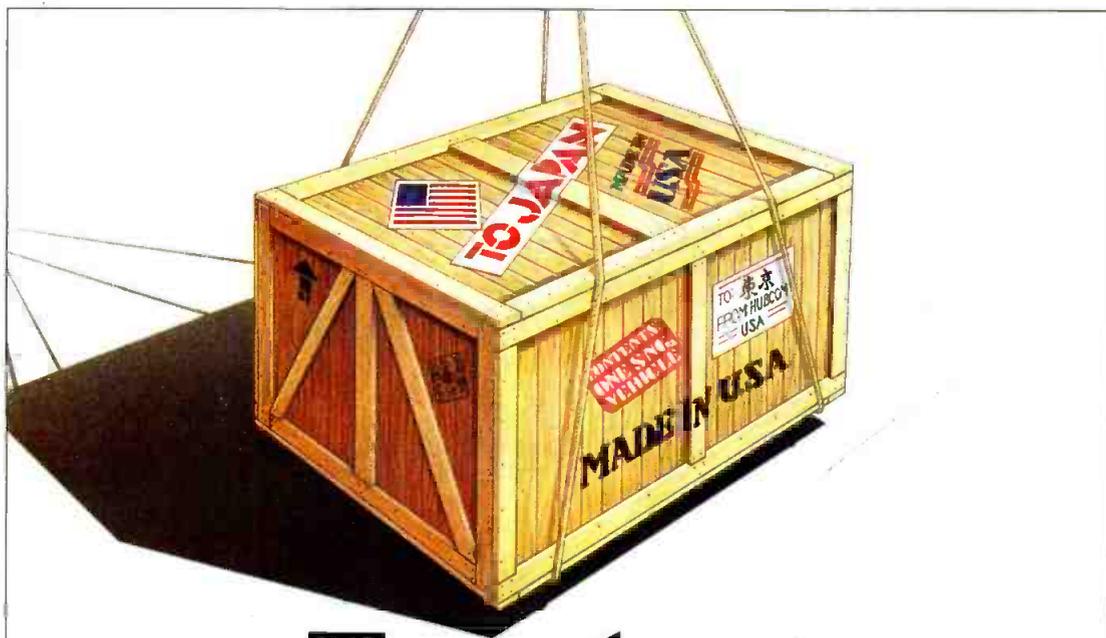


# Broadcasting Mar 30



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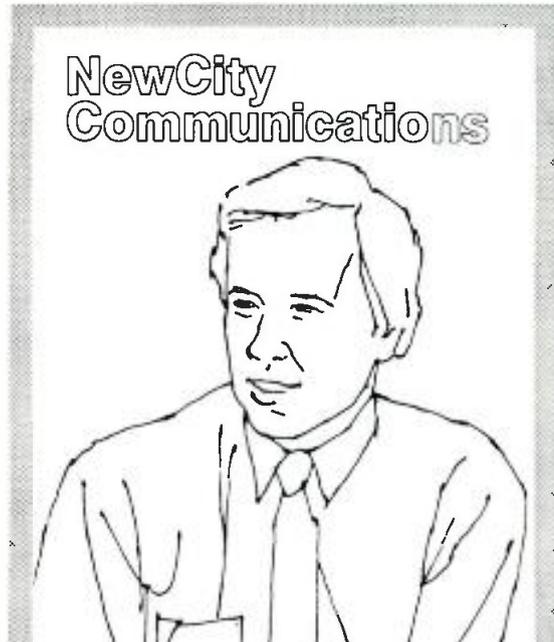
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# Broadcasting **Mar 30**

## FCC acts on must-carry rules

### At Large with Al Swift □ NAB opens in Dallas At Large with CAB's Bob Alter and Ed Bennett

**FOR A FEE** □ FCC approves new must-carry rules with A/B switch caveat that cable operators can charge for installation of devices. **PAGE 55.**

**SWEEPING RESULTS** □ Market-by-market breakdown finds NBC atop Arbitron's prime time February sweeps. **PAGE 61.**

**SWIFT AT LARGE** □ Representative Al Swift (D-Wash.) has been on leading edge of congressional movement to make ratification of public interest standard part of license renewal legislation.

**NAB 87** □ National Association of Broadcasters opens its 65th annual convention in Dallas. **PAGE 83.** An agenda appears on **PAGE 84.** Product



enhancements dominate exhibit floor. **PAGE 96.** A complete review of exhibitors begins on **PAGE 100.**

**CABLE CLEARED** □ Supreme Court upholds appeals court ruling that struck down Utah cable indecency statute. **PAGE 143.**

**FOX TALK** □ Fox Chairman Barry Diller, in previewing network lineup, estimates company will bring in \$125 million in first year. **PAGE 150.**

**GAINING GROUND** □ Cable television takes a small but growing slice of the advertising pie. On the eve of the Cabletelevision Advertising Bureau's sixth convention, BROADCASTING sat down with CAB executives Bob Alter and Ed Bennett (Viacom Cable) to discuss where cable advertising has been and where it's going. **PAGE 154.**

**BLAIR OFFER** □ Former CBS executive James Rosenfield heads group vying for certain broadcast assets of John Blair & Co. **PAGE 166.**

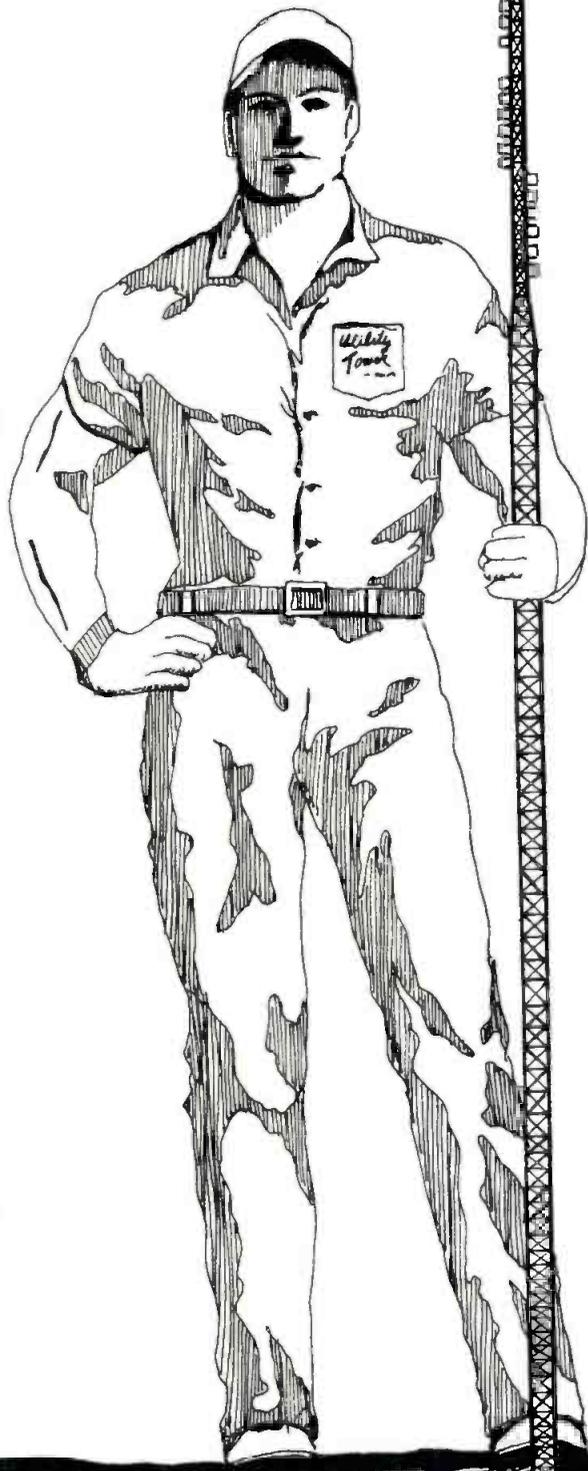
**NEWS REVIEW** □ Top network news producers differ over how budget cuts will affect quality of network news. **PAGE 174.**

**MAN OF ACTION** □ Massachusetts Representative Edward Markey brings a passionate public spirit to what he says will be a "vigorous" chairmanship of the House Telecommunications Subcommittee. **PAGE 199.**

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## Finalists?

Word had it last week that Allen Moore, chief of staff for Republican minority in Senate Commerce Committee, is "ahead of the pack" for FCC seat to be vacated by Chairman Mark Fowler, and White House decision is expected within next couple of weeks. Moore, 42, reportedly has support of James Cannon, who is helping head transition team of Howard Baker, White House's new chief of staff. Cannon, long-time top aide to Baker, was chief of White House domestic policy council during administration of former President Gerald Ford, and Moore worked for Cannon at that time.

Apparently hoping to catch Moore on home stretch is Bradley Holmes, 33, chief of FCC's policy and rules division. Holmes, who is black, is former legal assistant to FCC Chairman-designate Dennis Patrick. Before joining Patrick's staff in May 1984, Holmes was attorney with law firm of Skadden, Arps, Slate, Meagher & Flom in New York, where he reportedly concentrated on corporate takeover litigation.

## Harmony

All-Industry Radio Music License Committee and Broadcast Music Inc. (BMI) have agreed on new five-year music licensing pact for radio. Announcement will be made by committee chairman, Don Thurston, president of Berkshire Broadcasting, North Adams, Mass., today (March 30) during radio luncheon at National Association of Broadcasters convention in Dallas. New "simplified" pact sets blanket rate for most stations at 1.39% of net cash revenue. Both blanket and per-program licenses will exclude trade and barter income reporting.

Radio industry has been operating under agreement, which was due to expire March 31. Previous BMI radio contract expired Dec. 31, 1985. New blanket license is retroactive to Jan. 1, 1987. New per-program license takes effect on July 1, 1987—interim fees applying until that date.

## Rite of passage

It's more apparent each day that baton is being passed to new generation at FCC, as Chairman Mark Fowler continues to distance himself from new initiatives and to defer to Chairman-designate Dennis Patrick on questions that won't be settled on incumbent chief's watch. Case in

point: decision to pull back on UHF-land-mobile spectrum sharing proceeding ("In Brief," this issue). Patrick made call, by chairman's leave, after concluding that questions being raised by Commissioner James Quello merited more study than previously thought.

## Funding FMX

Detroit-based investor group headed by John F.X. Browne is committed to spend \$3 million over next few years to license and promote new-and-improved FMX, transmission-reception technology that promises to improve coverage of FM stereo stations by reducing noise. Funds will be spent by newly formed partnership, in which Browne group will have 60% interest. Other partners: co-inventors Tom Keller, who is National Association of Broadcasters engineering chief, and Emil Torick, who will head partnership's work, and NAB and CBS, which put up initial funding for FMX development. Interests of CBS and NAB are roughly equal, reportedly more than 10% each.

## Forward pass

Late word last week was that five television stations of Forward Communications may soon be sold. Stations were purchased for \$95 million in late 1984 by Wesray Capital Corp., headed by former Treasury Secretary William Simon. One source said that Forward chairman, Richard Dudley, had recently attempted to put together leveraged buyout group, but stations may end up being sold to outsiders.

## People meter price

Nielsen has established price it will charge television networks for people meter service, company and network sources confirmed last week. No one would comment for record on what price is, but privately sources said PM service next season would cost about same as NTI service costs now—\$3.5 million, plus another \$600,000 for program clearance monitoring service known as AMOL. After that, there are escalator clauses that will hike cost of service to \$4.8 million (with AMOL) once sample base of 4,600 homes is fully installed, scheduled for fall 1988. From then on, standard price increases based on inflation are scheduled. Networks have another couple of months before they have to decide one way or other on three-year people meter contract

with Nielsen.

CBS/Broadcast Group president Gene Jankowski sent Nielsen letter last week indicating network is dissatisfied with what it believes is skew in PM sample base that favors other two networks. Jankowski said recent coincidental survey sponsored by Committee on National Television Audience Measurement supported that contention.

