (156)	24	21	22	El Paso (104)	39	30	36
Baton Rouge (91)	58	58	46	Elmira, N.Y. (165)	18	—	16
Beaumont-Port Arthur, Tex. (124)	38	42	45	Erie, Pa. (143)	34	19	30
Bend, Ore. (207)	—	5	5	Eugene, Ore. (137)	37	24	14
Billings-Hardin, Mont. (164)	18	15	12	Eureka, Calif. (186)	—	7	7
Biloxi-Gulfport-Pascagoula, Miss. (179)	35	—	—	Evansville, Ind. (90)	52	40	39
Binghamton, N.Y. (132)	20	39	17	Fargo, N.D. (107)	43	29	30
Birmingham, Ala. (49)	106	42	120	Flagstaff, Ariz. (205)	—	—	8
Bluefield-Beckley-Oak Hill, W.Va. (141)	22	—	30	Flint-Saginaw-Bay City, Mich. (59)	108	36	86
Boise, Idaho (136)	36	18	25	Florence, S.C. (130)	25	53	—
Boston (6)	413	240	326	Fort Myers-Naples, Fla. (98)	33	37	37
Bowling Green, Ky. (191)	25	—	—	Fort Smith, Ark. (148)	25	31	19
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	21	52	73	Fort Wayne, Ind. (99)	56	32	36
Buffalo, N.Y. (38)	124	84	110	Fresno, Calif. (63)	72	45	57
Burlington, Vt.-Plattsburgh, N.Y. (96)	21	48	42	Gainesville, Fla. (166)	30	—	—
Butte, Mont. (189)	13	10	8	Glendive, Mont. (212)	—	2	1
Casper-Riverton, Wyo. (188)	5	4	10	Grand Junction, Colo. (176)	0	12	10
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	65	38	59	Grand Rapids-Kalamazoo-Battle Creek, Mich. (39)	125	64	89
Charleston, S.C. (109)	36	41	45	Great Falls, Mont. (177)	17	9	5
Charleston-Huntington, W.Va. (46)	69	71	113	Green Bay-Appleton, Wis. (68)	92	46	57
Charlotte, N.C. (31)	112	109	55	Greensboro-Winston Salem-High Point, N.C. (50)	101	85	91
Charlottesville, Va. (197)	—	—	10	Greenville-New Bern-Washington, N.C. (95)	33	44	64
Chattanooga (80)	50	47	58	Greenville-Spartanburg, S.C.-Asheville, N.C. (36)	101	93	124
Chynne, Wyo.-Scottsblf, Neb.-Strlng, Colo. (183)	—	12	—	Greenwood-Greenville, Miss. (168)	20	14	—
Chicago (3)	626	329	479	Hagerstown, Md. (195)	—	—	22
Chico-Redding, Calif. (140)	40	22	15	Harrisburg-Lancaster-Lebanon-York, Pa. (45)	99	66	106
Cincinnati (29)	142	112	126	Harrisonburg, Va. (200)	20	—	—
Clarksburg-Weston, W.Va. (162)	—	26	23	Hartford-New Haven, Conn. (23)	193	147	82
Cleveland (11)	332	196	231	Helena, Mont. (209)	—	—	4
Colorado Springs-Pueblo (97)	56	33	36	Houston (10)	253	166	195
Columbia, S.C. (87)	33	36	81	Huntsville-Decatur-Florence, Ala. (89)	48	54	48

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ADI (rank)	1988 TSA households (000)			ADI (rank)	1988 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
daho Falls-Pocatello (159)	18	13	17	Presque Isle, Me. (203)	—	7	—
ndianapolis (24)	152	117	124	Providence, R.I.-New Bedford, Mass. (44)	121	65	105
Jackson, Miss. (82)	30	57	68	Quincy, Ill.-Hannibal, Mo. (154)	—	25	27
Jackson, Tenn. (180)	24	—	—	Raleigh-Durham, N.C. (35)	105	96	48
Jacksonville, Fla. (57)	65	84	57	Rapid City, S.D. (167)	33	—	13
Johnstown-Altoona, Pa. (85)	—	50	82	Reno (121)	41	17	21
Jonesboro, Ark. (174)	26	—	—	Richmond, Va. (62)	86	69	67
Joplin, Mo.-Pittsburg, Kan. (119)	35	29	26	Roanoke-Lynchburg, Va. (73)	47	68	63
Kansas City, Mo. (28)	152	112	121	Rochester-Austin, Minn.-Mason City, Iowa (147)	35	15	22
Knoxville, Tenn. (61)	73	78	45	Rochester, N.Y. (72)	88	47	54
La Crosse-Eau Claire, Wis. (134)	27	30	39	Rockford, Ill. (114)	39	28	32
Lafayette, Ind. (193)	—	14	—	Roswell, N.M. (194)	—	11	—
Lafayette, La. (112)	37	58	—	Sacramento-Stockton, Calif. (20)	180	110	144
Lake Charles, La. (170)	—	—	41	St. Joseph, Mo. (187)	17	—	—
Lansing, Mich. (105)	—	50	43	St. Louis (18)	194	165	218
Laredo, Tex. (199)	3	2	4	Salinas-Monterey-San Jose, Calif. (111)	63	17	34
Las Vegas (94)	37	32	42	Salisbury, Md. (162)	20	25	19
Laurel-Hattiesburg, Miss. (161)	—	6	30	Salt Lake City (40)	123	74	92
Lexington, Ky. (76)	47	63	45	San Angelo, Tex. (189)	—	13	—
Lima, Ohio (196)	—	—	18	San Antonio, Tex. (42)	97	80	89
Lincoln-Hastings-Kearney, Neb. (92)	30	45	14	San Diego (25)	152	89	82
Little Rock, Ark. (55)	85	67	85	San Francisco (5)	375	226	260
Los Angeles (2)	739	473	617	Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (113)	35	17	19
Louisville, Ky. (47)	76	89	95	Savannah, Ga. (103)	21	44	40
Lubbock, Tex. (149)	20	21	22	Seattle-Tacoma (15)	247	123	163
Macon, Ga. (134)	18	39	24	Shreveport, La.-Texarkana, Tex. (64)	79	72	75
Madison, Wis. (106)	59	38	35	Sioux City, Iowa (125)	42	12	32
Mankato, Minn. (208)	—	12	—	Sioux Falls-Mitchell, S.D. (100)	56	51	24
Marquette, Mich. (184)	—	16	12	South Bend-Elkhart, Ind. (84)	62	49	64
McAllen-Brownsville, Tex. (115)	26	25	18	Spokane, Wash. (79)	72	38	50
Medford, Ore. (153)	20	15	28	Springfield, Mass. (108)	52	—	44
Memphis (41)	80	106	138	Springfield, Mo. (81)	29	52	61
Meridian, Miss. (175)	17	9	7	Springfield-Decatur-Champaign, Ill. (74)	60	50	56
Miami (16)	177	157	178	Syracuse, N.Y. (67)	78	63	62
Milwaukee (30)	175	89	110	Tallahassee, Fla.-Thomasville, Ga. (126)	14	48	15
Minneapolis-St. Paul (13)	279	177	143	Tampa-St.Petersburg-Sarasota (14)	243	170	201
Minot-Bismarck-Dickinson, N.D. (146)	2	22	33	Terre Haute, Ind. (129)	16	29	40
Missoula-Butte, Mont. (173)	29	11	19	Toledo, Ohio (65)	74	73	88
Mobile, Ala.-Pensacola, Fla. (58)	61	92	79	Topeka, Kan. (142)	18	24	23
Monroe, La.-El Dorado, Ark. (116)	18	57	31	Traverse City-Cadillac, Mich. (138)	19	41	34
Montgomery-Selma, Ala. (101)	18	35	66	Tucson, Ariz. (83)	57	35	43
Nashville (32)	113	128	133	Tulsa, Okla. (54)	88	81	73
New Orleans (34)	85	122	113	Tuscaloosa, Ala. (185)	—	9	—
New York (1)	1,148	745	910	Twin Falls, Idaho (202)	—	8	2
Nrfik-Prtsmth-Nwprt Nws-Hmptn, Va. (43)	99	72	92	Tyler-Longview, Tex. (123)	53	10	16
North Platte, Neb. (210)	—	—	7	Utica, N.Y. (158)	18	—	24
Odessa-Midland, Tex. (143)	32	23	22	Victoria, Tex. (206)	5	—	7
Oklahoma City (37)	101	99	106	Waco-Temple, Tex. (93)	21	46	34
Omaha (70)	93	47	59	Washington (9)	285	207	210
Orlando-Daytona Beach-Melbourne, Fla. (27)	180	119	133	Watertown-Carthage, N.Y. (169)	4	16	—
Ottumwa, Iowa-Kirkville, Mo. (204)	23	—	—	Wausau-Rhineland, Wis. (128)	46	34	14
Paducah, Ky.-Cape Girardeau, Mo. (75)	37	66	67	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (53)	70	27	77
Palm Springs, Calif. (178)	11	—	8	Wheeling, W.Va.-Steubenville, Ohio (139)	—	39	38
Panama City, Fla. (171)	20	—	27	Wichita-Hutchinson, Kan. (60)	78	70	61
Parkersburg, W.Va. (198)	—	—	12	Wichita Falls, Tex.-Lawton, Okla. (130)	27	21	26
Peoria-Bloomington, Ill. (110)	51	32	40	Wilkes Barre-Scranton, Pa. (51)	116	56	76
Philadelphia (4)	579	339	443	Wilmington, N.C. (150)	30	9	60
Phoenix (21)	183	123	135	Yakima, Wash. (127)	29	24	21
Pittsburgh (17)	302	188	173	Youngstown, Ohio (88)	61	45	54
Portland, Ore. (26)	164	89	107	Zanesville, Ohio (201)	—	—	12
Portland-Poland Spring, Me. (69)	75	33	55				

Cable operators search for space

Channel capacity is relatively tight and more new services are on the way; operators evaluating what to add and what to drop, with TNT, VISN on horizon

A raft of new cable programming services will be launched later this year, despite squeezes on channel capacity of cable systems. But

many of the new services are backed by major MSO's and are expected to get wide carriage, raising the question of where operators will find room. Operators are now investigating the possibilities, and their decisions could indicate new criteria for carriage decisions. Not only may some distant signals, network duplicated stations and lo-

cal independents be in jeopardy, so, too, may be marginal basic and pay cable services. Operators are also looking at merging services on single channels, as is the case with religious programming.

The most visible new service that will premiere in 1988 will be Turner Network Television. Although Jones Intercable and

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several smaller MSO's are the only companies that have signed contracts to date to carry TNT starting Oct. 3, its date of introduction, the service is expected to get wide carriage, from the cable operators on the TBS board and other MSO's.

Tele-Communications Inc., American Television & Communications, United Cable, Jones and Post-Newsweek are backing the Vision Interfaith Satellite Network, an ecumenical service that will launch July 1. Last month, ATC, United Cable, Cox, Warner Cable, Newhouse and Continental each took a 10% stake in Movietime, the entertainment news service, a move that is expected to boost carriage. You TV launched last week with 4.6 million subscribers, with Cox the only major MSO backer to date.

Where operators are rebuilding systems or upgrading systems, or finishing off new builds in major markets, channel capacity is not a problem. But in other systems, capacity is tight and some operators are delaying another rebuild decision, with high-definition television or fiber optics possibly

around the corner.

Robert Clasen, president of Comcast Cable, says operators are "starting to look at the net cost of services" in relation to carriage decisions. Two services may cost operators 15 cents per subscriber per month, but with one service "you get five cents of revenue" through local advertising, said Clasen. "That's a concept that we're starting to look at," he said.

Likewise, said Clasen, "it's safe to say over the next few years we're going to be evaluating our subscription pay carriage. There is a point where you've got a channel used up for a low penetrated pay service that may or may not make sense," said Clasen. Although Comcast has no plans to drop any pays, Clasen said, "that's another area where we're going to take a close look."

Advertising and ratings go hand-in-hand in broadcasting, but in cable it is the "cumulative hit" of ratings that's important, said Clasen. "Cable isn't *Cosby*," said Clasen. Services individually may get small ratings, but together they add up, said Clasen. So services with the lowest or unavailable rat-

ings won't necessarily be those that will get dropped. Advertising plays a part, but a service may be judged more on "what's the value of that demographic" than on ratings, he said.

Clasen said Comcast has the flexibility to find room for viable services, such as TNT. Comcast has dropped PTL in a lot of places, said Clasen, and has also substituted for Tempo.

Jones Intercable, the first major MSO to step up to the plate for TNT, is also backing the Vision Interfaith Satellite Network, set for launch July 1. Greg Liptak, group vice president, operations for Jones, said the company "is in the process of looking at all of our channel lineups." Jones is developing a list of "must carries," as it were, "which are the channels with the greatest and broadest appeal to our subscribers," said Liptak. The company is also developing a list of niche channels. "In a situation where a cable system is out of channel space, we may be looking at taking some of the niche channels

Continues on page 108.

Syndication Marketplace

GTG Entertainment has signed *ABC World News This Morning* co-host, Edie Magnus, to anchor the "front page" or "USA" section of *USA Today*, the half-hour television version of the Gannett newspaper. She joins the other three previously announced anchors of the program: Robin Young ("Life"), Bill MacAtee ("Sports") and Kenneth Walker ("Money"). All four anchors will also appear on the one-hour weekend edition of the show, which will have a "cover story," a "special bonus section," and "special contributors." Special features on the week's biggest names in each of the four sections are part of the weekend edition. Views of the USA from overseas will also be incorporated into the program. All four anchors began a six-city press tour today (April 4) at Gannett headquarters (and headquarters of the program's main set) in Rosslyn, Va. From there, the four anchors and *USA Today* executive producer, Steve Freidman, move on to New York, Detroit, Chicago, Dallas and Los Angeles.

On Friday, March 18, **Lorimar Syndication** reported clearing *A.L.F.* on KVVU-TV Las Vegas, for \$12,000 per episode. Unlike the sale of the show in Los Angeles, the Las Vegas deal does not include any other Lorimar shows. Bids are due in New York on Tuesday, March 29, where a base price of \$150,000 per episode was recently set.

LBS Communications said last week that a line-up of more than 170 stations covering 97% of the country will carry *Mysteries of the Pyramids...Live*, a two-hour special hosted by actor Omar Sharif. LBS said that following the recent discovery of hundreds of priceless Egyptian artifacts hidden for more than six decades in the castle of the Earl of Carnarvon in Hampshire, England, the show will now survey these artifacts live during the special.

LBS also reported that *Family Feud* is now cleared on 78 stations for its fall debut. Recent clearances for the game show include WTMJ-TV Milwaukee; WTSP-TV Tampa, Fla.; KOVR-TV Sacramento, Calif.; WLWT-TV Cincinnati, and WKRN-TV Nashville. *Family Feud* is sold on a cash-plus-barter basis.

The next Geraldo Rivera special, *Murder: Live From Death Row*, to be broadcast on April 13, will feature at least 12 minutes of outtakes from an interview with Charles Manson in his San Quentin, Calif., prison cell. Rivera and a three-person crew spent two hours on March 11 with the convicted mastermind of seven murders, including the celebrated Tate and La Bianca murders. In the interview, Manson, looking old (he's 55) and slight (weighing an estimated 125 pounds), says that he is "a mass murdering god." He also claims that "Hitler was only trying to put the world in order," and tells

Rivera that "I could have your head delivered to me in a box"—to which Rivera responds by saying that he would kill Manson if he came near him or members of his family. According to a spokeswoman for **Tribune Entertainment**, syndicator of the special, Manson's last interview, with *Today* show co-host, Jane Pauley, appeared in 1986. In 1980 he was interviewed by Tom Snyder. *Murder: Live From Death Row* features an examination of a number of murders, and will include conversations with criminals convicted and sentenced to death. Charles Manson is not on death row. A total of 137 stations have cleared the special so far, including WTAJ-TV Philadelphia, WLVI-TV Boston, WKBD-TV Detroit, WDCATV Washington, WTVT-TV Dallas and KHTV-TV Houston.

MG/Perin reports that it has now renewed *G.L.O.W.*. Gorgeous Ladies of Wrestling, on 15 stations for the third year of the show. *G.L.O.W.* currently appears on 74 stations covering 65% of the country. The one-hour female professional wrestling program switches from cash-plus-barter to barter starting next year.

Select Media Communications reports that 44 stations have cleared the pilot for *World Class Women* which is airing in a March-April window on 44 stations. A 13-episode weekly series will follow next fall. Both the pilot and the series are cleared on a barter basis with four minutes for stations and two-and-a-half minutes for SMC. Recent clearances include WCAU-TV Philadelphia; KRON-TV San Francisco; WFAA-TV Dallas; KXTV-TV Sacramento, Calif., and WTNH-TV New Haven, Conn. SMC has also cleared its new game show, *Relatively Speaking*, hosted by John Byner, on new stations including KDFI-TV Dallas; WXEX-TV Richmond, Va.; WWCP-TV Johnstown-Altoona, Pa.; KAIL-TV Fresno, Calif., and KTVL-TV Medford, Ore. Like *World Class Women*, *Relatively Speaking* is cleared on a barter basis with four minutes for stations and two-and-a-half minutes for SMC. Additionally, SMC said last week that for the fourth year it will distribute *Whodunit?*, sports question and answer vignettes. Stations covering 83% of the country began carrying the series April 2.

Multimedia Entertainment reports clearing the new one-hour *Sally Jesse Raphael* on eight more stations. That brings the total for the one-hour version of the show to 27 markets and for the half-hour version to 103 markets. New one-hour markets include KHJ-TV Los Angeles, KDFI-TV Dallas and WJW-TV Cleveland. Multimedia also says that 37 markets have cleared *Sweethearts*, its new game show hosted by Charles Nelson Reilly premiering next fall.

NBC wins week 27 in prime time; CBS takes news, cancels Tuesday night comedy block

ABC solidified its hold on second place in the prime time race for week 27 of the season (March 21-27). NBC won the week with a 15.3/26, followed by ABC with a 12.9/22 and CBS with a 12.6/22. CBS's three-week old Tuesday night comedy block—consisting of *Trial & Error*, *My Sister Sam*, *Coming of Age*, and *Frank's Place*—performed so poorly that the network announced it was eliminating the block, effective immediately. From 8 p.m. to 10 p.m. (March 22), the block averaged a 6.6 rating and a 10 share, a distant third to ABC's and NBC's first and second place finishes, respectively. Tomorrow night (Tuesday April 5) CBS said it would run the theatrical film "Pee Wee's Big Adventure" from 8 p.m. to 10 p.m., followed by the last broadcast of *Cagney and Lacey* in the Tuesday 10 p.m.-11 p.m. time period. On April 12, the *CBS Tuesday Night Movie* rejoins the schedule from 9 p.m. to 11 p.m., with *Cagney* going back to its Monday night time slot, forcing *Wiseguy* into hiatus. *Houston Knights* will return to the schedule Tuesdays, 8 p.m. to 9 p.m., leading into the movie.

A spokesman for CBS said *Frank's Place* and *My Sister*

Sam would "definitely" return to the schedule at some point.

Also contributing to CBS's third place finish were regular-schedule preemptions on Thursday and Friday of that week for coverage of the NCAA Basketball Tournament. Thursday (March 24), CBS placed second with the NCAA coverage, but was about two rating points off its normal Thursday night average. On Friday, the network's average fell three points with the preemption of *Beauty and the Beast*, *Dallas*, and *Falcon Crest*, a lineup which usually places first, to third place with basketball.

On Saturday, CBS programed another sports special, coverage of the World Figure Skating Championships, and gained about one-and-a-half rating points, not nearly enough to make up the losses on the previous two nights.

In the evening news race, *NBC Nightly News* continued in a slump, finishing third for the eighth straight week with an average 9.4/19. *CBS Evening News* was on top once again with a 10.5/21, followed closely by *ABC World News Tonight*, which averaged a 10.4/20.

Nielsen	Net	Show	AGB	Nielsen	Net	Show	AGB
1.	28.0/45	N Cosby Show	1.	29.8/47	37.	13.1/23	A Mr. Belvedere
2.	26.5/42	N Different World	2.	28.4/43	38.	13.0/23	A Full House
3.	25.1/40	N Cheers	3.	25.7/40	39.	12.9/23	C World Figure Skating
4.	22.0/35	C Murder, She Wrote	4.	24.6/38	40.	12.7/23	A Perfect Strangers
5.	21.8/34	A Who's the Boss?	6.	21.6/34	41.	12.6/24	N Miami Vice
6.	21.6/28	C 60 Minutes	5.	22.8/39	42.	12.4/22	N Night Court
7.	20.7/33	C CBS Sunday Movie	7.	20.5/33	43.	12.3/19	C Eisenhower and Lutz
8.	19.5/30	A Wonder Years	10.	18.9/29	44.	12.2/20	A ABC Sunday Movie
9.	19.4/33	N Golden Girls	11.	18.8/32	45.	12.1/20	C Jake and the Fatman
10.	19.3/30	N ALF	9.	18.9/29	46.	11.8/21	A Family Man
11.	19.2/30	N Matlock	8.	20.0/31	47.	11.8/21	N Crime Story
12.	19.1/32	A Growing Pains	15.	17.2/28	48.	11.7/18	A MacGyver
13.	18.4/29	A Moonlighting	17.	17.1/27	49.	11.4/20	N Disney's Totally Minnie
14.	18.3/29	A Head of the Class	14.	17.4/28	50.	10.8/20	N Year in the Life
15.	18.3/28	N Valerie's Family	13.	17.9/27	51.	10.7/19	C Cagney and Lacey
16.	17.7/28	A ABC Monday Movie	16.	17.1/28	52.	10.5/20	A Buck James
17.	17.2/29	N Days, Nights of M. Dodd *	12.	18.0/29	53.	10.5/18	C Wiseguy
18.	16.8/26	N In the Heat of the Night	18.	17.0/27	54.	10.5/18	C NCAA Basketball (Thu.)
19.	16.6/26	N NBC Sunday Movie	23.	15.2/24	55.	10.3/18	N Beverly Hills Buntz
20.	15.9/25	N Country Music Awards	27.	14.8/24	56.	9.8/19	A Spenser: For Hire
21.	15.9/28	N Amen	21.	15.9/27	57.	9.8/19	C Tour of Duty
22.	15.8/24	C Newhart	24.	15.0/23	58.	9.8/21	C NCAA Basketball (Thu. #2)
23.	15.3/25	N Aaron's Way	20.	16.0/26	59.	9.7/18	C NCAA Basketball (Fri.)
24.	15.2/24	N Family Ties	29.	14.4/23	60.	9.1/15	A Probe
25.	15.1/27	A Thirtysomething	38.	13.0/24	61.	9.0/15	A Hotel
26.	14.7/25	A Heartbeat *	31.	14.0/25	62.	8.9/14	A Supercarrier
27.	14.7/26	N 227	22.	15.3/26	63.	8.8/16	A Dolly
28.	14.6/22	C Kate and Allie	26.	14.9/23	64.	8.6/18	C NCAA Basketball (Fri. #2)
29.	14.5/22	C Designing Women	35.	13.5/21	65.	8.2/13	C High Mountain Rangers
30.	14.2/27	A 20/20	19.	16.1/31	66.	8.2/14	N Our House
31.	14.1/27	N Hunter	28.	14.5/28	67.	8.0/14	A Ohara
32.	14.0/23	N Highway to Heaven	44.	12.0/20	68.	7.7/13	A Disney Sunday Movie
33.	13.7/21	N Day by Day	30.	14.1/21	69.	7.6/12	C Coming of Age
34.	13.5/25	N Bronx Zoo	41.	12.7/23	70.	6.9/11	C Frank's Place
35.	13.3/24	N Facts of Life	34.	13.8/24	71.	6.9/11	C My Sister Sam
36.	13.2/24	C Equalizer	47.	11.9/22	72.	5.1/8	C Trial and Error

* Indicates premiere episode

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off the service," said Liptak. Some of those services on Jones systems include alphanumeric program guide channels and, in a few systems, an alphanumeric Spanish news channel. But Liptak said even dropping a niche service can be a tough call. "FNN is a very small, niche service," said Liptak, but once when the service was down for a day due to a technical failure, "the phones went crazy." A balance is necessary, he said. "Pure viewing numbers will not necessarily be the only criteria," he said.

As for Vision, Jones is leaning towards the "possibility of establishing a single broadly based religious service," said Liptak, that would combine programming from such national services as ACTS, the Eternal Word TV Network and National Jewish Television with Vision, depending on the religious makeup of the area. With Vision, local church groups are being encouraged to provide programming, and Liptak said Jones is getting a good response from local groups.

For TNT, Jones will probably do exten-

sive market research "to really pin down what people are watching" to determine what could be dropped. Jones has signed to carry Telaction, a home shopping service on its Chicago area systems. Those systems are new builds and carriage capacity is not a problem, said Liptak.

At Storer Cable, "capacity is very tight," said Doug Wenger, senior vice president of marketing. He said the company is "preparing for upgrades and line extensions" to make space available. As at some other MSO's, overshadowing what gets added or dropped is the issue of copyright payments, which have dramatically increased since the Cablevision case was lost. In 1987, the industry paid roughly \$160 million to the Copyright Office, taking the first hit from the decision with the late February payment. "We're not keen on taking off distant signals," said Wenger, but the copyright payment has been "pretty rough" and "we have to find a way to do something about it." Those payments, plus the increasing prospect of the return of syndicated exclusivity, is making the distant signals less desirable.

After the PTL scandal, Storer dropped that service, adding other religious chan-



Ready, set...CBS affiliate WNEV-TV Boston introduced last week a new locally produced, live information/entertainment program for children. Slotted at 6-7 a.m. weekdays, the hour-long *Ready to Go* debuted last Monday, March 28, to a target audience of 6-12-year olds, and perhaps a few parents as well.

Jennifer Gillespie, director of public relations for the station, described the show as a *CBS This Morning* or *Today* show for children, featuring games, adventure series, news, "bus stop" weather reports, health tips, trivia and other regular features. The credits of the program's creators and producers, Bruce Marson, Tom Ryder and Bob Glover, include *Zoom* and *Sesame Street*.

Marson, VP, programming for the station, described the \$1-million estimated price tag for the start-up and first year of the show as a "hefty" investment for the station, compared to the cost of the half-hour syndicated exercise program and *Mary Tyler Moore Show* episodes that the show is supplanting. But, Marson said, the station was looking for strong counterprogramming to the local news and syndicated animated fare on the competition, and it saw an opportunity to build on its community image with the program. Marson also said he thought *Ready to Go* would provide a stronger lead-in to *CBS This Morning* at 7 a.m.

Shown above are co-hosts Scot Reese and Liz Callaway on the set of *Ready to Go*.

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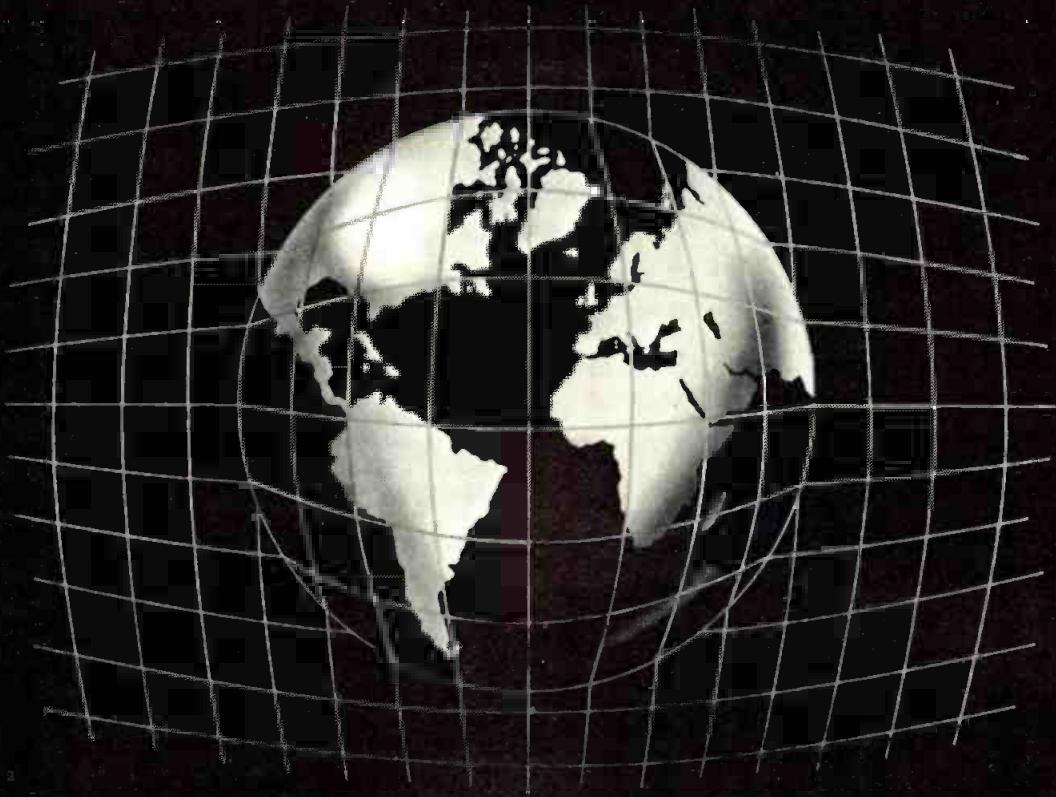
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nels, such as ACTS, said Wenger. Discovery has also been added in a number of systems. TNT, Wenger said, would probably be rolled out gradually on Storer systems.

Storer is looking at several options concerning distant signals. One would be to impose "minor" rate increases, said Wenger, "but we're not enthralled with that." Another possibility is retiering, which "may be able to help us" in some situations, he said. But that would involve a multitrack configuration which would be "very complicated," said Wenger, and he does not expect that would be a widespread solution.

"We're crunched virtually everywhere," said Larry Higby, senior vice president, marketing, for Times Mirror, and "TNT is going to create a significant problem for us." Carriage decisions at TM are primarily governed by consumer preference and operator intuition. "Consumer preference enters into it very strongly," said Higby, as does TM's perceptions of the "qualitative feel" of the service.

"Some services lend themselves to part-time carriage," said Higby: "Those you try to mix and match." In the case of TNT, Higby said, TM may "double up on some channels" or drop a third duplicated network signal or a weak local station. A combination of the above could free channels serving 400,000 subscribers, he said, almost half the MSO's total sub count. Distant signals do not present as big a problem to TM as network duplicated signals, he said. The company's systems between Los Angeles and San Diego fall into that category. Those

systems have network signals from both those cities, carrying those local signals, plus the three channels TM is reserving in southern California systems for two pay-per-view channels and a barker channel. But Higby is not afraid to shuffle the deck. "The relative cost of taking channels off and on really is not nearly that great compared to the up sides of increased customer satisfaction," Higby said.

The bottom line at Continental is also consumer preference. "We've dropped cable services in the past and we have dropped distant signals in the past," said Robert Sachs, vice president at Continental, "where there isn't demonstrated viewership." Because the company is decentralized into 10

operating regions and 125 separate systems, carriage decisions are expected to be made locally, he said. Continental has carried broadcast tiers for years, said Sachs, which has lessened its distant signal liabilities.

A spokesman at TCI said the company anticipated that TNT would be on "almost all [its] systems" and that Vision would be "widely carried." TCI, which dropped PTL last year, said it was "looking at several options" in adding services—one would be to drop distant signals. But several factors govern that decision, including the FCC's deliberations on reinstating syndicated exclusivity and the copyright payment time periods, the spokesman said. □

Superstations find better TVRO reception

KTLA and WSBK-TV more popular with earth station owners than with cable operators

Two more superstations carrying Major League Baseball joined five others distributed by satellite earlier this year. But with the beginning of baseball season today, it appears KTLA(TV) Los Angeles, carrying the Angels, and WSBK-TV Boston, carrying the Red Sox, are a bigger hit with TVRO owners than with cable operators.

That is not surprising, since in most cases cable operators have to pay a 3.75% copyright fee when adding distant signals. Cable

operators' sensitivity to those payments has been heightened with the Supreme Court's ruling in the Cablevision case, which enlarged cable's copyright payments. In that light, more operators are thinking of dropping distant signals than are thinking of adding any.

Gil Korta, national marketing manager, Eastern Microwave, said about 10,000 TVRO subscribers have signed for KTLA, WSBK-TV and WWOR-TV New York (Mets), which are sold as a TVRO-only package by United Video. To cable systems, Eastern Microwave distributes WSBK-TV and WWOR-TV, and United Video distributes WGN-TV Chicago (Cubs), WPIX(TV) New York (Yankees), KTVT(TV) Dallas (Texas Rangers) and KTLA.

Korta said three or four cable systems have picked up WSBK-TV, mostly in the Northeast, as has a small system near St. Petersburg, Fla. Korta said a number of other systems were planning to pick up WSBK-TV on July 1, the start of the second copyright period for 1988. "We're very pleased with sales," said Korta of the TVRO numbers, because the consumer advertising campaign has just hit the market.

United Video's efforts on selling KTLA are concentrated on the TVRO market. Jeff Treeman, senior vice president, United Video, said, "we don't feel that there's a great market for KTLA" in cable, although he said there might be some microwave distribution later. United Video is distributing KTLA in a fixed key mode, which allows cable operators, with decoders, to preview the channel without authorization. The common carrier has just begun a 30-day period in which operators can view the service and decide whether they want to add it. That period also gives United Video time to get a terminal link from Eastern Microwave needed to distribute KTLA to cable headends.

Meanwhile, United Video continues its fight against reinstatement of the syndicated exclusivity rules, which Treeman feels will decide the future of superstations, more so than increased copyright payments. United Video officials were lobbying at the FCC last week, and the company has formed a coalition called HALT (Homes Against Losing Television) to fight reimposition. "There was not a wide awareness of the public's interest" in syndex, said Treeman. □

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Kasem heads to Westwood One

After 18 years as host of 'American Top 40,' Kasem will leave ABC next January; Westwood said to be paying Kasem in range of \$13 million-\$14 million over five-year contract

Network radio's premiere contemporary music show host and one of the industry's most successful personalities, Casey Kasem, will have a new home by next January. After nearly 18 years at the helm of *American Top 40*, the four-hour, weekly countdown series that has been carried by the ABC Contemporary Network since 1982, Kasem has signed a multiyear deal with Westwood One to host a new, four-hour, countdown program as well as other programming projects that will be distributed by the Westwood One Radio Networks.

The move stems from the failure of Kasem and ABC Radio to reach a new agreement, resulting in ABC's announcement in early February that it had "broken off" contract negotiations with Kasem. The move stems from the failure of Kasem and ABC Radio to reach a new agreement, resulting in ABC's announcement in early February that it had "broken off" contract negotiations with Kasem ("Riding Gain," Feb. 15). According to Westwood One Chairman Norm Pattiz, "serious negotiations" with Kasem began at that time, culminating with a signed agreement on March 27.

Kasem is in the last year of a seven-year contract with ABC that terminates on Jan. 18, 1989. Sources believe the aggregate value of Kasem's current ABC contract is about \$8 million-\$9 million. Pattiz would not confirm the contract length and financial terms of Kasem's new Westwood agreement, but it is thought to be five years at roughly \$13 million-\$14 million.

American Top 40, with Kasem as its host, was launched on July 4, 1970, over seven stations. The popularity of Kasem's countdown format—replete with music and artist trivia—soared throughout the 1970's, spawning a new generation of music countdown programs in the 1980's. It is presently carried by 477 commercial affiliates in the U.S. and an additional 500 stations worldwide. The weekly series alone is said to generate upwards of \$8 million in annual advertising sales revenues, which would make it one of the more, if not the most, lucrative, regularly scheduled network radio entertainment vehicles on the air today.

The program, according to the spring 1987 RADAR 35 (vol. 3) report, had an average audience (audience to commercials within programs) of 2,399,000 listeners, 12 years old and older, placing it sixth among network radio programs, but first in entertainment programming. (The show was not listed in the most recent fall 1987 RADAR



Kasem (l) and Pattiz

report because of a decision by ABC to pull all of its special programming out of RADAR.)