## Downsizing

Two major new users of small-format videotape technology may soon emerge. ABC-TV is on verge of deciding on network news conversion to one of two competing half-inch video formats, and PBS is examining option to convert to half-inch for automated network satellite feeds. ABC-TV last fall decided against making small-format conversion in time for 1988 winter Olympics in Calgary, Canada, but is now closely evaluating two incompatible technologies. Matsushita's M-II and Sony's Beta and Beta SP. ABC-TV technical chief Julius Barnathan sees advantages to Beta because of availability from competing suppliers and compatibility between Beta and enhanced SP version, although similarity in performance and design between M-II and Beta SP has made call close. Equipment and operating costs will likely be deciding factor. Network had early interest in small-format camera-recorder systems, but is now last of commercial networks to make conversion. NBC has gone to M-II. CBS and CNN are committed to Beta.

## Far-flung field trip

Alfred Sikes, head of National Telecommunications and Information Administration, leaves for two-week visit to Far East on April 12, and when he returns, he may have some answers for policymakers on AM stereo standard question. Principal reason for trip is to accompany Secretary of Commerce Malcolm Baldrige to South Korea and People's Republic of China on economic cooperation matters. But Sikes has enlarged his agenda to travel to Japan to talk cellular-radio trade issues.

While in Japan, Sikes will also talk to officials about AM stereo. He understands Japanese are testing systems with view to picking national standard. He wants to check into those reports. He is interested in timetable and in how Japanese would promote distinct AM stereo system.

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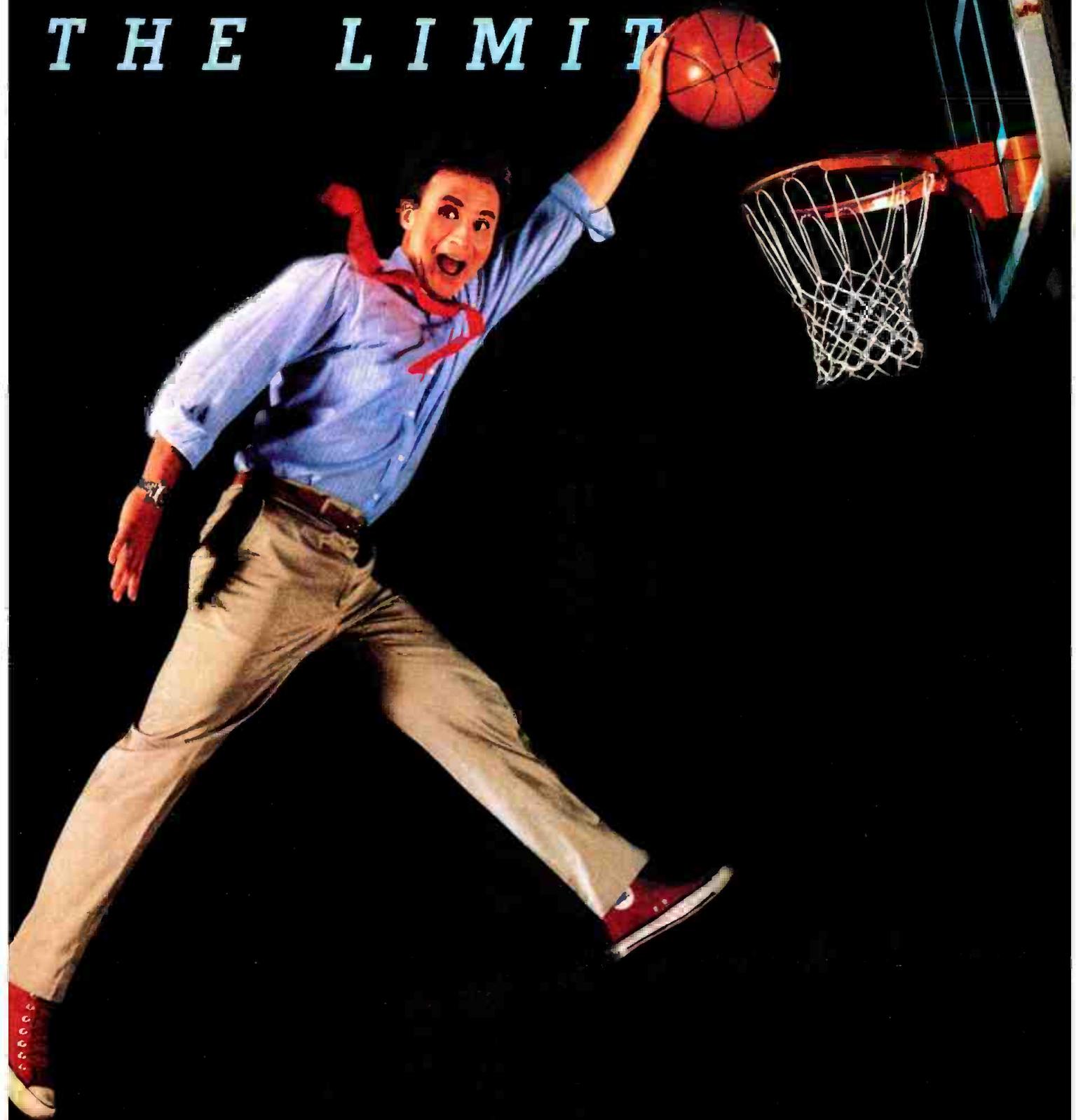
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## Celebrating cable's month

April is National Cable Month, and both pay and basic services are premiering original productions, aiming toward winning an image among viewers as producers of competitive programming.

■ C-SPAN also celebrates its 10th anniversary, along with Cable Month, by airing, each Monday night in April, four 90-minute call-in programs featuring top cable/broadcast and association executives. The series begins with *Cable TV: Where Is It Going?* on April 6. In conjunction with this project to help "its viewers understand the multibillion cable television industry," C-SPAN will also run a series of 30-second spots answering basic questions about cable.

■ The newest installment of Showtime's *Broadway on Showtime*, a teleplay of "Long Day's Journey Into Night," first appears April 13 (with reprises on April 18, 23 and 28) and stars Jack Lemmon, recreating his stage performance, under the direction of Jonathan Miller who directed him on Broadway and at London's West End. (Viewers may be encouraged by word that Miller's approach—having the characters interrupt one another—both heightens tension and shortens this mammoth masterpiece.) Joining producer Iris Merlis in this project are executive producers of other series installments, Michael Brandman and Emanuel Azenberg.

■ *Don't Start Me to Talking*, a black American folklore "videodrama" airing April 8, 11, 20 and 26 on Bravo, is the work of video artist Stevenson J. Palfi and actor/playwright John O'Neal, who spent 14 years collecting anecdotes about Junebug Jabbo Jones, a mythical, black oral historian of the American South, as well as a symbol of resistance for Southern blacks through the course of the civil rights movement.

■ Documentaries dominate original cable programming over the next two months with Arts & Entertainment running its *Biography* series (BROADCASTING, March 23) and 27 half-hours of *Vietnam: The Ten Thousand Day*

*War*, narrated by Richard Basehart and including interviews plus footage from Hanoi's military archives, beginning April 1. It's produced by Alan Enterprises Inc.

■ Cinemax continues its film biography series with *Crazy About the Movies: Ingrid*, exploring the link between private turmoil and artistic growth in the life of Ingrid Bergman. The show is narrated by John Gielgud, produced by Wombat Productions with producers Gene Feldman (also director) and Suzette Winter. It debuts April 14.

■ In its fifth week of a 13-week stretch, Tempo's *Beautiful Korea* continues exploring the geography, history, people and current political issues concerning the host of the 1988 summer Olympics. McDonnell Douglas Corp. is the sponsor.

■ Opening its second year of a five-year circumnavigation of the world, *Cousteau's Rediscovery of the World* premieres on WTBS(TV) Atlanta on May 27 with *The Marquesas Islands* (working title), which focuses on the changes wrought by four centuries of Western intervention. It will also run May 31, June 4 and June 13.

■ On the docucomedy front, HBO offers *Will Rogers: Look Back in Laughter* on April 25 and 29 and on some dates in May. Dan Aykroyd, Chevy Chase, Robin Williams, Harold Ramis and Rodney Dangerfield enumerate Rogers's achievements as film and Broadway personality, radio commentator, columnist, political satirist, humanitarian and aviation enthusiast. The show is produced by Northfield Films. Its producers are Hildegard Duane and Bonnie Peterson and is directed by Malcolm Leo. *Greatest Sports Upsets*, a 90-minute HBO celebration of underdogs, hosted by Tim McCarver, airs six times in April, beginning April 5; written and produced by Ross Greenburg.

## Shandling renewal

Showtime said last week it has ordered 54 additional episodes of the half-hour comedy series, *It's Garry Shandling's Show*, as part of

a three-year commitment to the program. The pay cable service said it was "the largest order ever placed in Showtime history" and will result in 18 original episodes scheduled for presentation each year on Showtime. So far, 16 shows have been produced. *Shandling* is produced by Our Production Co. exclusively for Showtime/The Movie Channel Inc.

## Seeking relief

The Federal Trade Commission is being asked to investigate Hit Video USA's allegations that MTV has engaged in anticompetitive practices in its contracts with cable operators and record companies. Hit Video is a Houston-based music video network struggling to compete with MTV. The request for an inquiry was made by Senators Robert Dole and Nancy Kassebaum, both Kansas Republicans, and Missouri Republicans John Danforth and Christopher Bond (R-Mo.), on behalf of HV, which is owned by Wodlinger Broadcasting Co., KZZC(FM) of Kansas City, Mo.

Hit Video is charging that MTV's "restrictive" contract agreements with cable MSO's and its practice of exclusive contracts with record companies are anti-competitive. It has also filed a \$250-million lawsuit against MTV in federal court.

## Swedish news

Following an agreement with Televerket Kabel TV, the Cable News Network will have a new Swedish audience. During March and April, Televerket systems in Sweden will introduce the 24-hour news service into about 118,000 cable homes in several Swedish cities, including Stockholm, Goeteborg, Malmoe, Falun and Borlaenge, CNN said, adding that an additional 50,000 subscribers in 12 other cities will be added by next fall. Televerket is expected to serve one million cable subscribers by 1990, CNN said. CNN is currently available in 53 countries worldwide, CNN said.

## Chicago shopping

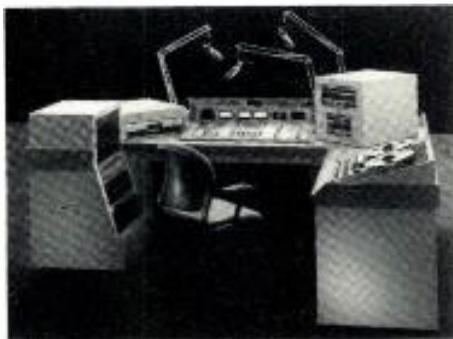
A Chicago area home shopping service, Shop Chicago, will debut April 1 on Group W Cable of Chicago, Continental Cablevision, United Cable TV and Metrovision. The service will be available to 300,000 cable viewers at 8 a.m.-noon, Monday-Friday, and will offer "brand-name, quality merchandise" as well as legal, accounting, maid and lawn care services, among others. It has arranged to offer sports team paraphernalia for all of the Chicago professional teams: Bears, White Sox, Cubs, Bulls and Sting.

The program will be hosted by Elizabeth Brent, the former host of *Just Between Us*, a Chicago cable show, and guest on Lifetime's *Regis Philbin's Lifestyles*, and Linda Clifford, who has hosted *Solid Gold* and *American Music Awards*. The program will have a live call-in segment and will occur

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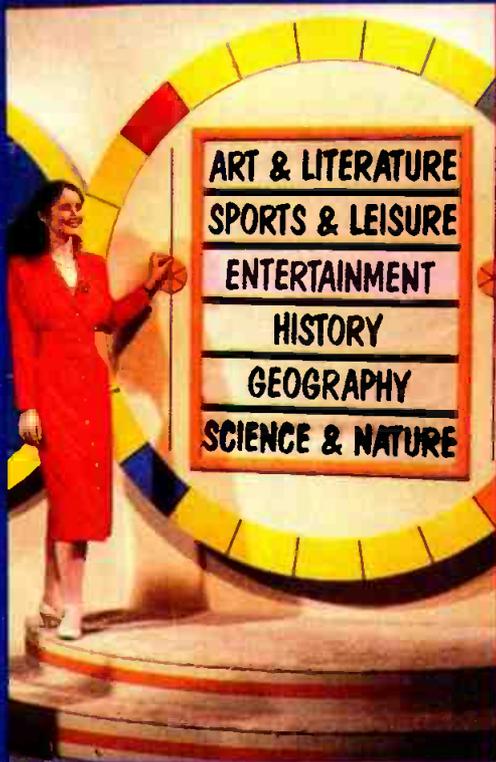
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**The World's Leading Distributor for Independent Television Producers**

New York. Los Angeles. Chicago. Atlanta. London. Paris. Tokyo. Sydney. Toronto. Rio de Janeiro. Munich. Rome

A Taft Company

sionally feature local celebrities. Shop Chicago founder Julieanna Richardson, the former cable administrator for the city of Chicago and the former chairman of the Chicago Cable Commission, obtained \$250,000 in initial funding for the venture from private investors including William Bartholomay, vice chairman of Turner Broadcasting System. She plans to expand the service to reach 90% of the Chicago metropolitan market, which has 900,000 cable subscribers, as well as portions of nearby Indiana, Wisconsin and Iowa.

### Games return

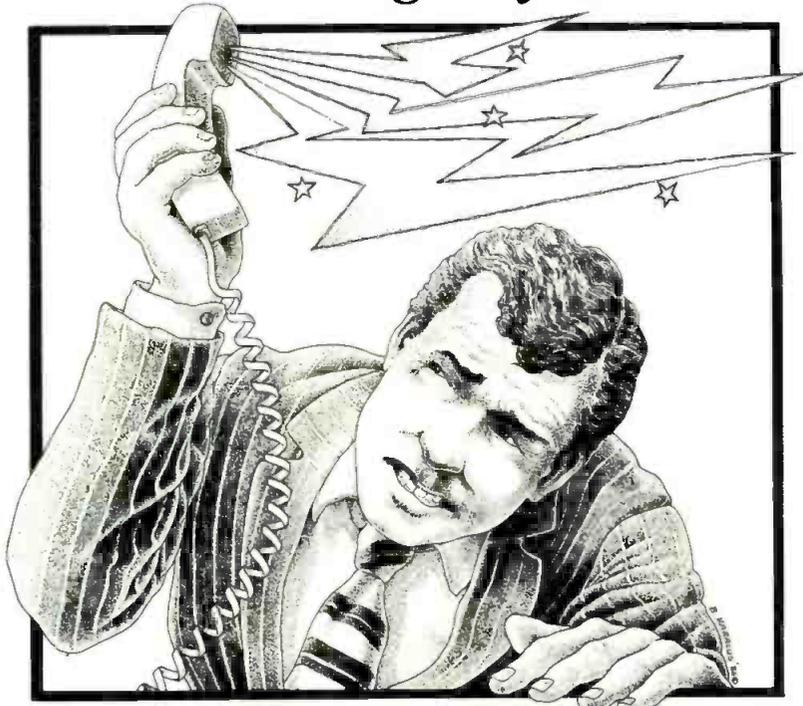
Two game shows, *Jackpot* and *Chain Reaction*, have been renewed for exclusive presentation of 130 new episodes each during the 1987-88 season on the USA Cable Net-

work. *Jackpot*, which features 16 contestants who remain on the program for a week, airs weekdays from 4 to 4:30 p.m. It will return for a third season.

*Chain Reaction* is a word association game featuring two teams of three players, who compete to guess the missing words in an eight-word chain. It also is returning for a third season and runs weekdays from 4:30 to 5 p.m. The programs are produced by Bob Stewart Cable Productions, which has produced *The New \$25,000 Pyramid*, *The Price is Right*, *Password* and *To Tell the Truth*, USA said.

In other news, USA said that the former NBC-TV comedy series, *Double Trouble*, will debut on USA on Sunday, April 12, at 5:30-6 p.m. (NYT). USA will broadcast 23 episodes of the series which follows the lives of 18-year-old twins living in New York.

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1705 DeSales Street, N.W. Washington 20036  
Phone: 202-659-2340

Lawrence B. Taishoff, publisher.

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Donald V. West, managing editor.  
Leonard Zeidenberg, chief correspondent.  
Mark K. Miller, senior news editor.  
Kira Greene, assistant to the managing editor.  
Harry Jessell, associate editor.  
Doug Halonen, Matt Stump, Kim McAvoy, John Eggerton, assistant editors.  
A. Adam Glenn (technology).  
Scott Fitzpatrick, Jeanne Omohundro, Randall M. Sukow, staff writers.  
Anthony Sanders, systems manager.  
Peter D. Lambert, research assistant.  
Todd F. Bowie, production.

### Senior Editorial Consultant

Edwin H. James (Washington)

### Editorial Consultant

Rocco Famighetti (New York)

### Broadcasting & Cablecasting

#### Yearbook

David Seyler, manager  
Joseph A. Esser, associate editor  
Lucia E. Cobo, assistant manager.  
Thomas D. Monroe

### Book Division

David Dietz, manager.

### Advertising

#### Washington

Robert (Skip) Tash, Southern sales manager.  
Doris Kelly, sales service manager.  
Meg Robertie, classified advertising.

#### New York

David Berlyn, senior sales manager.  
Charles Mohr, David Frankel, sales managers.

#### Hollywood

Tim Thometz, sales manager.

### Circulation

Kwentin K. Keenan, circulation manager.  
Patricia Waldron, data entry manager.  
Sandra Jenkins, Debra De Zarn, Joseph Kolthoff

### Production

Harry Stevens, production manager.  
Rick Higgs, production assistant.

### Administration

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

### Corporate Relations

Patricia A. Vance, director.

### Bureaus

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

Stephen McClellan, associate editor  
Vincent M. Dittingo, senior editor: radio.  
Geoff Foisie, Susan Dillon, assistant editors.  
Scott Barrett, staff writer.  
June Butler, Karen Maynard,  
advertising assistants.

Hollywood: 1680 North Vine Street, 90028

Phone: 213-463-3148

Jim Benson, West Coast editor.

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

### International Advertising Representatives

Europe and United Kingdom: Lucassen International.  
John J. Lucassen, Kamerlingh Onneslaan 67, 1171 AC  
Badhoevedorp/Amsterdam, Netherlands. Phone:  
31(2968)6226. Telex: 19406 harke nl ■ Japan: Masayuki  
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tagaya ku, Tokyo-157 Japan. Phone: (03) 484-2847. Te-  
lex: 02423928.

### Broadcasting Publications Inc.

A Times Mirror Business Publication

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Jerome H. Heckman, secretary.  
Philippe E. Boucher, assistant treasurer.  
Patricia A. Vance, assistant secretary.

Founded 1931. Broadcasting-Teletesting \* introduced in 1946. Television \* acquired in 1961. Cablecasting \* introduced in 1972. □ Reg. U.S. Patent Office. □ Copyright 1987 by Broadcasting Publications Inc.

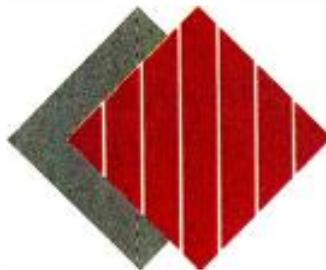
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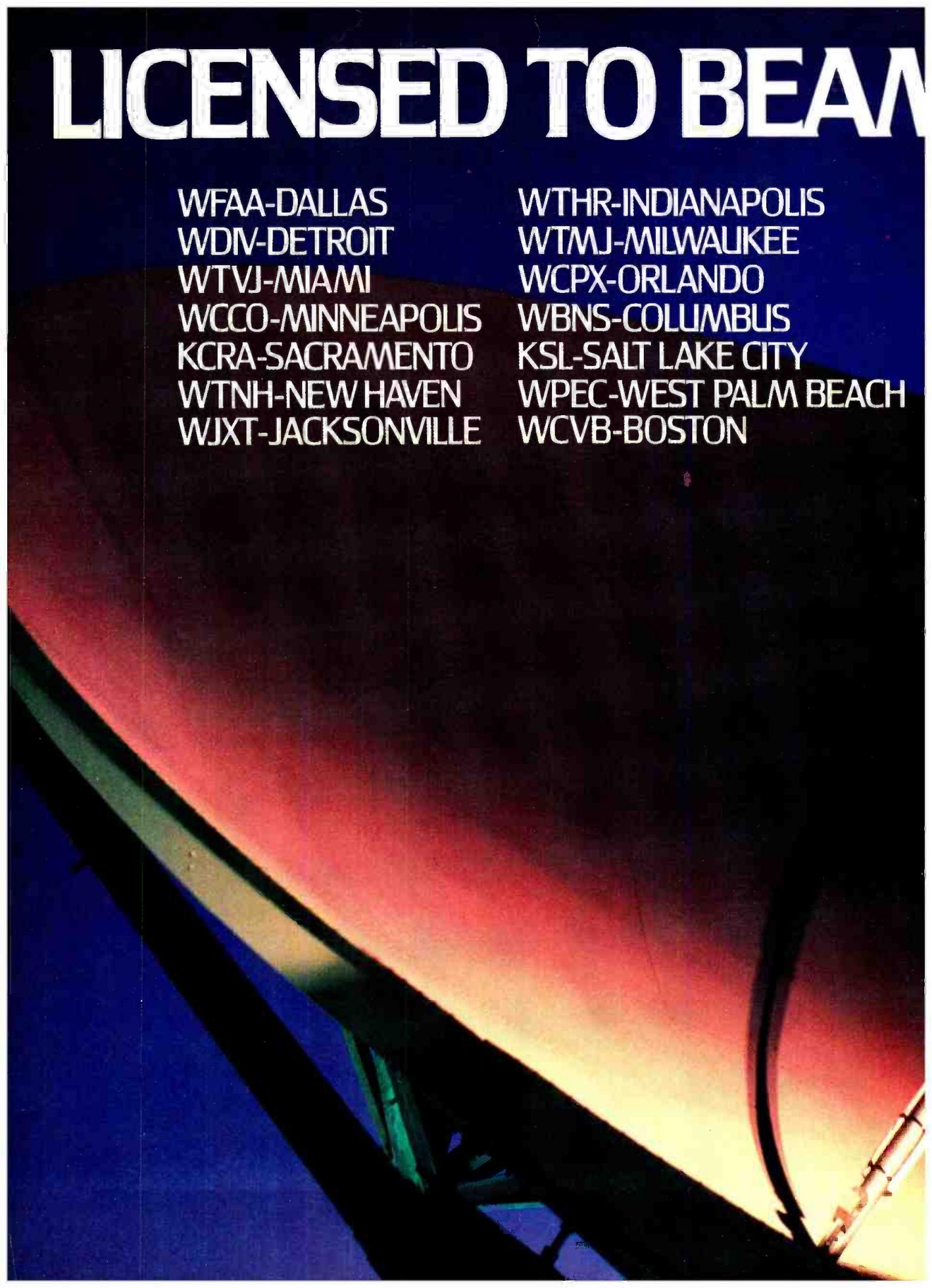
So please drop by to meet us at the upcoming NAB Convention at the Fairmont Hotel, Suite 1401 from March 28th to April 3rd. We look forward to meeting you and discussing what our company can do for your property.



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## CNN NEWSBEAM



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# Business Briefly

## RADIO

**Associated Milk Producers** □ Six-week flight is planned to break in late April in about 35 markets in Southwest, including Albuquerque, N.M.; Beaumont, Tex.; San Antonio, Tex., and Oklahoma City. Commercials will appear in all dayparts. Target: women, 18-34. Agency: Crume & Associates, Irving, Tex.