Kasem said he had offers from six radio "entities," including ABC, before deciding to team up with Norm Pattiz and Westwood One. "Pattiz has created the most progressive company in radio today," Kasem said.

Kasem told BROADCASTING that he initiated negotiations for a new contract with ABC as far back as 1986, shortly after Capcities acquired ABC. "Because Capcities bought ABC, I thought it would be a good idea to get a new contract," said

Kasem.

"The real bargaining process started in December 1986 and picked up 'in earnest' in June 1987," said Howard Abrahams, Kasem's New York-based attorney. Abrahams, however, declined to say how far apart, financially, Kasem and ABC were in striking a new arrangement. "We were offered a very attractive package from Westwood One," Abrahams said.

"We had a good relationship [with ABC] and are turning out a good product," said Kasem, adding that he plans to honor his ABC contract through January. Among the

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other network companies said to be interested in Kasem's radio services were DIR Broadcasting, which is part of Lorimar-Telepictures, and CBS.

On a separate note, Kasem will continue to host the nationally syndicated television program, *America's Top 10*, distributed by All American Television.

The name of the new Westwood show, the format of which is expected to be similar to Kasem's current countdown series, has not yet been determined, said Pattiz. "But the phrase, 'top 40', and Kasem's name will be in it," he said. When asked if there is room for another contemporary music countdown offering at Westwood—the company currently offers six music countdown programs including three series, such as *Rockin' America* with Scott Shannon, in the contemporary music field—Pattiz replied: "We don't look at it as just another countdown show. We look at it as having Casey Kasem."

Pattiz said Westwood has already started its affiliation efforts for the new countdown series. "We should have a lineup intact within the next few weeks," Pattiz said. "I think we will benefit from some affiliation changes [of current Kasem stations] because of this move."

In addition to operating the Westwood One Radio Networks, Westwood owns the Mutual Broadcasting System and the NBC Radio Networks, making it the second largest network radio company, next to ABC, in annual billings.

American Top 40 is produced by ABC/Watermark, the Los Angeles-based in-house

program production unit of ABC Radio. (ABC acquired Watermark, the initial distributor of *American Top 40*, in January 1982, at which time it struck a seven-year deal with Kasem.) "We were not surprised by the move [Kasem to Westwood] because we couldn't come to terms on financial considerations," said Tom Cuddy, vice president of entertainment programming for the ABC Radio Networks. "We made our final offer in January and stood by it. No additional offers were made."

Cuddy said a new host for *American Top 40* will be announced on or about May 1, saying that "over 600 people" from radio,

television and the recording industry have expressed interest in the job. "We haven't made a decision on the timetable for a transition [to a new host]," said Cuddy.

He continued: "We will keep the name *American Top 40*. All the elements to the show, including the writers, will remain." (ABC holds the rights to the title.)

Among the personalities said to be under consideration to replace Kasem at ABC are the co-host of the nationally syndicated television show *Entertainment Tonight*, John Tesh, and the announcer as well as a regular member of the television game show *Hollywood Squares*, Shadoc Stevens. □

Former TV executive to head APR

WNET's Salyer assumes public radio presidency April 11; increasing 'upfront' money for new program development is among his goals

Stephen Salyer, 38-year-old senior vice president of marketing and communications for WNET(TV) Newark, N.J., will become president of American Public Radio next Monday, April 11. Al Hulson left that post in August 1987, and Eric Friesen, senior vice president, programming, has served as acting president.

When asked what a noncommercial TV man can bring to the presidency of a national distributor of public radio programming, Salyer lets his resume do at least some of the



Salyer

talking: appointment to a U.S. presidential commission and subsequent lobbying, fund-raising and foundation work on population and international development matters, including work in Africa; a master's degree in public administration from Harvard University's Kennedy School of Government; an internship at WNET; three years of public service work at the Population Council while he attended New York University law school, and eight more years at WNET during which he directed the station's educational division, program development and corporate communications. He brings to APR, he said, editorial and marketing experience, and a practiced ability to find and support talent.

As a national outlet for locally produced programming, said Salyer, APR has an "opportunity to play a stronger role in the development of new programming...without reversing the right position—of not owning facilities or getting deeply invested in a lot of woodwork."

With the established involvement in APR's program fund of the Ford, MacArthur and Mellon Foundations and the Pew Memorial Fund, he said, one of his major objectives will be to increase the "earnest, upfront money" it will take to consolidate and expand a currently "wonderful array" of programming on the performance side.

Noah Adam's *Good Evening*, launched Jan. 9, 1988, as the replacement for *Prairie Home Companion*. "is getting better every week," Salyer said. Currently, 181 affiliates carry *Good Evening*, according to APR. And with the announcement that former PHC host Garrison Keillor will provide

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APR with occasional programing, beginning with a live broadcast next summer (BROADCASTING, March 21). Salyer believes that "Garrison isn't through with radio, and we're not through with Garrison."

Of the as yet unknown fallout that may come from National Public Radio's decision to "unbundle" its news and performance programing (BROADCASTING, Dec. 14, 1987), Salyer said that APR will focus on "needs unmet by NPR, picking our targets carefully...not competing for the sake of competition."

Although he concedes that APR, because of Keillor, is most strongly identified with performance programing, he notes that it also offers nine news shows, including *BBC World News*, [Christian Science] *Monitor News* and *Business Update*, a new co-venture of APR and CBS Radio produced by the latter and currently distributed to 73 APR affiliates. That co-venture, Salyer said, exemplifies APR's drive toward creating "non-duplicative" programing.

"Public radio, in the future," he said, "may become—if not the only act in town—the only network act in town...for serious news, beyond five-minute updates...and for serious music, classical but not only classical. There's an opportunity for public radio. I want to be sure that...APR is committing the time and the resources to seize and to lead." □

Radio syndication firm launched by former CBS executive

Targeting programs for AM stations will be the focus of Dick Brescia Associates (DBA), a new program syndication firm created by the former senior vice president of the CBS Radio Networks.

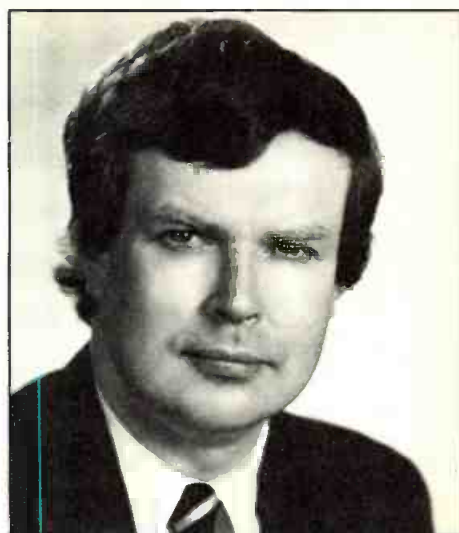
Brescia's initial programing packages, unveiled to BROADCASTING last week, include a weekly, satellite-delivered, one-hour show hosted by humorist and author Tom Bodette, who is also the voice of the Motel 6 commercial campaign. The new show will be similar to the homespun approach of American Public Radio's popular *A Prairie Home Companion*, which was hosted by Garrison Keillor. (That show evolved into *Good Evening*, hosted by Noah Adams, earlier this year.) Also on DBA's programing agenda is the resurrection of *Mystery Theater*, a one-hour, Monday through Friday series ("Closed Circuit," March 28).

The Bodette show, titled *The End of the Road*, will be taped live before a studio audience in Homer, Alaska, Bodette's home town. The title of the show is derived from Homer's location. According to Brescia, Homer is "about as far west as you can go" in the U.S. Said Brescia: "A lot of comparisons will be made between Bodette's show and *Prairie Home Companion*. The difference will be in Bodette's personality and how he gets his humor across." Target date for its debut is September.

Mystery Theater was originally distributed over the CBS Radio Network for nearly 10 years in the 1970's and early 1980's.



Brescia



West



Tom Bodette of 'End of the Road'

Brescia said the program's producer and creator, Hi Brown, has "five years worth" of original drama episodes. Target air date has been set for June 6.

Stations that have already signed for *Mystery Theater*, according to Brescia, are KCBS(AM) San Francisco, KOA(AM) Denver and WISN(AM) Milwaukee.

Both *End of the Road* and *Mystery The-*

ater will be satellite-delivered and offered to stations on a bartered basis. "These programs will give AM stations something different to sell instead of just spots," said Brescia, saying he is looking to clear stations in at least 35 of the top 50 markets for both shows.

In addition to the two long-form programs, DBA is readying a satellite-fed, 60-90-second feature service for a June start. The service will include, among other series, *Smart Money*, hosted by financial authors and radio talk show hosts, Ken and Daria Dolan; *Entertainment Close-up*, hosted by commercial voice-over artist Frank Andrews, and a yet untitled sports feature hosted by KMOX(AM) St. Louis and CBS sports personality Jack Buck. All of DBA's programing will be delivered over Satcom I-R.

"Each week we will provide six vignettes on each subject that will carry the DBA commercial. In addition, stations will receive another six programs [in the same series] to broadcast in other time periods that can be made available to local advertisers for an exclusive sponsorship," said Brescia.

Joining DBA as vice president for affiliate relations is David West, who held the same position for the CBS RadioRadio Network until early this year. DBA is currently based at 17 Appletree Lane, Norwalk, Ct. 06850. □

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Public television holds annual meeting

Station personnel gather in Washington to ponder present and future of 'America's TV'

Described again this year as a gathering of workers in "America's TV," public television's 1988 annual meeting will run next Sunday through Wednesday, April 10-13, at the Crystal Gateway Marriot hotel, in the Washington suburb of Arlington, Va. Although the National Association of Broadcasters massive annual convention in Las Vegas that same week usually creates a drain on available speakers, PTV meeting attendees will hear prominent cable industry and congressional leaders share their views on the state of public television.

Among the issues to be covered by approximately 400 attendees, the currently strained relations between public television and the cable industry will surely get some play, with the appearance at Monday's luncheon of James Mooney, president of the National Cable Television Association, and at a Sunday afternoon cable carriage workshop of Rod Thole, executive vice president of cable MSO, Heritage Communications.

Annual meeting co-sponsor, the National Association of Public Television Stations, after working together with NCTA over the past few months, has concluded that during the past three years public stations have been dropped and not restored by 106 cable systems nationwide, according to Bernadette McGuire, NAPTS director of research. One hundred and eleven public stations, she said, have been channel-shifted over that same period. The question of what the FCC will do in response to the U.S. Court of Appeals decision to throw out FCC must-carry rules late last year (BROADCASTING, Dec. 14, 1987) defines both cable and public television concerns.

Additionally, with the appearances of House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Senate Budget Committee Chairman Lawton Chiles (D-Fla.), attendees will also hear two of their strongest supporters on the Hill address federal support of noncommercial television. Those discussions will likely include debate on the means for creating an alternative to the current congressional appropriations process—an alternative identified for the past half-year with Senator Ernest Hollings (D-S.C.) and the public broadcasting "trust fund" he has proposed (BROADCASTING, Nov. 23, 1987).

Discussion of the fiscal 1989 budget proposed by the PBS board (BROADCASTING, March 28), plans to replace public broadcasting's satellite interconnections system in 1991 and the presentations Monday evening of the Ralph Lowell Award, as well as the

first Outstanding Public Television Manager Award, will also highlight the three-day session.

According to a preliminary agenda, following 10 a.m.-to-noon registration Sunday, the opening day will feature a smorgasbord of 10 workshops and discussions. Beginning with a 1-5 p.m. workshop designed for public television board members, attendees may choose from these workshop topics: PTV and high-definition television; Corporation for Public Broadcasting management consulting service; education: building state support; satellite replacement project; CPB nonfederal financial support issue paper discussion; programming: risky business; U.S. Department of Education Star Schools program; PBS development and marketing, and cable carriage: A new perspective for the multi-channel era.

MacNeill/Lehrer NewsHour correspondent, Roger Mudd, will deliver the general session keynote address at 9 a.m. Monday, April 11. NAPTS board Chairman Richard Ottinger, PBS board Chairman Alfred Stern

and PBS President Bruce Christensen will also address the general session. Mooney's general session luncheon appearance will be followed by a discussion of how stations can balance board and management activity, a review of 1987 programming highlights and an overview on the future of fund raising. Small group sessions Tuesday afternoon will address strategic planning, fund raising, community involvement and identity, and a legislative workshop will feature Senate and House staffers.

Tuesday's agenda continues the general session with remarks by new NAPTS President David Brugger, Senator Chiles and Representative Markey. Small group sessions on independent producers and public TV, motivating staff, hurdles presented by overlapping PTV station markets and setting objectives for public television at large will precede more general session reports on the satellite replacement project, programming and the PTV mission, and an address on the state of American television by *Time* magazine television critic, William A. Henry. □

VCR usage on fast forward

AGB peplemeter says 53% of homes with TV also have VCR's

VCR's are used an average of just over seven hours per week, according to a study by AGB Television Research. The AGB study, the first look at VCR usage using AGB's "fingerprinting" technology, shows that VCR's are used 4.7 hours a week for playing prerecorded tapes and 2.4 hours a week for recording of programs.

According to the study, VCR's are in 53.3% of all U.S. television homes—64% of pay-cable homes, and 48% each of basic-cable only and noncable homes.

"Fingerprinting" is part of the AGB peplemeter service which involves a small device attached to the back of a television set to measure recording as well as playback of all recorded tapes.

The AGB data covers three weeks ending Jan. 24. The data was gathered from the 2,000 homes in AGB's sample.

Within the seven hours per week spent using VCR's, 49% of the time is spent on rented, purchased or borrowed tapes, 17% for playback of home-recorded tapes, 23% for recording while the set is off or tuned to another channel, and 11% for recording while the set is tuned to the same channel.

The study says pay-cable homes spend more time recording and less time playing tapes back than do nonpay, cable homes.

Pay-cable homes spend 2.9 hours per week taping programs (45% more than noncable homes). As for the playing of tapes, noncable homes use their VCR's 5.1 hours per week, compared to 4.3 hours per week in basic and nonpay-cable homes.

According to the study, 72% of all recordings are made in prime time (41%) and daytime (31%), while the bulk of playback of that material occurs outside prime time on weekends (45%), early fringe (22%), late night and early morning.

The majority of prime time recording occurs on Sunday night. Friday night leads the way for playback of home-recorded material, with 25% of home recordings being played back on that night, more than any other during the week.

Saturday night is first in prerecorded (rental and purchased tape) play, accounting for 23% of all such VCR playback. VCR households spend nearly one hour of prime time per week for prerecorded material. Noncable homes spend 25% more time than cable homes on viewing of prerecorded material.

When the VCR is used for daytime recording, the set is off 70% of the time; for prime time recording the set is off only 28% of the time.

AGB assigns a .9 rating to recording that occurs without viewers present, and a .7 rating for playback of home-recorded

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In light of the industry's debate on whether to add such recording and playback information into program ratings or whether to break it out separately, AGB Television Research president and chief executive officer, Michael J. Poehner, said AGB is still the process of refining its own decision. AGB's next breakdown of VCR usage using its fingerprinting technology, covering the month of April, will be out in May. □

Channel shifting controversy erupts in Wisconsin

In-market CBS affiliate is moved, while duplicated signal remains; but cable offers \$25,000 deal

WKBT(TV), a CBS affiliate (ch. 8) in La Crosse, Wis., is being moved from ch. 3 to ch. 26 on the Eau Claire, Wis., cable system (the two cities are in the same ADI), in a move that has created a firestorm of controversy that is already being felt in Washington. The station is not only upset over what happened, but how events surrounding the lineup change developed.

The Eau Claire system (owned by American Television & Communications), in revising its channel lineup and adding several new services, is grouping two sets of broad-

casts signals on opposite ends of the lineup. On the lower portion of the dial will be WHWC(TV) Eau Claire (PBS), which remains on ch. 2; WCCO-TV Minneapolis, a CBS affiliate that remains on ch. 4; WQOW-TV Eau Claire, an ABC affiliate, that remains on ch. 5, and WEAU-TV Eau Claire, an NBC affiliate, that remains on ch. 6. WKBT is being moved from ch. 3 to 26, to make room for CNN, which had been on ch. 15. "Subscribers like the idea of grouping," said ATC's area manager Jan George, and the repositioning moves "made perfect logical sense." The new lineup is scheduled to go into effect May 1.

WKBT is unhappy with the channel repositioning because an out-of-market CBS affiliate, WCCO-TV Minneapolis, remains on the lower end of the dial, while it was moved. The station also took exception to the way it was notified of the change (it found out through an advertiser) and the ensuing negotiations with the cable system, which offered to keep the service on ch. 3 in exchange for a \$25,000-per-year cash payment. The station said it barely had one day to check with its parent company, the rep firm, Adam Young, Inc., before giving the cable company a final decision on the offer.

The cable company contends that WKBT will not lose audience by the move. It says that by moving CNN to a lower channel, the system can maximize its advertising revenues, which will help keep rate increases down. Minneapolis is a major metropolitan market near Eau Claire, and George said the system felt it was important to retain a

Minneapolis station on that end of the dial. Minneapolis and La Crosse are roughly equal distant to Eau Claire. The channel move is also intended to increase sampling of the entire lineup, said George, by placing strong stations throughout.

The station feels the move "causes disruption to the public service and trust," said WKBT General Manager Dave Peschau. The station, bought 18 months ago by the Young rep firm has expanded its interest in the Eau Claire market, opening a sales office there and planning a news bureau. WKBT also claims to be the number one station in the market in the November book and number two in February, behind the ABC affiliate, which carried the Olympics. Peschau argues that WKBT is the official CBS affiliate in the La Crosse and Eau Claire market it is licensed to serve. By grouping it at the lower end of the lineup with other Minneapolis stations, it is being relegated to second-class status, he said. The station has written its representatives on Capitol Hill and is talking with its lawyers. "We are reviewing every legal option," Peschau said.

Tom Rackerby, president of ATC's national division, said deals between broadcasters and cable operators to settle channel positioning are not uncommon. They typically involved UHF independents seeking a standard channel position on several cable systems, said Rackerby, and the financial arrangement is usually tradeout advertising. Rackerby said the money was an option neither he nor George "wanted to bring up." "It was just a suggestion," said George, and a way for the station to reduce the amount of revenue it claimed it would lose by being shifted. "We viewed it [WKBT] as a distant signal," said Rackerby. "They viewed it as a local signal." □

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Swaggart out of NRB?

By the time the Assemblies of God church's general presbytery met last Tuesday, March 29, and decided that minister Jimmy Swaggart must not preach during the next year, the executive committee of the National Religious Broadcasters (NRB) association had already quietly recommended to its board of directors "that the Jimmy Swaggart Ministries membership in NRB be terminat-



Swaggart

ed," according to NRB executive director, Ben Armstrong. Swaggart had even more quietly met with the NRB ethics committee in early March, he said.

Armstrong had said little over a month ago that Swaggart's cooperation with NRB in the wake of the minister's on-air confession of unspecified "sins" made expulsion from the association unlikely (BROADCASTING, Feb. 29), but subsequent examination of association by-laws, Armstrong said, revealed no suspension provision. "You're either in or out," he said. Noting that reinstatement is possible, he described the recommended termination as "in effect, a suspension." Armstrong added that, although a special meeting could be called earlier, the full NRB board is not scheduled to meet until Jan. 28, 1989. The Assemblies of God suspension also requires the Swaggart Ministries to stop distributing TV programs fea-

turing Swaggart during the first year of suspension. With Swaggart off the air, the NRB will apparently not act on its expulsion recommendation until 1989. □

Symbiosis. Shearson, Lehman & Hutton, the New York-based investment bank with more than \$4.2 billion in capital, and Gary Stevens & Co., the newly launched New York company headed by the former associate managing director of Wertheim Schroder & Co. that specializes in broadcast mergers (primarily radio) and acquisitions, entered into a joint marketing arrangement last week. According to Stevens, former president of Doubleday Broadcasting, the deal will allow his company access to the capital markets, creating new opportunities and clients for both parties.

and antenna 984 feet above average terrain. *Broker: Media Venture Partners.*

KZAN(FM) Ogden, Utah □ Sold by Ben Lemond Broadcasting Co. to Utah Broadcasting Co. for \$1,825,000. **Seller** is owned by brothers, John and Richard Webb, who also own co-located KLO(AM). **Buyer** is principally owned by John Mattus and Paul L. Spranger, who also own KLCY(AM)-KYSS(FM) Missoula and KMON-AM-FM Great Falls, both Montana; KLCI(FM) Nampa, Idaho, and KKLR-FM Edmond, Okla. KZAN is on 97.9 mhz with 26 kw and antenna 3,770 feet above average terrain. *Broker: Chapman Associates.*

WLL(AM)-WGOL(FM) Lynchburg, Va. □ Sold by C.G.S. Communications to George Douglas for \$1,450,000. **Seller** is owned by Michael Ceffarati and Dick Singer, who also own KAAA(AM)-KZZZ(FM) Kingman, Ariz. **Buyer** is vice president of American Cablesystems Inc., Beverly, Mass.-based cable MSO. He has no other broadcast interests. WLL is on 930 khz with 5 kw day and 500 w night. WGOL is on 98.3 mhz with 3 kw and antenna 240 feet above average terrain. *Broker: Chapman Associates.*

WTNZ(FM) Clinton, Tenn. □ Sold by REBS Knoxville Inc. to WTNZ Inc. for \$800,000. **Seller** is Brentwood, Tenn.-based group of two AM's and one FM principally owned by Rick James and John Roberts. **Buyer** is owned by Mildred Littleton and her son, Kevin Dean Littleton. Mildred Littleton's husband, Sam, owns wzo(AM) Franklin, Tenn., and Kevin Littleton has interest in WAMG(AM) Galatin, Tenn. WTNZ is on 95.3 mhz with 3 kw and antenna 674 feet above average terrain.

KSNW(TV) Wichita, KSNQ(TV) Great Bend and KSNQ(TV) Garden City, all Kansas, and KSNK(TV) Oberlin-McCook, Neb. □ Sold by Kansas State Network Inc. to SJL Inc. for approximately \$40-45 million. **Seller** is subsidiary of George C. and Wilda Gene Hatch Stations, Salt Lake City-based group of three AM's, three FM's and six TV's owned by George and Wilda Hatch. It is also in negotiation to sell KSNQ(TV) Topeka for approximately \$13 million. **Buyer** is New York-based group of six TV's principally owned by George Lilly. KSNW is NBC affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 1,000 feet above average terrain. KSNQ is NBC affiliate on channel 2 with 100 kw visual, 17.8 kw aural and antenna 970 feet above average terrain. KSNQ is NBC affiliate on channel 11 with 200 kw visual, 24.5 kw aural and antenna 800 feet above average terrain. KSNK is NBC affiliate on channel 8 with 300 kw visual, 60 kw aural and antenna 710 feet above average terrain. *Broker: Sandler Associates.*

WTOK(TV) Meridian, Miss. □ Sold by United-Broadcasting Co. to Benedek Broadcasting for \$13 million. **Seller** is Little Rock, Ark.-based group principally owned by Larry Wallace, chairman, and headed by Mike Waddington, president. It recently sold KARK-TV Little Rock, Ark. (BROADCASTING, Feb. 1) and KOBC-TV El Paso (BROADCASTING, Feb. 22). **Buyer** is Rockford, Ill.-based group of seven TV's principally owned by Richard Benedek. WTOK-TV is ABC affiliate on channel 11 with 316 kw visual, 47.9 kw aural and antenna 536 feet above average terrain.

WOKO(AM)-WGNA(FM) Albany, N.Y. □ Sold by Team One Radio Inc. to New Barnstable Broadcasting Inc. for \$6,750,000. **Seller** is owned by Michael F. Hanson, who also owns WNLK(AM)-WLYQ(FM) Norwalk, Conn. **Buyer** is Waltham, Mass.-based group of two AM's and six FM's owned by Albert J. Kaneb. WOKO is on 1460 khz full time with 5 kw. WGNA is on 107.7 mhz with 12.5 kw and antenna 980 feet above average terrain. *Broker: Blackburn & Co.*

KPEL(AM)-KTDY(FM) Lafayette, La. □ Sold by

Lafayette Broadcasting Inc. to Radio KPEL-KTDY Inc. for \$3.5 million. **Seller** is owned by Ron Gomez, who has no other broadcast interests. **Buyer** is principally owned by Michael Mitchell, former general manager of KADN(TV) Lafayette. KPEL is on 1420 khz with 1 kw day and 500 w night. KTDY is on 99.9 mhz with 100 kw

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Satellite Footprints

Getting control. The Weather Channel is the latest programmer to join the industrywide move to secure its signal using General Instruments' Videocipher II scrambling system. The programmer, delivered on GE Americom's Satcom III R, will begin testing fixed-key scrambled transmissions next July 15, "with the intent of being fully addressable by Sept. 1," according to The Weather Channel, which this month also established a direct broadcast satellite department. Headed by vice president of special projects Douglas S. Holladay and manager of direct broadcast sales Kevin Fenton, the department—with the help of HBO Marketing Inc.—will authorize home dish subscriptions through its cable affiliates. "We're very pleased to be making this service available to cable systems who are cultivating their businesses of selling to dish owners," said HBO vice president for direct broadcast, Bob Caird.

Dish owners will be able to subscribe to The Disney Channel beginning March 28, according to Disney, which will fully scramble its signal May 11, also using the de facto program industry standard, Videocipher II. Test scrambling on weekdays begins March 28. Dish owners will be able to subscribe at \$8.95 per month through Disney cable affiliates or by calling (800)-3-DISNEY, Monday through Saturday from 9 a.m. to 9 p.m. (NYT). Annual discounts, Disney said, reduce the rate to \$7.45 per month.

Big year. Thanks to diversification and "successfully adapting new technology to emerging customer requirements," Los Angeles-based IDB Communications saw a 91% increase in revenue in 1987, according to IDB chairman and chief executive officer, Jeffrey Sudikoff. And while revenue soared from \$6.318 million in 1986 to \$12.069 last year, IDB net income increased from \$801,000 to \$1,835,000.

Before 1987 IDB was known almost solely as the dominant radio signal carrier, serving Westwood One, Global Satellite Network, Voice of America and Radio Free Europe full time and providing occasional service to ABC, CBS, NBC, BBC, United Stations and Mutual; the firm served only one full-time video user—Los Angeles-based regional

cable sports network, Prime Ticket. With revenue from the company's first public stock offering in October 1986, IDB bought two mobile C-band uplinks from Netlink (then in Chapter 11) and during 1987 purchased three more C-band trucks, six Ku-band trucks and 10 flyaways. With that hardware, IDB has added a considerable number of full- and part-time video customers: Fox Broadcasting Network; cable programmers The Fashion Channel, The Playboy Channel, Shop Television Network and Movietime; syndicators Group W Productions, Lorimar and Videotape Co., and TVRO pay-per-view services, Telecast and First Run.

Birds fly in Indonesia. Satellite equipment manufacturer Scientific-Atlanta last week announced completion of a \$17-million deal to supply earth station equipment for 26 sites in an expanding domestic satellite network in Indonesia. Included in the order are four 10-meter transmission and reception earth stations.

Backyard news. General Instrument's Videocipher (VC) division, with the help of subscriber management and billing firm, Cabledata, has formed The Satellite Video Center, a "national electronic clearing-house" for automated pay-per-view programming aimed at scrambling that programming and at making the TVRO market more attractive to more programmers, according to VC division vice president, DBS services, Esther Rodriguez. Beginning July 1, PPV service Cooper Direct Video will begin scrambling using the VC division DBS Authorization Center in San Diego and the Videocipher-II descrambler, the de facto TVRO and cable standard. Cable programmer Home Sports Entertainment, which will begin scrambling its signals via VC-II on April 18, will offer "selected events during the test period" of VC's new HVS Videopal PPV ordering and billing equipment, which can be attached to the VC-II descrambler. Videocipher hopes the Satellite Video Center, HVS Videopal and concentrated billing procedures will quell programmer fears about unauthorized reception.

Colleges in space. Starting next Aug. 27, the Public Broadcasting Service will begin its direct-to-colleges Adult Learning Satellite Service (ALSS), according to PBS spokesman, Stu Kantor. An initiative of PBS's Adult Learning Service and PBS stations, ALSS will offer telecourses, teleconferences for the higher education community, seminars, workshops and conferences. PBS's broadcast television will continue to be the primary means of delivering telecourses to colleges and students, said PBS. The venture is aimed at the more than 750 institutions with television receive-only earth stations and eventually at those planning to add TVRO's. A 1987 Adult Learning Service survey showed that 87% of responding colleges with TVRO's would like to receive such a national educational program service.

Senatorial signals. Projections of much satellite media tour business coming from this year's senatorial and presidential campaigns has so far not materialized, but the constituents back home are regularly seeing and hearing their senators—particularly Republicans—on television and radio, live via satellite.

The Republican National Conference media center has been using its Senate Hart building studio (adjacent to the cap-

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itol building), a two camera crews, telephone lines, a microwave connection to Washington International Teleport (WIT) and a three-week-old agreement with National Public Radio to broadcast "actualities" (spots of senators in action) and live video conferences to radio and TV stations in the senators' home states on a daily basis. The media center reports that they can now get access to Westar IV on an hour's notice and to Satcom 1R with a day's notice. Intelsat and Brightstar Communications have been used to follow senators overseas. Actualities taped by radio stations last year totaled 37,792, said media center radio service manager, Clarkson Hine. The Republican media center encourages senators to do weekly radio shows, he said; in February 1988, the center conducted 18 radio news conferences (with four or five radio newsmen on line questioning senators directly in each). The deal with NPR came to fruition on Thursday, March 31, with a satellite media tour involving Senator Pete Wilson (R-Calif.) and 150 radio stations in his home state. The deal with WIT replaces the old system by which videotapes were carried to Bonneville Satellite Corp., said broadcast director, Fred McCaffrey.

The media center works with an annually appropriated staff budget of just over \$500,000 and an additional \$40,000 for equipment. "We try to operate like a news bureau," said McCaffrey. The center, he said, "won't feed an interview containing information on an opponent or other campaign-related" content. The broadcasts, because they are funded by the federal government, must be frankable—involving no special interests. Asked who makes the final judgment on frankability, McCaffrey said both the Senate Rules and Ethics Committees oversee media center activities. "Complaints are made" by nonincumbent campaigners, he said. "We have a big stake in not getting into that."

One aide at the Democratic Policy Committee, which has performed similar tasks for the other party for the past three years, said its operation consists of three one-person camera crews and two editing decks, but no studio. "We do no packaged" or live pieces said the aide. Instead, the senators' press secretaries normally confirm interest on the part of stations, perhaps take a prepared question or two from a news department and then help put together two-and-a-half- to four-minute shots or sound bites for use as the stations see fit. The committee does not create "actualities," which, according to a poll of press secretaries, said the aide, have gone out of favor. The process "doesn't work if you try to send something every day," said the aide. The committee has used one satellite vendor in the past, is in the process of switching to another and hopes in the future to gain the capability to conduct live satellite media interviews.



Honors from AWRT. American Women in Radio and Television handed out its Commendation Awards, for the realistic and creative portrayal of women, at the Waldorf Astoria in New York. Winners were chosen from 344 TV and radio programs. Pictured (l to r): Stephen Cragg, producer, *A Year in the Life* ("What Do People Do All Day?"), on NBC-TV, best entertainment program-TV; Diana Muldaur, who played the part of Dr. Alice Foley in that winning episode, and Jane Pauley, co-host of NBC's *Today*, who chaired the luncheon.

TELEVISION

- Best entertainment program** □ *A Year in the Life*: "What Do People Do All Day?" Universal City Studios, Universal City, Calif.
- Best documentary award** □ *Whisper Minnesota*, KTCB-TV Minneapolis/St. Paul.
- Best portrait award** □ *Triumph Over Darkness*, ABC News' 20/20, New York.
- Best news story award** □ *Farm wife financier*, WMBD-TV Peoria, Ill.
- Best news series or feature** □ *Women of Love—Women of Power*, WJLA-TV Washington.
- Best advertisement award** □ *Woman's Dance*, McDonald Davis & Associates, Milwaukee.
- Best editorial award** □ *Sexism in City Hall*, WMAQ-TV Chicago.
- Best public service announcement award** □ *The Spirit of Southern California*, KNBC-TV Burbank, Calif.
- Best children's programming award** □ *Supermom's Daughter—ABC Afterschool Special*, ABC, New York.
- Best talk show winners** □ *Victims Fight Back*, WWOR-TV Secaucus, N.J.
- Best magazine show winners** □ *Between the Lines: National Women's Studies Association*, WTBS-TV Atlanta.
- Best promotional announcement award** □ *Generations—Reflections on Women*, Lifetime Cabletelevision, New York.

RADIO

- Best entertainment award** □ *American Music Makers: Ruth Crawford Seeger*, WGBH(FM) Boston.
- Best documentary award** □ *Breaking the Silence: Voices on Battered Women*, KUOM(AM) Minneapolis.
- Best portrait award** □ *Sampler: Michigan Pioneer Women*, Michigan Public Radio Network, Kalamazoo, Mich.
- Best news story** □ *Are Women Making It in America?* WTOP(AM) Washington.
- Best News Series or feature award** □ *Invisible Voices: Women in the Dane County Jail*, WTSO(AM) Madison, Wis.
- Best commercial advertisement award** □ *The Women's Well* ("All of Me"), Stolz Advertising Co., St. Louis.
- Best talk show award** □ *Topic: Rape*, WINS(AM) New York.

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Can't tell the games without a schedule. Hughes Television Network has found a way to make things easier for news organizations that want to assemble Major League Baseball highlights during the 1988 season—the first season during which Hughes will scramble backhaul satellite transmissions from game sites to rights-holding TV stations, broadcast networks and regional cable networks (BROADCASTING, March 7). Each morning of the season, beginning today (April 4), Hughes will distribute a schedule of backhauls to the more than 300 TV stations subscribing to AP Express-Medialink, Hughes President John Tagliaferro told BROADCASTING last week. The schedule will describe satellite and terrestrial feeds, and identify which satellite will carry which games and which games will be scrambled, he said. The Hughes-AP deal, he said, was made through Medialink customer Group W's Newsfeed. "Almost all the flagship rightsholding stations," he said, are already Medialink subscribers.

"We've been trying right from the start," Tagliaferro said, "to put ourselves in the shoes of those trying to access games for highlights." The original idea to use Hughes's own data subcarrier proved unworkable, he said, because of short notice of game times, transponders and other pertinent information. Even without scrambling, finding all the desired games requires planning and guesswork. The schedules, he hopes, will make it easier for stations to plan the baseball coverage each day.

As of last Friday, he said, Hughes had installed 12 encoders and more than 100 descramblers—about half the original MLB order. By June all backhauls will be scrambled, but even after that regional cable network distribution feeds will still be in the clear—meaning news operations will be able to cull highlights from those sources without using a General Instrument Videocipher IB descrambler. To secure all its feeds, MLB will eventually have to persuade the cable networks to scramble too. Until then at least, Tagliaferro said, the daily schedules will not include cable distribution feeds.

Law & Regulation

Cities, FCC spar for authority to set cable's technical standards

Jurisdiction argued before high court

The Supreme Court last week was left with the problem of sorting out Congress's intentions in authorizing the FCC to establish technical standards for cable television systems across the country. Did it intend to permit the commission to preempt local regulation of technical standards? Or did it intend to allow local franchising authorities to establish standards designed to reflect local needs, even if they proved more stringent than the FCC's? At stake is a resolution of the question of whether the FCC has the dominant role in setting technical standards for cable television.

The National League of Cities and several cities, including New York, are appealing the 2-1 decision of the U.S. Court of Appeals in Washington affirming the commission's authority to preempt technical regulation as to Class I channels—those used to relay broadcast signals—for which the FCC has set national standards. The court unanimously, however, remanded to the commission that part of its regulation barring cities from setting standards for Classes II, III and IV, for the commission had chosen not to adopt standards for them. Class II channels are devoted to unscrambled, nonbroadcast services and Class III, scrambled pay services. Class IV channels provide two-way services.

The counsel for New York, Stephen J. McGrath, of the city's Corporation Counsel, who represented the cities, sought to per-

suaude the justices that the thrust of the Cable Communications Policy Act of 1984 was to limit preemption to areas where local regulation conflicts with commission standards. In all other areas, he said, the cities, with their need to set standards for renewing cable franchises, have authority equal to that of the FCC. And McGrath argued that, if a cable system can obey both a city's and the commission's regulations, the two sets of regulations are not in conflict.