**Pennzoil Motor Oil** □ Extensive campaign will kick off in late April to about 140 markets for 10 weeks flighted. Commercials will run in drive periods and on weekends. Target: adults, 18-49. Agency: Eisaman Johns & Laws, Houston.

**Lawn Doctor** □ Lawn care franchise operation begins two-week drive in about 12 markets in mid-April. Commercials will be scheduled in all dayparts. Target: adults, 25-54. Agency: Winner Communications, New York.

**Sherwin-Williams Paints** □ Retail chain will launch spring-summer campaign in about 60 markets for eight to 12 weeks

starting in early May. Six wired radio networks also will be used. Commercials will run in drive periods on weekdays and at 6 a.m.-3 p.m. on weekends. Target: adults 25-54. Agency: Wyse Advertising, Cleveland.

**Box Office Pizza** □ Four-week flight is set to begin in late March in Little Rock, Ark.; Oklahoma City, and Memphis. Commercials will be placed in all dayparts. Target: adults, 18-49. Agency: Cargill Wilson Acree, Atlanta.

## RADIO & TV

**Slush Puppie Corp.** □ Beverages and soft ice cream will be spotlighted in four-week flight starting in mid-May in 20 to 25 markets. Commercials will be carried in daytime and fringe periods. Target: children, 6-11, and teen-agers, 12-17. Agency: Stockton West & Burkhart, Cincinnati.

**Land O' Frost** □ Firm's packaged meats will be highlighted in campaign

beginning on radio and TV in mid-April in more than 10 markets. Commercials will run in all dayparts. Target: women, 25-54. Agency: Ron Berns & Associates, Chicago.

**New York Telephone** □ Campaign designed to remind consumers that New York Telephone provides public phones broke last week on television, consisting of television spots on stations in New York area. Campaign will run six weeks, take hiatus of several weeks and resume for five more weeks. Radio will be used for nine weeks on New York and outlying stations. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Bozell, Jacobs, Kenyon, & Eckhardt, New York.

## TELEVISION

**Rusty Jones Inc.** □ Automotive rust-proofing product will be accented in three-week flight that began last week in six Midwestern markets including Chicago and Cleveland. Commercials will be scheduled in all time slots. Target: men, 25-54. Agency: Dawson, Johns &

# CONNECTICUT'S

*New Leader!*

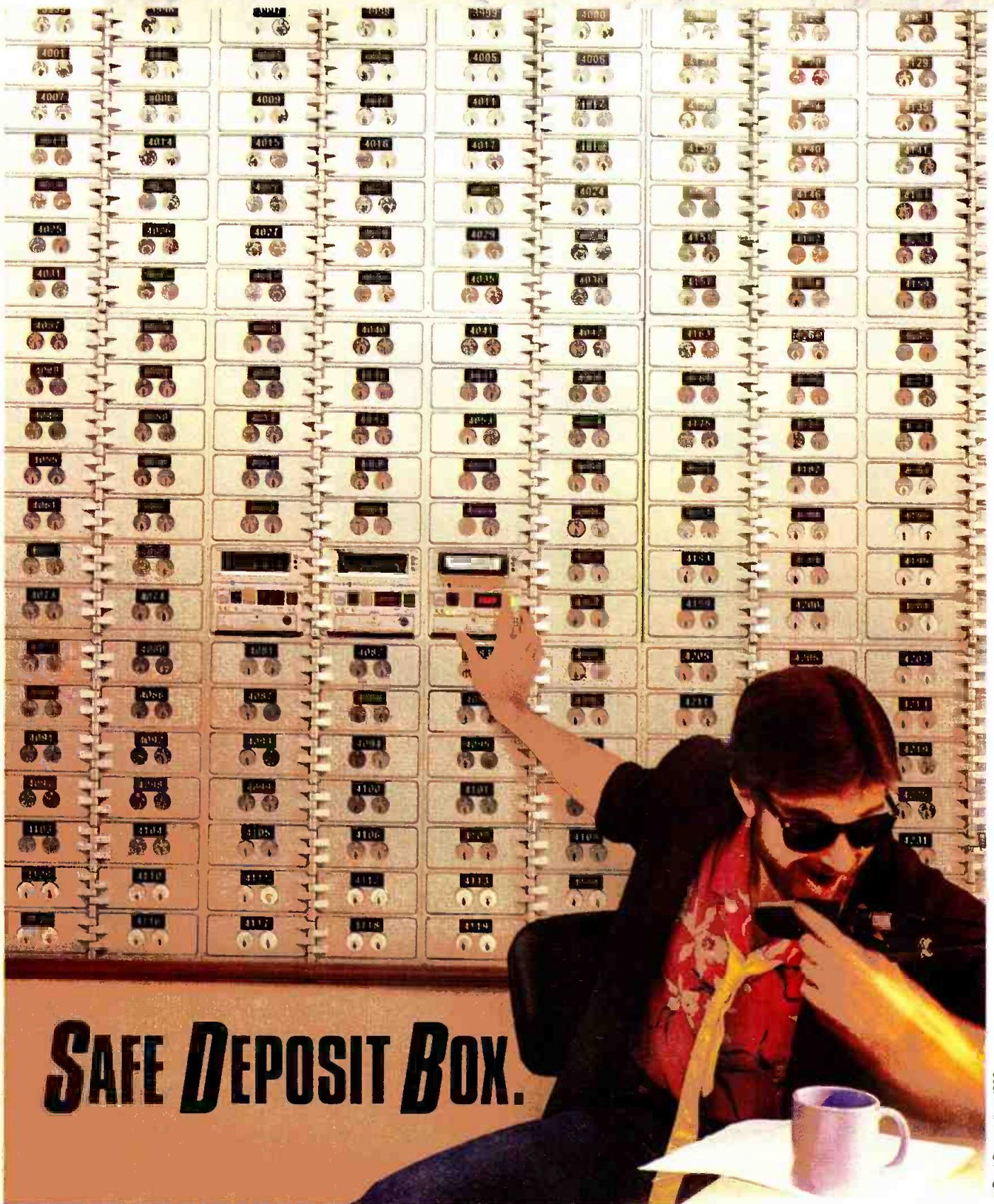
FIRST WITH 5 PM NEWS  
FIRST WITH TRAFFICNET  
FIRST WITH THE RATINGS!\*

# WTNH 8

NEW HAVEN/HARTFORD

\*Source: Feb. '87 ARB

# CTM-10 CARTRIDGE RECORDER



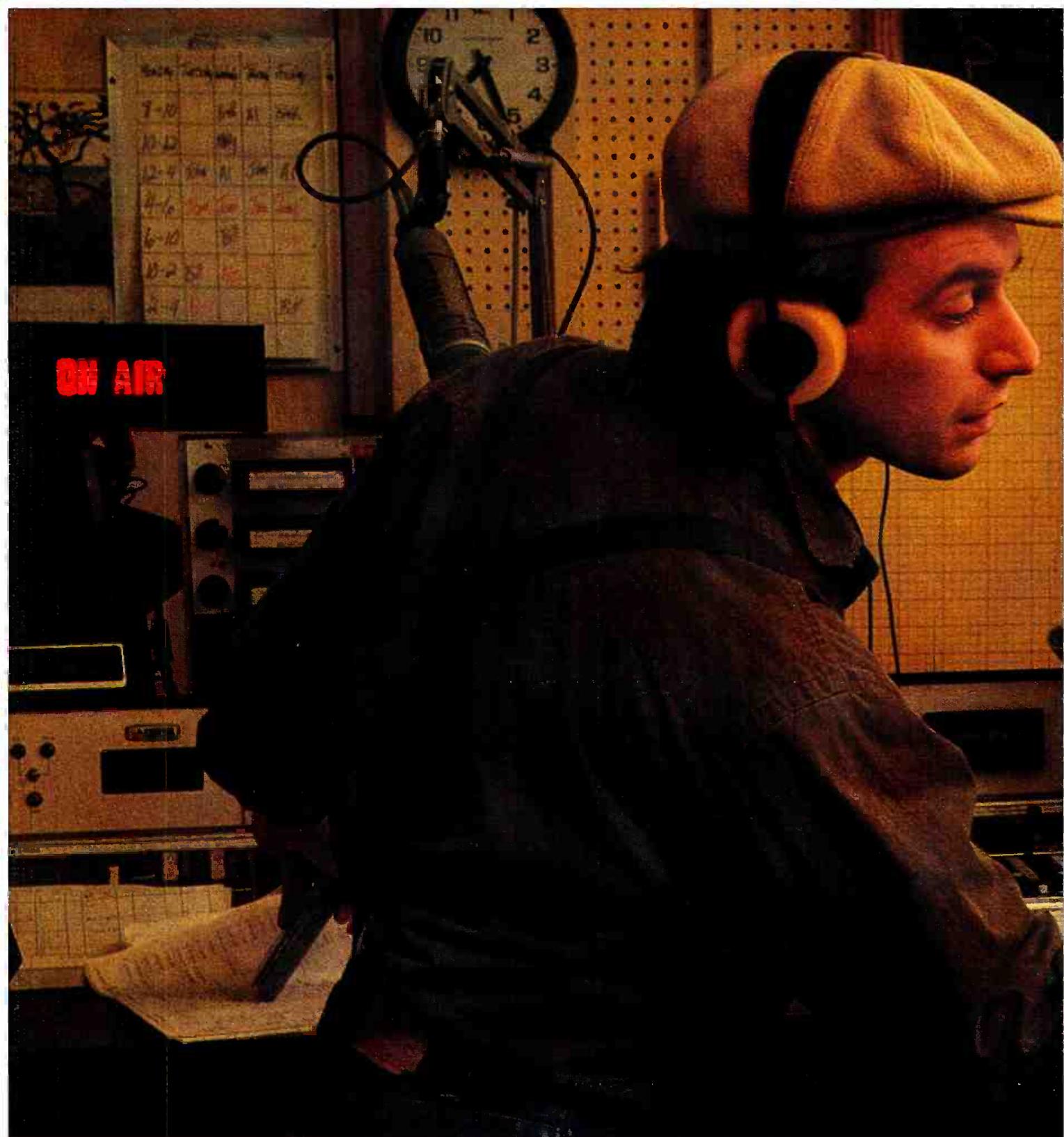
## SAFE DEPOSIT BOX.

Finally, a cart machine you can bank on. ■ No jams, no repeats and no make goods. ■ Our new CTM-10 cart machine has the same famous reliability that is built into our 5050 BII, ■ plus many new features like Hx-Pro,\* ■ so 7.5 ips sounds like 15 ips and your listeners don't tune-out when you shift from CD to cart.

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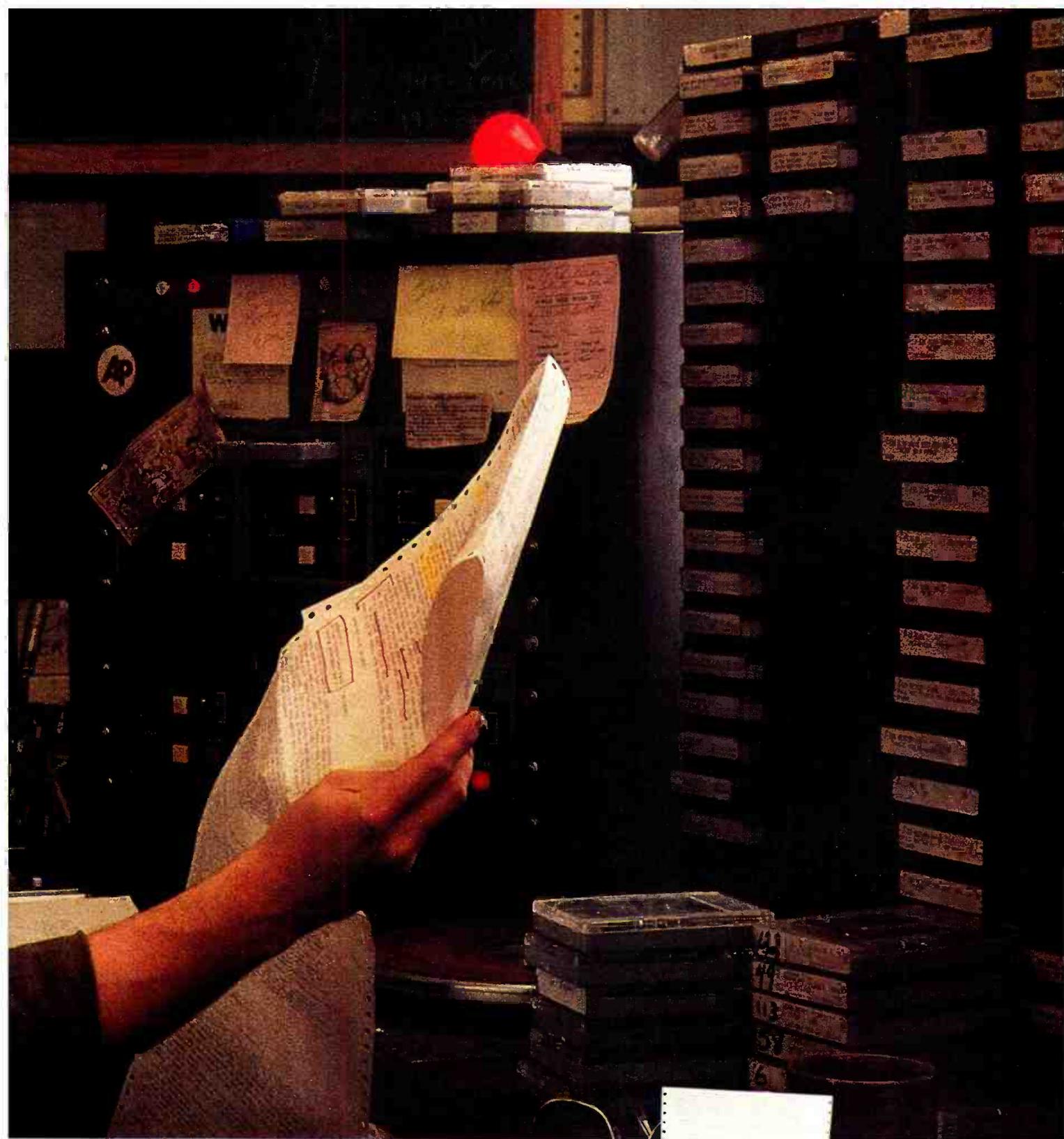
## AFTER 10 IN A ROW, PLAY TODAY'S

Think of AP as an exclamation point at the end of a 27-minute music statement.

A way to focus your audience's ear and brain; a way to set up a commercial break, a station promo, or a new addition to your playlist.

AP's resources are so vast, our coverage of news, weather, sports, lifestyle and entertainment features so broad, you can literally cherry-pick AP for the script or sound that best fits your audience.

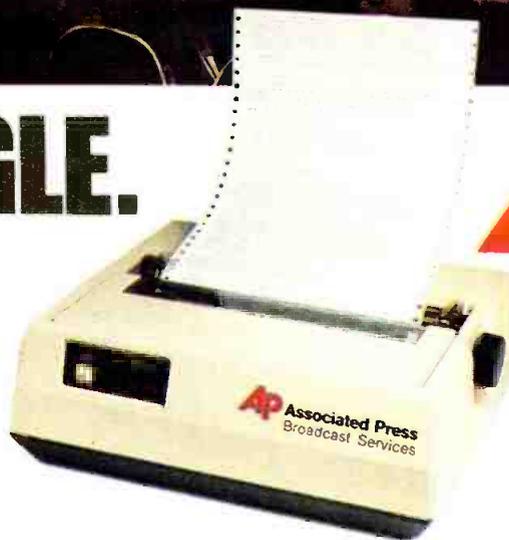
Point is, your "news" doesn't have to



# SMASH HIT SINGLE.

It's simply a two-minute affair at the top of the hour. Use it throughout the hour to add spice and personality to your program format.

Use AP. Then watch your ratings even out. AP works wonders every quarter hour.



# AP

AP  
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Broadcast Services

## Rep Report

KPLR-TV St. Louis; KTUL-TV Tulsa, Okla., and KRBB-TV Sacramento, Calif.: To Petry Television from TeleRep.

□

WTGS-TV Savannah, Ga.: To Independent Television Sales from Petry Television.

□

KTXL(TV) Sacramento, Calif.: To MMT Sales from Petry Television.

□

WBSB(FM) Baltimore: To Blair Radio from Torbet Radio.

□

KFH(AM)-KLZS(FM): Wichita, Kan., and KBUC-AM-FM San Antonio: To Republic Radio from Eastman Radio.

□

WLOH(AM)-WHOK(FM) Lancaster, Ohio: To Christal Radio (no previous rep).

□

WBSM(AM) New Bedford, Mass.: To Christal Radio from New England Spot Sales.

□

KXFM(FM) Santa Maria, Calif.: Hillier, Newmark, Wechsler & Howard from Select Radio.

□

WLSQ(AM)-WREZ(FM) Montgomery, Ala.: To Republic Radio from Weiss & Powell.

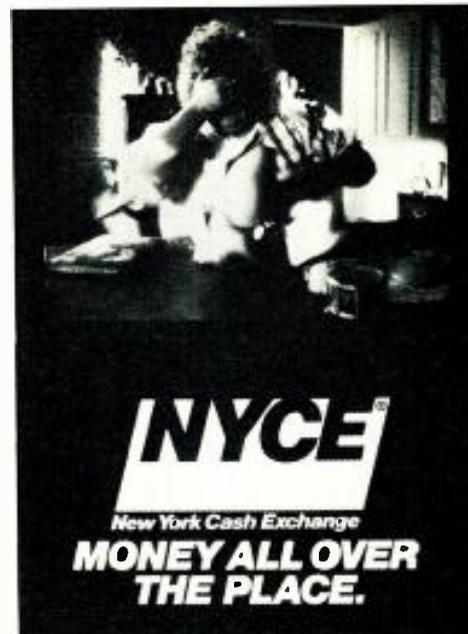
Black, Chicago.

**Wendy's International** □ New campaign for burgers is slated to begin on April 6 on network and spot television in national lineup of stations. Creative is handled by Dick Rich Inc. New York, which has taken over



assignment from DFS Dorland Worldwide. DFS continues to handle media planning and buying. Commercials will run in all dayparts. Target: adults, 18-34. Agency: DFS Dorland Worldwide, New York (media).

**New York Switch Corp.** □ Estimated \$1 million will be spent to promote "NYCE" bank credit cards in New York, Albany, Syracuse, Buffalo and Rochester, all New York, for three months, starting April 13. Card holders may use their cards at nine different banks throughout state.



Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Korey, Kay & Partners, New York.

**Taco Bell** □ Mexican fast-food chain has launched nationwide campaign on network and spot television. Advertising will continue throughout year with flights of several weeks followed by hiatus. Commercials will run primarily in prime time. Target: adults, 18-49. Agency: Tracy-Locke/Los Angeles.

## THE TIME HAS COME...

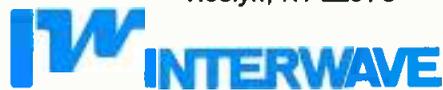
Some of our country's best radio engineers have teamed up with the world's leading R.F. scientists and software engineers to bring you closer to tomorrow.

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WE TOOK THE CHALLENGE...

## AdVantage

**High finance.** Advertising by financial service companies in television in 1986 rose 22%, to \$857 million, according to Television Bureau of Advertising. Heading overall category was TV advertising for insurance, which totaled \$263.7 million, up 32%. Second largest financial segment was banks and savings and loan institutions, with total TV advertising of \$218.5 million, up 10%. Top advertiser in financial services in 1986, according to TVB, was American Express Co., up 41% to \$80.5 million. Runner-up advertiser was Sears, Roebuck & Co. with \$73.2 million, up 110%. Data was compiled by TVB from figures supplied by Broadcast Advertisers Reports.

□

**McGavren's 1986 performance.** McGavren Guild Radio reports that for 1986, 37% of all spot radio availabilities requested from MG were for 25-54 age group, based on number of contracts. On dollar basis, 25-54 totaled 38%. For network availabilities, 30% of contract volume and 21% of dollar volume were 25-54, which led demographic rankings. In daypart comparison, 29% of spot contracts were for morning (6-10 a.m.); 20% for daytime (10 a.m.-3 p.m.); 20% for drive time (3-7 p.m.), and 16% for rotating schedule. In network radio, rotating schedule led with 29%, followed by morning, 19%; daytime, 17%, and drive time, 16%.

□

**Thompson survey.** Top-level business executives are multidimensional media consumers exposed to television, radio, magazines and newspapers, according to survey conducted by J. Walter Thompson U.S.A. and carried on *Today's Business*, daily syndicated series. Survey of 100 executives employed at randomly selected *Fortune* 500 companies shows that 99% view television twice weekly or more; 80% view prime time sports, and football is most watched sport followed by baseball championships. JWT found that 95% listen to radio during some part of the day and 70% of listening is to news formats. Respondents said they read four of larger business magazines as part of their professional reading, and 31% read their local newspaper as source of business information. Popular entertainment TV series were *Cosby Show* and *Hill Street Blues*.

□

**TVB moves in Dallas.** Television Bureau of Advertising has moved its office in Dallas to 3625 North Hall, suite 690, Dallas, 75219. Phone is: (214) 520-2240.

# Important business decision?

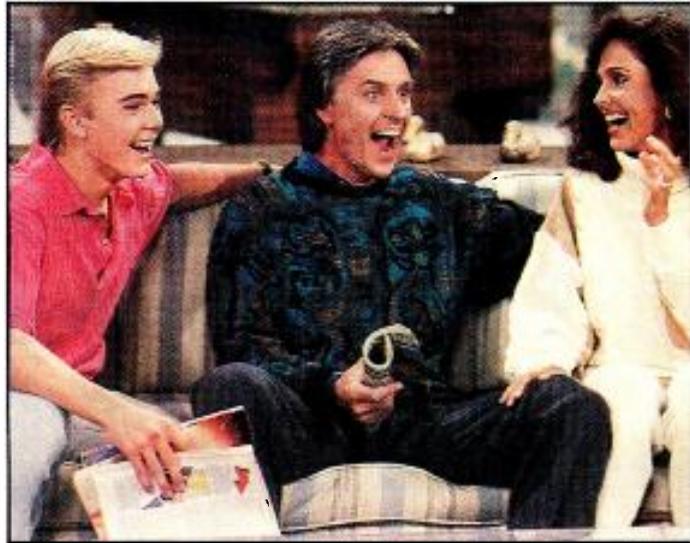


# Invest wisely...

# Silver Spoons... a

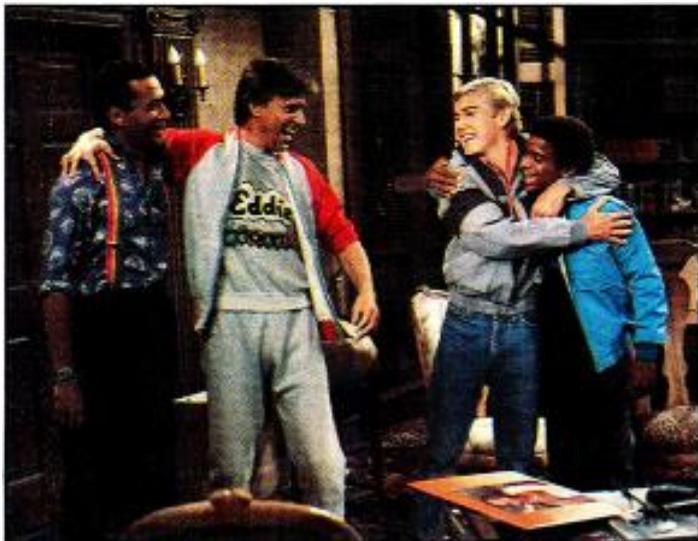
## Performance

You bet! A Top 10 comedy—Households· Women 18-49· Teens· Kids and #11 in Men 18-49.