But Lawrence G. Wallace, deputy solicitor general, who represented the commission, saw things differently. He said the Cable Act's Section 624 permits preemption and bars cities from adopting standards not "consistent" with federal regulations. And not consistent, the commission says, means "more stringent than" its regulations.

The commission has argued that a patchwork of technical standards across the country—cable service is now offered in more than 18,500 communities—would create serious adverse consequences for subscribers and operators in terms of the cost of service and the industry's ability to respond to technological changes.

Wallace also said the commission's authority was not limited to the 1984 act. He said the FCC continues to derive authority over cable from the Communications Act of 1934. That act provided the basis for commission preemption actions in 1972 and 1974. And Wallace said the Supreme Court's action, in 1984, in overturning an Oklahoma law prohibiting cable systems

from carrying commercials for alcoholic beverages "flowed from the commission's broad authority [over cable] under the Communications Act." McGrath insisted the commission's power over cable television was limited to that in the Cable Act.

The issues appeared to intrigue the court; several of the justices peppered counsel from both sides with questions during the one-hour argument. But it was McGrath who took most of the heat, particularly from Justice Antonin Scalia, who alone among the justices can claim expertise in cable issues. He had served as general counsel of the White House's former Office of Telecommunications Policy in the early 1970's, when it was involved in such issues. Scalia seemed, by his questions, to have been persuaded of the primacy of the commission's role. He suggested that the language in the Cable Act authorizing the commission to establish standards—it says the agency "may" prescribe them—settled the matter. Indeed, at one point he seemed to say cities were barred from adopting standards to include in their franchises until the commission had adopted federal standards.

Chief Justice William H. Rehnquist appeared to agree with Scalia, at least to the extent of quarreling with McGrath's interpretation of the language involved. He called it "an extraordinary reading" of the language.

The cities, said McGrath, "would have no power to establish standards the way [Rehnquist and Scalia] read the Cable Act." He acknowledged that one provision of the act says the commission "may" set standards but added that the language must be read in context with other provisions, specifically those authorizing cities to adopt franchising standards. At another point, he said: "The broad power [given to cities] to require facilities rejects the argument that national policy regarding technical standards is the purpose of the [Cable] Act."

Even Wallace had trouble agreeing fully with Scalia's apparent reading of the Cable Act. He said "there is a question" as to whether the commission, simply by not acting, can preclude cities from adopting technical standards to govern the quality of service on Class II through IV channels. The commission's failure to prescribe technical standards governing the quality of service on those channels was the basis of the appeals court's remand of that portion of the preemption case. The commission did not appeal that aspect; rather, it is now considering how to address the issue—whether to adopt standards or simply to articulate, as it did not in the original rule, its reasons for believing standards are not necessary.

There seemed to be some confusion during the argument as to whether that portion of the lower court's opinion was before the Supreme Court. At one point, McGrath said all elements of the commission's preemption order were at issue. Scalia—whose question had elicited McGrath's assertion—disagreed, saying only Class I preemption was before the court.

Justice Byron White, apparently puzzled, raised the issue with Wallace: "We don't have to reach Classes II, III and IV?" That is right, said Wallace. However, he also said

that the Supreme Court's decision regarding the commission's authority regarding Class I would have a "spillover effect" on the other classes of service, since all classes would be provided over the same facilities.

Two of the justices—Sandra Day O'Connor and Rehnquist—appeared to be concerned about the effectiveness of the commission's policy in assuring quality technical service. Could a local franchising authority deny renewal of a franchise if a competing applicant offered superior service? Not if the renewal applicant had been meeting the commission's technical standards, Wallace said. The commission is determined to hold the line against cities that would use competition among franchising applicants as a means of upping technical standards. Rehnquist expressed concern about substantial numbers of subscribers complaining about poor signal quality in spite of a system meeting federal standards. That would not happen, said Wallace. Since the standards are nationwide, they would be as acceptable in one place as another. He said the standards "assume acceptable visual and audio quality on every subscriber's set," regardless of location.

The counsel for the National Cable Television Association, which has intervened in the case on the government's side, told the justices that local authorities are not locked into the standards the commission adopted. A city has two options, said H. Bartow Farr III. It can petition the commission for a waiver of its regulations, citing special

FTC finances. "It is going to be difficult" for Congress to answer the Federal Trade Commission's request for a \$67,503,000 fiscal 1989 budget, said Representative Neal Smith (D-Iowa), chairman of the House Subcommittee on Commerce, Justice, States and the Judiciary, which held a 17-minute hearing March 28 on FTC appropriations. The House and Senate, Smith said, are proposing a freeze plus only 1% across-the-board increases for 1989; FTC's request is 1.9%, a \$1.26-million increase over 1988. Of the increase, said hearing witness FTC Chairman Daniel Oliver, \$700,000 is attributable to staff and salary matters; \$500,000 is due to "miscellaneous inflationary increases." Corporate merger and acquisition activity appears to "go on and on and on," Smith said, asking Oliver how the \$2.8-million cut in the current budget has affected the FTC's ability to handle the apparently increasing load. Oliver reported 2,200 merger filings at the FTC and Justice Department in the current fiscal year and said the "staff does seem to manage it."

problems, or it can petition the commission to change its standards. "But the cities cannot do what they are asking here," he said, "to impose their own idiosyncratic standards on top of the commission's." □

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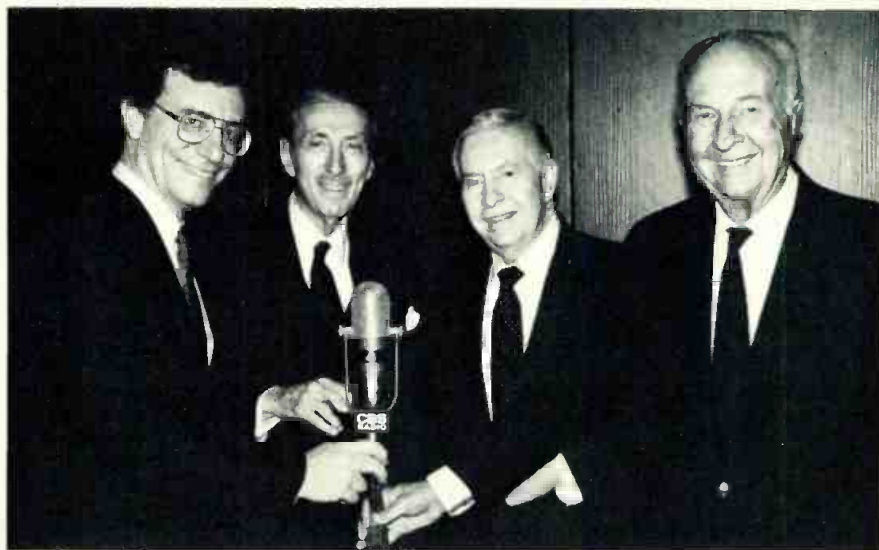
Burch calls it "sobering" job to follow convicted swindler

Dean Burch, director general of the International Telecommunications Satellite Organization, was the luncheon speaker before a group of his former colleagues. It was the monthly meeting of the Federal Communications Bar Association, and he has known its members since 1969, when President Richard Nixon named him chairman of the FCC. He did not send the lawyers back to their offices reeling under the weight of new information. But he managed to make some points for the organization he has headed for 11 months, as well as to strengthen ties between himself and the U.S. government.

By way of introduction, he spoke for what is believed to be the first time in public about the situation that gave rise to his election to head the global system—the firing of his predecessor, Richard Colino, for defrauding the organization, a crime for which Colino is now serving a prison sentence. Burch noted it had been 18 months since that scandal involving the first American to head the organization broke. And, he said, it had been a "sobering" and "challenging" effort to assure the world of the "bona fides" of the government that had backed him—as well as "to assure that never on my watch will any further shame be brought on Intelsat."

He also used the opportunity to thank those in and out of the government who worked for his election as director general—Ambassador Diana Lady Dougan, who earlier this month left her post as head of the State Department Bureau of International Communications and Information Policy; former FCC Chairman Mark Fowler; Alfred Sikes, assistant secretary of commerce for communications and information; Communications Satellite Corp.'s chairman, Irving Goldstein, and Bruce Crockett, president of Comsat's World Systems Division.

If Colino's speeches sometimes struck sparks, particularly when he talked of the



50-year roundup. Past and present anchors of the *CBS World News Roundup* met at the Museum of Broadcasting to reminisce about the origins and events surrounding that seminal radio news broadcast, now celebrating its 50th anniversary (BROADCASTING, March 14). Robert Trout, the CBS correspondent who launched the *World News Roundup* in March 1938, said that when the broadcast began it was thought of as a "stopgap" to cover the crisis then developing in Austria and crises that followed in Munich and Poland. Trout added that *World News Roundup* is "one of the few things" still on radio of which Edward R. Murrow would approve. Dallas Townsend (host of the program in 1956-61 and in 1963-82) agreed, but added that Murrow might not approve of today's premium on conciseness and speed in news broadcasts. "One reason Ed Murrow is remembered with such affection and admiration" had to do with the time that went into writing his news copy, Townsend said. Current *World News Roundup* host Bill Lynch, who noted how some stations carrying the CBS broadcast today are often too impatient to carry the full broadcast (daily 8-8:15 a.m.) said that "the cash register" and consultants are influencing general managers and news directors today.

At the session's conclusion, Joseph Dembo, vice president, CBS News, radio, said that "50 years after the *Roundup* was born, we in radio and television seem to have entered an era where the public's need to know about an increasingly complex world is relegated to 35-second reports masquerading under the self-serving slogan of 'comprehensive news.' And where the values of Murrow, Trout, Edwards, Townsend and Lynch are sometimes forgotten, I think some practitioners in broadcast journalism could use a professional and ethical compass for what's left of the 80's and 90's."

Pictured above at the MOB with an old microphone used on the broadcast are (l-r): Lynch, Trout, Douglas Edwards and Townsend.

separate satellite systems the U.S. was authorizing to compete with Intelsat, Burch took a gentler approach. He said Intelsat "has no quarrel with the exercise" of the U.S. government's "right" to pursue its goal of "competition in the provision of interna-

tional communications services. . . We ask only that we be allowed to pursue the programs and policies necessary for us to compete in the provision of services throughout the world." He also noted competition is not new to Intelsat. "We compete daily—and always have—with submarine cables."

However, Burch touched on an issue that represents a sore point in Intelsat's relations with Pan American Satellite Corp., the only American separate system thus far authorized by the FCC to compete with Intelsat. In his prepared remarks and later in a question-and-answer period, he said Intelsat satellites do not have excess capacity—they "are close to operational saturation with 75% to 85% fill." That, he said, is not a situation Intelsat enjoys. He attributed the problem to the difficulties the world's manufacturers of launch vehicles have been encountering. Intelsat is planning to introduce a new generation of satellites, Intelsat VII, in 1992.

Later, Phillip Spector, one of PAS's lawyers, made it clear PAS remains unconvinced of Intelsat capacity. He said the rea-



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son the system appears to be running out of capacity is that Intelsat is using transponders for planned domestic service—a kind of service PAS intends to provide. Spector also noted that PAS, basing its figures on a submission of the United Kingdom's signatory, in September, determined that 52% of Intelsat capacity would be excess in 1993. And the UK paper said that the largest single use of the system in that year would be for domestic services.

Burch also spoke, with some circumspection, about the problems he foresees for Intelsat late next summer at the second session of the World Administrative Radio Conference, which is to develop a plan for use of the space services. He said Intelsat, which has no vote at such international conferences, is limited as to the orbital locations it can use for its satellites. Those satellites, he said, require more power and "tend to be dirtier" than domestic satellites, and are restricted as to location—they must be in slots where they can tie continents and ocean regions together.

Accordingly, he said, Intelsat at the upcoming WARC will urge that consideration be given to the needs of multiadministration systems, such as Intelsat and Inmarsat. Given multiadministration systems' special needs—and the fact that they serve a number of countries—he said, "I think that's legitimate."

Burch recognized the "long-standing struggle" between multiadministration systems and individual countries over the issue—indeed, he was involved in the struggle as the head of the U.S. delegation to the first session of the Space WARC, in 1985. And he said Intelsat was not seeking to be the "first or only" entity in seeking consideration. "But we'd like to be considered when the plate is passed around."

Burch, observed one of those who heard him speak, is trying to do his job for Intelsat, "without picking a fight with the U.S." □

Court broadens protection of news from court review

Journalists in New York have a new and broader grant of protection against forced disclosure of news material. The state's highest court—the Court of Appeals—last week ruled that, with few exceptions, reporters are not required to turn over such material to the courts, even when it comes from nonconfidential sources, provided the news organization is not a party to the case at issue.

The court, in a 6-0 decision, said that "if the material sought is pertinent merely to an ancillary issue in the litigation, not essential to the maintenance of the litigant's claim or obtainable through an alternative source, disclosure may not be compelled." The case involves a 23-year-old man who is suing a construction company for injuries suffered in an accident on a road on which the company was working. The man is seeking

to obtain photographs taken at the scene by a photographer working for *The Rochester Democrat and Chronicle*. Although only one of the photographs had been published, two lower courts had upheld an order directing the newspaper to turn over all of them.

In its decision, the appeals court noted that ordinarily a nonparty to a case has no choice but to surrender material sought by a court. It also noted that the appellate divi-

sion had held that protection from disclosure was limited to cases involving confidentiality. But the appeals court cited what it saw as the need to protect a news medium against "repeated demands for its source material." Given the nature of journalists' work, the appeals court said, "attempts to obtain evidence by subjecting the press to discovery as a nonparty would be widespread if permitted on a routine basis." □

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Turned down. Divided three-judge panel of U.S. Court of Appeals in Washington dismissed petition of communications attorney appealing his disqualification from comparative hearing. Judges Ruth B. Ginsburg and Stephen F. Williams, for different reasons expressed in separate opinions, held that petition of Seymour M. Chase was not reviewable. Third member of panel, Chief Judge Patricia Wald, dissented, saying case is subject to review. Case arose out of apparent conflict of interest in which Chase found himself as result of being involved in two proceedings before FCC. In one, in Newton, N. J., he was representing corporation in which one principal, Dr. Samuel Waters, was shareholder, and in another, in Bakersfield, Calif., he was opposing limited partnership in which Walters was partner. He subsequently withdrew from Newton proceeding, but remained as counsel in Bakersfield case, until disqualified on motion of opposing counsel.

President and press. Reporters Committee for Freedom of the Press's annual summary of Reagan administration's relations with press contains more than 200 actions committee says administration has taken since 1981 to restrict public and media access to government information. New summary includes more than 60 new incidents that occurred between March 1987 and February 1988, as well as updates of many of the remaining incidents. Said Jane Kirtley, executive director of committee: "The latest version of our 'Reagan chronology' underscores that contempt for the public's right to know permeates virtually all facets of the current administration's information policy." One new incident contained in latest report notes disclosure by Lieutenant General William E. Odom, head of National Security Agency, that he regularly refers cases of news leaks to Justice Department, asking that journalists reporting information be prosecuted under espionage laws.

Lobbying questioned. Pan American Satellite has called on FCC's Common Carrier Bureau to investigate extent of lobbying by International Telecommunications Satellite Organization on separate satellite systems issue during 1987. PAS, only American separate system thus far authorized to compete with Intelsat, suggests in report filed with Common Carrier Bureau that Communications Satellite Corp., U.S. signatory to Intelsat, has not submitted accurate reports to commission on amount of that lobbying, as required in bureau order issued in 1985 and later affirmed by commission. PAS filing says Comsat reported Intelsat spent \$6,724 on separate-systems lobbying last year. On other hand, lobbyists for Intelsat reported to Congress that they received over \$22,000 for lobbying in Intelsat's behalf and reported to Justice Department, under Foreign Agents Registration Act, that they received nearly \$80,000 from global system. PAS filing does not break down those receipts as to purpose. But PAS says Comsat should be required to explain "discrepancies," particularly in light of affidavit of PAS lobbyist, Janet R. Studley, who said her sources report Intelsat lobbyists were active on separate systems issue throughout 1987. Comsat's reports on Intelsat lobbying on that issue were required as means of assuring that percentage of those costs for which Comsat was responsible would not be charged to ratepayers. PAS says that if Comsat is found to have violated bureau order, bureau should impose "severe sanctions" on signatory.

Judiciary reorganization. House Judiciary Committee Chairman Peter W. Rodino Jr. (D-N.J.) has announced he will retire at end of this year, paving way for new chairman to head Judiciary in next Congress. Representative Jack Brooks (D-Tex.), currently chairman of House Committee on Government Operations, is in line to succeed Rodino on Judiciary and in press statement expressed desire to take post. There had been speculation that if Brooks opted not to take chairmanship, Robert Kastenmeier (D-Wis.), now Copyright Subcommittee chairman, would then be eligible for seat. Rodino has chaired Judiciary for 15 years.

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TV networks closed mouthed over rep action

They're not saying what they intend to do after FCC announcement that it will consider lifting ban on networks repping for affiliates

The three major television broadcasting networks claim they had nothing to do with the FCC's March 24 decision to consider dropping its prohibition against networks representing their affiliates in the spot advertising market. Indeed, their Washington representatives say the move took them by surprise.

But the statements (or lack of them) from the networks last week leave open the possibility they make take advantage of the opportunity to challenge the 29-year-old ban.

If that is their intent, they can expect to meet stiff opposition from rep firms, who believe lifting of the ban is not in their interest or that of their clients.

Thomas Leahy, president, CBS Television Network, said: "We are against any restrictions on networks." As to whether the network would consider representing affiliates if the ban is lifted, Leahy said that would be up to the affiliates. Whether a significant portion of the affiliate body would want such a service from the network, he said, "is yet to be determined. But we are not adverse to looking into it."

NBC released the following statement: "The rule is certainly an anachronistic one, and NBC will participate in the commission's review of it."

Beyond denying responsibility, Capital Cities/ABC had nothing to say.

Fox Television, a budding network that did not exist when the ban was adopted, was also tight-lipped. Michael Binkow, vice president, corporate communications, declined to comment on whether Fox has been involved in the proceeding, whether it intends to comment in the proceeding or whether it is interested in getting into the rep business.

If the majors move against the ban, they will run smack into FCC Commissioner James Quello. Although he voted for the rulemaking, he released a statement last week expressing his concerns about allowing the networks back into the rep business.

"The commission adopted the rule out of concern for the potential harm to competition in broadcasting," Quello said. "Obviously, there have been significant changes in the television industry since the rule was adopted. Nevertheless, I am far from convinced that the potential for anticompetitive activity, concentration of control, conflict of interest and undue influence by the networks over local broadcast stations' programming practices have been negated by evolution of the television marketplace. . . . Parties seeking to eliminate or modify the existing national spot sales rule bear a heavy burden."

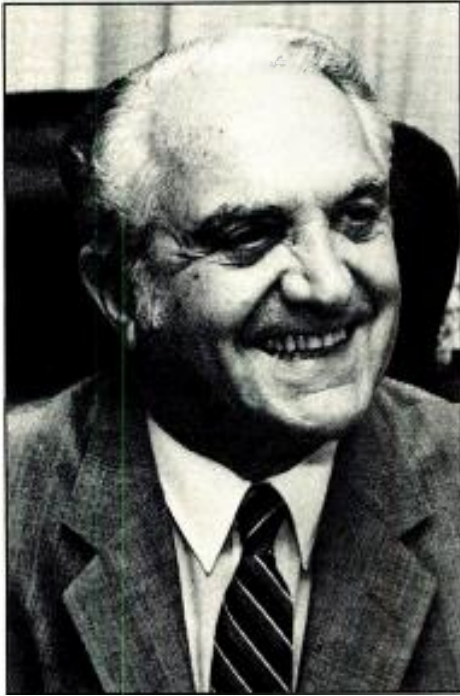
Quello said he was able to vote for the

rulemaking despite his reservations because its scope is broad and because it proposes, as one of the alternatives, retention of the ban.

FCC officials support the networks' story that the networks had nothing to do with opening the proceeding. Said FCC staffer Judy Herman: "As far as I know, none of the big networks is interested in this."

And, they say, the FCC is not particularly interested in loosening the regulatory reins on the big three. "I don't see any push to do anything in the network regulation area," said John Kamp, director of the FCC's office of public affairs.

"This is seen [here] as a clean-up item,"



Quello

Kamp said. "The way networks are defined in the current rule, darn near anybody could be defined as a network. To that extent, it is troublesome. The way I read it, co-owned stations are a network and can't represent themselves."

The ban against the three broadcast networks from representing their affiliates is one of many intended to limit the power and influence of a network over its affiliated stations.

In 1978, the FCC granted Spanish International Network (now Univision), a Spanish-language network, a waiver of the rule and asked for comments on whether small networks such as SIN should be exempted. Since 1987, the FCC has granted similar waivers to Latin International Network Corp. and Telemundo Group Inc.

According to Herman, the proceeding to exempt small networks got hung up in an unrelated adjudicatory proceeding involving Univision. When that case was settled last year, the FCC was free to move forward on the proceeding.

To complete the proceeding, the FCC decided it had to issue a further notice of proposed rulemaking. "We could not act on the existing record," which includes comments of only about a half dozen parties.

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"The existing record is pitiful."

Opening the proceeding up to consider whether the ban should still apply to large networks "seems appropriate," she said. "It's important to consider the full range of policy options."

Rep firms are against allowing the big networks into their business. Jerry Feniger, head of the Station Representatives Association, said SRA "will exert every resource to maintain" the current prohibition. The reasons for imposing the ban are as valid now as they were in 1959, he said. "No man can serve two masters," he said, selling network and spot time.

"We are totally opposed to it. Totally," said Ray Johns, president of Seltel Inc.

Through the compensation and affiliation arrangements, he said, networks have the power to force their affiliates to accept network representation in the spot market. And, once networks are the reps, they will sell network time first and spot time second. "It would put the stations in a stranglehold."

Gary Scollard, chairman and chief executive officer of MMP Sales Inc., another braced to fight against the lifting of the ban, said it does not make sense for the networks to fight for it. It would bring the networks under greater antitrust scrutiny by the Justice Department, he said.

The reps' concern for their affiliate clients may be misplaced. "If the restriction is lifted, that's OK," said Ben Tucker, executive

vice president, Retlaw Broadcasting, and chairman of the CBS affiliates board. "Anytime you open up a business to competition, it's only going to make our business healthier."

What's more, Tucker said, "I'm not convinced that the networks would jump readily into the business." It is a "small margin business" and stations would not abandon their current reps unless the networks offered a much better "package."

Some affiliates, particularly large group owners, are concerned about allowing the networks in the rep business, Tucker said. They fear the networks intrusion into such areas as advertising rates and preemption of network programming, he said. □

Journalism

UPI's new management unveils turnaround plan

Employee layoffs, cost cutting, new business ventures among key points in WNW Group's plan

The new management of UPI unveiled a business plan last week it said would stop the flow of red ink, now \$2 million per month, by July 1989. The plan calls for the

elimination of 150 employees, including nearly 100 from the editorial side; administrative cost savings of \$10 million, through greater communication, technical and operating efficiencies, and exploration of joint venture opportunities with the Financial News Network.

UPI will continue to run as a round-the-clock wire service, said President Paul Steinle, but will readjust its coverage to provide fewer stories, yet stories that have a greater chance of being used by clients. The style of writing will also be adjusted, with emphasis on clarity and short, declarative sentences, he said. The same writer will write one story for all three mediums—radio, television and newspaper, for instance—with computer technology assisting in altering the same version of the story to suit.

WNW Group took over management of the wire service on Feb. 19, and conducted

market research to determine the needs of UPI's present and potential clients. Out of the research came the two-part business plan, entitled UPI 2000, the first part devoted to stabilizing the company, the second part to expand UPI's businesses.

Earl Brian, chairman of WNW Group, and also chairman of Infotechnology, parent of FNN, estimated that \$15 million in capital would be needed to implement the new business plan. Most of that money will be raised from venture capital firms, but initially, several million will come from Infotechnology, to bridge the gap until outside capital can be raised. Brian said the company had lined up investors when it made a bid for UPI several years ago, and he did not foresee a problem gaining financing as long as a credible business plan was in place. The first phase will last three to six months, Brian said, with the second phase kicking in over the next 18 months. Brian said the plan

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UPI's four-year balance sheet

(Year-end results in millions of dollars)

	1985	1986	1987	88 YTD
Revenue	\$90	\$83.4	\$72.6	\$11.1
Operating expenses				
Payroll	40.1	46.3	47.3	8.0
Travel	4.2	4.7	4.7	0.6
Newsgathering	5.5	5.9	5.8	0.8
Telecommunications	16.2	15.4	12.0	1.8
Equipment	7.3	5.3	5.3	0.8
Service supplies	1.3	0.7	1.8	0.4
Professional fees	3.7	2.4	1.8	0.4
Rent	4.1	4.3	4.7	0.9
Miscellaneous	7.3	8.3	7.2	1.4
Total operating expenses	89.7	93.3	90.6	15.1
Income (loss) before taxes	0.3	(9.7)	(18.0)	(4.0)
Income taxes	—	—	(0.1)	—
Net income (loss)	0.3	(9.7)	(18.1)	(4.0)

envisioned that UPI would turn a profit in the quarter beginning July 1, 1989.

The new management plans to alter UPI's business offerings in several ways. It will unbundle the packages it now offers clients, allowing them to choose the items they want. UPI will reprice the products, with an eye toward allowing the marketplace to determine how much it is willing to pay for individual services. But Brian said offerings to broadcasters will continue to remain packaged. Separate broadcast and newspaper wires will continue, he said.

On the news services front, WNW plans to develop DBC SuperNews, which will deliver news and information from UPI over the vertical blanking interval of FNN's television signal, which reaches 28 million homes. Viewers with personal computers could access the data, at a cost Brian said could range between \$400 to \$500 per month. Using the VBI, said Brian, is a much cheaper mode of transmission than the combination of satellite, telephone and FM sideband that has been used in the past. UPI is also negotiating with C-SPAN to use five lines of its VBI for SuperNews. That and other communications efficiencies, said Brian, will be employed to knock \$10 million off UPI's administrative costs. Satellite costs are \$3 million a year, said Brian, but the capacity is being utilized only 20% of the time, indicating an area for cost savings. Brian said UPI has insurance policies for things that were not insurable. And another cost saving will occur when the translation desk is moved from Washington to a Central or South American location, said Brian.

Other UPI/FNN joint venture possibilities include the development of technical graphics indicators; shared use of interviews and information among FNN, Score (FNN's cable sports service), Telshop (FNN's home shopping service) and UPI; joint polls; an overnight talk show with Score talent to be distributed to UPI-member radio stations, and the use by UPI of FNN columnists.

Journalistically, the business plan calls for concentration of resources on state and regional reporting; more technical reporting in specialized areas, such as business, finance, health, science, law and medicine; the development of a Publishability/Broadcastability Quotient, to determine the level of acceptability of a particular story; the commitment to implement a digital photo transmission service this year, and the "development of a new, more productive and universal writing style for both print and broadcast media that emphasizes clarity and compact presentation of stories." That style will "help bridge the gap between print and broadcast media," UPI said, and is intended to be more appealing to viewers and readers. Bill Ferguson, managing editor, national news, said stories will be written "more for clarity than for style." The five W's will not necessarily be crammed into the lead, he said. And technology will help in the style conversion. The computer system, for instance, can automatically knock out quotes in a story. For radio broadcasters who do not need quotes as much as the newspapers do, quotes can be extracted by computer, requiring fewer manhours for rewriting, Steinle said.

In its business plan, UPI's new managers said the old wire service concentration on "beating AP" resulted in "not enough emphasis on or concern about who uses the material and what gets used. That sort of supply-side thinking is going to be replaced at UPI by demand-side sensitivity," UPI said. But UPI will still cover "most events," said Brian. Productivity will be increased because copy handling will be more efficient through use of computer technology.

Steinle said he was bullish about UPI Radio, but that it was "too soon to say what we'll do with that." He denied that it was up for sale. "We intend to expand it," he said. The only specific reference in the business plan to radio, other than an expression of continued backing, was that a second audio channel will be added to deliver coverage of special events.

The company also plans re-selling sessions, to try to gain back former clients. It currently has 2,500 clients, Brian said.

The employe cutbacks, said Brian and Steinle, will come from across the board, and drop the wire service from 1,280 to 1,130 employes, not including its 5,000 stringers. One or two bureaus may close, said Brian. Some areas will be beefed-up, including the main editorial desk in Washington, and administrative departments will be increased from four to seven, although 50 employes from that area will be let go. For instance, Brian said the sales and marketing functions, now in one department, would be separated. Employes leaving will be offered benefit packages, severance, letters of rec-

ommendation and job search skills, Brian said.

The Wire Service Guild, which is in negotiations with UPI over a new contract, was cautiously optimistic over the new plan. Sean McCormally, chairman of the guild's bargaining committee, released a statement that said: "We agree with WNW management that what UPI needs now is stability. We believe the logical next step toward stability is for management to reach a fair and equitable contract with its employes." The guild said it was not seeking anything that would cost UPI money or prevent it from expanding into other businesses. "While we regret that many of our colleagues are losing their jobs, we are happy to hear Paul Steinle assure us this morning that there will be no more layoffs beyond the 150 announced today," the guild said. The guild said that since November 115 employes have been fired and 100 have resigned. Adding in the new layoffs, the guild said, the wire service "is poorer for that loss."

A statement the guild issued two weeks ago indicated that differences over the contract talks remained. The guild said management pressed for new concessions while "refusing to set a written timetable for the payment of hundreds of thousands of dollars in overdue employe medical and expense claims." The guild also wants details of the agreement between UPI owner Mario Vazquez Rana and WNW to manage the wire service. □

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NIT picked

ESPN announced last week it had secured the rights to the National Invitational Tournament's pre-season and post-season college basketball contests. In all, ESPN will carry 13 to 14 games—the semifinals and the championships of both the Big Apple NIT pre-season tournament in November and the post season tournament in late March. Previously the NIT tournament had been seen on USA Network through Mizlou Television.

USA had carried three games from the Big Apple tournament and three from the post season NIT this past season. In ESPN's expanded coverage, it will carry 10 games from the Big Apple tournament in November and three to four games of the final tournament, in March 1989. The 1988 pre-season tournament will include North Carolina, Indiana, Louisville and Syracuse.

Penny for your order

Telaction Corp., the home shopping service owned by J.C. Penney, has signed Jones Intercable to carry the service to Jones's 35,600 subscribers in the Chicago area. Telaction allows subscribers to order

merchandise through the keypad of a touch-tone telephone. Viewers can browse through video displays of merchandise and services from 38 companies, including Marshall Field's, Sears, Foot Locker and a local Chicago grocery chain.

On the lookout

The Kids Information Network, a basic cable service designed to help locate missing children, has lined up systems serving two million subscribers for its May launch. Organizers are soliciting cable operators and advertisers for the 24-hour channel that will be developed to showcasing some of the estimated 1.3 million missing children in the U.S.

The service is owned by United Broadcasting Systems, a for-profit entity based in Los Angeles, which has no other broadcast interests. According to President Jay Eckstein, UBS has its own studio from which the programing will be transmitted. Private investors with real estate interests have put up several million dollars to launch the service, said Eckstein. It will be seen on Satcom 1R, with the transponder price and location still under negotiation with General Electric.

The service will feature roughly 24, one-minute reports per hour on missing children, 14 minutes of features, 12 minutes of national advertising, two-and-a-half minutes for local advertising, with the rest of the time spent on promotions, ID's and introductions.

Eckstein said the service will be offered free to cable operators, and he hoped the local avails will spur operator's interest. No national advertising deals have been signed, but Eckstein said the company is talking to grocery chains, fast-food and dairy companies, the types of companies that have participated in finding missing children through other media. Companies that want to promote a good corporate image will also be sought to advertise, Eckstein said. The rate for one 30-second spot is \$90; for one 60-second spot \$150. The rate card drops to \$80 each for 100 30's and \$135 each for 100 60's.

Eckstein said 75% of the systems that have signed to date will carry the service full time. Operators can choose the amount of KIN programing they air, and they have the option of picking up segments that pertain to their area. The only MSO to have expressed an interest in signing has been Post-Newsweek, Eckstein said. "American Television & Communications was very helpful," said Eckstein, in also getting behind the project, although no company-wide commitment has yet been made.

In total, the service will air segments on several hundred missing children, and more as they become available, said Eckstein. KIN is also working with national missing children groups to gather material for the network.

This announcement appears as a matter of record only.



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Media Concepts, Inc., owner of radio station

WJJR-FM, Rutland, Vermont

The undersigned acted as financial advisor to Caravelle Broadcast Group Consolidated, Inc. in connection with this transaction and assisted in the recapitalization of the company.

Chemical Bank Investment Banking

March 1988

CHEMICAL INVESTMENT BANK

Cable's top

Arbitron, through its Broadcast Advertisers Reports, has released a list of the top 10 cable television advertisers for 1987, based on figures supplied from six cable programmers—CBN, CNN, ESPN, MTV, USA Network and WTBS(TV) Atlanta. Leading the list is Procter & Gamble at \$23.7 million, which represents a 20% drop from 1986. New to the top 10 are Coca-Cola and Thompson Medical.

Company	1987 total	% change from 1986
1. Procter & Gamble	\$23,713,272	-20.3
2. Anheuser-Busch	22,943,379	+17.7
3. Philip Morris	20,581,730	-7.2
4. General Mills	18,580,934	+19.6
5. Time	16,411,682	+2.3
6. Mars Inc.	14,876,662	-15.8
7. RJR Nabisco	14,688,479	+40.5
8. Coca-Cola	9,796,911	+59.8
9. Thompson Med.	8,373,684	+360.2
10. General Motors	7,967,826	+10.6

Threat to independents

Preston Padden, president of the Association of Independent Television Stations, is taking issue with Discovery Channel executive John Hendricks's view of the future of independent television. Hendricks (pictured, right), in a speech before the Washington Metropolitan Cable Club two weeks ago (BROADCASTING, March 28), predicted that only the "clever and bold" independent stations will survive and that a shake-out within that community will result in "a new national syndication business that will provide 12-to-24-hour daily packages for vertically programed independent broadcasters." Cable programmers such as Discovery, he said, could buy up the failing independents, using them to air, for example, C-SPAN, with other hours used to promote cable programming and urge viewers to subscribe. Hendricks suggested calling such a set up the "Teaser Network."

The cable executive's remarks, prompted Padden to write House and Senate members of the two telecommunications subcommittees. Included was a copy of Hendricks's remarks. "Mr. Hendricks foresees a future in which cable television would succeed in destroying many local independent television stations. Under this scenario, those failed broadcasting facilities would then be used to 'tease' poor consumers who could not afford the cost of cable television service," wrote Padden.

Hendricks, says Padden, attributes Discovery's success to "free enterprise." But, it was cable operators' investments in the channel that led to its success. "Prior to that vertical integration, the Discovery Channel served only six million subscribers. Today, its subscriber count is in excess of 27 million," said Padden.

Ad opportunity

Turner Broadcasting System and Tribune Broadcasting have extended the reach of their nonwired television network for advertising sales to include eight more stations. That puts the combined reach of the group of 15 stations to 74% of the U.S., including all of the top 12 markets.

The eight stations are TVX Group's WTAF-TV Philadelphia (fourth market), WDCA(TV) Washington (ninth) and KTXH(TV) Houston (10th); Cox Enterprises' KTVU(TV) San Francisco (fifth) and WKBD(TV) Detroit (seventh); Gaylord Broadcasting's KTVT(TV) Dallas (eighth) and WUAB(TV) Cleveland (11th), and Gillett Group's WSBK-TV Boston (sixth).

They join Turner's WTBS(TV) Atlanta (12th), and Tribune's WGN-TV Chicago (third), WPIX(TV) New York (first) and KLTa(TV) Los Angeles (second), all superstations, with Tribune's other stations, WGNX(TV) Atlanta (12th), KWGN(TV) Denver (19th) and WGNO-TV New Orleans (24th).