## Flexibility

You've got it! A time period winner in key dayparts—Early Fringe· Access· Weekend.



**Silver**  
The high

# proven commodity.



## Compatibility

A smooth fit! Perfect lead-in or lead-out for all program genres. Look what we did for KTLA's checkerboard.

## Confidence

Rest easy! Another off-network comedy from the all-time champ. No one serves your needs better.



**Spoons**  
field winner.

**COLUMBIA/EMBASSY TELEVISION**

A unit of *Coca-Cola Television*

We make America laugh.

An MMDS commentary from Michael Drayer, associate, Wilner & Scheiner, Washington

## MMDS: new opportunities for Fifth Estate entrepreneurs

In the early 1980's, cable television appeared poised to offer a brave new world in programming with its promise of narrowcasting and local service. Unfortunately, because cable's regulatory status was an uncertain patchwork of local and federal regulations, local municipalities were able to seize upon the franchising process as an opportunity to fill their coffers and extract some often rather bizarre commitments from franchisees. Many prospective franchisees willingly went along with such excesses, driven by the monopolist's profits they believed would be theirs if only they could obtain an exclusive franchise.

The result of such mutual shortsightedness is readily apparent. Despite the cable industry's impressive level of penetration, service has been repeatedly delayed in many major metropolitan areas, the politicized franchising process and costs of construction have driven up subscriber rates, and programming, with a few notable exceptions, is dominated by movies and sports. Furthermore, cable's haphazard regulatory development has resulted in a seemingly endless array of court cases that will likely leave the extent of cable operators' First Amendment rights and their regulatory status unsettled for years to come despite passage of the Cable Communications Policy Act of 1984. Given these facts, the cable industry has wisely shifted gears and is beginning to concentrate its efforts on programming.

However, a new consumer alternative is emerging. Multichannel multipoint distribution service, with innovative communications entrepreneurs and operating within a regulatory framework developed with the foresight to avoid mistakes of the past, can fill some of the gaps left by cable and offer new opportunities to programmers and customers.

MMDS systems can transmit multiple channels of video or data communications, including two-way communications services, between a central transmission point and receive sites throughout their service areas. In a typical four-channel system, programming is received by a satellite earth station which is fed into four separate transmitters. The outputs are subsequently collected by a four-channel combiner and the signals are then fed through a transmission line to the transmitting antenna. These signals are then transmitted omnidirectionally throughout the service area to receivers at residential and commercial buildings within a 20-to-25 mile radius. The transmitter site should be atop a tall building or mountain because microwave receivers must be in the "line-of-sight" of the transmitting antenna although, where a significant number of subscribers



Michael Drayer is an associate with the Washington law firm of Wilner & Scheiner which has a substantial practice in communications law. As a student, Drayer worked for the Media Institute, the Reporters Committee for Freedom of the Press and the National Association of Broadcasters.

are obstructed, signal repeaters can be installed. The MMDS receiver consists of a directional antenna, a low-noise amplifier and block downconverter and a set-top channel selector which can include signal decoding circuitry to allow pay-per-channel program tiers and pay-per-view programming.

MMDS is capable of competing with any multichannel delivery system including cable. Market research studies prepared for the cable industry have shown that consumer demand for nonbroadcast premium television can be met by offering five-channel service. According to a 1984 National Association of Broadcasters report, a basic four-channel MMDS transmission facility would cost approximately \$250,000 at an existing tower site. Reception equipment would cost approximately \$250 per subscriber, and the marketing and installation would cost approximately \$75 per subscriber. Furthermore, the incremental cost of consolidating additional channels once the system is established is low because the major costs are for subscriber reception equipment and marketing and installation, none of which are sensitive to the number of channels consolidated in the system. Thus the report concludes that a four-channel MMDS facility serving 10,000 subscribers, which includes receivers that can tune in the entire 33-channel MDS-ITFS-OFS band, can triple its capacity to 12 channels with only about an 11% increase in total capital expended. More recently, the FCC has noted that proposed cost estimates for a four-channel MMDS facility range from \$125,000 to \$150,000. In part due to its low fixed costs, MMDS operators can offer programs comparable to cable at a substantially lower price.

But is MMDS merely an alternative delivery system providing opportunities and benefits only to businessmen? The FCC has proposed permitting MDS and MMDS carriers to elect to offer any type of point-to-multipoint communications service as either a common carrier or noncommon carrier. For those applicants choosing to make their offerings available on a common carrier basis, the commission has proposed very limited regulation that heavily relies upon competitive market forces to insure that MMDS licensees do not engage in anticompetitive practices and that they refrain from setting unjust, unreasonable and discriminatory rates. For those licensees choosing to operate on a noncommon carrier basis, the FCC proposed deleting rules which precluded substantial involvement by MMDS carriers in the content of information transmitted over their facilities. The regulatory environment, if adopted, offers both creative and business opportunities. An MMDS operator selecting common carrier status will typically lease capacity to customers who purchase their programming from suppliers and in turn sell it to subscribers. An MMDS licensee operating as a noncommon carrier can sell programming directly to subscribers. Furthermore, MMDS can also be used for data services and two-way communications. This unparalleled freedom for an emerging mass medium will let it develop naturally, unhampered by government constraints.

MMDS is not restricted by crossownership restrictions preventing broadcaster involvement in the industry. Thus broadcasters can participate in MMDS by providing technical facilities and service to MMDS operators or by participating in MMDS marketing efforts. Broadcasters can also become involved in MMDS by producing local programming for distribution over MMDS as well as high-quality and/or narrowcasting programs to complement their mass appeal broadcast programs. Furthermore, MMDS can fill the significant gaps left where homes are not passed by cable. MMDS can survive subsequent cable encroachment due to the low fixed costs and rates it can offer. MMDS is well situated to provide an unmatched programming mix of local programming, pay TV, pay-per-view programming, high-quality and narrowcast programs—as well as high-definition television, text data and two-way communications services—at low rates and without significant regulatory impediments.

At this point, MMDS technology and operations have been primarily used for distributing pay TV programming on single MDS channels. Like cable in the early 1980's, MMDS is now poised to give creative communications entrepreneurs another chance to enhance and expand the breadth of the industry. This time the promise should not be permitted to go unfulfilled. ❏

# TEN SOUND REASONS FOR ONE UNITED COMMITMENT.

**WYST-FM**

Baltimore  
Adult Contemporary

---

**WYST**

Baltimore  
Rock Hits

---

**WDJY-FM**

Washington, DC  
Urban Contemporary

---

**WINX**

Rockville, MD  
Adult Contemporary

---

**UNITED CABLE of New Hampshire**

Manchester, NH  
CATV

---

**WJMO**

Cleveland  
Urban Contemporary

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**WRQC-FM**

Cleveland  
CHR

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**WKDM**

New York  
Spanish Contemporary

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**KALI**

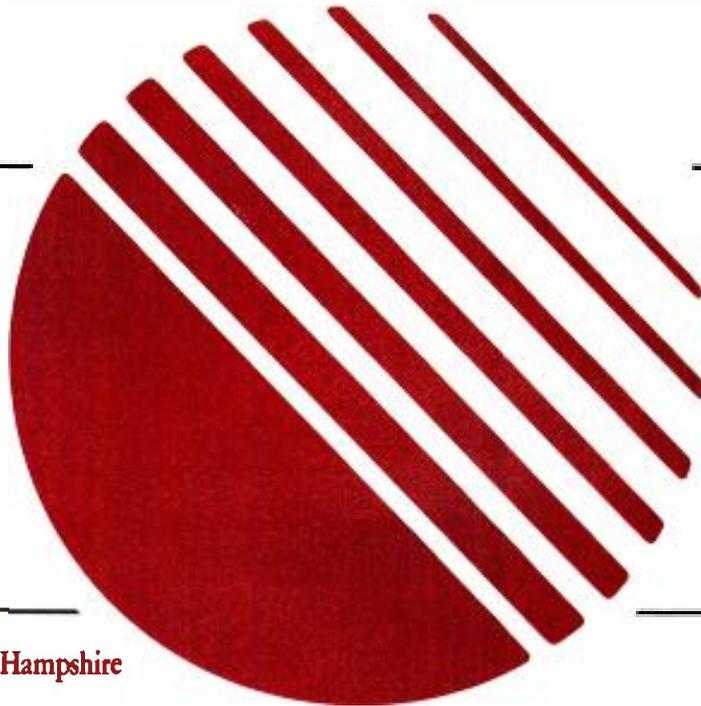
Los Angeles  
Spanish Contemporary

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**KSOL-FM**

San Francisco  
Urban Contemporary

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**A UNITED COMMITMENT TO EXCELLENCE  
A UNITED COMMITMENT TO SUCCESS**

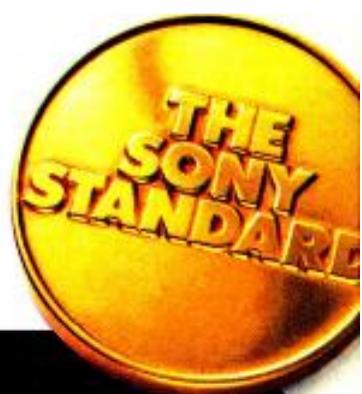
**United Broadcasting Company**  
Corporate Offices/Bethesda

Represented Nationally by Major Market Radio and in Washington, DC by McGovern-Guild  
WJMO/WRQC-FM Cleveland Heights, KALI San Gabriel, KSOL-FM San Mateo

# Betac

**is here.** So is a new Type C machine, a new editor, and lots

# amSP



of other news. All evolutionary, all from Sony.

**SONY**<sup>®</sup>  
**BROADCAST**

# Datebook

■ Indicates new entry

## This week

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

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

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

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

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

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

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

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

**March 31**—*Television Bureau of Advertising* regional sales training conference. Airport Clarion, Denver. Information: (212) 486-1111.

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

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

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

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

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

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

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

**April 1**—Luncheon honoring newly elected members

of Advertising Hall of Fame. Carl Nichols, Arthur Nielsen, Raymond Petersen and Robert Woodruff, sponsored by *American Advertising Federation* and hosted by *Wall Street Journal*. Waldorf-Astoria, New York.

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

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

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

■ **April 2**—"Marketing to a New Breed of Parents," luncheon hosted by *Advertising Women of New York*. Grand Hyatt hotel, New York. Information: (212) 593-1950.

■ **April 2**—"Remote Sensing Satellites: Who Can Use the Information They Gather?" meeting of *Society of Satellite Professionals, MidAtlantic regional chapter*. Black Horse Tavern, Washington. Information: (703) 476-2675.

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

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

■ **April 3-4**—*Radio-Television News Directors Association* region 11 meeting with *Boston University*. Boston. Information: Jeff Marks, (207) 772-0181.

■ **April 3-5**—*Radio-Television News Directors Association* region 10 meeting with *Society of Professional Journalists, Sigma Delta Chi*, featuring RTNDA regional awards. Holiday Inn, Gatlinburg, Tenn. Information: Alan Griggs, (615) 749-2231.

■ **April 3-5**—*Radio-Television News Directors Association* region six meeting with *Society of Professional Journalists, Sigma Delta Chi*. St. Louis. Information: Bob Priddy, (314) 634-3317.

■ **April 4**—*Women in Communications, New York chapter*, student career information seminar and "Thoughts from an Advice Columnist." Daily News Building, New York. Information: (212) 546-4616.

## Also in April

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

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

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

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

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

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

■ **April 7**—*Advertising Club of Greater Boston* 11th annual Ad Club auction. Copley Plaza hotel, Boston. Information: (617) 262-1100.