The move is designed to offer advertisers an alternative to the broadcast networks and syndication in national media buys, said TBS Sales President Farrell



Discovering Russia. Discovery Channel Chairman and Chief Executive Officer John Hendricks (l) and President and Chief Operating Officer Ruth Otte participated in a telecommunications space bridge with the Soviet Union on March 21, answering questions live from a studio audience in Moscow. The 40-minute segment was part of a four-hour program concerning television aired by the Soviets. The Soviets also had hookups with television executives in Japan and South America in the program.

Hendricks said the Russians, with only two national broadcast channels, had to have "cable" explained to them. When they found the U.S. had a multitude of channels, said Hendricks, that "opened their eyes a bit."

The space bridge was an outgrowth of Discovery's use of Soviet television last year in a week-long examination of that country. Several questioners asked about the reaction in the U.S. to that programing. Discovery's efforts earned it this year's Golden ACE award from the National Academy of Cable Programming and the Olive Branch Award from the New York University Center for War, Peace and the News Media and the Writers and Publishers Alliance.

Reynolds. In related news, CNN said it has added 11 broadcasters from 10 countries to its *CNN World Report*, including the countries of Algeria, Bahrain, West Germany, Hungary, Saudi Arabia and Cyprus. *World Report* has now aired material from 74 news organizations from 70 countries.

Sports showcase

Madison Square Garden Network has postponed the launch of its sports update show from April 4 to Oct. 8. *MSG SportsDesk* will appear an average of four times per night and will run three to five minutes in length, MSG said. Andrea Joyce, former sports anchor at WFAA-TV Dallas, will join the service this summer as a reporter and will co-host *SportsDesk*. The other co-host has not been named.

On appeal

Tele-Communications Inc. has appealed a district court decision that upheld a fine levied on the company by the city of Chicago over a local programming dispute. The city's cable commission fined TCI \$60,000 for what it said was failure to live up to the franchise agreement's requirements on local programming (BROADCASTING, Jan. 18). TCI, for a period of time, had used local programming produced in its suburban studios on its city

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systems. The cable commission fined the company for failing to originate Chicago programming. TCI appealed to the district court, which sided with the city in January. Initially, TCI did not plan to appeal, but upon reading the decision, and the judge's interpretation of the city's constitutional rights to oversee program content, TCI felt compelled to appeal to the 7th Circuit U.S. Appeals Court, a TCI attorney said. The city's response is due April 13.

NYT gets 10-year nod

The Cherry Hill, N.J., town council has recommended a 10-year franchise renewal for the existing cable operator, NYT Cable, after the company amended its refranchising application indicating it would upgrade its system to include at least five more channels. NYT has a 36-channel system, and the council's cable

advisory board had initially recommended only a three-year renewal. Expanding the channel capacity had been a prime concern of Cherry Hill. Steve Felsenstein, chairman of the cable advisory board, said the council deemed the amendment and lengthened cable contract "a fair compromise."

Irving Kahn's application for a franchise in Cherry Hill, through his Choice Cable subsidiary, will be addressed at an April 13 meeting. Kahn plans to build a fiber optic system in Cherry Hill and in surrounding communities where he intends to apply for franchises.

New reference

Home Box Office and Children's Television Workshop began production last week of a new children's series, *Encyclopedia*, which will debut on the pay service in September.

The show will be "a hip, fast-paced collection of entertaining comedic sketches and original songs, featuring an eight-member ensemble group and state-of-the-art visuals." The 24 episodes will cover a wide range of issues, people, places, sports and the arts.

The program is designed to appeal to 6-to-11-year-olds and will have as writers veterans of *Sesame Street* and *Saturday Night Live*. Staff for the show will be drawn from CTW's other series, *Sesame Street* and *3-2-1 Contact*.

More for Prevue

United Video's Prevue Guide said that 750,000 subscribers have been added to its lineup as 15 out of 18 new affiliates have begun carrying the service. The other three systems will begin carrying Prevue Guide in the next 45 days, it said. The largest system to sign on was Heritage's Lincoln, R.I., system (70,000 subscribers).

Nittany gift

Richard Loftus, president and owner of Trident Communications, and his wife, Sylvia, have given \$50,000 to the National Museum of Cable Television at Pennsylvania State University. Richard Loftus is national coordinator for the museum's drive to gather \$2 million to build the museum and fund a faculty chair at the school.

Children's fare

CBN Cable Network has begun production of *Gerbert*, a new children's show that will



Gerbert

debut in May. The show centers on a child-like puppet that shares the experiences, concerns and questions of children. *Gerbert* will premiere at 8:30 p.m. on May 1 and join the regular schedule at 9 a.m. on Saturday and 11 a.m. on Sunday thereafter.

Co-production

Arts & Entertainment Network said it had signed an exclusive agreement with Devillier-Donagan Enterprises to distribute *The Divided Union*, a co-production of A&E and Great Britain's Channel 4. The five-part mini-series chronicles the U.S. Civil War.

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StarCast network pushes toward launch

Programming for independents would be fed by satellite to stations covering 50% of the country; if service materializes, it will launch next fall

Officials of StarCast, the proposed new programming network for independent stations, released a list of 64 television licensees and permittees who have signed "letters of interest" in becoming affiliated with StarCast, if it launches. So far, three of the 27 on-air independents signing such letters are currently affiliated with the Fox Broadcasting network—WUTV(TV) Buffalo, N.Y. (38th ADI), WETO(TV) Bristol, Va.-Kingsport-Johnson City, Tenn. (86th ADI), and WDBB(TV) Tuscaloosa, Ala. (185th ADI).

In addition to the 27 on-air stations that have signed the letters, 37 permittees have signed. According to Walter Windsor, presi-

dent,

the network still has a long way to go before it becomes a reality. Stations that have indicated an interest will not be asked to sign affiliate commitments until they have seen the proposed program schedule. That proposal should be ready in 60 days, according to Windsor. In addition, the network is still looking for a substantial chunk of in-

vestment capital, which Windsor hopes to obtain from a single backer, who in return would receive a "big piece" of the network.

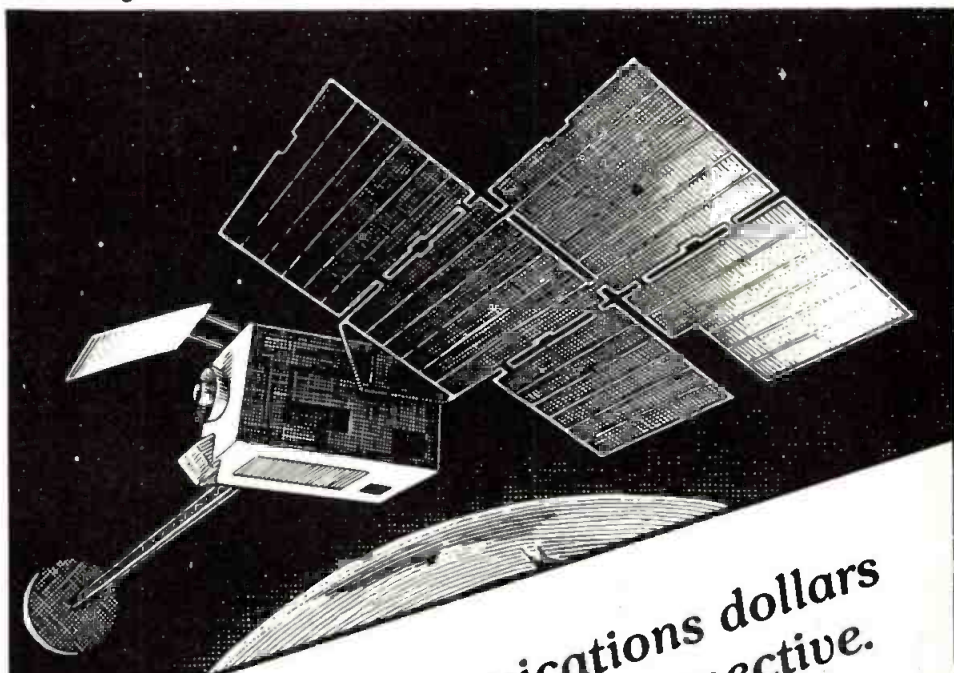
Also, there are major gaps in the roster of affiliates expressing interest, and it is impossible to predict how many stations will actually sign up. In New York, for example, Windsor acknowledges that the only shot the network has at signing an affiliate is with the



Windsor

dent, Star Television Network, the Orlando, Fla.-based company trying to launch the new network, about one-third of the permittees say they expect to be on the air by the fall, the revised launch date for StarCast. (Initially, the network was to launch this spring.) If all goes according to plan, Windsor said, the network will launch with stations covering about 50% of the country, building eventually to 70%.

The basic StarCast concept is a satellite feed of 18 hours of evergreen programming. Stations signing on could carry as much or as little of that 18 hours as they choose, but would be required to run two minutes of StarCast commercials each hour. Stations would also pay a monthly affiliate fee, based largely on market size and how long they have been on the air (BROADCASTING, Jan. 4). In addition to old off-network and syndicated series, several libraries of films will be



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permittee of a station in nearby Newton, N.J. That permittee, Mountain Broadcasting (whose principals are associated with a producer of Korean religious broadcast programming), is being challenged at the FCC by several losing applicants. Mountain has not indicated when it expects to have its station on the air.

Windsor said that as of last week the network had no interested stations in four other top-20 markets—Philadelphia, Houston, Cleveland and Miami.

Only one of the three FBC affiliates so far signing a StarCast letter of interest could be reached at deadline. Robert Lochte, general manager, WETO, stressed that its interest in StarCast, should not be read as dissatisfaction with FBC. "I'm definitely bullish on the Fox network," said Lochte. "The two would work together." Lochte said he has no plans to drop any segment of FBC program lineup, although he expressed doubts about the long-term viability of Fox's late-night franchise.

As for StarCast, he said, "it's an interesting proposition." Lochte said he is most interested in StarCast for the potential cost-efficient daytime programming the network may offer. "We don't know exactly what will be proposed, but we'll certainly take a look at it."

Lochte said he would prefer the StarCast service if it were offered on a pure barter basis, without a monthly affiliate fee—a proposal he has submitted to Windsor. "I won't rule out cash, but I'm shooting for straight barter and maximum program flexibility," said Lochte. □

GE Americom shows interest in TVRO

Major satellite firm moves toward establishing Ku-band DBS in U.S.

GE Americom is querying the satellite equipment market on the cost and delivery logistics of more than a million Ku-band earth stations—to be delivered over a number of years—several industry sources confirmed last week. The query reportedly specifies that receivers be equipped with scrambling decoders compatible with General Instruments' Videocipher II (VC-II) system, the de facto standard in cable television program distribution.

The high number of units and the VC-II compatibility specified by GE Americom, said observers, effectively assure that Americom has in mind direct broadcast satellite distribution of entertainment programming to millions of potential and current television receive-only (TVRO) dish owners in the U.S. via its Ku-band satellites.

Unusual appearances this month at TVRO gatherings by the presidents of GE Americom and Hughes Communications, operators of cable programming's primary satellites, have demonstrated their growing interest in making Ku-band capacity available for DBS use. Hughes President Stephen Petrucci called DBS a "business whose time has come," proclaiming that technological, financial and market elements are now "all in line" (BROADCASTING, March 7). But the Americom query, said sources last week,

significantly intensifies the race to be the first satellite operator to sign a major cable television programmer to a Ku-band delivery contract.

Ku band's attractiveness, due to its higher power, rests with its ability to be received by small dishes. Since smaller, less expensive dishes are more salable to the TVRO owner than bigger dishes for C-band use, DBS operations already under way in Europe and Japan use Ku-band, not C-band, technology. Japanese manufacturers in particular, observers said, are making those dishes smaller and smaller.

GE Americom currently distributes HBO, HBO Festival and Cinemax programming via its Ku-band K1 satellite, while maintaining C-band transmissions of that programming to the cable industry via GE's Satcom IIIIR. When GE Americom and HBO formed the venture, Crimson Satellite Associates, nearly two years ago, the companies hoped that HBO would draw other cable programmers to Ku-band delivery. Eventually those programmers would move to the Crimson Associates' Ku-band bird, K3, scheduled for launch in 1990.

The C-band-dominated cable industry, and consequently cable programmers, have resisted any move to Ku-band delivery. Observers also report fear among cable operators that higher powered Ku-band delivery, with its ability to reach small, inexpensive home dishes directly, will result in programmers bypassing cable as a distribution outlet. So far, K1 has attracted no additional programmers.

However, cable operators, in most cases, are authorized by programmers to resell their programming to the TVRO market. Approximately two million C-band TVRO's currently subscribe to various packages of cable programming. In fact, the nation's largest multiple cable system operator, Tele-Communications Inc. last October financed a significant move into the TVRO market by its subsidiary, Netlink USA.

As agents for 65 cable companies owning over 1,000 systems, Netlink helps operators jump over programmer limitations on resale of programming outside their franchises and adjacent counties. Netlink, said its president, Brian McCauley, can market premium package channels and its 13-basic-channel package anywhere in the country by combining all its affiliates' franchise and adjacent counties. Because of two deals announced by Netlink last week—a distribution agreement with Echosphere, a home satellite equipment manufacturer that also sells program packages, and a commission agreement with home dish dealers—Netlink hopes to cover 100% of U.S. counties "by summer or fall," said McCauley.

TCI, also co-owner of another TVRO distributor, Tempo Television, appears already to have in place the capacity to resell DBS programming. Netlink, however, said McCauley, has recently signed to remain on GE Americom's C-band Satcom F1 through the end of the satellite's operative life in 1992. □

March 1988

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RepReport

KOKH-TV Oklahoma City and WRUH-TV Richmond, Va.: To MMT Sales from Katz/Independent and TeleRep, respectively.

WCZE(AM)-WLOO(FM) Chicago: To Republic Radio from Hillier, Newmark, Weschsler & Howard.

WVWE(AM)-WDOK(FM) Cleveland: To Eastman Radio from McGavren Guild.

WXTU(FM) Philadelphia: To Durpetti & Associates from Banner Radio.

KXKL-AM-FM Denver: To Durpetti & Associates from Torbet Radio.

WFRG-AM-FM Utica-Rome, N.Y.: To Christal Radio from Roslin Radio.

WKQB(FM)-WQIZ(AM) Charleston, S.C.: To Eastman Radio from Republic Radio.

WGNC(AM)-WCKZ(FM) Gastonia, N.C. (Charlotte): To Durpetti & Associates from Republic Radio.

Moved. Eastman Radio's Detroit office has a new address: 31000 Telegraph Road, Suite 230, Birmingham, Mich. 48010; (313) 646-1000.



Behind the curtain. Turner Broadcasting System signed a deal to deliver portions of TBS's CNN Headline News to Poland, the first time CNN reports have been available in the Eastern bloc. Polish television will tape one Headline News report daily, translate it into Polish, and air it with a Soviet television report on the same subject. News has been going in the other direction for several years, as CNN has utilized excerpts from Eastern European telecasts. Shown above signing the agreement are (seated, l-r): Janusz Roszkowski, chairman of the Polish State Committee for Radio and Television, and TBS Chairman Ted Turner.

Standing (l-r): Lew Rywin, managing director, Pottel Agency; Terence McGuirk, president, Turner Cable Network Sales, and Trevor Jones, CNN International Sales.

BottomLine

Technical advance. Broadcast equipment manufacturer Chyron Corp. will increase its equity investment in editing system maker CMX Corp. from 74.4% to 80.5% through exercise of warrants. Chyron will acquire 2.799 million shares of CMX common at 61.8 cents per share, with CMX using proceeds in part to retire \$1.2 million in notes owed to Chyron.

Less shopping. Home Shopping Network's second-quarter net income was off 44% from previous year. HSN's Roy Speer cited 1987 telephone system problems, currently subject of lawsuit, for TV shopping service's lower results. Second-quarter net income was \$5.2 million, or six cents per share, on net sales up 16.6% to \$193 million.

Olympic deal. ABC has struck a deal with CBS/Fox Video Sports to retail 90-minute highlights videocassette of the 1988 winter Olympic games. CBS/Fox Video Sports will also sell a new, two-and-half-hour cassette of highlights from ABC's 1984 and 1980 winter games coverage.



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Cleveland in HDTV

Rebo High Definition Studio, New York, has produced a promotional campaign for NBC's WKYC-TV Cleveland in 1,125 line/60 Hz-format high-definition video. According to the studio's president, Barry Rebo, the promotion spots mark the first use of HDTV video by a U.S. TV station. The decision to use HDTV was made by the station's advertising agency, Wyse Advertising, Cleveland, because of the ability to create a realistic image by using more matte effects than are possible with 525-line video or film. The spots were down-converted to NTSC video before they began airing in March.

The three promos show WKYC-TV weatherman Terry Burhans during "live" outdoor reports in a blizzard, heavy winds and a thunderstorm. A few national television commercials have been produced in HDTV, including one for Reebok shoes last year by Rebo. The studio is also producing a full-length feature, "Do it Up," for theatrical release.

Women in the news

ABC-TV affiliate WSB-TV Atlanta has launched new 5 p.m. half-hour newscast co-anchored by two women, 12-year WSB veteran, Monica Kaufman, and former CNN prime time anchor, Chris Curle.

The children's hours

The sixth annual *Children's Miracle Network Telethon*, which has raised \$110.8 million for local children's hospitals since its 1983 launch, hopes to raise another \$50 million in 21 hours, beginning at 9 p.m. June 4. Originating live from Disneyland, Anaheim Calif.; Disney World, Orlando, Fla., and Tokyo Disneyland, the telethon will air on more than 180 television stations in five countries—18 more stations than last year, when the telethon raised \$40.5 million.

Viewers will see Bill Cosby, Sammy Davis Jr., Wayne Newton, Mickey Mouse, Donny, Jimmy and Marie Osmond, Chicago Bears

quarterback Jim McMahon and other celebrities asking them to help five million children in 160 hospitals. "And the best part," according to honorary chairman, Bob Hope, "is all the money raised stays in the local markets" where the money is raised. "No other telethon," said Hope, "can make that claim."

Bring on the Brits

Mobil Corp. has extended through 1993 its grant to WGBH-TV Boston for presentation of two popular PBS series, *Masterpiece Theater*, which Mobil has underwritten since its launch in 1971, and *Mystery!*, also underwritten by Mobil since its debut in 1980. Immediate plans for *Masterpiece Theater* include a seven-part BBC series, *A Perfect Spy*, based on a John Le Carre novel; *Heaven on Earth*, a Canadian Broadcasting Corp.-BBC feature about Welsh orphans shipped to Canada in the early 1900's, and *Christabel*, a four-part series revolving around a plot to assassinate Hitler. *Mystery!* plans include Anglia Television's two-part adaptation of Terence Rattigan's play, *Cause Celebre*; London Weekend Television series *The Charmer*, and two more Sherlock Holmes productions from Granada, *The Hound of the Baskervilles* and *The Sign of the Four*, both with Jeremy Brett reprising the lead role.

MacArthur grants

Noncommercial television stations WQED-TV Pittsburgh and WGBH-TV Boston are the top beneficiaries of \$1.5 million in new John D. and Catherine R. MacArthur Foundation grants supporting television and film documentaries examining global environmental issues. WQED will receive \$850,000 to help in producing its PBS series *Man & Nature*, a look at the search for a balance between development and conservation in diverse geographical areas. *Man & Nature* is to be co-produced with the World Wildlife Fund, a U.S. conservation organization based in Washington. Another \$400,000 grant will go to WGBH-TV's Science Unit—producer of *Nova*—for a separate 10-part series, *State of the World*, investigating the "far-reaching consequences—good and bad—of human economic and moral choices" concerning "the world's natural resources and processes."

And Ted Turner's Washington-based Better World Society, which produced *Only One Earth*, an 11-part documentary aired last year on PBS, has been granted \$125,000 to promote the cable telecast this

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spring over superstation WTBS(TV) Atlanta. The series of three one-hour and eight half-hour segments "portrays the perilous state of the earth's environment and the impact on natural resources of ill-considered trade, agricultural and development policies," according to the foundation.

TV research resource

TV Guide publisher Walter Annenberg has been donating network television scripts to the University of Pennsylvania's Annenberg School of Communications since establishment of the ongoing gift to the university in 1980. The Annenberg School has now opened its archive of more than 24,000 TV scripts to researchers who may also use a database archive thesaurus of more than 400 subject headings. For permission to use the archives, contact Television Script Archive, The Annenberg School of Communications, 3620 Walnut Street, Philadelphia 19104-6220.

Caring about child care

Kicking off public television's "Child Care America" awareness and community outreach campaign, the Public Broadcasting Service will air a one-hour documentary, *Who Cares for the Children?*, April 13 from 8 to 9 p.m. NYT. Billed as equivalent to the joint Corporation for Public Broadcasting-Capital Cities/ABC Project Literacy United States, conducted over the past year, the new outreach project will involve funding and activities by CPB, the American Express Foundation, Crayola manufacturer Binney & Smith Inc., the National Association for the Education of Young Children and PBS stations during the April 10-16 "Week of the Young Child."

Efforts will include distribution of a CPB booklet, "What If I'm Home Alone," for "latchkey" children whose parents work; tie-in programs on PBS series *Sesame Street*, *Mister Rogers' Neighborhood* and *Nightly Business Report*; an AEF-underwritten national business teleconference and NAEYC-conducted fairs, local conferences and workshops and the nationally aired PBS documentary.

Rhea Perlman—real-life mother of three pre-schoolers and co-star of NBC's *Cheers*, in which she plays a single working mother of six—hosts *Who Cares for the Children?* The KCTS-TV Seattle-produced program examines current day-care crises (day care is the second highest family expense, and turnover among day-care staff averages 40% each year), the future (80% of mothers with preschool children will be in the work force by 1990) and apparently successful solutions to the crises being conducted in five American cities and in Sweden.

The booklet, "What If I'm Home Alone: Your Family's Guide to Home and Personal Safety Skills," is written and illustrated for children, as well as parents, and addresses such topics as emergency telephone calls, how to escape a fire, kitchen safety and

treatment of minor injuries. The minimum order is 100 copies at \$0.50 per copy and can be obtained through Custom Print Inc., 2611 Shirlington Rd., Arlington, Va. 22206; (703) 979-6670.

In the marketplace

Proctor & Gamble will step up international distribution of its daytime serials by using its own overseas subsidiaries, according to James Connell, P&G media manager. P&G had previously licensed third parties, including D.L. Taffner, to sell shows including *Another World*, *As the World Turns*, *Edge of Night*, *Guiding Light*, *Search for Tomorrow* and *Texas*, all of

which have already reached the airwaves in Europe, Canada and Australia. Connell also said P&G is prepared to make barter deals in Europe and has already had some barter arrangements with broadcasters in Italy and France. P&G will promote its five-year, 260-episode inventory of programs with its first appearance at April's MIP-TV international program conference in Cannes, France.

□

International Broadcast Systems, Dallas-based international program distributor, will handle exclusive overseas rights to weekly business news show *Wall Street Journal Report*, following agreement with Dow Jones & Co.



Movietime Channel, Inc.

has sold shares representing approximately 85% of the equity interest in the company to

American Television and Communications Corporation

Continental Cablevision, Inc.

Cox Communications, Inc.

Home Box Office, Inc.

NewChannels Corp.

United Cable Television Corporation

Warner Cable Communications Inc.

WCI Movietime Holding Inc.

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The undersigned provided primary investment capital to the company. It also initiated, structured and negotiated this transaction and continues as an investor in Movietime Channel, Inc.

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March 8, 1988

1892

April 25—"Executives Talk About Strategic Outlook of the Communications Industries," seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

April 27—*New York Television Academy* luncheon. Speaker: Ted Turner, Turner Broadcasting System. Copacabana, New York. Information: (212) 765-2450.

April 28—Sixth annual Lowell Thomas Award presentation, for "excellence in broadcast journalism," presented by *Marist College*, to Harry Reasoner, correspondent and co-editor of CBS's *60 Minutes*. Helmsley Palace, New York. Information: (914) 471-3240.

April 28-30—*Texas Associated Press Broadcasters Association* annual convention. Hilton hotel, Odessa, Tex.

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

■ **April 29**—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Marriott, Torrance, Calif. Information: Susan Herman, (213) 485-2866.

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

May

May 1—Deadline for entries in *National Association of Broadcasters'* Crystal Awards for excellence in local radio achievement. Information: (202) 429-5417.

May 1—Deadline for entries in *Prix Jeunesse Internationale* for "children's or youth program which most convincingly demonstrates how children anywhere in the world can be helped to lead a decent life and fully develop their potentials." Information: 59-00-20-58.

May 1—Presentation of Genii Awards, sponsored by *American Women in Radio and Television, Southern California chapter*. Beverly Wilshire, Los Angeles.

May 1-4—Advertising financial management conference, sponsored by *Association of National Advertisers*. Pointe at South Mountain, Phoenix. Information: (212) 697-5950.

May 1-8—*International Public Television Screening Conference*, Input '88, sponsored by *Philadelphia Input '88 Alliance*, "annual forum for exchange of program ideas among producers, programmers and others interested in making quality television to serve the public." Annenberg School of Communications, Philadelphia. Information: (215) 351-1200.

May 2—Deadline for entries in *News and Documentary Programming Emmy Awards*, sponsored by *National Academy of Television Arts and Sciences*. Information: (212) 586-8424.

■ **May 3**—Press conference and exhibitors workshop of *International Broadcasting Convention* (Sept. 23-27). Metropole hotel, Brighton, England. Information: (01) 240-1871.

May 3-4—Discussion of role of journalists in reporting medical ethics, sponsored by *Case Western Reserve University*. Cleveland. Information: Robert Daniels, (216) 368-3635.

May 4—*Broadcast Pioneers* George Foster Peabody Awards luncheon. Plaza hotel, New York. Information: (212) 586-2000.

May 5-7—*New Mexico Broadcasters Association* annual convention. Doubletree hotel/convention center, Albuquerque, N.M.

May 6—32d annual Tom Phillips *UPI* New England Broadcasting Awards banquet. Cambridge Marriott, Cambridge, Mass. Information: Maureen Rooney, (617) 542-4708.

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

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

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

May 11-18—28th Golden Rose of Montreux, festival for light-entertainment television programs. Maison des Congres, Montreux, Switzerland. Information: (212) 223-0044.

May 12—Entertainment and sports conference, sponsored by *Foundation for Accounting Education*. Among speakers: include Sumner Redstone, chairman. Viacom. Nikko Essex House, New York. Information: Nancy Fagan, (212) 697-7162.

■ **May 13-14**—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Stouffer Harbor Place, Baltimore. Information: Catharine Rice, (202) 626-3250.

May 13-15—*Federal Communications Bar Association* annual seminar. Hotel Hershey, Hershey, Pa. Information: (202) 457-8654.

May 14-15—*National Academy of Television Arts and Sciences* chapter presidents programing meeting. Marriott hotel, Nashville, Tenn. Information: (212) 586-8424.

May 16—*Action for Children's Television's* 20th birthday celebration. Speakers include Congressmen Ed Markey (D-Mass.) and Al Swift (D-Wash.). Host: Comedian Jay Leno. Tavern on the Green, New York. Information: (617) 876-6620.



As compiled by BROADCASTING March 23 through March 30 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge. alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; HAAT—height above average terrain; H&B—horizontal and vertical; khz.—kilohertz; kw.—kilowatts; lic.—license; m—meters; MEOC—maximum expected operation value; mhz.—megahertz; mi.—miles; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

■ **KESR(AM)** Independence, CA (BAL880314ED: 600 khz; 1 kw-D)—Seeks assignment of license from Eastern Sierra Broadcasters Inc. to James R. Lane for \$8,000. Seller is owned by David F. Latham, who has no other broadcast

interests. Buyer has no other broadcast interests. Filed March 14.

■ **KGLN(AM)** Glenwood Springs, CO (BAL880316EB: 980 khz; 1 kw-D)—Seeks assignment of license from Glenwood Broadcasting Inc. to Colorado West Broadcasting for \$237,000. Seller is principally owned by Jack Warkentin, who has no other broadcast interests. Buyer is owned by Glen Allen Bell, William R. Dunaway, Keith Hefner and Carl Curtis. It also owns KMTS(FM) Glenwood Springs, CO. Filed March 16.

■ **KPEL(AM)-KTDY(FM)** Lafayette, LA (AM: BAL880314EA; 1420 khz; 1 kw-D, 500 w-N; FM: BAL880314EB; 99.9 mhz; 100 kw; HAAT: 984 ft.)—Seeks assignment of license from Lafayette Broadcasting Inc. to Radio KPEL-KTDY Inc. for \$3,500,000. Seller is owned by Ron Gomez, who has no other broadcast interests. Buyer is principally owned by Michael Mitchell, former general manager of KADN(TV) Lafayette. Filed March 14.

■ **WDTX-FM** Detroit, MI (BALH880311GZ: 99.5 mhz; 21 kw; HAAT: 755 ft.)—Seeks assignment of license from Metropolis Broadcasting to WDTX Inc. for \$12 million. Seller is owned by Harvey Deutch, Lorraine Golden and Jim Harper. It also owns WERE(AM)-WNCX(FM) Cleveland. Buyer is owned by Jay Hoker and Eric C. Neuman, who also own KCFX-FM Harrisonville, MO, WLLT(FM) Cincinnati and WRXJ(AM)-WCRJ(FM) Jacksonville, FL. Filed March 11.


■ **WVSG(AM)** Hudson, NY (BAL880310EF: 1170 khz; 1 kw-D)—Seeks assignment of license from Hudson Valley Broadcasting Corp. to 530 Route 94 Corporation for \$20,000. Seller is owned by Victor S. Goldberg, who has no other broadcast interests. Buyer is owned by Robert Castello, John P. Nulty and Daniel J. Bloom, who have no other broadcast interests. Filed March 10.

■ **KBKR-AM-FM** Baker, OR (AM: BAL880315EC; 1490 khz; 1 kw-D, 250 kw-N, FM: BALH880315ED; 95.3 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from Oregon Trail Broadcasting Inc. to Grande Radio Inc. for \$215,000. Seller is principally owned by Kenneth B. Lockwood, who has no other broadcast interests. Buyer is owned by Bryan J. Christle and William D. Christle, who have no other broadcast interests. Filed March 15.

■ **WTNZ(FM)** Clinton, TN (BALH880308GQ: 95.3 mhz; 3 kw; HAAT: 674 ft.)—Seeks assignment of license from REBS Knoxville Inc. to WTNZ Inc. for \$800,000. Seller is Brentwood, TN-based group of two AM's and one FM principally owned by Rick James and John Roberts. Buyer is owned by Mildred Littleton and her son, Kevin Dean Littleton. Mildred Littleton's husband, Sam, owns WIZO(AM) Franklin, TN, and Kevin Littleton has interest in WAMG(AM) Galatin, TN. Filed March 8.

■ **WZTV-TV** Nashville, TN (BTCCT880315KF; CH 17; 2340 kw-V, 234 kw-A; HAAT: 1160 ft.)—Seeks assignment

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AM/Class B	NE	\$5.4M	Well established, resort mkt. real estate	Kevin Cox
AM-Day	NE	\$550K	Excellent NJ facility at 1.5 x gross	Ron Hickman
TV-UHF	NE	\$17M	Independent, major market	Kent Replogle
5 stn. group	var.	\$8.5M	Resort markets, 4 FMs and 1 AM	Younts/Shaffer
AM/Class A	SE	\$1.2M	Profitable combo, medium market	Mitt Younts
Fulltime AM	SE	\$1.45M	Local leader, FL coast mkt., cash flow	George Reed
Fulltime AM	SE	\$425K	FL growth market, excellent real estate	Jim Brewer
Class A FM	SE	\$750K	Med. FL market, real estate included	Ed Shaffer
AM/Class A	SE	\$350K	Small market, cash flow, \$125K down	Ernie Pearce
AM/Class C	SW	\$1.5M	Combo w/ f.t. AM, serves 175k+ metro	Bill Whitley
Class C FM	SW	\$550K	New C2 serving 47,500, \$100K down	Bill Whitley
Class C FM	SW	\$2.8M	Covers 2 western metro areas, terms	Bernie Kvale
AM/Class C	SW	\$2.4M	AZ, new Class C, 9 x '88 cash flow	David LaFrance
UHF-TV	SW	\$11M	Top 40 TV market	Peter Stromquist
Audio Prod.	nat'l	\$2M	Well known production firm, revenues	Bill Lochman
Fulltime AM	MW	\$950K	Midwest metro, top 100 market, terms	Sharon Fisher
AM/Class A	MW	\$600K	Profitable, priced at 2x gross, terms	Bill Lytle
Fulltime AM	W	\$400K	Top 50 market, \$75,000 down	Greg Merrill
Class A FM	W	\$1.3M	California market with high growth	Jim Mergen
AM/Class B	W	\$4.5M	Central California growth market	Ray Stanfield
Class C FM	W	\$2M	Top 50 market, excellent signal	Greg Merrill
Class B FM	W	\$4M	Top 75 market, good ratings, terms	George Reed

Jim Brewer • 904/353-2522

Kevin Cox • 617/330-7880

Sharon Fisher • 312/490-0470

Ron Hickman • 201/579-5232

Bernie Kvale • 312/490-0470

David LaFrance • 818/893-3199

Bill Lochman • 816/932-5314

Bill Lytle • 816/932-5314

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Ed Shaffer • 404/998-1100

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Peter Stromquist • 818/893-3199

Bill Whitley • 214/788-2525

Mitt Younts • 202/822-1700

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of license from Multimedia Inc. to Act III Broadcasting Inc. for \$14.5 million. Seller is publicly owned, Greenville, SC-based group of three AM's, four FM's and five TV's, headed by Walter E. Bartlett, president. Buyer is owned by Norman Lear. U. Bertram Ellis, J. Thomas McGrath and Richard Kantor. It owns WNRW(TV) Winston-Salem, NC, WTAT(TV) Charleston, SC; WVAH(TV) Charleston, WV and WRGT(TV) Dayton, OH. Filed March 15.

New Stations

FM's

- Brundidge, AL (BPH880310NQ)—Pike County Broadcasting seeks 94.7 mhz; 3 kw H&V; 100 m. Address: Hwy 231 North, Brundidge, AL 36010. Principal is owned by J.T. Ramage III, Wayne C. Curtis, S. Rayvon Graham, Douglas M. Sutton and Floyd-Shirley Ford. Sutton has interest in WMGA(AM) Moultrie, GA. Filed March 10.
- Brundidge, AL (BPH880310MG)—Brundidge Radio Joint Venture seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 2101 Magnolia, Suite 321, Birmingham, AL 35205. Principal is owned by Ellis J. Parker and Mignon C. Smith. Parker owns 25% Of WLPH(AM) Irondale, AL. Filed March 10.
- Brundidge, AL (BPH880310MH)—Troy State University Foundation seeks 94.7 mhz; 3 kw H&V; 100 m. Address: TSU Box L, Troy, AL 36082. Principal is nonprofit corporation headed by Wallace D. Malone Jr., R. Douglas Hawkins, Thomas E. Peeks, Walter K. Hennigan, Roy E. Joffcoat, Ralph W. Adams, Henry Zac Carter, Kenneth L. Harris, Leon Hilyer, M. Douglas Mims, Jack Wallace and Brantley Wiley. It also owns WTSU(FM) Montgomery/Troy, WRWA(FM) Dothan, both Alabama, and WTJB(FM) Columbus, GA. Filed March 10.
- Brundidge, AL (BPH880310MJ)—Troy Broadcasting Corp. seeks 94.7 mhz; 2 kw H&V; 120 m. Address: 1 College Drive, Troy, AL 36081. Principal is owned by Joe Gilchrist, James C. Roling and Asa Dudley, who also own WTBF(AM) Troy, AL. Filed March 10.
- Avenal, CA (BPH880310MF)—H.L. Charles d/b/a Avenal Broadcasting seeks 105.7 mhz; .9 kw (H&V); 182 m. Address: 12550 Brookhurst St. Suite A, Garden Grove, CA 92640. Principal has no other broadcast interests. Filed March 10.
- Fort Myers, FL (BPH880310NZ)—Brightness Ministries Inc. seeks 89.1 mhz; 100 kw (H&V); 100 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is owned by John W. Smith and family, who have no other broadcast interests. Filed March 10.
- Gifford, FL (BPH880310NW)—Intermart Broadcasting Inc. seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: P.O. BOX 2696, Jacksonville, FL 32203. Principal is owned by James E. Martin and David L. Cobb, who have no other broadcast interests. Filed March 10.
- Pittsfield, ME (BPH880310MB)—Tanist Broadcasting Corp. seeks 99.5 mhz; 3 kw (H&V); 74 m. Address: 160 Bangor St., Augusta, ME 04330. Principal is owned by Barton Carter, Cyril Wismar and Anthony Swain, who have no other broadcast interests. Filed March 11.
- Sartell, MN (BPH8803151C)—Sartell FM Inc. seeks 96.1 mhz; 3 kw (H&V); 100 m. Address: 930 Lumber Exch., 10 S. 5th St., Minneapolis, MN 54021. Principal is owned by Sheldon A. Johnson, who has no other broadcast interests. Filed March 15.
- Staples, MN (BPH880310NR)—Staples Broadcasting Co. seeks 94.7 mhz; 3 kw (H&V); 37 m. Address: 213 4th Ave., N.E., Staples, MN 56479. Principal is owned by Perry and Janet Kugler, who have no other broadcast interests. Filed March 10.
- State College, MS (BPH880315MA)—Marshall R. Magee seeks 104.3 mhz; 3 kw H&V; 100 m. Address: 3502 Spyglass Court, Augusta, GA 30907. Principal has no other broadcast interests. Filed March 15.
- Las Cruces, NM (BPH880308ML)—Board of Regents New Mexico State University, seeks 91.5 mhz; 1 kw (H&V); .59 m. Address: Box 3z, Las Cruces, NM 88003. Principal is educational institution headed by Irma M. Glover, Mary B. Sanchez and Don Kidd. Filed March 8.
- Santa Fe, NM (BPH880310OA)—Commun. Inc. seeks 94.7 mhz; 100 kw (H&V); 395 m. Address: 1609 6th St., N.W., Albuquerque, NM 87102. Principal is owned by Vicente Valera, Maria Delos Angeles, Loyola Guana and Maria Ester De Anda. It has no other broadcast interests. Filed March 10.
- Roswell, NM (BPH880303MR)—Brightness Ministries Inc. seeks 90.5 mhz; 100 kw (H&V); 100 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is owned by John Smith and family. It has no other broadcast interests.

Filed March 3.

- North Baltimore, OH (BPH880316MA)—John Anthony Bulmer seeks 107.7 mhz; 3 kw H&V; 100 m. Address: 20 Liberty Ave., Whitesboro, NY 13492. Principal has no other broadcast interests. Filed March 16.
- Erie, PA (BPH880310NE)—S&S Communications seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 3202 West 26 St., Erie, PA 16506. Principal is owned by Alice F. Szymonowicz and Regina M. Sims, who have no other broadcast interests. Filed March 10.
- Erie, PA (BPH880310OB)—Moody Bible Institute Of Chicago Inc. seeks 94.7 mhz; 1.6 kw (H&V); 129 m. Address: 820 N. Lasalle Dr., Chicago 60610. Principal is owned by Joseph Stowell, Paul Johnson, Edgar Harrell and John Elsen, who have no other broadcast interests. Filed March 10.
- Erie, PA (BPH880310NP)—Casciani Communications, Inc. seeks 94.7 mhz; 1.6 kw H&V; 135 m. Address: 464 Franklin St., Buffalo, NY 14202. Principal is owned by John B. Casciani and his wife, Barbara A. Casciani, who have no other broadcast interests. Filed March 10.
- Erie, PA (BPH880310MY)—Ebony Partnership seeks 94.7 mhz; 0.80 kw H&V; 187 m. Address: P.O. Box 1698, Erie, PA 16507. Principal is owned by Ben Wiley and Dorothy Smith, who have no other broadcast interests. Filed March 10.
- Erie, PA (BPH880310NA)—Sima Birach seeks 94.7 mhz; 1.75 kw H&V; 131 m. Address: 11427 Joseph Campau, Detroit 48212. Principal owns WNZK(AM) Westland, MI. Filed March 10.
- Erie, PA (BPH880310MP)—GMT Broadcasting Inc. seeks 94.7 mhz; 2 kw H&V; 125 m. Address: 1034 Fifth Ave., Suite 400, Pittsburgh, PA 15219. Principal is owned by Ted J. Atkins, Marlene J. Heshler and Geoffrey P. Kelly, Heshler and Kelley own WCVI(AM) Conneville and WPQR(FM) Uniontown, both Pennsylvania. Filed March 10.
- Erie, PA (BPH880310MQ)—Vector Broadcast Group seeks 94.7 mhz; 0.905 kw H&V; 183 m. Address: 1231 Donation Rd., Erie, PA 16509. Principal is owned by Richard A. Pantaleo, David D. Erskine, Marjorie K. Pantaleo, Clifford L. Bryson and Cardell Eaton, who have no other broadcast interests. Filed March 10.
- Erie, PA (BPH880309MD)—Josephine Broadcasting Ltd. Partnership seeks 94.7 mhz; 0.940 kw H&V; 180 m. Address: 660 West 8th St., First Floor, Erie, PA 16502. Principal is owned by Susan J. Leftwich, who has no other broadcast interests. Filed March 09.
- Erie, PA (BPH880310MV)—Gary M. Joseph seeks 94.7 mhz; 1.686 kw H&V; 134 m. Address: 312 E. Elm St., Titusville, PA 16354. Principal has no other broadcast interests. Filed March 10.
- Erie, PA (BPH880310MC)—North Coast Broadcasting Co. seeks 94.7 mhz; 1 kw H&V; 173 m. Address: 3930 Walker Blvd., Erie, PA 10509. Principal is owned by Ronald G. Seggi, who also owns WIPC(AM) Lake Wales, FL. Filed March 10.
- Erie, PA (BPH880310MX)—Peninsula Broadcasting Corp. seeks 94.7 mhz; 0.910 kw H&V; 182 m. Address: 230 West 6th St, Erie, PA. Principal is owned by Roger W. Richards and Frederick Rush, who have no other broadcast interests. Filed March 10.
- Patton, PA (880310NJ)—Kennedy Broadcasting Inc. seeks 94.7 mhz; 1 kw (H&V); 168 m. Address: RD. #1 Box 460, Cogan Station, PA 17728. Principal is owned by John A. Kennedy Jr., who has interest in WO9BI(LPTV) Williamsport, PA. Filed March 10.
- Harrisonburg, VA (BPH880321MD)—James Madison University seeks 88.7 mhz; .26 kw (H&V); . m. Address: P.O. Box 1852, Harrisonburg, VA 22807. Principal is education institution headed by Charles W. Wampler Jr. and Richard E. Strauss, Filed March 21.
- Colfax, WA (BPH880310MC)—Dakota Communication LP seeks 102.3 mhz; 1.5 kw (H&V); 132 m. Address: P.O. Box 710, Almota Rd., Colfax, WA 99111. Principal is owned by Robert G. Hauser and Jack Stokes, who have no other broadcast interests. Filed March 11.
- Columbus, WI (BPH880315MB)—Columbus Radio Co. seeks 100.5 mhz; 3 kw H&V; 100 m. Address: Route 2, Oconto Falls, WI 54154. Principal is owned by Russel Dale Knaus, who has no other broadcast interests. Filed March 15

Actions

AM

- Point Pleasant, WV (BP821122AD)—Granted app. of Point Pleasant Broadcasting Company for 1030 khz; 10 kw-D. Address: P.O.B. 889, Blacksburg, VA 24060. Principal also owns new AM on 1030 Khz at Point Pleasant, WV.

Action March 16

FM's

- Grand Junction, CO (BPH850712M1)—Dismissed app. of KOVA Communications for 107.9 mhz; 100 kw H&V; 985 m. Address: 538 Collegeview Park, Columbus, NE 68601. Principal is owned by Stephen P. Kohl, Kevin V. Nostrand, Al Kohl, Maurice V. Nostrand and Stanley Tafoya. Filed Feb. 9.
- Panama City Beach, FL (BPH870821MC)—Returned app. of Shell Island Broadcast Associates for 105.1 mhz; 50; H&V; 150 m. Address: P.O. Box 687, Columbus, GA 31902. Principal is owned by Lawrence William Allen, J.T. Milligan and James R. Martin. Allen is production director of WPNX(AM) Columbus/Phenix City and WNKs(AM) Columbus, both Ohio, which are owned by Milligan and Martin. Action March 14.
- Panama City Beach, FL (BPH870824MC)—Returned app. of American Indian Broadcasting Group Inc. for 105.1 mhz; 50 kw; H&V; 150 m. Address: Suite 2, Country Village Shopping Center, Smyrna, TN 37167. Principal is owned by Jack Bursack, Lynwood Eaton and Fritz Niggeler. Bursack owns 49.3% of WSVT(AM) Smyrna, TN. Action March 14.
- Waimea, HI (BPH850712RA)—Granted app. of Tropic-Air Ltd. for 99.1 mhz; 38.5 kw H&V; 953 m. Address: 1018 Cedar Grove Rd., Wynnewood, PA 19096. Principal is owned by Karen J. Gross, who has no other broadcast interests. Action March 18.
- Peoria, IL (BPED830520AD)—Granted app. of Illinois Valley Broadcasting Corp. for 88.5 mhz; 4.3 kw; 151 m. Address: 305A W. Center St., Eureka, IL 61530. Action March 22.
- Des Moines, IA (BPH870430NF)—Dismissed app. of 80-90 Limited for 107.5 mhz; 50 kw-H; 490 m. Address: 2407 Enfield Rd., Austin, TX 78703. Principal is owned by Lon A. Bason, Gene F. Bender, Louis K. Brandt, Howard Braun and his wife, Karen, and William E. Daniels, who have no other broadcast interests. Action March 15.
- Nicholasville, KY (BPH860131MT)—Granted app. of Jessamine County Communications, Ltd. for 102.5 mhz; 2.0 kw (H&V); 122 m. Address: 108 N. Main Street, Nicholasville, KY 40356. Principal is owned by William J. Laney, Alan B. Reifsnnyder, Raymond Ross, Howard Douglas Fain, Thomas Hinkel, Ward F. Correll, Kirk A. Correll and Daryl Greatinger. Laney and Fain also have interest in WNVL(AM) Nicholasville, KY. Action March 16.
- Dewitt, MI (BPH870914MS)—Returned app. of Sharon Fisher for 96.5 mhz; 3 kw; 100 m. Address: 25895 Salem, Huntington Woods, MI 48070. Principal has no other broadcast interests. Action March 11.
- Walker, MI (BPH880125MA)—Granted app. of William E. Kuiper Jr. for 100.5 mhz; 3 kw (H&V); 100 m. Address: 1051 Fremont N.W., Grand Rapids MI 49504. Principal has interest in WFUR-AM-FM Grand Rapids, MI. Action March 18.
- Sleepy Eye, MN (BPH870827NA)—Granted app. of Sleepy Eye Broadcasting Inc. for 107.3 mhz; 3 kw H&V; 100 m. Address: North Valley, RR #1, Valley City, ND 58072. Principal is owned by Jan Ingstad, Curtis Dean Fredin, Linda S. Fredin and Ricky A. Pursley. Action March 15.
- Panaca, NV (BPED861106MB)—Granted app. of Nevada Public Radio Corp. for 91.7 mhz; .10 kw (H&V); 1044 m. Address: 5151 Boulder Highway, Las Vegas 89122. Principal is headed by John F. Harvey, Mary Hausch, Roger Kent, Jeanne Hood and Jack Brebbia. Action March 14.
- Las Cruces, NM (BPED870708MA)—Returned app. of The Church Of The Crosses Inc. for 89.7 mhz; 0.55 kw H&V; 232 m. Address: Academy of the Crosses, 401 N. Main St., Las Cruces, NM 88001. Principal is owned by Alan Granger, Vannie Granger, Frank Albert, Bruce Jackson and David Sellers. Action March 16.
- Warrenton, NC (BPH870826MG)—Granted app. of WARR Inc. for 107.3 mhz; 3 kw; 100 m. Address: P.O. Box 577, Warrenton, NC 27589. Principal is owned by Ralph Coleman and Clesie (Cie) Everett who also own WARR(AM) Warrenton, NC. Action March 15.
- Wahpeton, ND (BPH870330MV)—Granted app. of Wahpeton-Breckenridge Broadcasters for 107.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 176, Breckenridge, MN 56520. Principal is owned by Les W. Guderian and Gordon Siemers, who have no other broadcast interests. Action March 22.
- Lawton, OK (BPED870706ME)—Granted app. of Cameron University for 89.3 mhz; 0.05 kw-H; 2K W-V; 141 m. Address: 2800 West Gore Blvd., Lawton, OK 73505. Principal is educational institution headed by Edwin Ketchum, Jack D. Craig, Austin Kenyon, L.E. Stringer and Edwin Malzahn. Action March 15.

- Nowata, OK (870413KJ)—Moran Broadcasting Co. seeks 101.5 mhz; 3 kw H&V; 328 m. Address: P.O. Box 8346, Wichita Falls, TX 76307. Principal is owned by Richard J. Moran, Duane Hargrove, Julie Hines, John C. Bentley, Ikard Smith and John B. Shaler, who also own KWON(AM) Bartlesville, OK, KGTM(AM)-KNIN(FM) Wichita Falls, TX. Action March 16.
- Narragansett Pier, RI (BPH870313ME)—Dismissed app. of John Leverty & Partners for 102.7 mhz; 3 kw H&V; 254 m. Address: 119 Hollydale Rd., Fairfield CT 06430. Principal is owned by John R. Leverty, Frederick Ehrsam and Louis J. Minatti. Action March 16.
- Spencer, TN (BPH880126NW)—Granted app. of Peter Moncure for 98.7 mhz; 1.1 kw H&V; 171 m. Address: P.O. Box 237, Spencer TN 38585. Principal has no other broadcast interests. Action March 18.
- Crockett, TX (BPCT870331LT)—Dismissed app. of Hefty Communications Ltd. for ch. 40; 22.4 kw-V; 2.24 kw-A; 315 m. Address: 117 Woodland Dr., Cromwell, CT 06416. Principal is owned by Steven Heft, who has no other broadcast interests. Action March 17.
- Crockett, TX (BPCT870331A6)—Dismissed app. of Peggy Nicholson for ch. 40; 22.4 kw-V; 2.24 kw-A; 315 m. Address: 4809 Colcheerne Rd., Baltimore 21229. Principal has no other broadcast interests. Action March 17.
- Del Rio, TX (BPCT870331K7)—Garcia Communications seeks 192.0 mhz; 3.5 kw-V; 0.35 kw-A; 1263 m. Address: 367 Macy St., San Bernardino, CA 92410. Principal is owned by Marta G. Garcia and Edward Powley, who have no other broadcast interests. Action March 21.
- Saint George, UT (BPH860702MD)—Dismissed app. of Miwok Broadcasting for 99.7 mhz; 50 kw H&V; 2622 m. Address: 287 North 200 East, Washington, UT 84780. Principal is owned by Ronald N. Hatch and Dennis Riley, who have no other broadcast interests. Action March 15.
- Christiansted, VI (BPH850711QD)—Granted app. of St. Croix Wireless Co. seeks 94.3 mhz; 3 kw H&V; 732 m. Address: P.O. Box 24, Sugarloaf Shores, FL 33044. Principal is owned by Betsy A.A. Vasquez de Lopez, John T. Galanes and Paul L. Crogan. Action March 16.
- Morrisville, VT (BPH871230MJ)—Returned app. of Lamolille Broadcasting Communications G.P. for 93.9 mhz; 3 kw H&V; 100 m. Address: RFD Box 7060, Worcester, VT 05682. Principal is owned by Christopher G. Barbieri and Thomas B. Beardsley, who have no other broadcast interests. Action March 15.
- Dunbar, WV (BPH870127MK)—Dismissed app. of Mountaineer Communications Corp. for 94.5 mhz; 0.48 kw H&V; 634 m. Address: P.O. Box 133, Dunbar, WV 25064. Principal is owned by Robert A. Durbin, John R. Durbin and Idette C. Durbin. It has no other broadcast interests. Action March 16.

Facilities Changes

Applications AM's

- Cave Creek, AZ, 1100 khz—March 21-Application for new AM on 1100 Khz resubmitted nunc pro tunc.
- Palm Desert, CA, KNWZ, 1270 khz—March 23-Amendment of application (880201AB) to change night power to 750 w.
- Redding, CA, KVIP, 540 khz—March 16-Application for Mod of CP to make changes in ant. system and change TL to S of Calif. Hwy 299E North end of main runway at Redding Municipal Airport, Redding, CA 40 37 25N 122 16 49W.
- San Mateo, CA, KOFY, 1050 khz—March 21-Petition for reconsideration (nunc pro tunc) for CP to increase night power to 10 kw and change night TL to Hayward Landing, north of Winston Street, Hayward, CA, and make changes in antenna system 37 39 02N 122 09 08W.
- Yucaipa, CA, KHPY, 1530 khz—March 14-Application for Mod of CP (BP860630AU) to change city of license to Moreno Valley, CA.
- Bushnell, FL, WKFL, 1170 khz—871124-Amendment to correct coordinates: 28 40 44N 82 07 42W.
- Jacksonville Beach, FL, WBIJ, 1010 khz—March 4-Mod of CP (BP851022AD) to make changes in ant. system and night DA pattern, reduce night power to 5 kw and change night TL to 10047 Beach Blvd., Jacksonville, FL 30 17 42N 81 33 11W.
- Blackshear, GA, WGIA, 1350 khz—March 21-Amendment of Application (871117AC) to correct coordinates: 31 18 44N 82 14 00W.

- Newton, IA, KCOB, 1280 khz—March 2-Application for CP to make changes in antenna system and reduce power to .76 kw and change TL to 1.2 m NE of Newton, IA 41 44 11N 93 01 12W.
- Covington, KY, WCVG, 1320 khz—March 23-Application for CP to increase night power to 420 w, DA-2 and make changes in antenna system.
- Scotland Neck, NC, WYAL, 1280 khz—Feb. 29-Application for CP to correct coordinates to 36 08 09N 77 26 09W.
- Yakima, WA, KMWX, 1460 khz—March 3-Mod of CP (BP870402AB) to make changes in ant system and change TL to site at corner of Riverside Rd. & Bell Rd., Yakima, WA 46 33 33N 120 27 04W.

FM's

- Trinity, AL, 92.5 mhz—March 17-Petition for reconsideration (870910) granted and application reinstated nunc pro tunc to pending status.
- Anderson, CA, KEWB, 94.3 mhz—March 8-Application for CP to make changes: ERP: 3.31 kw H&V; HAAT: 513 m.; FREQ: 94.7 Mhz; CL: C2; TL: Antenna farm at South Fork Mtn, 8 mi NW of Redding, CA 40 39 14N 122 31 12W.
- Bakersfield, CA, 99.3 mhz—March 21-Amendment of application (BPH880114MN) to change name from Ask Bcg Corp. to Ask Bcg Corp., Debtor-in-Possession.
- Calipatria, CA, KSSB, 100.9 mhz—March 8-Mod of CP ((BPH840604ID) to make changes: HAAT: 45 m.; main studio location; TL: 450 Sorensen Ave, Calipatria, CA; 33 07 14N 115 30 49W.
- Carmel, CA, 95.5 mhz—March 9-Amendment to change name from Cypress Bcg, Inc., to Lone Cypress Radio Associates, Inc.
- Grand Junction, CO, KQIX-FM, 93.1 mhz—March 15-Application for Mod of CP (BPH870128IF) to make changes: TL: 610 24-1/2 Rd., Grand Junction, CO; Change HAAT and ERP: CLASS: C1; 39 05 35N 108 35 51W.
- Seaford, DE, WSUX-FM, 98.3 mhz—March 10-Application for CP to make changes: HAAT: 100 m.; antenna supporting structure height; coordinates 38 36 47N 75 35 12W.

- Kailua-Kona, HI, KLUA, 93.5 mhz—March 14-Petition for reconsideration of BPH870519IA for Mod of CP (BPH821216AD) to make changes: TL: 1.2 km at 283 degrees (T) from Kaupulehu Crater; ERP: .04 kw H&V; HAAT: 871 m 19 43 15N 155 55 16W.
- Van Buren, IN, WMRR, 99.3 mhz—March 9-Application for Mod of CP (BPH850711ML) to change TL to 91 m S of St. Rte. 218, .7 km E of Huntington/Wabash county line in Huntington County, IN 40 40 01N 85 37 50W.
- Falmouth, KY, WIOK, 95.3 mhz—March 3-Application for CP to make changes: ERP: .61 kw H&V; HAAT: 212 m.; TL: Approx. 5.7 km NW of intersection of U.S. Rte. 27 and the Pendleton County Limits, 1.25 km W of St. Rte. 1053 and 8.4 km SW of Falmouth, KY 38 35 13N 84 21 40W.
- Russellville, KY, WBVR, 101.1 mhz—March 10-Application for CP to make changes: HAAT: 306 m.; TL: 5 km, 65 degrees (T) from Adairville, KY 36 41 29N 86 48 08W.
- Sartell, MN, 96.1 mhz—March 15-Application for Mod of CP (BPH860929MB) to make changes: TL: 88 m E of I-10, 1.4 km NE of Sartell, MN; HAAT: 89 m.; 45 37 57N 94 10 26W.
- Oxford, MS, WOXD, 95.5 mhz—March 8-Mod of CP (BPH850711OI) to make changes: ANT: 32 km W of St. Rte. 7 and approx. 7 km S of Oxford, MS 34 18 10N 89 31 25W.
- Havre, MT, KNMC-FM, 90.1 mhz—Feb. 25-Mod of CP (BPE860115IH) to make changes: ERP: 92 kw H&V; HAAT: 545.5 m.; FREQ: 90.3 Mhz; TL: 25 m S of Havre, MT on Bowery Peak bearing N180°E 48 10 55N 09 41 01W.
- Crete, NE, KBVB, 103.9 mhz—March 10-Application for CP to make changes: ERP: 30.6 kw H&V; HAAT: 187 m.; FREQ: 104.1 Mhz; antenna supporting-structure height: CL: C2; TL: 2 km SE of Hallam, NE. 40 31 06N 96 46 07W.
- Lincoln, NE, KLDZ, 95.3 mhz—March 14-Mod of CP (BPH870629IB) to make changes: HAAT: 88 m.; TL: .88 km S of Hwy 277 on North 14th St., 2.4 km W of Davey Village, NE 40 58 49N 96 41 45W.
- Hendersonville, NC, WMYI, 102.5 mhz—March 3-Mod of CP (BPH851213IC) to change HAAT to 542 m.
- Port Royal, SC, WOEC, 99.3 mhz—March 15-Applica-

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tion for Mod of CP (BPH860811H) to change TL to St. Helen Island, 1.3 km E of Seaside Rd. 32 25 10N 80 28 30W.

■ Monterey, TN, WRJT, 107.1 mhz—March 9-Mod of CP (BPH840514B) to make changes ERP: 34 kw H&V; HAAT: 183 m.; FREQ: 106.9 Mhz; CLASS: C2.

■ Beaumont, TX, 102.5 mhz—March 16-Petition for Re-consideration of BPH870709ME for new FM on 102.5 Mhz at Beaumont, TX.

■ Monahans, TX, KWES, 102.1 mhz—March 8-Application for CP to make changes HAAT: 298 m.; antenna supporting-structure height: TL: 3.5 mi. N of Notrees, TX, on Oil Road, 31 57 55N 102 46 10W.

■ Tremonton, UT, KKVU-FM, 104.9 mhz—March 14-Application for CP to make changes TL: 1/2 mi N of Hwy. 83 and Sulphur Creek at Little Mtn; HAAT: 335 m.; ERP: 10 kw; 41 35 34N 112 13 55W.

■ Roosevelt, UT, KBWL, 98.5 mhz—March 11-Application for Mod of CP (BPH860728MD) to make changes: ERP: 2.63 kw H&V; HAAT: 565 m.

■ Oak Ridge, TN, WKNF-FM, 94.3 mhz—March 15-Application for CP to make changes TL: Off Carmichael Rd., .6 km from intersection with SR 162; HAAT: 156.8 m.; 35 56 28N 84 09 28W.

■ Fredericksburg, VA, WFLS-FM, 93.3 mhz—March 15-Application for CP to change HAAT to 150 m.

TV's

■ Denver, KTZO, ch. 20—March 3-Mod of CP (BPCT790319LE) to make changes ERP: 5000 kw-v; HAAT: 553 m.; TL: Atop mount Pence, approx. 10 km NW of Evergreen, CO; ANT: Andrew/ATW25H4-DTC-20; 39 40 35N 105 25 33W.

■ Lake Charles, LA, KVHP, ch. 29—March 16-Application for CP to change ERP(vis) to 1260 kw; HAAT: 394 m.; TL: LA State Rte 379, 9.5 km NW of Edgerly, LA; ANT: Harris/ TWS-30; 30 17 26N 93 34 35W.

■ Norwell, MA, WHRC, ch. 46—March 15-Application for CP to make changes ERP: 5000 kw-v; HAAT: 287 m.; Antenna: BASC SG-30; TL: S of West St. at the intersection with Spring St. in East Bridgewater, MA; 42 01 06N 70 58 36W.

■ Detroit, WDIV, ch. 4—March 8-Application for CP to make changes ERP: 100 kw-v; HAAT: 306 m.; ANT: Dielectric/TDM-7A4.

■ Conroe, TX, KTFH, ch. 49—March 18-Mod of CP to change ERP(vis) to 5000 kw; HAAT: 359 m.; ANT: Jampro JSM 32/49(DA); TL: N of State Rd. 2090, 19.3 km SE of Conroe, TX; 30 15 45N 95 14 50W.

■ Rosenberg, TX, KXLN-TV, ch. 45—March 14-Mod of CP (BPCT5147) to make changes ERP: 2173 kw-v; ANT: Bogner/ BUH-24.

■ San Antonio, TX, KHCE, ch. 23—March 18-Application for Mod of CP (BPE8730907KG) to change ERP to 640-v.

Actions

AM's

■ Barrow, AK, KBRW, 680 khz—March 17-Application (BP880107A1) granted to correct coordinates to: 71 18 38.7N 156 42 19.5W.

■ Great Falls, MT, KQDI, 1450 khz—March 17-Application (BP870826AF) granted for CP to change TL to near the western city limits of Great Falls, MT, just W of I-15 and S

of the Sun River, 47 29 49N 111 20 38W.

■ Pleasantville, NJ, WOND, 1400 khz—March 7-Application (BP870625AB) granted for CP to make changes ANT SYS: Increase tower height; reduce daytime power to .58 kw and change TL to Old Turnpike, SE of Sewage Plant, Pleasantville, NJ 39 23 24N 74 30 45W.

■ Herndon, VA, WRHX, 1440 khz—March 18-Application (BP851223AU) dismissed for CP to reduce daytime power to .6 kw-Dir & change TL to Ashburton Ave. & West Ox Rd., Herndon, VA; 38 55 01.4N 77 23 39W.

FM's

■ Auburn, AL, WEGL, 91.1 mhz—March 16-Application (BMPED870127MN) granted for Mod of CP (BPE-D8608181B) to make changes ERP: 3 kw H&V; HAAT: 65.1 m.

■ Decatur, AL, WDRM, 102.1 mhz—March 22-Application (BPH870217IG) granted for CP to change HAAT to 299 m.

■ Globe, AZ, KGRX, 100.3 mhz—March 24-Application (BPH870612IE) granted for CP to make changes ERP: 24.8 kw H&V; HAAT: 919.5 m.

■ Englewood, FL, WSEB, 91.3 mhz—March 22-Application (BMPED871026MK) granted for Mod of CP (BPE860214MF) to change ERP to 62 kw H&V (Dir).

■ Winter Haven, FL, WPCV, 97.5 mhz—March 17-Application (BPH870819MR) granted for CP to change HAAT to 310 m.

■ Hodgenville, KY, WKMO, 106.3 mhz—March 18-Application (BPH871124IP) granted for CP to change ERP to 2 kw H&V.

■ Paintsville, KY, WSPF-FM, 98.9 mhz—March 16-Application (BPH870825IH) granted for CP to change ERP to 94 kw H&V.

■ Seymour, IN, WJCD-FM, 93.7 mhz—March 21-Application (BPH870302IG) granted for CP to change ERP to 50 kw H&V and HAAT to 150 m.

■ Danville, IN, WGRT-FM, 107.1 mhz—March 21-Application (BPH871113IK) granted for CP to change ERP to 1.1 kw H&V and HAAT to 166 m.

■ Chicago, WOU1, 88.9 mhz—March 11-Application (BPED870209IF) returned for CP to make changes TL: 3300 S. Federal, Chicago, IL; make changes in ant. system. 41 50 04N 87 37 43W.

■ Chicago, WCYC, 88.7 mhz—March 11-Application (BPED870915IC) returned for CP to make changes FREQ: 90.5 Mhz; ERP: .008 kw H&V; HAAT: 71 feet.

■ Loves Park, IL, WGSJ, 91.1 mhz—March 22-Application (BMPED871223IE) granted for Mod of CP (BPE-D820607AU) to correct coordinates to 42 19 18N 89 00 42W.

■ Havre de Grace, MD, WHDG, 103.7 mhz—March 18-Application (BPH870226ME) granted for CP to make changes ERP: 50 kw-H & 45.8 kw-V; HAAT: 104 m.; Install directional antenna.

■ Worcester, MA, WICN, 90.5 mhz—March 15-Application (BPED880112IB) granted to make changes TL: New England Science Center at Harrington Way, Worcester, MA; ERP: 12.6 kw H&V; HAAT: 89 m.; directional antenna type: 42 15 51N 71 46 02W.

■ Greenville, MS, WBAQ, 97.9 mhz—March 18-Application (BPH870202IE) granted for CP to make changes TL: 1/10 Mi S Hwy 82 East & 1/10 Mi W of Raceway Rd., Greenville, MS; ERP: 24.5 kw-H; HAAT: 492 ft.; 33 23 50N 91 00 33W.

■ Starkville, MS, WSMU-FM, 106.3 mhz—March 11-Application (BPH871026IG) returned for CP to make changes FREQ: 106.1 Mhz; TL: 1.75 mi W of Crawford, MS; ERP: 40 kw H&V; HAAT: 165 m.; CLASS: C2; 33 17 56N 88 38 36W.

■ Aurora, NE, KMTY, 103.1 mhz—March 22-Application (BPH870728IB) granted for CP to make changes FREQ: 97.3 Mhz; ERP: 50 kw H&V; HAAT: 106 m.; CLASS: C2.

■ Lincoln, NE, KHAT-FM, 106.3 mhz—March 16-Application (BPH871110NT) granted or CP to make changes TL: 4949 Yankee Hill Rd., 11.1 km SE of Lincoln, NE; ERP: 2.375 kw H&V; HAAT: 113 m. 40 43 31N 96 39 04W.

■ North Platte, NE, KSRZ-FM, 94.9 mhz—March 10-Application (BPH870224MU) dismissed for CP to make changes TL: US Hwy 83 N, 91 km NNE of North Platte, NE; HAAT: 308 m.; 41 12 49N 100 43 48W.

■ Las Vegas, NM, KLTV, 100.9 mhz—March 17-Application (BPH871020IC) granted for CP to make changes FREQ: 100.7 Mhz; ERP: 10 kw H&V; CLASS: C2.

■ Elkin, NC, WIFM-FM, 100.9 mhz—March 15-Application (BPH871021IG) granted for CP to make changes TL: 3.3 mi S of Elkin City Limits on Brushy Mtn., Elkin, NC; ERP: .77 kw H&V; HAAT: 640 ft.; 31 11 35N 80 51 04W.

■ Shallotte, NC, WPGO, 106.3 mhz—March 24-Application (BPH871231ID) granted for CP to change TL to Road 1448, 1.6 km E of intersection with NC 211, Supply, NC; 34 02 50N 78 16 12W.

■ Dayton, OH, WDPDR, 89.5 mhz—March 23-Application (BPED861125ML) granted for CP to change ERP to 6 kw H&V; HAAT: 64 m.

■ Central City, PA, WWZE, 101.7 mhz—March 23-Application (BPH870706IC) granted for CP to change ERP to .724 kw H&V.

■ Erie, PA, WJET, 102.3 mhz—March 16-Application (BPH871019ID) granted for CP to make changes TL: 8700 Waterford Pike Rd., Near Erie, PA; ERP: .8 kw H&V; HAAT: 187 m.; 42 02 25N 80 04 08W.

■ Mechanicsburg, PA, WTPA, 93.5 mhz—March 14-Application (BMPH871103MJ) granted for Mod of CP (BPH850925IB) to make changes TL: .5 km SSW of intersection of Rtes. 114 & 262, near Bunches, PA; HAAT: 189 m.; 40 10 38N 76 52 38W.

■ Collegedale, TN, WSMC-FM, 90.7 mhz—March 14-Application (BPED870302NN) returned for CP to make changes TL: Old Sawyer Rd., near Chattanooga, TN; ERP: 80 kw H&V; HAAT: 316.77 m.; make changes in antenna system; 35 12 26N 85 17 17W.

■ Dickson, TN, WQZQ, 102.3 mhz—March 16-Application (BPH871030IC) granted for CP to make changes FREQ: 102.5 Mhz; TL: Promise Land Rd., Charlotte, TN; ERP: 50 kw H&V; HAAT: 150 m.; CLASS: C2; 36 12 43N 87 19 51W.

■ Gainesville, TX, KZRK, 94.5 mhz—March 14-Application (BPH870904ID) returned for CP to make changes TL: North side of St. Hwy. 902, 3 mi W of Collinsville, TX; HAAT: 590 m.; 33 33 36N 96 57 35W.

■ Harker Heights, TX, KIXS, 105.5 mhz—March 16-Application (BPH870331JK) granted for Mod of CP (BPH820415AK) to change ERP to 2.24 kw H&V.

■ Midland, TX, KNFM, 92.3 mhz—March 15-Application (BPH860311IF) granted for CP to make changes TL: 21 km WNW of Midland, TX; ERP: 100 kw H&V; HAAT: 300 m.; 32 05 51N 102 17 21W.

■ Suffolk, VA, WSKX, 106.9 mhz—March 18-Application (BMPH880122ID) returned for Mod of CP (BPH851018IK) to make changes TL: Hwy 168 at Virginia-North Carolina state line; HAAT: 365.76 m.; 36 32 51N 76 11 04W.

■ Petersburg, WV, WELD-FM, 101.7 mhz—March 18-Application (BMPH870330IG) granted for Mod of CP (BPH850709MJ) to change HAAT to 157 m.

TV's

■ Ventura, CA, KSTV-TV, ch. 41—March 21-Application (BMPCT871130LB) granted for Mod of CP to make changes ERP: 1120 kw-v; HAAT: 254 m.; Antenna: Bogner BUI24N (DA); TL: Willis Peak, 7 km ENE of Ventura, CA; 34 18 10N 119 13 41W.

■ Baltimore, WBFF, ch. 45—March 18-Application (BMPCT870422KH) granted for CP to change ERP to 1292 kw-v, 258 kw-A and HAAT to 386 m.

■ Fredericksburg, VA, WRBV, ch. 69—March 23-Application (BMPCT8703314L) dismissed for Mod of CP (BPCT840613KJ) to change (vis) 500 kw, (aur) 500 kw; HAAT: 580.3 feet; ANT: Bogner BUH32; TL: N. Hwy 604, SSE of Stones Corner, Fredericksburg, VA; 38 19 01N 77 23 55W.