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

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

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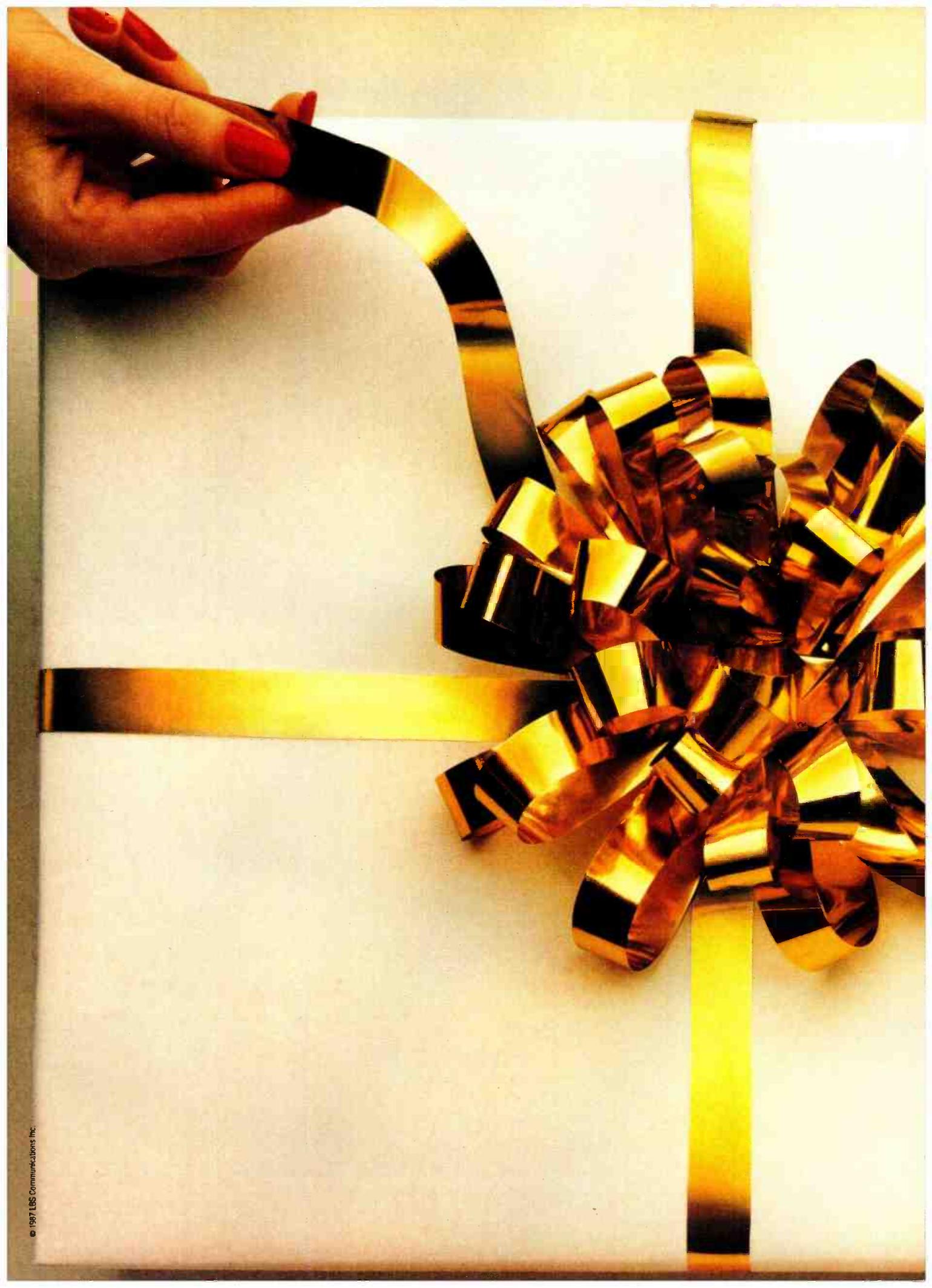
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■ **April 8**—"Reporting New York City: A Tribute to Gabe Pressman," seminar sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

■ **April 8**—"Cable and the Community," meeting of *Women in Cable, Washington chapter*. National Cable Television Association, Washington. Speaker: Gary Mizga, general manager, District Cablevision. Information: Susan Neal, (202) 639-8844.

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

■ **April 9**—*Radio & Television Correspondents' Association* 43rd annual dinner. Washington Hilton, Washington Hilton, Washington.

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

■ **April 10-11**—10th annual Great Lakes Radio Conference, sponsored by *Specs Howard School of Broad-*

*casting, Central Michigan University, Michigan Association of Broadcasters and Alpha Epsilon Rho*. CMU campus, Mt. Pleasant, Mich. Information: (517) 774-3851.

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

■ **April 10-11**—"Better Business Reporting," first media economics conference, sponsored by *Ohio Association of Broadcasters*. Hilton Inn North, Columbus, Ohio.

■ **April 10-11**—"The Constitution and the Press," conference sponsored by *Society of Professional Journalists, Sigma Delta Chi, Virginia Tech and Washington & Lee chapters*. Monticello, Ash Lawn and Michie Tavern, Charlottesville, Va. Information: SDX, Department of Communication Studies, Virginia Tech, Blacksburg, Va.

■ **April 10-11**—*Radio-Television News Directors Association* region two meeting. The Nugget, Sparks, Nev.

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

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

■ **April 11**—*Radio-Television News Directors Association* region one annual conference. Four Seasons Olympic hotel, Seattle.

■ **April 11**—*Radio-Television News Directors Association* region nine meeting. Huntsville, Ala. Information: Steve Ruppe, (318) 236-6340.

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

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

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

■ **April 14-16**—*Television Bureau of Advertising* management seminar, "Marketing Your Station for Success." TVB headquarters, New York.

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

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

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

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

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

■ **April 16**—*Television Bureau of Advertising* regional sales training conference. Westin Peachtree Plaza, Atlanta. Information: (212) 486-1111.

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

■ **April 16**—Discussion of packaging process, during second annual general membership meeting of *Caucus for Producers, Writers & Directors*. Chasen's, Los Angeles. Information: (213) 652-0222.

■ **April 16**—*Advertising Club of Greater Boston* "brownbagger" workshop. Ad Club offices, Boston. Information: (617) 262-1100.

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

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

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

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

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

■ **April 21**—*International Radio and Television Society*



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With 47 sales offices in 17 cities strategically located to provide representation in every major business center, we effectively cover radio's advertising world.

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Radio's representation leader since the beginning, and absolutely, the standard of sales excellence.

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REPRESENTATION  
DIVISION**  
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"Second Tuesday" seminar. Topic: broadcast news. Viacom Conference Center, New York. Information: (212) 867-6650.

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

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

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

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

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

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

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

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

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

**April 23-25**—*Radio-Television News Directors Association* region 12 meeting with Sigma Delta Chi, featuring "Spring Journalism Festival of New York" and RTNDA regional awards. Speakers include Ted Koppel, ABC News, and Carl Sagan, astronomer. Deadline Club, New York. Information: Rob Sunde, (212) 887-4138.

**April 24-25**—*Radio-Television News Directors Association* region six meeting. Grand Island, Neb. Information: Bob Priddy, (314) 634-3317.

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

**April 25**—"A Conversation with David McCullough (host of *WETA's Smithsonian World*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington. Information: (703) 998-2713.

**April 25**—*Radio-Television News Directors Association* region 13 meeting. 1776 Resort, Williamsburg, Va. Information: Harvey Powers, (804) 23-5461.

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

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

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

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

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

**April 27-29**—Media seminar sponsored by *American Association of Advertising Agencies*. Drake hotel, Chicago.

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

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

**April 28**—"Changing Economics of News," national conference sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**April 28**—*Midwest Direct Marketing Association* annual "DM" day Keynote speaker: Stanley Hubbard, president. Hubbard Broadcasting, Radisson South ho-

## Major Meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

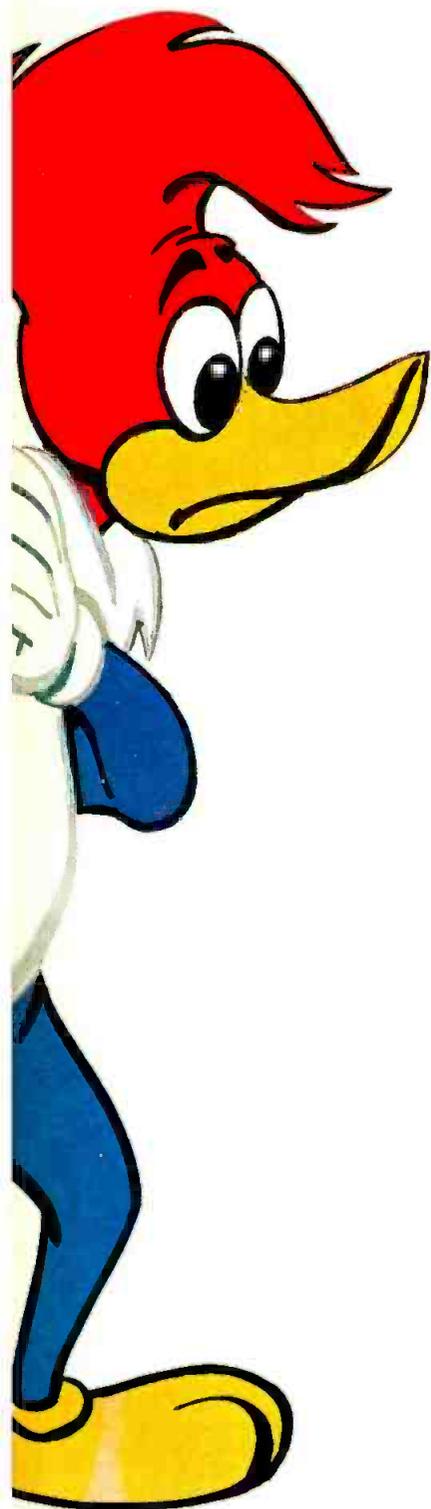
**Sept. 23-27, 1988**—*International Broadcasting Convention*. Metropole Conference and Exhibition Center. Grand hotel and Brighton Center, Brighton, England.

**This season Woody's getting a new outfit...**



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Any smart Program Director will tell you that Woody Woodpecker is an evergreen through and through. Despite the recent invasion of robots and space rangers, Woody has consistently placed in the top ten in each of the last five seasons. Now he's joining all the other evergreens at DFS Dorland Program Exchange. Woody is available for January, 1988 with over 90 half hours of theatrical-grade animation.



And these aren't  
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in Woody's future...



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**Mischievous Dennis The Menace®** premiered in September '86 and is already one of America's strongest new kid shows, with 65 first-run episodes. Produced by DIC Enterprises, Inc.