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Actions

Commission Actions

- Griffin, GA—Revoked license of WGRI(AM) at Griffin, licensed to WGRI Radio Inc. for willfully violating Section 73.1740(a)(4) and 73.1750 of FCC's rules. (By Order [FCC 88-104] adopted March 11 by Commission.)
- East Texas Television Network Inc.—Upheld staff action denying East Texas extensions of time to build TV stations in Denison, Paris and Naegodoches, TX, and returning its applications to modify those stations' facilities. (By Order [FCC 88-105] adopted March 11 by Commission.)
- Pasadena, CA—Upheld staff action dismissing Tony Lazzarino's request to deny assignment of license of KROZ-FM at Pasadena from Madeville Broadcasting Corp. to Infinity Broadcasting of Los Angeles. (By Order [FCC 88-108] adopted March 11 by Commission.)
- Cortez, CO—Upheld action by Mass Media Bureau ordering Rex K. Jensen, former licensee of KRTZ-FM, Cortez, to forfeit \$6,000 for repeated violation of FCC's anti-lottery rule. (By MO&O [FCC 88-113] adopted March 14 by Commission.)
- Lawton, OK—Affirmed staff action levying \$6,000 forfeiture against KCCO-KRLG Inc. for its stations' airing of bingo games in violation of anti-lottery rules. (By MO&O [FCC 88-115] adopted March 14 by Commission.)
- San Luis Obispo, CA—Granted motion by Nancy C. Hart and estate of Stephen J. Mewhort and dismissed application for new UHF TV station at San Luis Obispo. (MM Dockets 84-680-2, by MO&O [FCC 88-116] adopted March 14 by Commission.)
- FCC initiates inquiry into role of FM translators in broadcast service—MM Docket 88-140 (Report DC-1132, Action in Docket Case). In response to petitions filed by National Association of Broadcasters and six other parties, initiated proceeding to reevaluate proper role of FM translators in radio broadcast service. It also imposed general "freeze" on acceptance of applications for new FM translator stations pending final action in this proceeding. By NOI (FCC 88-120).
- FCC relaxes rules to permit primary-station owned and operated FM translators to use alternative signal delivery technologies—MM Docket 86-112 (Report DC-1130, Action in Docket Case). Amended rule limiting FM translators to over-the-air signal delivery to permit noncommercial educational FM translators assigned to channels reserved for noncommercial use (Channels 200220) and owned and operated by their primary stations to use alternative signal delivery technologies, including but not limited to, satellite and microwave links. Former rule restricted such translators to rebroadcast of signals received directly over-air from their primary station. By R&O (FCC 88-125).
- FCC proposes allowing noncommercial educational FM translators to use alternative signal delivery technologies—MM Docket 86-112 (Report DC-1131, Action in Docket Case). Proposed amending FM translator rules to authorize all noncommercial educational FM stations to deliver signals to translators through alternative technologies, regardless of whether translators are owned and operated by primary station or by third parties. By Further NOI (FCC 88-126).
- Further comments sought on "Network representation rule"—BC Docket 78-309 (Report DC-1139, Action in Docket Case). Requested further comments in outstanding inquiry regarding television "network representation rule," which prohibits TV stations, other than those owned and operated by TV network, from being represented by their network in nonnetwork (spot) sales market. By further NPRM (FCC 88-127).
- FCC initiates inquiry into availability of broadcast TV signals on cable TV systems—MM Docket 88-138 (Report DC-1134, Action in Docket Case). Requested data, empirical studies and other information concerning availability of broadcast signals on cable TV systems so as to provide basis for formulating any future policies in this area. By NOI (FCC 88-129).
- FCC reaffirms report on fairness doctrine alternatives; Geller and Lampert denied reconsideration MM docket 87-26 (Report DC-1133, Action in Docket Case). By MO&O (FCC 88-130).
- FCC reaffirms decision to end enforcement of fairness doctrine; denies various requests for reconsideration (Report MM-319, Mass Media Action)—Reaffirmed Aug. 4, 1987, decision to end enforcement of fairness doctrine, thus denying Freedom of Expression Foundation and Henry Geller and Donna Lampert reconsideration. By MO&O (FCC 88-

131).

Staff Actions

- Dothan, AL—Designated for hearing applications of Wiregrass Educational Radio, Inc., James Smith Ministries and Bethany Bible College and Bethany Theological Seminary, Inc. for noncommercial educational FM stations on Channels 217A (91.3 MHz), 219A (91.7 MHz) and 216A (91.1 MHz), respectively, at Dothan. (MM Docket 8898 by Order [DA 88-256] adopted Feb. 22 by Assistant Chief, Audio Services Division, Mass Media Bureau.)
- Fort Rucker, AL—On request of Cheryl Swaim, extended to April 8 and April 22, dates for filing comments and replies, respectively, in proceeding involving amendment of FM Table for Fort Rucker. (MM Docket 87-618, by Order [DA 88-358] adopted March 15 by Deputy Chief, Policy and Rules Division, Mass Media Bureau.)
- Templeton, Lake Isabela and Atascadero, CA—Designated for hearing applications of William L. Zawila and Marlene V. Borman for AM stations on 1060 khz at Templeton and Lake Isabela, respectively, and those of Garry & Virginia Infante Brill and Jerry J. Collins for AM stations on 720 khz at Templeton and Atascadero, respectively. (MM Docket 88-92 by Order [DA 88-221] adopted Feb. 19 by Chief, Audio Services Division.)
- Shingle Springs, CA—Designated for hearing eight mutually exclusive applications for FM station on Channel 271A (102.1 MHz) at Shingle Springs. (MM Docket 88-100 by Order [DA 88-267] adopted Feb. 24 by Chief, Audio Services Division.)
- Grinnell, IA—Designated for hearing mutually exclusive applications of Blair Broadcasting Corp. and Grinnell Broadcasting Co. for new FM station on Channel 294A (106.7 MHz.) (MM Docket 88-102, by Order [DA 88-262] adopted Feb. 25 by Chief, Audio Services Division, Mass Media Bureau.)
- Springfield, KY—Designated for hearing five mutually exclusive applications for new FM station on Channel 274A (102.7 MHz.) (MM Docket 88-112, by Order [DA 88-323] adopted March 7 by Chief, Audio Services Division.)
- Vassar, MI—Designated for hearing applications of Don H. Barden, Julie G. Wrenn and Michael Joseph Shumpert for FM station on Channel 255A (98.9 MHz) at Vassar. (MM Docket 88-97 by Order [DA 88-304] adopted Feb. 22

by Chief, Audio Services Division.)

- Lakeville, MN—Designated for hearing six mutually exclusive applications for FM station on Channel 286A (105.1 MHz) at Lakeville. (MM Docket 88-93 by Order [DA 88-352] adopted Feb. 22 by Chief, Audio Services Division.)
- South Sioux City, NE—Designated for hearing mutually exclusive applications of Larry S. Magnuson and Forna Communications for new FM station on channel 296A (107.1 MHz); upheld dismissal of application of Rudy Leroy Spirk. (MM Docket 88-103, by Order [DA 88-271] adopted Feb. 29 by Chief, Audio Services Division.)
- Fredonia, NY—Designated for hearing six mutually exclusive applications for FM station on channel 243A (96.5 MHz) at Fredonia. (MM Docket 88-94 by Order [DA 88-257] adopted Feb. 22 by Chief, Audio Services Division.)
- Ketchum, OK—Designated for hearing mutually exclusive applications of Leemay Broadcasting Services, Inc., Gary Scott Lanier and Quinton D. Burge, Jr. for new FM station on channel 298C2 (107.5 MHz.) (MM Docket 88-106, by Order [DA 88-263] adopted Feb. 29 by Chief, Audio Services Division.)
- Harrogate, TN—Designated for hearing five mutually exclusive applications for FM station on Channel 243A (96.5 MHz) at Harrogate. (MM Docket 88-91 by Order [DA 88-259] adopted Feb. 19 by Chief, Audio Services Division.)
- Matewan, WV—Designated for hearing mutually exclusive applications of Three States Broadcasting Co., Inc., and Hometown Broadcasting of Matewan for new FM station on channel 294A (106.7 MHz.) (MM Docket 88-101, by Order [DA 88-266] adopted Feb. 23 by Chief, Audio Services Division.)
- Tomah, WI—Designated for hearing mutually exclusive applications of Tony J. Trunkel and Phyllis Riee for new FM station on Channel 241A (96.1 MHz). (MM Docket 88-104 by Order [DA 88-303] adopted Feb. 23 by Chief, Audio Services Division.)
- Warren, VT—Vacated and reissued with revisions designating for hearing applications of Mountain Media Inc., Selectronics Corporation, and Radio Vermont Inc. for FM station on Channel 241A (96.1 mhz) at Warren. (MM

FEBRUARY, 1988

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Docket 88-38 by Order [DA 88-351] adopted March 11 by chief. Audio Services Division. Mass Media Bureau.)

■ Revision of Programming and Commercialization Policies—Granted motions by CBS, Inc., Telecommunications Research and Action Center and Office of Communication of United Church of Christ for acceptance of late-filed comments and accepted late-filed comments from United States Catholic Conference in this proceeding. (MM Docket 83-670 by Order [DA 88-365] adopted March 11 by Chief, Mass Media Bureau.)

Review Board Actions

■ Key West, FL—Dismissed for failure to prosecute, application of Delmar Communications Inc. for new TV station at Key West. (MM Docket 86-34 by Order [FCC 88R-17] adopted March 11 by Review Board.)

■ Las Vegas and Paradise, NV—Affirmed grant of Gary E. Wilson's application for new FM station on channel 278C (103.5 mhz) at Paradise; denied competing applications of Martin Internart Inc. and Fremont Broadcasting Corporation for same facility at Las Vegas. (MM Docket 86363 by Decision [FCC 88R-16] adopted March 9 by Review Board.)

■ Batavia, NY (Genesee Communications Inc. and M&M Partnership)—TV proceeding. Rescheduled oral argument for April 29 at 10:00 a.m., Room 235, 2000 L Street, NW, on exceptions to Initial Decision of Deputy Chief ALJ James F. Tierney (FCC 87D-46, released Dec. 7, 1987) conditionally granting application of The M & M Partnership for new

UHF television station on channel 51 at Batavia, denying application of Genesee Communications. Each party has 20 minutes for argument. Genesee may reserve part of its time for rebuttal. (By Letter, March 10) (MM Docket 86-48).

■ Toledo, OH (Priscilla L. Schwier, et al.) TV proceeding.—Scheduled oral argument April 22 at 10 a.m., Room 235, 2000 L Street, NW, on exceptions to Initial Decision of ALJ Richard L. Sippel (FCC 87D-44, released Dec. 3, 1987) granting application of Dominion Broadcasting Inc. for new UHF television station on channel 40 at Toledo, denying competing applications of Priscilla L. Schwier and New Life Evangelistic Center Inc. Each party has 20 minutes for argument. Schwier and New Life Evangelistic may reserve part of their time for rebuttal. (By Letter, March 17 MM Docket 86-333).

ALJ Actions

■ San Diego, CA—Granted application of Representative Media Limited Partnership for new FM station at San Diego and denied 21 applications. (MM Docket 85-140 by Initial Decision [FCC 88D-6] issued Feb. 23 by ALJ Joseph Chachkin.)

■ Aiken, SC—Granted South Carolina Educational Television commission's application for new educational FM station at Aiken. (MM Docket 86-456 by summary decision [FCC 88D-9] issued March 10 by ALJ Joseph Stürmer.)

By Chief ALJ Thomas B. Fitzpatrick on dates shown:

■ Mobile, AL (Evangel Christian School Inc. and Goforth Media Inc.) FM proceeding.—Designated ALJ Richard L.

Sippel to preside in proceeding. Scheduled prehearing conference for May 13 and hearing for June 16. (By Order, March 15) (MM Docket 8887.)

■ Holmes Beach, FL (Holmes Beach Broadcasting Ltd., et al.) FM proceeding.—Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for May 16 and hearing for June 15. (By Order, March 15) (MM Docket 88-85.)

■ Berea, KY (Richard L. Plessinger Sr., et al.) FM proceeding.—Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for May 17 and hearing for June 16. (By Order, March 15) (MM Docket 88-88.)

■ Fairhaven, MA (Knight Communications Corp., et al.) FM proceeding.—Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for May 17 and hearing for June 17. (By Order, March 15) (MM Docket 88-89.)

■ Thief River Falls, MN (Thief River Radio and Rita Cole) FM proceeding.—Designated Deputy Chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for May 18 and hearing for June 17. (By Order, March 15) (MM Docket 8890.)

■ Huron, OH (Great Lakes Broadcasting Inc., et al.) FM proceeding.—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for May 16 and hearing for June 15. (By Order, March 15) (MM Docket 88-86.)

■ Mountlake Terrace, WA (Radio Northwest Broadcasting Company [KKZU(AM)]) Show cause/License revocation proceeding.—Designated ALJ Joseph Stürmer to preside in proceeding. Scheduled prehearing conference for May 24 and hearing for June 27 in Mountlake Terrace, WA, or vicinity. (By Order, March 21) (MM Docket 88-107.)

By Deputy Chief ALJ James F. Tierney on date shown:

■ Newton, IA (Robin C. Brandt and Newton Broadcasting Company) TV proceeding.—Granted motion for summary decision by Newton Broadcasting and resolved air hazard issue in its favor. (By MO&O, March 14) (MM Docket 88-59.)

By ALJ Joseph Chachkin on dates shown:

■ Fresno, CA (Carta Corporation, et al.) FM proceeding.—By separate orders, granted requests by Fresno FM Partnership Ltd. and Community-First Broadcasters of Fresno and dismissed their applications with prejudice. (By Orders, March 14 and 15) (MM Docket 88-21.)

■ Enfield, CT (DBC Woodside Associates Limited Partnership, et al.) FM proceeding.—Granted request by United Broadcasting Corporation and dismissed its application with prejudice. (By Order, March 22) (MM Docket 87-461.)

■ Charleston, SC (Lowcountry Women Communications Inc., et al.) FM proceeding.—Granted motion for summary decision by Clear Channel Communications Inc. and resolved air hazard issue in its favor. (By Order, March 16) (MM Docket 87-573.)

■ Richmond, VA (Weyburn Broadcasting Limited Partnership, et al.) FM proceeding.—Granted request by Guernica Radio, Inc., and dismissed its application with prejudice. (By Order, March 17) (MM Docket 87-352.)

By ALJ John M. Frysiak on date shown:

■ Lajas, PR (Ramon Rodriguez & Associates, et al.) FM proceeding.—Rescinded order enlarging issues against David Ortiz Radio Corporation in MO&O, FCC 88M-714, released March 14. (By Order, March 15) (MM Docket 86-510.)

By ALJ Joseph P. Gonzalez on dates shown:

■ Salina, KS (United American Broadcasting Inc., et al.) FM proceeding.—Approved settlement agreement and dismissed with prejudice applications of Cryer Productions and R&D Communications. A General Partnership; conditionally granted application of United American Broadcasting for new FM station on channel 285A (104.9 MHz) at Salina; and terminated proceeding. (By MO&O, March 22) (MM Docket 87-211.)

■ Truro, MA (Cape Cod Wireless, et al.) FM proceeding.—By separate orders, granted motion for summary decision by Primo Communications, Inc. and resolved air hazard issue in its favor; approved settlement agreement and dismissed with prejudice applications of Cape Cod Wireless and Northern Lights Broadcasting Co.; granted application of Primo Communications for new FM station on channel 272A (102.3 MHz) at Truro; and terminated proceeding. (By MO&Os, March 22) (MM Docket 86-187.)

By ALJ Edward J. Kuhlmann on dates shown:

■ Oxford, AL (Calhoun County Broadcasters Inc., et al.) FM proceeding.—Granted requests by Mountain Broadcasting, An Alabama General Partnership, and Daystar Broadcasting Network Inc. and dismissed their applications with

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prejudice; dismissed with prejudice applications of Thomas Sims Potts, Oxford Broadcasting Service, Inc., William E. Bussey Jr., and Julie N. Frew for failure to prosecute; designated issues against Woodard Broadcasting Company Inc. to determine facts and circumstances that resulted in Jimmy Woodard's representation in Woodard Broadcasting's amendment filed Feb. 18, 1988; and, to determine in light of those facts and circumstances, whether Woodard Broadcasting concealed material facts from Commission and whether Woodard Broadcasting should be disqualified. (By MO&O, March 21) (MM Docket 87-578.)

■ Orlando, FL (Florida Broadcasters, et al.) FM proceeding.—Granted request by Claire Tow and dismissed her application with prejudice; approved settlement agreements and dismissed with prejudice applications of Florida Broadcasters: J & M Communications Ltd.; Orlando Broadcast Group, A Partnership; Oscar Juarez & Associates Ltd.; Bristol Communications Ltd.; Orlando Skywave Inc.; WNKI Inc.; Hispanic Radio of Orlando; Ms. Judith Fernandez Watson; and, FM Orlando Limited Partnership. Granted amended application of Urban Broadcasting Corporation for new FM station on channel 255A (98.9 MHz) at Orlando; and terminated proceeding. (By MO&O, March 16) (MM Docket 87-762.)

By ALJ Richard L. Sippel on dates shown:

■ Rayne, LA (Rayne Broadcasting Company Inc., et al.) FM proceeding.—Granted request by Cail Enterprises, Inc. and dismissed its application with prejudice. (By Order, March 25) (MM Docket 87-560.)

■ Kittery, ME (Edward P. Ockenden, et al.) FM proceeding.—Granted request by Steiner Communications to enlarge issues against Michael M. Colby and Joy Thomas, A Partnership, to determine: a) whether Rumford Communications, Inc., Lindsay Collins, and/or Stuart Richter, are real-parties-in-interest in application of Colby and Thomas, and, if so, effect thereof on their qualifications to be Commission permittee; b) whether Colby and Thomas and/or its principals lacked candor and/or made misrepresentations to Commission concerning relationship of applicant to Rumford Communications, and, if so, effect thereof on their qualifications to be Commission permittee; c) whether Colby and Thomas are financially qualified; d) whether Colby and Thomas made misrepresentations to FCC concerning their financial certification and, if so, effect thereof on their qualifications to be Commission permittee; e) whether transmitter site proposed by Colby and Thomas at Ramsdell site was available to them, and, if not, effect thereof on their qualifications to be Commission permittee; and, f) whether Colby and Thomas lacked candor and/or made misrepresentations to Commission concerning availability of their proposed transmitter site, and, if so, effect thereon on their qualifications to be Commission permittee. (By MO&O, March 21) (MM Docket 87-549.)

■ Bedford, NH (Taylor Broadcasting Inc., et al.) FM proceeding.—By separate orders, granted request by Taylor Broadcasting, Inc. and dismissed its application with prejudice; dismissed with prejudice applications of Susan R. Beauchamp, Satellite Systems Engineering Inc., Airwave Communications Inc., and Bedford Broadcasting Limited Partnership for failure to prosecute. (By Orders, March 24 and March 25) (MM Docket 88-3.)

■ Upper Arlington, OH (PN Radio Company, et al.) FM proceeding.—By separate orders, granted request by DDB Communications Limited Partnership and enlarged issues against Donna Y. McDonnell to determine: 1) whether McDonnell is financially qualified; 2) whether McDonnell had reasonable assurance of availability of sufficient funds to construct and initially operate station at time she filed her application; 3) whether McDonnell had misrepresented or exhibited lack of candor to Commission in certifying that she is financially qualified; and, 4) in light of evidence adduced, whether McDonnell possesses basic qualifications to be Commission licensee; dismissed with prejudice application of Geri Taczak for failure to prosecute. (By MO&O, March 22 and by Order, March 21) (MM Docket 87-370.)

By ALJ Joseph Stirmer on dates shown:

■ Avalon, CA (Family Stations, Inc. and City of Avalon, California Community Services Department) ED-FM proceeding.—Approved settlement agreement and dismissed with prejudice application of The City of Avalon, California Community Services Department; conditionally granted application of Family Stations for new noncommercial educational FM station on channel 204A (88.7 MHz) at Avalon; and terminated proceeding. (By MO&O, March 22) (MM Docket 87-48.)

■ Karns, TN (John Strelitz and Beaver Ridge Communications, Ltd.) FM proceeding.—By separate orders, granted motion for summary decision by Beaver Ridge Communications and resolved Section 73.3115 issue in its favor; granted request by John Strelitz to reopen record and enlarge issues against Beaver Ridge Communications Ltd. to determine whether Beaver Ridge misrepresented facts or lacked candor when certifying its financial qualifications; and, to deter-

mine, in light of evidence adduced, whether Beaver Ridge possesses requisite qualifications to be Commission licensee. (By Order, March 17; and by MO&O, March 23) (MM Docket 87-343.)

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Applications

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New FM's

WWFG New Betty F. Martin, Callaway, FL
WBNH Central Illinois Radio Fellowship, Pekin, IL
KEEP New John H. Gordon, Marshall, TX
KSER New Jack Straw Memorial Foundation, Everett, WA

New TV

WBSG-TV Coastal Com. Inc., Brunswick, GA

Existing AM's

KRCQ KWBF Mark P. Guidotti, Colusa, CA
WAUR WBYG Nelson Broadcasting Inc., Sandwich, IL
WCLZ-FM WCLZ Hawthorne Communications Ltd. Partnership, Brunswick, ME

Existing FM's

KMPZ KWLN The Dltman Group Inc., Osceola, AR
KLVK KTLM The Great Southwest Broadcasting Co., Taft, CA
WCLZ WKXA Hawthorne Communications Ltd. Partnership, Brunswick, ME
KNRB KWJS Marsh Broadcasting Corp., Fort Worth
KQJQ KRGF The Radio Team Inc., Taylor, TX
WLZT WVCM Empire Broadcasting System, Inc., Miami, WV

Grants

Call Sought by

New AM's

KOZR John A. McAulay, Apple Valley, CA
KJLU Stephen Edward Minshall, Klamath Falls, OR
WTGR Point Pleasant Broadcasting Co., Point Pleasant, WV

New FM's

KLEF Chinook Concert Broadcasters Inc., Anchorage
KATJ Crown Broadcasting Services, George, CA
KTAA Barnard Broadcasting, Kerman, CA
WKZE-FM Chartcom Inc., Salisbury, CT
WZJR Gulf Communications of Alabama, Inc., Century, FL
WTRX Boston Radio Co., Boston, MA
WUUF Pamela H. Hodges, Statesboro, GA
WCSF College of St. Francis, Joliet, IL
WPRG Bar Harbor Communications, Bar Harbor, ME

WGNL

Team Broadcasting Co. Inc., Greenwood, MS

KWPN-FM

Kelly Communications Inc., West Point, NE

WPSC-FM

William Paterson College Foundation, Wayne, NJ

KCCU

Cameron University, Lawton, OK

KSBA

Oregon State Board of Higher Educ., Coos Bay, OR

WQRM

Farm & Home Broadcasting Co., Smethport, PA

WQRI

Roger Williams College, Bristol, RI

WTWL

David Russell Ross, McKinnon, TN

KTXB

Family Stations Inc., Beaumont, TX

WCVE-FM Central Virginia Ed. Television Corp., Richmond, VA
KSER Jack Straw Memorial Foundation, Everett, WA

New TV

WBPH-TV Sunshine Family Television Corp., Bethlehem, PA
WTHX-TV Tony C.G. Hendey, Manitowoc, WI

Existing AM's

KNOB KTNT Anita L. Levine, Frazier, CA
WXXU WRKT Champion Broadcasting of Florida Inc., Cocoa Beach, FL
WXXO WOKB Champion Broadcasting of Florida Inc., Orlando Beach, FL
WTKN WPLP Susquehanna Radio Corp., Pinellas Park, FL
WKZT WFUL Ken-Tenn Broadcasting Corp., Fulton, KY
WAKY WGRK Veer Broadcasting Co. Inc., Greensburg, KY
WJIZ WGOP Silver Starr Communications-Albany Inc., Albany, GA
WCLZ WKXA Hawthorne Communications Ltd Partnership, Brunswick, ME
WHGR WMKM Northlands Communications, Inc., Houghton Lake, MI
KHKR KBHG Big Sky Communications Inc., East Helena, MT
WVKZ WWWD WV Broadcasting Inc., Schenectady, NY
KLAD KKLK 960 Radio Inc., Klamath Falls, OR
WHTO WELX Pro Marketing Inc., Hughesville, PA
WNOZ WUNA NOS Inc., Aquadilla, PR
WHHR WHHQ Hilton Head Broadcasting Corp., Hilton Head, SC
KMLA KTFS KTFS Radio Inc., Texarkana, TX

Existing FM's

KMLA-FM KMLA KMLA Radio Inc., Ashdown, AR
KUZZ-FM KFXK Buck Owens Productions Co., Inc., Bakersfield, CA
KQPT KEBR Duchossois Communications Co. of CA Inc., Sacramento, CA
KLIT-FM KGFT Great Electric Communications-II, Carpinteria, CA
KCSJ-FM KUSN Rainbow Communications of Pueblo, CO
WJAT-FM WGKS WJAT Inc., Swainsboro, GA
WJIZ-FM WJIZ Silver Starr Communications-Albany Inc., Albany, GA
WOWO-FM WIOE Huntington Broadcasting Corp., Huntington, IN
WKYR-FM WKYI-FM WKYR Inc., Burkesville, KY
WCLZ-FM WLCZ Hawthorne Communications Ltd. Partnership, Brunswick, ME
WGRF WFSJ Family Stations Inc., Rockford, MI
KJEM KHHC Elvis Lee Moody, Seligman, MO
KOOK KOHZ KOHZ Inc., Billings, MT
KMYI KLOS Matteucci Broadcasting Co., Inc., Armijo, NM
WVKZ-FM WKZ WV Broadcasting Inc., Clifton Park, NY
KRRK-FM KNOX-FM Radio Grand Forks Associates Ltd., Grand Forks, ND
WWGL WKOQ Davidson County Broadcasting Co. Inc., Lexington, NC
KTNT-FM KCLR Oklahoma City Broadcasting Co. Inc., Edmond, OK
WHTO-FM WHTO Pro Marketing Inc., Muncy, PA
WWKX WNCK Ocean State Broadcasting Ltd. Partnership, Woonsocket, RI
KLZX KLTO-FM Citadel Associates Ltd Partnership, Salt Lake City

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Kern County, California's fastest growing spanish radio station - looking for aggressive English-speaking A/E with proven track record, excellent income potential & benefits. Call Carlos Cipolletti, KAFY M-F, 3-5pm 805-324-4411.

Dominant Northeast FM classic hits station, medium market, #1 growth in New York state, sales executives needed. Call today, Bob Defelice, Sales Manager 914-454-7400. M/F. EOE.

Rapidly growing NYC talk station needs quality salesperson, with strong retail background. Excellent opportunity to make serious \$\$\$. Must be aggressive, hard-working, with strong, conceptual orientation. Call Kate 212-586-5700.

Fastest growing market in Texas. CHR station needs experienced account executive. Chance to earn big money with new growth company. Jim Reeder. 409-823-5597.

HELP WANTED ANNOUNCERS

Sports play-by-play. Combined with news or sales. Growing SE small market AM-FM. Excellent facility. Reply Box E-72.

AM/FM seeking experienced announcer. Air shift plus production. Fulltime. Weekends plus some nights. Tape & resume to: J. McCullough, WLPO/WAJK, Bx 215, LaSalle, IL 61301.

Easy listening pro for Bonneville's ultra format in a university town. Call Patrick Wilson, WQMZ-FM, Charlottesville, VA 804-977-3030. EOE.

Soft AC in Charleston, SC seeks an experienced air personality for morning show. Call Mr. Litchford 803-761-1105.

Hilton Head Island calling another mature voice for easy-paced 45+ band & ballad format. This will be your last move, no one wants to leave here! T & R, Frank Kinsman, WHHR AM/FM, 14 Archer Rd., Hilton Head Island, SC 29928.

Announcer-salesperson. Mid-Atlantic small market. Talented beginner considered. Sales training available to aggressive self-starter. EOE. Box G-17.

HELP WANTED TECHNICAL

Northern California's top FM, on the leading edge of technology, needs chief engineer. Building new plant this year. Send detailed resume and salary requirements to Gordon Zlot, KZST, Box SS, Santa Rosa, CA 95402. EOE. M/F.

Wanted: engineer to fill out FM section of FCC form #301. Prior experience necessary. Wanted reasonable rates. Mr. Hons, Poplar Street, Portage, PA 15946, 814-736-3883.

Applications/sales engineer. Fast growing broadcast equipment manufacturer is creating several new positions at their West Coast and mountain states facilities. Experience with RF, remote control or telephone equipment desirable. Submit resume to: Gentner Electronics, P.O. Box 32550, San Jose, CA 95152.

Chief engineer wanted for Missouri Lake of Ozarks area. 5000 watt AM, 100,000 watt FM. Up to \$25,000. Contact Jerrell Shepherd, Box 430, Moberly, MO 65270. Phone 816-263-5800.

Radio engineer for AM & FM stations in Kansas City, Missouri. Must have radio experience. Send resume and salary requirements to Jim Ary, Vice President Radio Engineering, Great American Broadcasting, WTVN Radio, 42 East Gay Street, Columbus, OH 43215. Equal opportunity employer.

HELP WANTED NEWS

News reporter/director: Experience reporting and hosting talk show. 3 1/2 day work week. \$250-300/wk minimum pay. Tape and resume to WRJO, P.O. Box 309, Eagle River, WI 54521. EOE.

Experienced news director, east Texas AM/FM. EOE/M/F. Contact Art Lay, P.O. Box 6090, Jasper, TX 75951.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

CHR station on the move needs a program director to keep the station moving in the positive direction we are now heading. If you have a solid medium market success record and want to join a growing group send resume to Box E-89.

Promotion director. Experienced radio promotion director. Send resume, print portfolio, tape of on-air promos, and other pertinent information to General Manager, c/o WTOP-AM/WASH-FM, 4646 40th St. NW, Washington, DC 20016. EOE, M/F.

Program director: KIQQ Los Angeles seeks a real pro to continue station's growth in the world's largest radio market. Must have a strong and successful track record. Promotional creativity, leadership, intelligence, integrity and team-player attitude - a must. If you are ready to take on the Los Angeles market send resume to: Tom Mosher, VP General Manager, K-LITE Radio, 6430 Sunset Boulevard, Suite #1102, Los Angeles, CA 90028. KIQQ is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Outstanding GSM with excellent references, documented record of performance and programming experience seeks opportunity as a GM. Box E-80.

Seasoned radio manager, former owner, can turn-around, flexible, innovative. Will be at NAB. 216-699-9567.

Operations manager available. 29 years experience in competitive medium markets. Well organized, stable, efficient, dependable. Good people manager. Presently employed. Prefer West, but will consider all areas. 915-699-1903, leave name, I'll call you back.

General manager seeking new challenge. I have taken a top 50 market FM from obscurity to #1. Increased revenues 666% in a 7 year period. You may reach me at the NAB convention. Call N.S. Cooper at the Bali Hai. 734-2141.

Ever work your way out of a job? Our class A FM just sold for over 3 1/4 million. Young, creative, ambitious general manager available immediately. Strong sales background. Prefer Midwest. Neil Cary 414-921-9080.

Veteran pro will leave paradise for GM opportunity, medium - metro market. Solid sales/GSM experience. Excellent references. 305-437-5839.

Temporary assignment wanted on site while you or I find a permanent general manager. Any location. Thirty years radio management experience, including group VP. Excellent references. 919-392-5017.

13 years experience in one ownership group. 8 years station manager and 5 years sales at KWIX/KRES, Moberly, KAA, Bethany, KJEL, Lebanon, all Missouri, owned by Jerrell Shepherd, Moberly, Missouri. 37, married, college graduate. Steve Cochran, 417 Harris Lane, Lebanon, MO 65536. 417-588-3818 (evenings).

SITUATIONS WANTED ANNOUNCERS

Experienced sports director, eleven years of radio, looking to relocate. Strong background in field reporting and PBP. Wants college sports in medium market. Call Bob 812-273-1384 after 5:30.

Experienced announcer who likes production and consistency. Good small market background. Bill, 308-534-1211.

Experienced annncr. will go anywhere now, any format. Call Kevin 703-673-1623 anytime.

Whatever happened to the folks, small town stations with a morning man known by everyone in town? Experienced announcer desires just that with call-in show and possible play by play. Family man, Dan Wilson, 209 E. Huron, Gaylord, MI 49735. 517-732-1185. Tape, resume, pic.

Married without children. Ready to move to a medium size market, hopefully to a warmer climate. If you need a sober, reliable announcer call 218-365-6129 or write Thomas Cazin, 106 W. Harvey, Ely, MN 55731.

SITUATIONS WANTED TECHNICAL

16+ year pro available, will relocate, call Kevin Mooney 305-679-6922 or see me at booth 5818 Las Vegas Hilton during NAB.

SITUATIONS WANTED NEWS

Is your news department repeating the morning paper? Doing lazy voicers versus vibrant actualities? Waiting for news releases, instead of enterprise? Veteran ND can assess, assemble, ascend! Enjoys molding young broadcasters. 501-228-0267.

All-news man! BA in radio and television seeking small - medium market reporting and/or anchoring position. Available June 1st. Young and energetic. 602-293-6469

Sports announcer looking for career start. Exp. in PBP-baseball, basketball, football. Intelligent, creative, humor. Call John E. Reid - 707-257-0184.

Sports pro, 15 years experience, major college pbp, major market sports talk, sales and management, after 5, 813-493-1326.

Writer. Creative news writer with major market experience. Also comfortable behind microphone. Excellent references. Box G-32.

Experienced broadcast journalist with college degree anxious to move up to medium market station. Good voice and writing skills. Prefer Northeast. Call Dave at 814-238-5434.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Market research specialist - 5 yrs NY & Phila. Brought \$175,000 new advertisers this year to present station through research. Vast computer skills. MA*RT expert. 919-395-5379.

Keep talk radio alive! No canned, artificial sweeteners. 100% of the Arbitron recommended rating allowance! New audiences need live voices. Earnings Productions Two, Box 114, Troy, NY 12180. 518-449-9571.

PROGRAMING

Attention sports directors: Live updates and wrap-ups available for all Detroit area pro and college sports events by veteran sportscaster and network correspondent. Phone: 313-661-3543.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager: Knight-Ridder ABC-TV affiliate in Albany, New York, is seeking a local sales manager with proven abilities as a sales leader, motivator and effective communicator. Candidates should have a minimum of 4 years experience in local sales, preferably in a sales management capacity. Contact John Hirsch 518-436-4822.

Indi GSM: Dynamic station in exciting market. Candidate should have 3-4 years local sales. 2 years rep/NSM, 2 years as LSM. Knowledge of retail development, co-op, vendor, media research, traffic systems & inventory control are necessary. Call Rick Lowe, GM, KRRT-TV, San Antonio 512-684-0035. EOE. M/F.

Commercial manager with sales know-how and administrative ability for VHF in south Texas. EOE. Box G-18.

HELP WANTED SALES

Account executive: Network affiliate in beautiful 70s Mid-Western market seeks A.E. Established list. Broadcasting experience helpful. Candidate will have good people skills, aggressive attitude and willingness to work hard. EOE. Send resume to Box E-83.

Hawaii. Come work in paradise! Channel 5, Hawaii's newest station, is looking for aggressive successful sales people preferably with independent TV sales experience. Immediate openings. Send resume with salary history to: KFVE-TV Channel 5, 315 Sand Island Rd., Honolulu, HI 96819-2295 or fax to 808-842-4594. EOE. M/F.

TV 53 in Columbus, Ohio, is looking for a young aggressive local sales manager. It is especially interested in people with a radio sales background. This is a golden opportunity for the right person. It is an entry level position with tremendous growth potential. Send resume, references, salary requirement to Box 339, Bellefontaine, OH 43311. EOE.

WALA-TV's sales department has an immediate opening for an experienced account executive. Candidate must have a minimum of 2 years broadcast sales experience. 3-5 years experience as media buyer considered in lieu of sales experience. No phone calls. Send resume and references to General Sales Manager, WALA-TV, P.O. Box 1548, Mobile, AL 36633. EOE. M/F.

Experienced account executive needed for growing ABC affiliate in capital city. Contact Sandi Wilber, GSM, P.O. Box 2229, Topeka, KS 66601. EOE.

Account executive. WDTN has an opening for an account executive. Previous selling experience required, and experience selling radio/television advertising preferred. College degree with major in advertising, marketing and/or communications desired. Please send resume/salary requirements to WDTN, Account Executive Position, P.O. Box 741, Dayton, OH 45401. An equal opportunity employer.

HELP WANTED TECHNICAL

Maintenance engineer needed for industrial video repair business. Must be extremely familiar with 3/4" and three tube cameras. Excellent salary and working conditions. MVS, 8025 Anderson Rd., Tampa, FL 33634.

Chief engineer: due to promotion in company. Join dynamic group affiliate in a scenic, growing Midwest market. Nice plant features new Odetics TCS 2000. Five years as chief or assistant required. UHF transmitter background gives you the edge. Good support staff, salary and benefits. Call the General Manager, Jim Matthews, at 608-274-1234. EOE.

Assistant chief engineer for CBS affiliated UHF. 3-5 years transmitter experience. Resume and salary requirements to Roger Topping, WIFR-TV, Box 123, Rockford, IL 61105. EOE.

Director of engineering... Growing Hollywood post production facility needs dynamic professional to direct its engineering department. Position requires extensive experience with sophisticated on-line editing and computer graphics systems. Solid video systems background, proven leadership ability, and good communications skills essential. Computer hardware/software experience desirable. Ideal candidate will contribute as key player on management team currently planning significant technical upgrade. Attractive compensation/benefits package for individual willing to make commitment. Please respond to: Michael Levy, General Manager, Video Transitions, 910 No. Citrus Ave., Hollywood, CA 90038. 213-465-3333.

Experienced maintenance engineers needed for major state-of-the-art Sunbelt facility. Production, ENG, SNG. Competitive compensation and excellent benefits. We are looking for highly skilled people to maintain the most sophisticated facilities in the area. EOE. Box G-1.

Experienced chief for small market Rky Mtn NBC affiliate. 8 years minimum experience with management/hands-on skills. Good salary and benefits. Resume to Station Manager, KIFI-TV, Box 2148, Idaho Falls, ID 83403. EOE.

Tape machine operator. Qualified 2", 3/4", and 1", with editing and on-air switching. Six months experience required. Send resume to Bruce Sloan, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

Chief engineer: Your input will be vital in helping construct new facilities for new owners of existing indy in beautiful, medium size, Southwest market. If you're an assistant chief and ready to move up, or a chief looking for a new challenge, join our growing TV broadcast group. Salary range \$28,000 to \$36,000. Send resume to Box G-26.

HELP WANTED NEWS

Weathercaster for aggressive medium Midwest group owned network affiliate. Great opportunity to build weather department to suit your needs. Salary commensurate with experience. EOE. Reply to Doug Padgett, General Manager, KODE-TV, P.O. Box 46, Joplin, MO 64802.

Producer: Promotions have created a producer opening at KWTW. We are an aggressive station looking for the same in a producer. Successful candidate will need a BA/BS in journalism and 2 years producing experience. Send recent air check and resume to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE. M/F.

Fulltime director (evenings and weekends) position available. Candidate should have extensive experience in switching and directing live newscasts. EOE. Send resumes to: Bill Mendoza, Production Manager, WVIT-TV, 1422 New Britain Avenue, West Hartford, CT 06110.

#1 News station in small Midwest market is seeking a weathercaster. Personality and experience are key ingredients. Send resume to Box E-89.

News videotape editor: 2-3 years minimum experience editing news. Send resume and tape to Jeff Ebner, Executive Producer, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. No calls. EOE.

Community affairs director. KMPH-TV, the nation's #1 independent television station is seeking an experienced community affairs director. Applicants must be experienced in all phases of writing, producing and hosting weekly public affairs program. Also must be creative with dynamic personality, able to maintain high profile within communities served. Submit resume to: Personnel Department, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until April 15, 1988. No phone calls, please. An EOE. M/F/H.

Chief photographer needed for top rated ABC affiliate in progressive 89th market. Ideal candidate: mature, self-starter, works well with staff/management, solid organizational skills. Minimum two years management/supervision of sizable ENG staff. Creative shooter/editor. NPPA video workshop grad., able to train, critique, lead others. Send tape of most creative work, resume with salary history, philosophy, references to Cliff Windham, News Director, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801.

News director - small Midwestern CBS affiliate looking for person to lead the market's #1 news department. Some anchoring and reporting duties involved. We are an equal opportunity employer. Send resume to Box G-11.

Producer with two years experience. Strong editorial and people skills. Excellent writing skills a must. EOE. Send resume to Box G-2.

Sports director/anchor small UHF Midwest affiliate, strong local emphasis. Two-person dept. Salary mid-teens. Tape & resume to: News Director, KDUB-TV, One Cycare Plaza, Dubuque, IA 52001. EOE.

One TV news photographer or ENG. Must have some news shooting and editing experience. ONE RADIO NEWS REPORTER/ANCHOR. Will also contribute stories for TV news. Send resume and tape to Steve MacDonald, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

Medium market station in Sunbelt has an immediate opening for a chief photographer. Experience is required for this position. Creativity, the ability to shoot and edit with standard ENG equipment, meeting deadlines, and other responsibilities that come with this position are crucial. Live experience is preferred. Please send resume and tape to Sherry Lorenz, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EEO.

News editor with solid writing and editing skills, sound news judgement and supervisory ability. EOE. Box G-20.

Washington news bureau needs chief photographer w/ strong shooting, editing and managerial skills. Engineering experience a plus. Minimum two years experience in medium or large market. Send non-returnable tape to Personnel, 3403 Marquart #204, Houston, TX 77027.

Associate news producer: If you enjoy the challenge of live ENG and SNG and have the organization to put it together, send tapes and resumes: News Director, WJTV, P.O. Box 8887, Jackson, MS 39204.

News-writer/producer for television production company. Some experience required. Please send resume to: G. Johnson, DWJ Associates, 1 Robinson Ln., Ridgewood, NJ 07450.

Anchor/reporter: State-of-the-art Midwest affiliate seeking to fill main weekend anchor for four newscasts a week. Ability to report live, produce a newscast. Send tape/resume to Bob Totten, KTKA-TV, Box 2229, Topeka, KS 66601.

Weekend weather anchor. Top 40 Sunbelt network affiliate. Send resume, credentials, references, and detail reporting skills in first letter. EOE. Reply Box G-19.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Copywriter to develop creative promotion and commercial copy from storyboard to finished video. Gulf Coast VHF. EOE. Box E-52.

University television center seeks a versatile audio production specialist with advanced skills and creative ability in audio mixing, music editing, and post production video. Applicants should have two years college credit plus three years on-the-job experience. Narration skills helpful, but no on-camera experience needed. Must be able to demonstrate competence in multi-track audio production and sound track production. Excellent fringe benefits and retirement system. Contact Milburn Gardner, P.O. Box 5446, Mississippi State University, Mississippi State, MS 39762.

Growing community television organization needs person with experience in multi-camera studio, and remote productions, off line editing, and ENG-style field work, to fill position of access facilitator. Individual must enjoy working and training community volunteer program producers and production crews. Minimum requirements include associates degree and/or full-time experience in television production. Salary mid to high teens. Send resume to: Fairfax Cable Access Corp., Attn.: PG/OPS MGR., P.O. Box 2465, Fairfax, VA 22031. Deadline 4/11/88 EOE.

Graphics artist: Is there life after helvetica? CBS affiliate in Nashville needs artist who can give us the look of the '90s. Responsibilities include daily news graphics and special projects. Art degree and experience with Artstar 3-D, Chyron IV, and ESS-3 helpful. Send tape and resume to Kelly Donnell, Creative Services Director, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. EOE. M/F.

Production manager. Mid-management position at #1 network affiliate in major Midwest market. Looking for self-motivated individual to lead and motivate staff. Responsible for administering departmental budget, scheduling facilities, hiring/firing, some hands-on production. Directing/producing skills a plus. Send resume along with salary history. EOE. M/F. Box G-15.

Director opening: Directs live broadcasts, assigned tape sessions, remotes & production work units. Requires high school diploma or equivalent, plus two years prior related experience. Send tape and resume to C. Plank, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE. M/F.

Promotion manager: If you're an energetic, creative, hands-on type person looking for a challenge, join the news owners of an existing indy in beautiful, medium size, Southwest market, as we construct new facilities and create a new station image. Promotion experience necessary, marketing knowledge helpful. Salary commensurate with experience. Send resume to Box G-27.

Producer/director: Top 30 network affiliate located in a great Southern growth market looking for individual who loves news and live programs. Previous experience directing news is essential. EOE. Send resume and salary requirements to Box G-24.

Producer/director: Television station in northern Florida looking for an up and coming hot shot director to do news and programing production. A real team player. News market very competitive. Must be able to switch own newscast. Supervisory capabilities very important. Now's your chance to make that move. If you're a team player and feel you have what it takes, send resume, references and salary requirements. No resumes after 4/30/88. No tapes. Box G-21

WBBM-TV, CBS in Chicago, is looking for a multi-talented graphic arts director to work with our design director to continually improve the on and off-air look of our television station. B.A. or equivalent required, minimum of five years design experience, proficiency in print and broadcast media. If you are a crack designer, an innovator and can motivate and encourage staff and station associates, send letter of interest and resume (we will call for tapes; please do not call us) to: Barbara Mosak, Design Director, WBBM-TV, 630 North McClurg Ct., Chicago, IL 60611. EOE.

Producer/director: WAVY-TV has an excellent opportunity for a highly motivated and experienced producer/director. College degree preferred, strong background in news directing, experienced with studio crew supervision, commercial, public affairs and promotion production with an innovative and comprehensive knowledge of studio/location production and lighting. Must establish and maintain good rapport with clients. Must be able to edit on 3/4" format as well as direct and switch your own productions. Quality minded applicants send resume only to Rob Gray, Production/Operations Manager, 801 Wavy St., Portsmouth, VA 23704. No phone calls or tapes will be accepted at this time. EOE. Deadline for receipt of applications is 4/15/88.

Assistant promotions manager. Southeast NBC affiliate is seeking a creative, imaginative, and experienced person in areas of on-air, radio and special events promotion. Minimum of two years TV promotion experience. Send resume and tape to: Glenn Nash, WPCQ-TV, 8036 Hood Rd., Charlotte, NC 28215 WPCQ-TV is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

General manager at one of the most successful independents. If you are looking for a GM with 14 years major market experience who believes that general managers make 25 sales calls a week, that TV takes a page out of radio promotions, combined with daily training and motivation, let's discuss increasing your bottom line. Box E-74.

Successful GM/GSM. 25 year veteran with 12 years sales and senior level management. Excellent people skills, budget control, and hands-on experience in all phases of station operations and general management. Available immediately. Call Phil Brassie 417-781-1607.

Technical/operations manager, 20 years experience, creative, caring, gutsy communicator. Major/micro market experience/availability. Box G-12

SNG-mature grad student researching SNG seeks related summer employment. 10 yrs. experience in production and teaching. Will be at NAB. Stephen Adams 619-270-4682.

Strong and creative manager of operation and engineering seeks new position. Experienced in large and small markets. Would like opportunity to discuss how background and talent can help your station. Box G-3.

Sharp, strong and creative manager seeks position of director/manager of engineering and/or operations or station manager. Knows how to make a TV station run smoothly. Good with people. Strong on budgeting. Very up to date on technology. During NAB check message board or write to Box G-31.

SITUATIONS WANTED TECHNICAL

Chief engineer with major market TV station experience, caught in ownership change, looking for a new opportunity. Willing to relocate. Strong on people, technology, budgeting, and computers Box G-4.

SITUATIONS WANTED NEWS

Willing to appreciate a young, energetic and talented sportscaster eager to move up? Here I am. Three years exp. radio and TV. 618--395-7283.

Meteorologist: 10 years experience. Currently employed at top rated station doing 6 & 11pm weather. Looking for change. Only weather, no reporting. NWA/AMS. Serious responses only Box G-10.

Weathercaster, natural on-air presence, certified. Conventional & Doppler radar. Graphics. News & commercial experience. Returning from private business. 718-330-1974.

Looking for a new news direction? Give me a try! Minority with 17 years in radio, television with network. O&O, major market experience seeks challenge of directing your news department. Have been on the air as anchor, reporter and can bring added dimension to your game plan. Available August. September 1988. Box G-7.

Experienced news and sports man seeking sports, news, or combo position. Enthusiastic; hard working; exciting PBP 5 sports. Bill 404-229-1347.

Seasoned pro seeks challenging position in news or public affairs. Experienced in all phases. Work history ranges from Asheville to Asia. Network references. Currently independent. Box G-25.

PRODUCTION SERVICES

Now you can have that distinctive promotional announcer! Not expensive! Copy via fax and overnight delivery! Call for demo! Try me! Others have! Tom Underwood 919-886-1212

MISCELLANEOUS

Career videos. Make an impact on employers with your personalized audio or video resume tape prepared by our major market broadcast team. 312-272-2917.

Primo People is seeking anchormen and anchorwomen with command and on-air presence, all size markets. Send tape and resume to Steve Porricelli or Fred Landau to Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

The Hot Sheet--broadcasting's leading publication for job-hunting assistance! Hundreds of weekly listings from major market to entry level. Plus valuable advice on potential openings to put your goals on target! Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Telecommunications: Ball State University, Muncie, Indiana. Assistant professor, full-time, tenure track teaching position available September 1, 1988. Must have demonstrated ability and experience in broadcast sales, broadcast promotion, and broadcast news, including field experience in all of the above. Will be expected to teach in these areas. Candidate is expected to undertake research activity on a continuing basis and to participate in public service. Earned doctorate plus two years of teaching experience at the college level and two years of commercial experience preferred. Also will consider masters degree with substantial and diverse commercial experience in excess of five years plus at least two years of college teaching experience. Send letter of application with names of three references to Chairperson, Department of Telecommunications, Ball State University, Muncie, IN 47306. Application deadline is May 1, 1988. Ball State University practices equal opportunity in education and employment.

Director of tele-education instruction and media services, Ball State University, Muncie, Indiana. Director coordinates, supervises, and oversees the daily operations of the university media services area and is also responsible for providing both the administrative and intellectual leadership required to foster the continued development and expansion of on and off campus live interactive TV instruction. Minimum qualifications: Masters degree, preferably from the fields of telecommunications, educational systems technology, or instructional media with emphasis on engineering and management (years of verified creditable service may be substituted for educational requirements); five years of recent experience covering the broad spectrum of media instruction and development, preferably within an educational setting; in-depth knowledge of TV production and engineering principles, formats; knowledge of state of the art media and communications technology; leadership and supervisory experience. Continuing contract position (12 months). Salary range: \$45,000-\$50,000. Send letter of application, vita and three (3) letters of reference to Dr. Thomas Kaluzynski, Associate Provost, Ball State University, Administration Building Rm. 206, Muncie, IN 47306. Review of applications will begin April 20, 1988, and continue until position is filled. Ball State University practices equal opportunity in education and employment.

Assistant professor of mass communication to teach in expanding interdisciplinary program. Tenure track for candidate with terminal degree. Duties: teach undergraduate and graduate courses in audio and video production, public relations, advertising, performance; advise; participate in scholarly activities, and develop courses in areas of expertise. Interest in corporate and home video preferred. Background in production essential, preferably with broadcast or commercial production house, university teaching experience preferred. Facilities utilized state of art equipment with campus on-air public broadcast stations. Closing date: April 15, 1988, or until filled. Starting date: August 1988. Position pending funding. Send letter of application, curriculum vitae, recent video and audio tape, and names, addresses and telephone numbers of at least four (4) references to: Dr. Ernest E. Phelps, Chair, Mass Communication Search Committee, Department of Communicative Arts & Sciences, Lea Hall, Station #3, Eastern New Mexico University, Portales, NM 88130. ENMU hires only U.S. citizens and aliens lawfully authorized to work in the U.S. and is an AAEO employer.

Radio/TV production. SUNY-New Paltz seeks Ph.D. in broadcasting/mass communication for tenure track production position, or masters with extensive professional experience considered for a non-tenure track lectureship. Salary/rank determined by qualifications. Teach audio/video production, radio/TV performance, writing, and administrator studio facilities. College teaching and professional experience required. Applicant review begins April 25. Send letter, resume, names/addresses of three professional references to Dr. Richard Bartone, Chair R/TV Search Committee, Box 10, SUNY-College at New Paltz, New Paltz, NY 12561. AA/EOE. Women and minorities urged to apply.

HELP WANTED TECHNICAL

Applications/sales engineer. Fast growing broadcast equipment manufacturer is creating several new positions at their West Coast and Mountain States facilities. Experience with RF, remote control, or telephone equipment desirable. Submit resume to: Gentner Electronics, P.O. Box 32550, San Jose, CA 95152.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

EMPLOYMENT SERVICES

Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area. 805-687-6000 ext. R-7833 for current federal list.

EDUCATIONAL SERVICES

On-air training: For working/aspiring TV reporters. Polish anchoring, standups, interviewing, writing, Teleprompter. Learn from former ABC Network News correspondent and New York local reporter. Demo tapes. Private coaching. Group workshops Mar. 26 and Apr. 23. 212-921-0774. Eckhart Special Productions, Inc.

MISCELLANEOUS

Be on TV. Many needed for commercials. Casting info. 1-805-687-6000 ext. TV-7833.

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-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen. Quality Media. 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888

C.P. cavity type broadband panel antenna. Multi-system application. Omni or directional pattern. 88 to 108 MHz. High power. Excellent axial ratios. Radomes. Al Warmus t-216-659-4440.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-8840888. Telex 910-240-3856.

FM transmitters **Harris FM 25K (1983), AEL 25KG (1977)** Harris FM-20H3 (1976), RCA BTF20E1S (1983)** Harris FM10HK (1974), RCA BTF10D9 (1968)**Collins 830E (1965)**Sintronics /SF35 (1986) CCA 30000DS (1968)Transcom Corp. 215-884-0888. Telex 910-240-3856.

AM transmitters **Continental 315F (1975), Collins 820E (1978)**Gates BC-50C (1966)**Harris MW1A (1983), Harris BC-1h1.CSI TIA, Gates BC-1T, Gates BC-1** Transcom Corp. 215-884-0888. Telex 910-240-3856

50KW AM **Gates BC-50C (1966) on air w/many spares, in STEREO.** Transcom Corp. 215-884-0888. Telex 910-240-3856.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw klystron transmitter. Bill Kitchen or Dirk Freeman, Television Technology, 303-665-8000

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc 916-383-1177.

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Building an AM/FM radio station? Our turnkey specialists save you time & money, nationwide! 602-242-2211.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-578-6456.

Equipment for sale: Variety of good used studio equipment...plus Lampkin test set...Scientific Atlanta satellite receiver. Send for complete list. WA M D, Box 970, Aberdeen, MD 21001

Complete 3/4" broadcast rack, includes 4 Sony VP 5000's, Sony monitor, Channelmatic program controls, Quanta CG, Jerrold IF modulator, etc. Complete list available. Acquired 5/86 for \$24,000+. Sell for best offer over \$8 500. Well maintained and ready to plug in. Boise, Idaho 208-345-1400/345-1231.

Over 100 AM-FM transmitters in stock. All powers - all manufacturers - all spares. AM - 1Kw thru 50Kw/FM 1Kw thru 40Kw. World leader in broadcast transmitters. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967, 214-630-3600.

Sony Betacart - BVC-10 PAC. Like new, former manufacturers demo. Includes keyboard, TBC, control panel, bar-code writer & printer. Immediate delivery on this first (that we know of) available Betacart on the used market. Call now for information. Video Brokers 305-851-4595.

Sony BVH 2000/02 - 1" VTR, low hours with TBC, time code and dynamic tracking head. Very clean. Video Brokers 305-851-4595.

Ikegami studio cameras (1) 357 w 18:1 zoom, head & ped. (3) SC-500's with 15:1 zoom, heads & peds - demo use only. Call Video Brokers 305-851-4595.

Beta equipment - Sony BVW 10, 15, 20, 25 & 40 - all have low hours and warranty. Also, new Betacam's w/plumbs & 14:1 Fuji zoom. Call for special low pricing. Video Brokers - 305-851-4595

Tektronix - Waveforms & Vectorscope in stock: 528A, 1420, 1710, 520A, 1480 & 1480R. Some new, some used. Warranty. Call Video Brokers 305-851-4595.

Ampex 1" - (8) VPR-2B's w/TBC-2B, with or without consoles. 100% warranty first 30 days of operation. Time code on board, low hours on scanner & heads. Call Video Brokers - 305-851-4595.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1"-60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

Copper! #8 & #10 ground radials; 2,3,4,6,8" strap; fly screen; ground screen. 317-962-8596. Ask for copper sales.

BCS = the BroadCast Store - You've seen the ad! Come meet the people! Las Vegas NAB April 9-12 Booth 6116. Buy, consign, sell, service. Sony BVH-2500, \$44,000; Ampex VPR-2 w/TBC, \$18,500; Hitachi HR-300, \$22,000; 4.5 antenna dishes w/uninterruptible power supply, \$6,500. We can save you time and money 818-845-1999.

We still need RCATK-47s. We need BVU-800s and 820s. We have many Ikegami HL-79As, Ds, DALs. Just listed. Hitachi HR-200 for \$13,000. Many other 1" machines of all types. We're still looking for a few TK-28 and TK-29 film cameras. Call now and list your surplus equipment, no matter how unwanted you think it is. Call Media Concepts 919-977-3600 and plan to come by Booth 5117 in the Hilton Center.

RCATFU-24DM UHF TV antenna on channel 41 maximum input 16KW. \$5,000. RCATTU-12 UHF TV transmitter without 1KW exciter driver, maximum output 12KW, \$3,000. Mr. Haynes 601-948-1515.

Never uncrated 2KW UHF transmitter suitable low or full power. 3,000 title music video library 1" and 3/4". 512-480-0084, 213-393-3416.

TELEVISION

Help Wanted News

FEATURE REPORTER

"Crook and Chase," the nationally-syndicated magazine program, is looking for a feature reporter to complement our male feature reporter. Must have strong writing skills; anchor experience a plus; 3-5 years experience. Send resume and tape to:
Jim Owens Entertainment, 1525 McGavock St., Nashville, TN 37203. No phone calls please.

Help Wanted Programing Production & Others

SEE GRASS VALLEY GROUP AT N.A.B., LAS VEGAS!

GVG is growing like never before, and great employment opportunities exist. Here are just a few of the positions; we'd like to talk to qualified applicants in Las Vegas, in the privacy of our temporary offices there.

NATIONAL SALES MANAGER

WANTED: A highly motivated individual to lead and direct all domestic sales activity.

Live in charming Nevada County, California, within pleasant driving distance of the ocean, of the mountains, of Lake Tahoe. Oversee our regionalized sales organization, (also for subsidiary Dubner Computer Systems in New Jersey) from the main manufacturing facilities in Grass Valley.

BSEE/MBA degree or equivalent broadcast industry experience.

VIDEO ENGINEERS

Experienced in broadcast wideband video routing and effects, and custom and semi-custom ICs.

SENIOR SOFTWARE ENGINEERS

Technical application will involve real-time control for video tape editing equipment, image processing and switcher control systems.

Requires familiarity with C/UNIX or Macro 11. Experience in real-time applications, assembly and high level languages, and familiarity with 16- and 32-bit microprocessors. BSEE/BCS required.

VIDEO DESIGN ENGINEERS

This position requires knowledge and experience in video, audio and digital design, layout, fabrication, building, testing and integration of products into manufacturing. Digital image processing experience desired. BSEE required.

SENIOR SOFTWARE DESIGNER

BSCS or MSCS and three to five years experience with real-time analysis and software design. Requires a working knowledge of C and 68000 assembly languages. Knowledge of broadcast/video design and digital hardware design is desirable.

PRODUCT MARKETING MANAGERS

Require technical background and related marketing education and experience with a technology-based manufacturer. Previous product line responsibility in terms of planning and implementation of pricing, promotion, training and support; familiarity with broadcast and professional video markets.

PRODUCT MARKETING SPECIALISTS

These positions require technical background, manufacturer experience. Will support marketing efforts in research and implementation of planning.

DIGITAL DESIGN ENGINEERS

Broadcast equipment design experience needed for these positions, together with SW-Assembler and C languages, ASIC development and real-time controller knowledge.

ANALOG VIDEO DESIGN ENGINEERS

Knowledge and experience in video and audio design, layout, fabrication, building, testing and integration of products into manufacturing. C and 68000 languages experience very desirable.

SOFTWARE DESIGN ENGINEERS

Experience with broadcast equipment design desired, real-time design experience a must. High-level assembly languages such as C and 68000 necessary.

Call for appointment to talk privately in room N-1, Las Vegas Convention Center. Speak with Yvonne Klus at 916-478-3023, or stop in during the NAB Convention.

GRASS VALLEY GROUP

P.O. Box 1114, Grass Valley, CA 95945

EOE: m/f/v/h

**Help Wanted Programing
Production & Others Continued**

W A N T E D

**Paintbox Artists
Graphic Designers
Graphic Department Manager
Software Designers & Programmers
And People Experienced with
Character Generators
Still Store and Image
Compositing
Equipment**

We are developing the graphics department for a new broadcast television news program. We are looking for people with experience in film or video graphic design and production. Proficiency with state-of-the-art equipment and a willingness to learn new systems are required. Relocation is possible. Send resumé and/or demo reel to Chip Houghton.

**R/Greenberg Associates, Inc.
350 West 39th Street
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Help Wanted Management

MARKETING/SALES MANAGER

for leading manufacturer/distributor of Camera Mounting Support Systems located in Hauppauge, NY. The individual we are seeking combines a strong administrative ability with a talent for sales to implement programs, direct and participate in our national sales effort. Please send resume to Box E-78.

**TOP EDITORIAL POSITION
AVAILABLE**

with leading TV/Radio/teleproduction magazine for technical and engineering management. Applicant should be engineer or technically-oriented person, with strong writing/editorial skills. Send resume, qualifications and brief writing samples to: Box E-86

RADIO

Situations Wanted Announcers

PERSONALITY PLUS

Veteran performer, 15 years in various formats, versatile, funny, a proven ratings builder. Looking to do an entertaining, informative, and slightly crazy show in either a full-service or news/talk format. Majors preferred, but all markets considered. 914-949-8596.

Help Wanted Management

**RADIO GROUP
PRESIDENT**

Major markets. Must have strong credentials in programming, sales, and management as a hands on operator. Salary & perks commensurate with responsibilities. An EOE. Box E-82.

Help Wanted Announcers

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If you're hot, entertaining, controversial, funny, yet not overbearing, too rude, or obnoxious; if you have major market experience and a good rating track record; in short - if you're good; we have a rare opening. Major market - major salary and benefits. Apply now.

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Box E-84

**Help Wanted Programing
Production & Others**



SEEKS

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Respond immediately to:
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Help Wanted Management

DIVISIONAL CONTROLLER

Northern Indiana-based Company has opening for Controller of its Broadcasting Division which includes several locations. Responsibilities include matters relating to financial reporting, budgeting, credit/collection, taxes and data processing. Candidates must have graduated with a degree in Accounting or Finance and have a minimum of 4 yrs experience in accounting. Public accounting (CPA) or broadcasting experience is desirable. Salary commensurate with qualifications and experience. Send resumé and salary history/requirements in confidence to Box G-23.

**Help Wanted Management
Continued**

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**DR. DONNAL LEFF
MEDILL SCHOOL OF JOURNALISM
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**Help Wanted Programing
Production & Others**

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To provide increased support to our customer, we are seeking the following professionals:

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2-5 years experience with CMX 3400, DVE, Grass Switcher, Scribe & Computer Graphics Integration with Disk Recorder a plus. No phone calls please, send all details with resume.

Excellent Benefits
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Attention: Personnel Department
Principals Only Please

Blind Box Responses

BOX ???

**c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036**

(No tapes accepted)

**CLIENT SERVICE
REPRESENTATIVE
SAN FRANCISCO OFFICE**

Arbitron Ratings has an opening for a TV Client Service Representative. This position requires a degree, research and/or broadcast experience and excellent written/oral communication skills. Experience with micro-computers a preferred plus. Person will handle telephone contact and written correspondence with station clients and our product group. Will also work on analytical projects, travel, and train clients in the use of our micro-computer services.

If you are qualified, send resume with salary requirements to:

Max Johnson
**ARBITRON RATINGS
COMPANY**
One Maritime Plaza, Suite 825
San Francisco, CA 94111
An Affirmative Action Employer

Help Wanted Technical

Engineering

**VIDEO
DUPLICATION**

We are Bell & Howell/Columbia Paramount Video Services, an industry leader in video duplication, located in Northbrook, IL. Due to our rapid expansion and technological development, we are seeking an experienced engineer to fill the following position:

SENIOR VIDEO ENGINEER

This position requires a 2 year technical degree (BSEE preferred) as well as a minimum of 10 years broadcast maintenance experience. A thorough theoretical and practical understanding of FM modulation, signal systems, video tape and component level troubleshooting also required.

Candidate must be experienced on proof of performance testing and test analysis procedures and have good oral and written communication skills. Computer literacy and SBE certification are pluses.

For consideration, please submit resume in confidence to: **J.A. Smith, Bell & Howell/Columbia Paramount Video Services, 720 Landwehr Road, Northbrook, IL 60062.** We are an equal opportunity/affirmative action employer.



Columbia Pictures Industries, Inc.
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Bell & Howell/Columbia Pictures Video Services

BELL-HOWELL

**Technology Studies
Coordinator
Gannett Center
for Media Studies
A Gannett Foundation Program
at Columbia University**

The Gannett Center for Media Studies, an institute for the advanced study of mass communication, seeks a coordinator for its technology studies program, reporting to the associate director for research and technology studies. The program examines the impact of new communication technologies on the journalist in the work place, on the economics and structure of media industries, on the quality of the journalistic product, and on the way the public is served.

Duties:

- Participate in the planning, and manage the logistics, of:
 - technology studies seminars for scholars & professionals,
 - technology studies reports and bibliographies,
 - research into media technology issues,
 - a technology studies demonstration laboratory.
- Demonstrate print & electronic media systems in the lab.
- Coordinate laboratory acquisitions and maintenance with vendors, and personally provide day-to-day maintenance.

Requirements:

- This position requires a person who is both technically skilled and intellectually intrigued by the consequences of technology.
- Master's degree in mass communication or related field, including training and experience in research methods.
 - Competence in installation and use of micro-computer systems, software, local area networks, and telecommunications.
 - Familiarity with text-editing systems, pagination systems, and half-inch video equipment.
 - Good writing and editing skills.

Preferred:

- Experience in planning and conduct of academic or professional conferences.
- Direct experience in print or electronic media industries.
- Participation in research into technology issues.
- Knowledge of equipment in the technology laboratory, which includes a CText newspaper editing system, pagination using Macintosh and IBM-compatible computers and Apple and Linotronic typesetters, AT&T graphics system, Canon still video system, broadcast newsroom editing system, Minitel and Reuters ART terminals, CD-ROM system, and half-inch video editing and display equipment.

Send resume and letter of application including salary requirements to John Polich, Associate Director for Research and Technology Studies, Gannett Center for Media Studies, Columbia University, 2950 Broadway, New York, New York 10027. Applications must be received by April 30.

The Gannett Center
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CA	FM	MEDIUM	\$1,050,000
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Fates & Fortunes

Media



Werner

Roger Werner Jr., executive vice president for ESPN, Bristol, Conn.-based cable sports service majority owned by Capital Cities/ABC, named executive VP for ABC Television Network Group, responsible for East Coast and West Coast business affairs departments. He assumes those responsibilities from **Mark Cohen**, who will resign July 1. **Ann Maynard Gray**, VP, Capital Cities/ABC Inc., New York, named senior VP, finance, for ABC Television Network Group. She succeeds **Warren Schaub**, retired.

Bruce Blevins, VP, general manager, KRCY(FM) San Francisco, joins Malrite Communications Group's KNEW(AM) Oakland, Calif.-KSAN-FM San Francisco as general manager. **Michael (Mick) Anslemo**, general sales manager, Malrite's WDGY(AM)-KEEY-FM Minneapolis-St. Paul, named general manager.

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Craig Whetstone, Western regional manager, Westwood's Mutual Broadcasting Co., Los Angeles, assumes additional duties as director of affiliate relations for Westwood's young adult network, The Source.

Carolyn Howe, general sales manager, Sandusky Radio's KDKB(FM) Mesa, Ariz., joins co-owned KWLTV(FM) San Diego as general manager.

Randy Oswald, general sales manager, KMOV-TV St. Louis, joins KSBY-TV San Luis Obispo, Calif., as president and general manager. **Vivi Zigler**, director of creative services, KSBY-TV, named station manager.

Cary Jones, general manager, Fox-owned KDAF-TV Dallas, joins co-owned WFLD-TV Chicago as VP and general manager.

Harvey Wittenberg, VP, general manager, WLOO-FM Chicago, joins WBZN-FM Racine, Wis., as general manager.

Frank Gardner, general manager, KBAK-TV Bakersfield, Calif., joins WCPO-TV Cincinnati in same capacity.

Ben Reichmuth, executive VP, Gill Cable, San Jose, Calif., named president and general manager of San Jose cable system completely owned by Heritage Communications. System's name will be changed to

Heritage Cablevision, San Jose.

Bob Munch, operations manager, Cablenet Associates, Mount Prospect, Ill.-based cable system serving 64,000 subscribers, named system manager.

Leah Geraghty, executive director of Republican National Finance Committee, Washington, joins PBS, Alexandria, Va., as director of station independence program, station-supported cooperative designed to assist member stations in building viewer support.

Marketing

Clark Inger, senior art director, Bozell, Jacobs, Kenyon & Eckhardt, Dallas, joins Gouchenour Inc., Orlando, Fla., as VP-creative director.



Glenn

Gary Pranzo, executive VP, director of local broadcast and network radio, Young & Rubicam, New York, named director of communications services, with overall responsibility for all media services except network buying and programming.

Simon Marlow, senior VP, management representative, McCann-Erickson, New York, joins BBDO, New York, as executive VP, senior management representative.

Mike Nicassio, Eastern region manager, Eastman Radio Inc., New York, named executive VP, sales manager.

Mark Westerman, account supervisor, W. B. Doner & Co., Baltimore, named VP-account supervisor.

David Schwartz, senior VP, independent sales, Seltel, New York, named senior VP, domestic sales.

Holly Stevens, assistant media director, Grey Advertising, New York, joins DeWitt Media there as media planning director.

Gary Shillet, administrator of creative services, FCB/Leber Katz Partners, New York, named senior VP. **Susan (Sam) Modenstein**, administrative manager, creative department, named VP.

Appointments at Katz Communications, New York: **Bill Reed**, research analyst, Katz Continental, to director of marketing; **Paul Bowlin**, Boston-based sales executive, Katz Continental, to manager there; **David Sears**, sales associate, Katz Continental, Los Angeles, to sales executive there; **Beth Lebow**, West Coast sales manager, National College Television, Los Angeles, to Los Angeles-

Tillinghast Reid & Company

based sales executive at Katz Independent.



Glenn

Carolyn F. Glenn, media planner-buyer, GSD&M Advertising, Austin, Tex., joins DMB&B, St. Louis, as senior media buyer.

Appointments, Blair Television: **Nick Febrizio** **Yvonne Diangelo** and **Kathleen Johnston**, research managers, New York,

to newly created positions of assistant research directors. **Sandra Boesch**, from MMT Sales, San Francisco, joins Blair Television there as branch manager. **Susan Levy**, account executive, CBS Red Team, New York, named assistant manager of team.

Joan Mueller, media buyer, Marshall's Inc., Woburn, Mass., joins HBM/Creamer, Boston, in same capacity.

Anne Rosenfield, Cleveland-based marketing-sales representative, *USA Today*, Rosslyn, Va., joins Mills Hall Walborn, Cleveland, as assistant media buyer.

Mickie Lima, sales manager, WALE(AM) Fall River, Mass., named VP, sales and marketing.

Alan Schlossberg, account executive, Petry Co., joins Kelly, Scott & Madison, Chicago, as VP, media development.

Diana Heindl, senior account executive, W.B. Doner & Co., Detroit, named account supervisor.

Sue Mandel, from Saatchi & Saatchi, DFS Compton, New York, joins Geer, DuBois there as broadcast buyer.

Ron Longinotti, local sales manager, KCRA-TV Sacramento, Calif., named general sales manager.

Gregg Kelley, national sales manager, WFXT(TV) Boston, named general sales manager.

Mike Johnson, national sales manager, KRMG(AM)-KWEN(FM) Tulsa, Okla., joins KAYI(FM) Muskogee, Okla., as general sales manager.

Jeanine Holmes, local sales manager, KSTW(TV) Tacoma, Wash., joins TeleRep Inc., New York, as Seattle-based sales manager.

Bob Watson, account executive, WWAY(TV) Wilmington, N.C., joins WJKA(TV) there as general sales manager.

Chuck Cunningham, sales manager, WKLR(FM) Indianapolis, named general sales manager, WIBC(AM)-WKLR(FM) there. **Vic Olsen**, account executive, WIRE(AM)-WXTZ(FM) Indianapolis, succeeds Cunningham.

Programing

Vance Scott Van Petten, VP, business affairs and legal, domestic television division, Paramount Pictures Corp., Los Angeles, named senior VP, business affairs. **Robert**

Sheehan, VP of finance, television group, Paramount Pictures Corp., named senior VP, business affairs-finance, domestic television division.



Newman

Sam Newman, VP of business affairs, Home Box Office, New York, named VP of business affairs and administration.

Harry Mulford, VP and general manager, 20th Century Fox, Los Angeles, joins LBS Telecommunications, New York, as director of special

projects.

Allen Sabinson, senior agent, television packaging department, International Creative Management Inc., joins ABC Entertainment, Los Angeles, as VP, motion pictures for television.

John Brady, senior VP, finance, Viacom Networks Group, New York, joins Aaron Spelling Productions, Los Angeles, as senior VP and chief financial officer.

Appointments at BBC/Lionheart Television, Los Angeles: **Raymond Krafft**, VP, public broadcasting sales, to executive VP, sales; **Maq Jawed**, chief financial officer, to senior VP, finance and administration; **Richard Golden**, VP, general sales manager, commercial television, to senior VP, domestic sales.

Rick Arnstein, from own music marketing

firm, BumperArt Inc., New York, joins Westwood One there as director, music marketing.

Appointments at Syndicast Services Inc., New York: **Fran Reiter**, VP and general sales manager, The Entertainment Network, Los Angeles, to senior VP, syndication sales; **Paul Green**, senior VP and national sales manager, The Entertainment Network, to senior VP, network media sales; **Joseph Weinflash**, VP, Midwest sales, to VP, Midwest region sales.

Appointments, Sunbow International, New York: **David Wollos**, director of operations, to director, operations and sales; **Loretta Fleming**, operations coordinator, to operations and sales executive, and **Ellen Postman**, marketing coordinator, to marketing and sales executive. Sunbow produces animated children's programming including *G.I. Joe*, *JEM* and *Transformers*.

David Gergen, editor, *U.S. News and World Report*, and **Robert Kuttner**, economics correspondent, *The New Republic*, have been named commentators for *All Things Considered*, National Public Radio, Washington.

Todd Jackson, senior VP, sales, Radio Vision International, joins All American Television, New York, as VP, international and cable TV sales.

Rick Wallace, independent producer-director, joins 20th Century Fox Television, Los Angeles, as co-executive producer, *L.A. Law*.

Rob Branch, news director, KVSD(AM)

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Carlsbad, Calif., named program director.

Jane McClary-Oakley, independent producer, Boston, joins WTAE-TV Pittsburgh as executive producer of programming.

Margaret Mercer, producer and programmer, WQXR-AM-FM New York, named music director. She succeeds **Robert Bragalini**, who remains with stations as consultant.

Joanne Harris and **Sherman Harris**, hosts, syndicated daily talk program, KWKY-AM-FM Cathedral City, Calif., join KNWZ(AM) Palm Desert, Calif., in same capacity.

News and Public Affairs

Appointments, CBS Radio Network, New York: **Christopher Glenn**, news correspondent and anchor, *The CBS World News Roundup*, to anchor, *The World Tonight*. He succeeds **Douglas Edwards**, retired. **Mike Pulsipher**, anchor, *News-on-the-Hour*, will succeed Glenn.

Pat George, president, Pat George Productions, New York, joins CBS News there as life-style reporter, *CBS This Morning*.

Jim Harriott, anchor-reporter, KOMO-TV Seattle, joins Voice of America, Washington, as newscaster.

John Van Zante, news editor, KVSD(AM) Carlsbad, Calif., named news director. **Keith Bennett**, sports reporter, KVSD, named sports director.

Appointments, WLS-TV Roanoke, Va.: **Jim LaBranche**, news director, WTHI-TV Terre Haute, Ind., to news director; **Doug McVadon**, assignment editor, to assistant news director; **Jeff Gillan**, anchor-producer, *Midday*, to weekend anchor, and **Cindy Farmer**, *Midday* weathercaster, to anchor.

Isabel Bahamonde, national assignment editor, *Mundo Latino*, Spanish International Network, Miami, joins National Public Radio, Washington, as senior editor, national desk.

Karen Adams, co-anchor, WCPQ-TV Charlotte, N.C., named assistant news director.

Appointments, WESH(TV) Daytona Beach, Fla.: **John Harris**, executive news producer, WSB-TV Atlanta, to senior producer; **Wendi Chioji**, anchor-reporter, WTOG-TV Savannah, Ga., to general assignment reporter; **Dave McDaniel**, business and aviation reporter, KWCH-TV Hutchinson, Kan., to general assignment reporter; **Michelle Meredith**, general assignment reporter, WALA-TV Mobile, Ala., to same capacity; **Terry Sater**, reporter, WCCO-TV Minneapolis, to same capacity.

Technology

Arthur Smith III, manager of special projects, Townsend Broadcast Systems Inc., Austin, Tex., joins National Television Systems Co. there, as VP of marketing.

Appointments at Century III Teleproductions, Boston: **Mark Henderson**, freelance producer, to postproducer; **Cheryl Pirello Neeson**, sales manager, to general manager of digital images, design and animation di-

vision; **Chris Anderson**, chief audio engineer, mix to picture, Production Masters, Pittsburgh, to audio engineer, Century III Audio.

Gail Jeffee, VP, sales, Movielab Video Inc., New York, joins VCA Teletronics, New York-based postproduction facility, as senior account executive.

Ken Pratt, affiliate sales manager, Nostalgia Channel, Dallas, joins The Microband Companies, New York, as business development manager.

James Bernier Jr., director of engineering, WWTN-TV Carthage, N.Y., joins WBAL-TV Baltimore as engineering manager.

Philip Callahan, senior regional sales manager, Mitsubishi Electric Sales Division, Piscataway, N.J., named national accounts manager, Professional Electronics Division.

Herbert Kraft, VP and general manager, East Coast broadcasting operations, ABC-TV, New York, joins Pacific Video, Hollywood, as VP, operations.

Promotion and PR

Peter Michael Moraga, VP, director, Hispanic Communications Division, Fleishman-Hillard Public Relations, Los Angeles, joins NBC, Los Angeles, as manager, corporate events, West Coast.

Brian Sloman, director of special projects, BBC/Lionheart Television, Los Angeles, named director of publicity and promotion.

John Hawkins, manager, marketing communications, Telex Computer Products, Tulsa, Okla., joins United Video there as manager, advertising/promotion.

M. Gloria Lee, promotion writer-producer, WNBC-TV New York, joins WCVB-TV Boston as promotion manager.

Aileen LeBlanc, creative services director, WWAY(TV) Wilmington, N.C., joins WJKA(TV) there as director of programs, promotion and public affairs.

Philip Zaleon, graphics director-news, WSYX(TV) Columbus, Ohio, joins WFLA(TV) Tampa, Fla., as director of art and graphics.

Allied Fields

Robert Walton III, deputy executive director for management, Federal Trade Commission, Washington, named executive director.

S. Enders Wimbush, acting director and before that associate director, Radio Liberty, named director. Radio Liberty is arm of Radio Free Europe/Radio Liberty that broadcasts to Soviet Union. It is overseen by Board for International Broadcasting.

Gerald Germain, executive VP, chief financial officer, DDB Needham Worldwide, New York, named treasurer of Advertising Research Foundation (ARF) board of directors. He will fill unexpired term of **Robert Lyman**, resigned.

Robert Rowan, senior partner, Cades, Schutte, Fleming & Wright, Washington,

joins Fleischman & Walsh, P.C., Washington, as partner concentrating on commercial litigation.

Deaths



Barry

Charles C. (Bud) Barry, 76, retired advertising and network programming executive, died of heart attack March 25 at his home in New York. Barry began his career as copywriter in Boston in 1933. He moved to Washington, where he got into radio announcing. In 1937, he became announcer for NBC, Washington, and in 1938 was named night manager, NBC stations there. While announcer, Barry was "special presidential announcer for Franklin Roosevelt," according to 1950 company biography. In 1941, Barry moved to New York to become Eastern program manager for NBC Blue Network. When Blue Network was sold to late Edward Noble and renamed American Broadcasting Co., Barry became national program manager. In 1947, he became VP, radio programs, ABC, then VP, television. In 1950, Barry returned to NBC as VP, radio programming, and later, VP, TV programming. In 1954, he joined William Morris Agency and two years later moved to MGM-TV. He joined Young & Rubicam, New York, in 1959 as VP, TV-radio department. He was named senior VP and head of department in 1961. In 1964, he was named executive VP and member of board of directors. He retired in 1970. Barry is survived by one daughter.

Pearl E. Joseph, 47, senior VP and director of communications information services, Young & Rubicam, New York, died of apparent heart attack March 27 at her home in Carmel, N.Y. Joseph joined Y&R in 1966. She moved to Grey Advertising in 1972, then to Ziff Davis Publishing and Kenyon & Eckhardt before returning to Y&R in 1981 as associate director of communications information services. She was named senior VP in 1985 and director of communications information services in 1986. Joseph is survived by her husband, Richard.

Philip Hale, 64, film director at WVIT(TV) New Britain, Conn., died March 15 of stroke at Hartford hospital in Hartford, Conn. Hale began his 40-year broadcasting career in 1948 as morning air personality at WKNB(AM) New Britain. Hale became film director at WKNB-TV (now WVIT(TV)) New Britain at station's inception in 1953. He continued his radio responsibilities at WKNB(AM) for several years and was also program announcer and host of early TV shows at WKNB-TV. Hale is survived by his wife Barbara, two daughters and three sons.

Lionel (Barry) Bernard, 63, West Coast sales manager for National Telefilm Associates (now Republic Pictures) died Feb. 28 of cancer of larynx at UCLA hospital in Los Angeles. Bernard retired from company in September 1987.

Banking on broadcasting

To many broadcasters, Robert Price, founder of Price Communications, epitomizes the new breed of station group owner—connected to the Wall Street financial market and acquisition minded. Many broadcasters still think of him as “one of those Wall Street guys who’ll buy anything under \$10 million as long as they can turn it around when it starts to show a profit,” said one. But others have watched the growing cash flow and high resale values of his stations and are impressed.

“A lot of people don’t know him, because he came from Wall Street into the business as an outsider,” said New York broker Gary Stevens. “When he came on the scene, he had a lot of disparaging things to say about professional broadcasters, and I was prepared not to like him, but I found him to be one of the most entertaining, humorous, engaging characters I’ve ever known.” Stevens explained why some feelings were hurt by Price’s comments, “He said then that professional broadcasters didn’t understand the business aspects of broadcasting, and he was right—when it was all over and you analyzed it, he was right—and maybe that’s what hurt even more.”

Price has an extensive financial background, forming Price Communications after tenure as an executive vice president of the Dreyfuss Fund, and later as a general partner with Lazard, Freres & Co. That financial acumen has served him well. As his former vice president of radio, and now co-venturer, Frank Osborn, said, “In my opinion he is clearly the best broadcast financier in America today.”

Price Communications is built on Price’s knowledge of how to use debt. Over the past six years, with funding totaling over \$400 million, principally through Morgan Stanley, Price has built a company that owns 10 television stations and eight radio stations, along with the *New York Law Journal*, *The National Law Journal* and an outdoor advertising company; he has also retained 25% interest in a group of seven more radio stations (stations originally bought by Price). During that time he has sold half again as many properties as he now owns.

At first, not all the investment funds were used for media properties, though Price says the bulk of the money was invested in broadcasting. Throughout its early years, Price invested in stock market arbitrage—the buying of stock in a company with an announced takeover at a higher price. He said the company no longer holds investments in anything but treasury bonds and is completely invested in broadcasting and publishing. He stresses that the company has very large reserves, with about \$70 million in cash and another \$70 million in subordinated debt. The most recent bond



ROBERT PRICE—President, chief executive officer and founder, Price Communications, New York; b: Aug. 27, 1932, New York; BA, New York University, 1953; U.S. Army, 1953-1955; LLD, Columbia University, 1958; R.H. Macy & Co., 1955-1958; law clerk to Judge of U.S. District Court, Southern District of New York, 1958-1959; assistant U.S. attorney, Southern District of New York, 1959-1960; partner, Kupferman & Price, 1960-1965; chairman, president, Atlantic States Industries Inc., 1963-1966; Deputy Mayor of New York, 1965-1966; Executive vice president and director, Dreyfuss Fund, New York, 1966-1969; chairman and president, Price Capitol Corp. and Price Management Corp., 1969-1972; general partner, special counsel, Lazard, Freres & Co., 1972-1982; present position since 1982; m. Margery Beth Wiener, Dec. 18, 1955; children, Eileen, 28; Steven, 26.

offering was in July 1986 and Price said that he is currently in discussion with Morgan Stanley on another debt issue.

That substantial debt has made Price controversial on Wall Street as well as in the broadcasting industry. Although enough investors have confidence that Price knows what he is doing to oversubscribe all of the offerings so far, in the past there have been rumblings in the financial community about Price’s ability to service a yearly debt of roughly \$46 million. Price says that many of those rumblings came from investors trying to “sell short”—making money by betting that a stock’s value will decline. For most of 1987, the short interest in Price’s stock was over 450,000 shares and, for one month, that amount was 19 times the stock’s daily average volume, giving it the second highest “short interest ratio” on the American Stock Exchange. Unfortunately for short sellers, Price’s sale of seven of its radio stations at a substantial profit and the repurchase of the group’s own stock, revitalized the stock.

Price believes that those with concerns over the debt his group holds are misinformed. “Our industry buys, sells and finances properties on multiples of cash flow,” said Price, “An important goal of this company is to lessen the emphasis on earnings and to concentrate on increasing broadcast cash flow that can be fully used to service our debt. The basic financial premise of Price Communications is that cash flow ultimately translates into favorable long-term earnings and performance.”

The sale of those seven stations to Fairfield Broadcasting is one of the best benchmarks by which to measure Price’s creative financing ability. Price purchased the stations over a five-year period at what many considered very high prices, totaling \$66.5 million. In the \$120 million Fairfield deal, he retained a 25% interest in the stations, offered subordinated debt of \$50 million and received \$70 million in cash, which was supplied principally by Citicorp and Prudential Bache. The president of Fairfield, Frank Osborn, said: “Fairfield is a perfect example of a deal that made everybody happy. Prudential Bache is happy; they got an equity interest and a senior position to his subordinated note so it’s very unlikely they’ll lose money. Citicorp is ecstatic because they came in basically as an equity player and the equity price was very inexpensive, Osborn is happy because we paid virtually nothing for our piece and we get a management fee for running the thing, and Bob is happy because he got his money back and still has a piece of the action.”

Price’s broadcasting association precedes 1982, when Price Communications made its first purchase of a small AM in Fort Wayne, Ind. Price headed a group of four stations in the early sixties. In spite of that long-time association with broadcasting, Price is the first to admit that he is not a station operator. “What I didn’t know I didn’t try to learn,” said Price. For that reason, Price has tended to hire managers to run his stations.

Price is a consummate workaholic—seven-day weeks with 20 hour days are the norm. “I love it,” said Price, “this is my hobby. Let the other guy play golf on Sunday.” Yet despite his devotion to his work, Price has a close relationship with his family and has had time for a long association with Republican politics. A campaign manager for John Lindsay’s congressional tries and his New York mayoral campaign, Price was made deputy mayor of New York in 1965. Price also worked on the presidential campaign of Nelson Rockefeller as campaign manager for the Oregon primary in 1964 and was an adviser to Rockefeller as governor of New York. Price says of his time as deputy mayor: “I loved it, it was an exciting time for the city, but I announced, on the day I started, that I would leave after one year,” he said, “I knew I would have to quit and get back to business.”

Greenwich, Conn.-based **Television Station Partners** announced that it was putting its four network affiliated stations up for sale this week. TSP, limited partnership headed by Martin Pompadur and Ralph Becker, was formed to purchase four stations from Ziff-Davis Broadcasting (BROADCASTING, Nov. 29, 1982) for \$56.2 million. Stations are CBS affiliated WEYI-TV Saginaw, Mich., and WRDW-TV Augusta, Ga., and NBC affiliated WROC-TV Rochester, N.Y., and WTOV-TV Wheeling, W.Va. Becker told BROADCASTING that strong market for network affiliates as well as desire by partners to realize profits from investments had motivated sale—but not without “mixed emotions,” said Becker. “We are buyers, not sellers.” Becker said he and Pompadur were proscribed from buying stations, but said they would be interested in forming new acquisition company when other obligations are cleared. Pompadur and Becker will not use a broker or investment house and will field offers for stations themselves, which, according to sources should be in \$150 million-\$175 million range.

Turner Broadcasting System announced **two major signings for Turner Network Television** last week, Heritage and United Artists Entertainment. Two companies, with combined subscriber counts of over 1.7 million, will launch TNT on some systems Oct. 3, with complete roll-out in 1989. Separately, TBS announced fourth-quarter and year-end earnings for 1987. Company reported net loss of \$27.2 million for quarter on revenue of \$193.1 million. Year earlier company lost \$65.9 million on revenue of \$155.9 million. Fourth quarter also reflected \$13.1 million

Talking TNT in Hollywood. Ted Turner emerged from a meeting with programers in Hollywood on Tuesday, March 29, with no further news about programing for the planned Turner Network Television. “We thought we were going to have a programing announcement of an acquisition of a program, but there are a number of programs that are in the process of being negotiated that we have shaken hands on, but nothing that we were able to complete today,” said Turner, who added that no other collective meetings with producers were planned, but that individual meetings would be taking place “every hour for the next 25 years.”

Turner also reiterated his intention of presenting “uplifting” programing on TNT. When asked to define uplifting programing, Turner replied: “Programs that inform, educate, inspire, enlighten and entertain.” He cited Roots, Shogun, Centennial, Masada, “Gone With the Wind” and “The Sound of Music” as examples.

Programing on TNT will differ from that on the broadcasting networks because “they [the networks] program at a Dallas, Falcon Crest level,” said Turner. “We don’t have to try to be number one in the ratings, because only half of our revenue will be coming from advertising” (the other half is planned to come from subscriber fees). Added Turner: “We won’t have the tyranny of being totally dependent on advertising revenues. When that’s the case, you almost have to go for the largest audience, and unfortunately the programs that have a lot of gratuitous violence or sleazy sex fall into that category,” he said.

There are no plans for either news or series programing on TNT.

Turner said, as he has in the past, that TNT’s programing will be anchored by movies from the Turner library, with the network’s budget being spent on original programs and specials. The budget for the 1989-92 seasons will total \$507 million (\$38 million in 1989, \$89 million in 1990, \$150 million in 1991 and \$230 million in 1992). TNT will present one original program product a month when the network debuts.

The operating costs for the network, according to Turner, will be \$70 million in 1989, \$136 million in 1990 and \$218 million in 1991. Turner expects to reach the break-even point for TNT in 1990.

Taishoff seminar slate. The Society of Professional Journalists, Sigma Delta Chi, announced that CBS News White House correspondent, Bill Plante, and former NBC Today show producer, Steve Friedman, who now produces USA Today: The Television Show, will speak before fifth annual BROADCASTING-Taishoff Seminar in Boston, June 10 and 11. Plante will keynote Saturday morning meeting and will be introduced by his brother, SDX-SPJ President Jim Plante. Moderator will be SDX-SPJ president-elect, Paul Davis, news director of WGN-TV Chicago.

The annual seminar, in honor of BROADCASTING magazine late editor and founder, Sol Taishoff, brings media leaders and a small number of mid-level broadcasters together for discussion of variety of topics, which this year will include coverage of political campaigns, talent agents, three “special” television stations and “The 1988 Broadcast Journalist.” Application forms may be obtained by calling Sigma Delta Chi in Chicago: (312) 922-7424.

charge-related reevaluation of programing assets and credit of \$10 million from copyright fee income relating to litigation. For full year, company lost \$131.2 million on revenue of \$652.4 million. Year earlier, company lost \$187.3 million on revenue of \$556.9 million, which included \$25.7 million charge relating to Goodwill Games.

Lorimar Syndication recieved only one bid in New York sale of ALF by Tuesday, March 29, deadline. Lorimar had set price of \$150,000 per episode, but bid was said to be less. Per-episode price of \$100,000 was being discussed late last week by Lorimar and stations. Conventional wisdom in market was that given program purchases by stations there, outlets most interested in show are WPIX(TV) and WNYW-TV.

Believing FCC went too far in order eliminating Carroll doctrine and UHF impact policy, **NAB asked FCC to reconsider or clarify** order. FCC’s action “is not inconsistent with the initial comments filed by the NAB.” But order “contains language suggesting that the commission will no longer consider an economic injury claim to existing full-service broadcast stations in any of its proceeding, including general rulemaking proceedings... More competition is not always better, for a point is reached where even the most pro-competitive regulator must be constrained to say ‘enough,’ lest the regulated industry fall victim to unrestrained competition contrary to the public interest.”

Seventeen Republican members of House Commerce Committee, including nine on Telecommunications Subcommittee, sent letter to FCC Chairman Dennis Patrick last week applauding his announcement to press forward on reform of FCC comparative renewal procedures. Noting that Congress is unlikely to reform procedures this year, lawmakers urged FCC to “take whatever actions are possible for the commission to substantially revise and streamline the comparative renewal process...” Letter signers include Norman Lent (N.Y.), Edward Madigan (Ill.), Carlos Moorhead (Calif.), Matthew Rinaldo (N.J.), William Dannemeyer (Calif.), Bob Whittaker (Kan.), Thomas Tauke (Iowa), Don Ritter (Pa.), Dan Coats (Ind.), Thomas Biley (Va.), Jack Fields (Tex.), Michael Oxley (Ohio), Howard Nielsen (Utah), Michael Bilirakis (Fla.), Dan Schaefer (Colo.), Joe Barton (Tex.) and Sonny Callahan (Ala.).

Withdrawal of Cablevision Systems’ \$125 million debt offering last week fueled speculation cable operator may be preparing bid for Storer Cable’s 1.4 million subscribers. Cablevision head Charles Dolan would not comment but called Storer systems “wonderful properties.” Storer declined to comment on any talks between Cablevision and Storer owner, Kohlberg Kravis Roberts. Investment firm is looking to sell holdings after it was unable to agree to sell Storer to consortium comprising cable system

Tisch denies CBS sale rumors. *CBS Inc. Chief Executive Officer Laurence Tisch last week tried to put to rest rumors that the CBS Television Network and/or his stock (through Loews Corp.) in CBS were up for sale. "First," said Tisch, "the block of CBS stock held by Loews is not for sale. Second, the CBS Network is not for sale." (The "not" in both cases was underlined in a memo distributed to employees.) Jay Kriegel, senior vice president, CBS Inc., who helped Tisch draft the memo, also said there was also "nothing to" rumors that Tisch was interested in inviting affiliates to buy into the network.*

Recent rumors of a possible CBS sale were most likely prompted, said Tisch, by "some gloomy comments I have been making about the economy" and the potential impact on the television business over the next two years. But instead of bailing out of the company, suggested Tisch, "the difficult prospects for the next few years are making CBS even more challenging for me personally."

Also last week, CBS was completing an early retirement plan that may affect about 800 employees. According to a company representative, a memo was sent out last week explaining the offer, which will allow those 55 years old or older with at least 10 years at the company to retire by the end of July. The cutoff date for the offer is July 1. Normal retirement age at CBS is 62. In the fall of 1985, the company offered a similar plan that was used by some 500 employees.

operators American Television & Communications, Comcast and Tele-Communications Inc.-Bass Group joint venture Taft Cable Partners. Planned Cablevision debt offering was for Adams-Russell Co., cable subsidiary purchased last year for \$470 million.

As **Writers Guild strike** heads into second month, no formal negotiations are scheduled between two sides. However, officials report some **informal discussions have taken place**. Also NGA official said guild has started negotiations with handful of producers who asked to bargain individually and in "good faith" with union in attempt to come to settlement.

FCC managing director, **Ed Minkel, sent reply to Representative Glenn English** (D-Okla.), chairman of Government Operations subcommittee **investigating FCC reference rooms**. Government Accounting Office probe (BROADCASTING, March 21) had found, among other problems, evidence of reprisals against users who complained about poor service and small bribes from users seeking better service. Minkel, who had promised to reply within two weeks, said Chief of Internal Review and Security Division (IRSD) had looked into matter but had found no evidence of reprisals. Minkel said suggestion box would be added to handle complaints. Minkel did not say what evidence IRSD had found about bribes, but sent copy of memo distributed last December that outlines FCC policy on gifts and has outlawed food in the reference rooms (preferred bribe was apparently cookies, said witnesses). Minkel did not address other problems found by GAO Probe and FCC source also indicated last week that **further reforms may include personnel changes** in reference rooms.

Radio-Television News Directors Association and number of other media groups are making another effort to persuade government to assure media of full First Amendment rights in connection with their use of remote-sensing satellite systems. Media groups say press must know with reasonable certainty—before entering new field—"whether alleged national security or international considerations rise to the level required by the First Amendment to justify imposing restrictions on private remote-sensing licenses." Request for clarification was made in petition for rulemaking filed with National Oceanic and Atmospheric Administration, which has responsibility under Landsat Act for regulating new technology.

FCC Managing Director Edward Minkel has decided not to launch formal investigation of Mass Media Bureau's EEO branch in wake of allegations leveled by EEO employees of lax enforcement of cable EEO rules, mismanagement and unfair hiring and promotion practices. Decision was based of informal investigation conducted by Magalie Roman Floyd of general counsel office. Floyd's report concluded that nothing was uncovered "to suggest that EEO branch managers have engaged in improper actions.... Nonetheless, it should be apparent that...management should clearly demonstrate that it has been sensitized to the concerns raised by the employees and that it intends to take appropriate action...to further the operational efficiency of the EEO branch." FCC spokesman John Kamp said Mass Media Bureau Chief Lex Felker, Minkel and EEO Branch Chief Glenn Wolfe are now working on plan to improve operation and morale.

Broadcast industry is not always of one voice when it comes to Capitol Hill. **Squabble developed last week over ABC's role in negotiations on children's bill** (see page 42) with House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.). National Association of Broadcasters learned that ABC lobbyists were talking to chairman unbeknownst to them and accused network of trying to cut their own deal on bill. Meeting last Tuesday (all three networks and independents were there) was said to be tense as NAB President **Eddie Fritts made it clear that association speaks for industry**. ABC reportedly apologized for "getting back to NAB a day late." By close of session, rift was said to have been patched up.

Hugh Malcolm Beville, NBC-TV research executive from 1930 until his retirement in 1968, **died last week at age 79**. Beville held various positions in research and program development during his tenure with network, and was active in industry organizations. At time of retirement in 1968 (when he became professor of business administration at Southampton College in Long Island, New York), Beville was vice president of planning.

A union of unions. *The top leadership of the two biggest American broadcast engineering unions last week began exploring the possibility of a merger. James P. Nolan, president of the National Association of Broadcast Employees and Technicians, and J.J. Barry, president of the International Brotherhood of Electrical Workers, emerged from a meeting in Washington last Monday (March 28) to say that the organizations would continue discussions over the next several weeks. The next meeting between the two presidents is set for April 22.*

NABET represents 14,000 camera operators, technicians and other workers at NBC, Capital Cities/ABC and broadcast stations as well as video and film production houses. IBEW represents 13,000 technical employees, including workers at CBS.

Last year NABET took its workers out in a bitter strike against NBC that lasted 118 days—the longest in NBC history and second longest in NABET history. IBEW signed a new contract with CBS in 1987 that included concessions such as a reduction in the number of guaranteed jobs at CBS Radio and changes in jurisdiction rules.

According to NABET's Nolan, broadcast employees "have come under increasing attack from the managers of a business which has undergone dramatic changes in recent years." He singled out the ownership and management at the networks as the most dramatic changes. The two unions, said IBEW's Barry, "have determined that discussions should be held to explore the most effective means of using our collective strength and influence for the protection...of our memberships."

Should the two sides agree to the merger, Barry is empowered to make final approval for IBEW. A two-thirds majority of the membership would be needed for NABET ratification.

Editorials

Comeuppance

The U.S. Court of Appeals gave Senators Ernest Hollings (D-S.C.) and Ted Kennedy (D-Mass.) a lesson in constitutional law last week, although there is doubt that they absorbed it. The court reminded them that it is impermissible in this country to pass a law targeting a single broadcaster-publisher for a deprivation of First Amendment rights. Thus did the Hollings-Kennedy attack on Rupert Murdoch's holdings in Boston and New York come to its just end.

Sad to say, however, a residue of legislative detritus remains in the amendment that Hollings and Kennedy sneaked into the huge budget bill for fiscal 1988. The preservation of existing FCC rules prohibiting the formation or acquisition of television-newspaper crossownerships, as decreed by Hollings and Kennedy for the life of the budget, was unjudged by the court. Absent corrective legislation, which is unlikely, the FCC cannot undertake a review of its obsolete rules until the budget bill expires next Sept. 30.

If the temporary waivers granted Rupert Murdoch by the FCC for his crossownerships in Boston and New York had not been recognized by Ted Kennedy as handy tributes to exact for editorial criticism that had chafed Kennedy in Murdoch papers, a sweeping review of all crossownership regulation just might be under way at the FCC. The Freedom of Expression Foundation, supported by the National Association of Broadcasters and American Newspaper Publishers Association, had given the FCC more than enough good reasons to update or discard the restrictions on mass media crossownerships imposed when media were fewer and less massive.

There is no legal reason that the review cannot be begun next Oct. 1. Politically, the FCC may expect Hollings and Kennedy to huff and puff if it does what it ought to do; they will no doubt keep up their pretense that they had national policy in mind instead of punishment for Rupert Murdoch. With that prospect in view, it is well to quote from last week's decision of the appellate court which noted, as had the same circuit in its affirmation of the FCC's repeal of its fairness doctrine last year, that political pressure on the FCC can be intense. "That pressure," said the court last week, "must, of course, play no role in agency adjudication involving important constitutional rights."

Will Dennis Patrick mark Oct. 1 on his calendar?

Remarking on Markey

This issue's interview with the chairman of the House Telecommunications Subcommittee is remarkable in a number of respects. Two are specifically worth singling out: the olive branch he extends toward the FCC, with which the Congress has been at war for longer than most observers remember, and the spirit of reasonableness he exhibits toward a broad spectrum of broadcast regulatory issues (with the notable exception of the fairness doctrine). One has to hope that neither are passing fancies.

Representative Edward Markey struck still other notes that continue to resonate in these premises. Perhaps the most memorable was his declaration that: "We have to be smart, we have to be modern, we have to move with the times." That's worth casting in bronze.

It's also worth remembering by its author. Among the reservations that separate this page from Chairman Markey—and others who share his view—is their antediluvian attitude toward the fairness doctrine. It is neither smart, modern nor in keeping with the times to deny the protections of the First Amendment to the

most important media in the land. It is neither smart, modern nor in keeping with the times to deny broadcasters the editorial freedom to develop their own opinions, *and* to air those of others, without having to turn over control of their assigned spectrum to passersby. Markey speaks of broadcasters "[excluding] people from having their voices heard in a particular community." That's never been the problem. The problem with his favorite doctrine is that it dispenses *silence*, not fairness. (Some might consider that fairness, of course: silence to all, without fear or favor.)

The note of reasonableness in Mr. Markey's remarks is offset, unfortunately, by his promise to restore the public interest standard. Considering that it hasn't been repealed, that must mean he has a lot more reregulation in store. As for us, we'd rather be unreasonably unregulated than reasonably regulated.

No deal

There is a great difference between compromising on issues and compromising one's principles. Broadcasters, it is hoped, will recognize that distinction. A deal being offered on the children's television bill in the House appears to have found favor with some broadcasters. That is understandable but troubling.

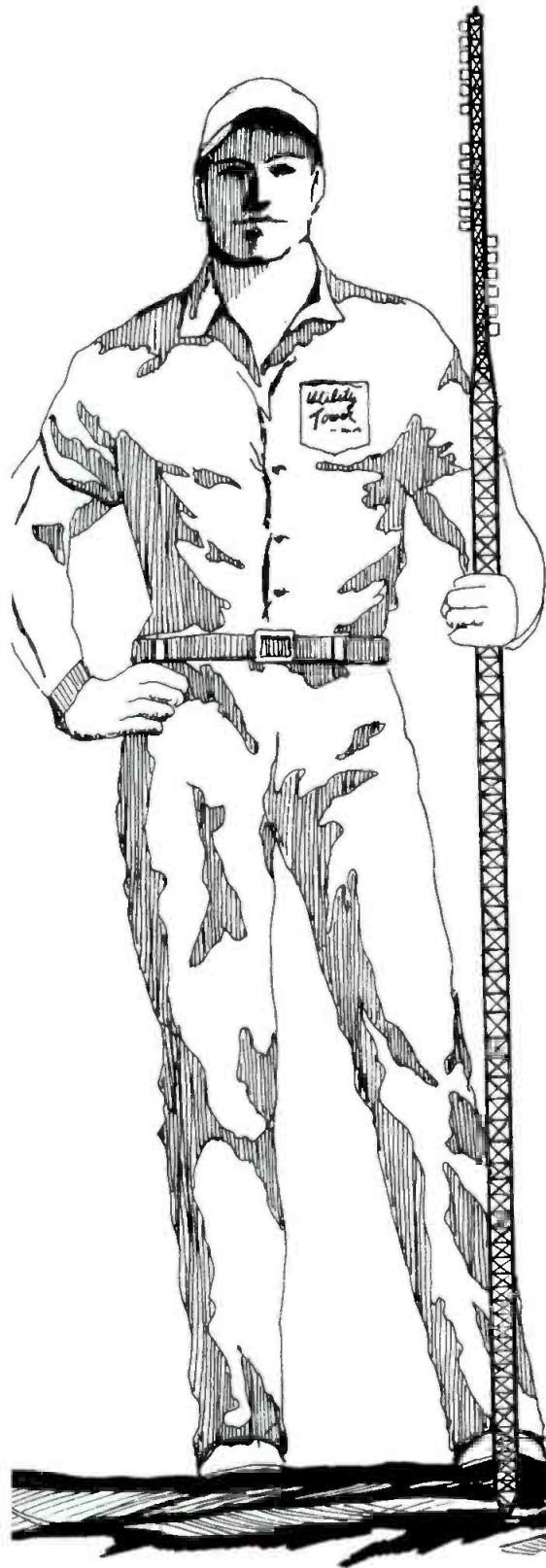
If advertising time in children's programming is already, on average, below the limits that the Congress would impose on the industry, as an NAB study suggests it is, legislation mandating such limits would appear a relatively painless punishment—considering the alternative of more stringent regulation. It isn't, but there's more. Although the "compromise" bill would no longer mandate that broadcasters carry one hour of children's educational and informational programming per day, it would require the FCC at license renewal time to review children's programming for educational and informational content. In concert with the commission's broad *Pacific* powers to determine what is suitable adult fare, such legislation would effectively make the FCC arbiter of taste for both adults and children, whether or not it wished to be or was qualified to be. At that point it might be more efficient to have a government standards official assigned to each broadcast outlet.

We've heard it said that when a lobster is placed in a pot of water and the heat gradually increased until the water boils, the creature never realizes it's being cooked. Whether or not that's true, once it's in the pot, the lobster has little choice in the matter. To acquiesce to any government regulation of program content because it appears expedient in the short term is not a compromise; it is a concession to censorship.



Drawn for BROADCASTING by Jack Schmidt

"According to the remote sensing satellite, the news truck has been parked at the Pizza Palace for two hours."



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