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*Jeannie, The Partridge Family and Abbott and Costello, all strippable.*

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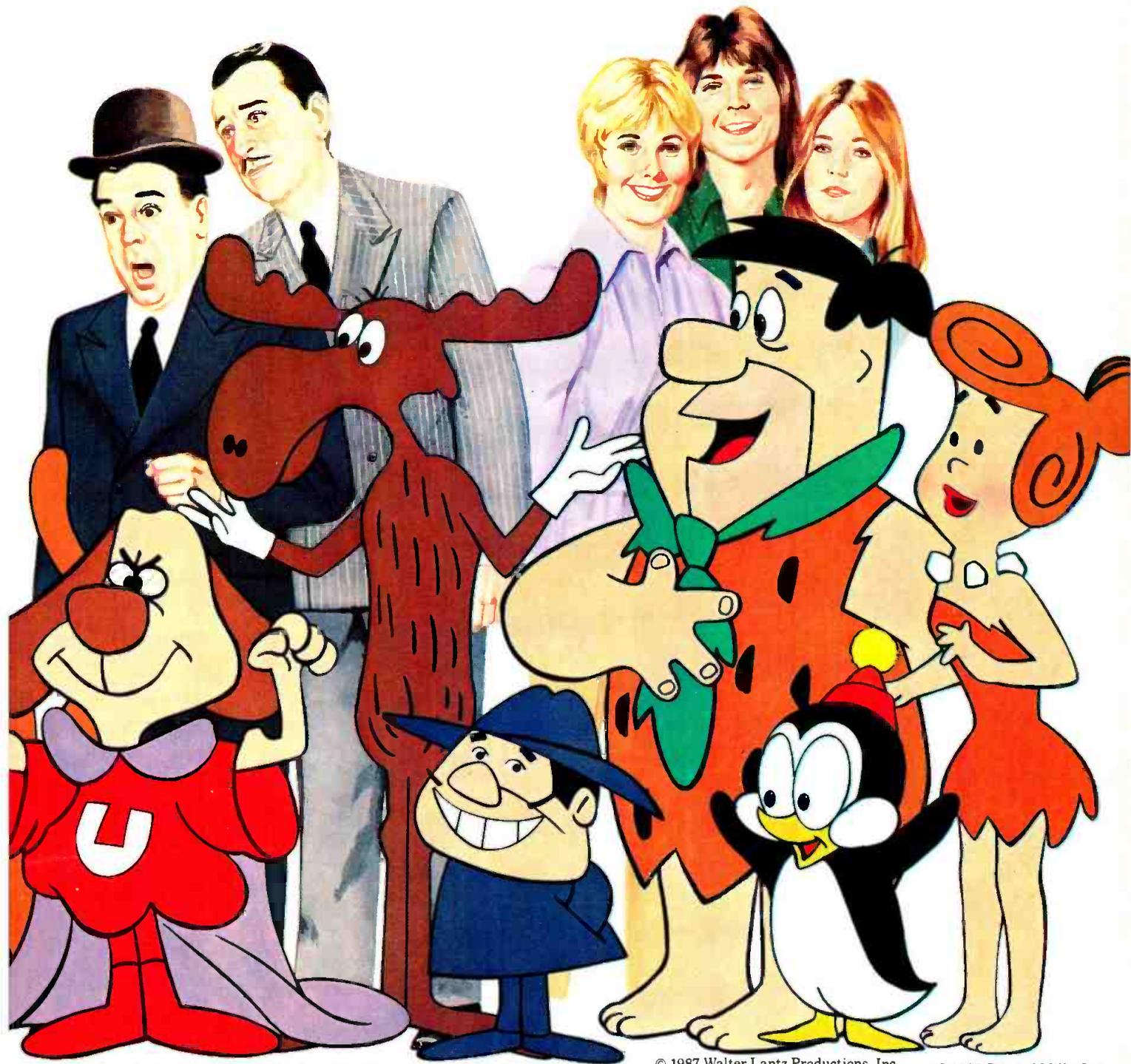
graph of steady growth. All these classic, ever-popular programs can add up to a mounting ratings success. **Ask now how you can get our evergreen programs into your lineup.**

**Evergreens are always in season.**

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tel. Bloomington, Minn.

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

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

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

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

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

## May

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

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

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

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

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

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

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

**May 10-13**—*Central Educational Network* annual conference. Hotel Fort Des Moines, Des Moines, Iowa. Information: (312) 390-8700.

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

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

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

**May 12-14**—*Cable Television Association of Maryland, Delaware & the District of Columbia* annual spring meeting. Annapolis hotel, Annapolis, Md. Information: Charlie Rose, (301) 268-2721.

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

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

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

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

**May 15**—Deadline for applications from journalists for fellowships in public health, sponsored by *Center for Health Communication, Harvard School of Public Health*. Information: (617) 732-1038.

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

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

**May 17-20**—*CBS-TV* annual affiliates meeting. Cen-

tury Plaza, Los Angeles.

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

**May 19-21**—Media seminar sponsored by *American Association of Advertising Agencies*. Colony Square, Atlanta.

**May 20**—"Media Without Frontiers: A Global Phenomenon?" sponsored by *International Advertising Federation*. Speakers include Right Honorable Lord Cockfield, Commission of the European Communities, and Robert James, McCann-Erickson Worldwide. Moderator: John Eger, Global Media Commission Chairman. St. Regis hotel, New York. Information: (212) 557-1133.

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

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

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

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

**May 26-29**—*Public Telecommunications Financial Management Association* annual conference. The Pointe at South Mountain, Phoenix. Information: (803) 799-5517.

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

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

**May 27-29**—*Prix Jeunesse Munchen*, children's television seminar. Bayerischer Rundfunk, Munich. Information: (089) 59-00-20-58.

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

**May 28-31**—*NATPE Educational Foundation* management seminar for program executives. University of

# We can make thousands of people listen to your radio station.

When very little differentiates you from the competition, how you market your station becomes the most critical part of your job.

Our job is to develop strategies that create a distinction between you and the competition. Strategies that get people to listen. And, strategies that produce results.

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## Errata

In March 16 "Fifth Estate Earnings," 1986 earnings and earnings per share for IDB Communications Group were incorrect. Correct amounts are \$801,000 and 25 cents, respectively.

□

Picture on page 65 of March 23 "Special Report" on National Association of Broadcasting equipment exhibition was incorrectly identified. Unit shown was Broadcast Television Systems LDK-90 CCD color camera, not Ampex AVC Century switcher.

□

Words were dropped from sentence in March 23 "Monday Memo" by Philip Eberly. Third sentence in sixth paragraph should have read: "Another source has listed 187 [radio formats], including such finely tuned formatic semantics as 'California Country,' 'Contemporary Christian' and 'Moderate Contemporary.'

# Tough as Sony.



## **Pound for pound, Sony videotape is the toughest you can buy.**

One word sums up everything we tried to achieve with V1-K one-inch videotape: durability.

It was perfected for the world where rugged dependability counts every bit as much as dazzling picture quality.

Its strength comes from a truly tough, cross-linked binder system, a very strong adhesive base film and our carbon black anti-static back coating.

This durable foundation protects an ultrafine Vivax™ magnetic particle

formulation, which delivers astonishing picture quality, higher stability and optimum S/N ratio.

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Colorado at Boulder, Boulder Colo. Information: (212) 949-8890.

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

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

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

## June

■ **June 3**—*Northern California Broadcasters Association* luncheon. Speaker: Dick Orkin, radio personality. Trader Vic's. San Francisco.

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

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

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

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

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

■ **June 8-9**—"The Sports Conference," to bring together buyers and sellers of sports, sponsored by *Newstar Sports*, sports marketing company. Speakers include Art Watson, president, NBC Sports, and Phil Guarascio, executive VP-advertising services, General Motors. Sheraton Center. New York. Information: (212) 213-1100.

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

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

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

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

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

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

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

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

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

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

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

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

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

**June 18**—*Federal Communications Bar Association* luncheon. Speaker: FCC Chairman Mark Fowler. Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

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

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

■ **June 18-21**—*Investigative Reporters & Editors* national conference. Arizona Biltmore, Phoenix. Information: (314) 882-2042.

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

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

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

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

■ **June 24-26**—Media seminar sponsored by *American Association of Advertising Agencies*. Helmsley hotel, New York.

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

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

## July

■ **July 2**—14th annual Daytime Emmy Awards (ABC-TV), sponsored by *National Academy of Television Arts and Sciences*, jointly presented by *Academy of Television Arts and Sciences*. Waldorf-Astoria, New York.

■ **July 10-14**—*Television Programing Conference*, sponsored by group of television program executives and syndicators. Disney World, Orlando, Fla. Information: Diane Appleyard, (904) 432-8396.

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

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

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

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

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

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

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

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

■ **July 26-28**—*California Broadcasters Association* summer convention. Hyatt Regency, Monterey, Calif. Information: (916) 444-2237.

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

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

## August

**Aug. 1-3**—ABC press tour, in conjunction with Televi-

# Strong as Sony.



## Introducing the tougher U-matic tapes from the inventors of tough tape.

Now U-matic® users have an even tougher new class of videocassette: Sony BRS and the extraordinary Sony XBR.

Both are produced in the U.S. with a dramatically improved Vivax™ formulation. And both have the new Sony anti-static shell and Carbonmirror™ back coating for a new level



of durability, runability and especially, fewer dropouts.

Thanks to Sony's latest advances in manufacturing and quality control, the new Sony XBR

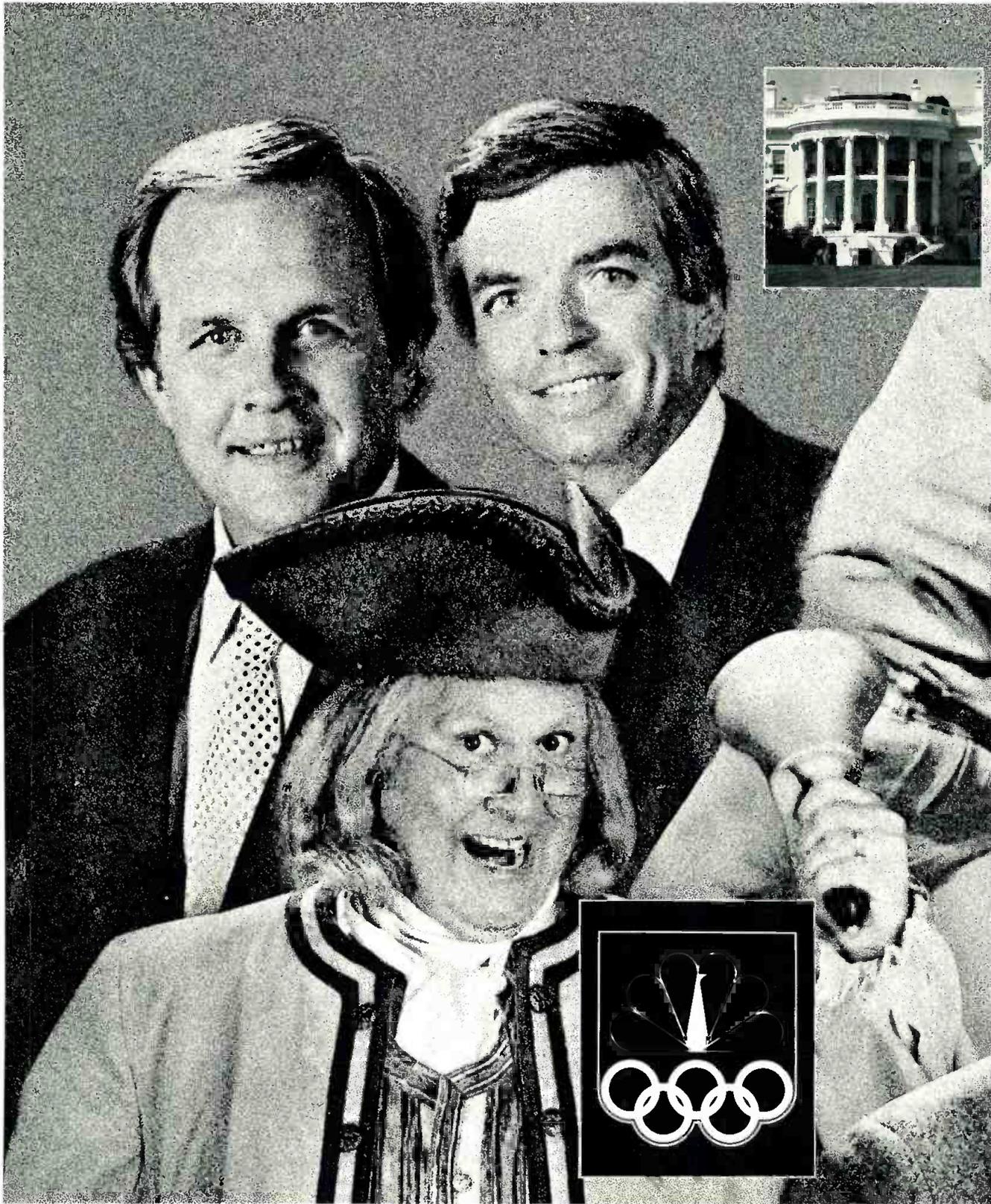
U-matic videotape promises the finest performance achievable.

You can count on "strong as steel" performance with both new Sony XBR & BRS... edit after edit after edit.

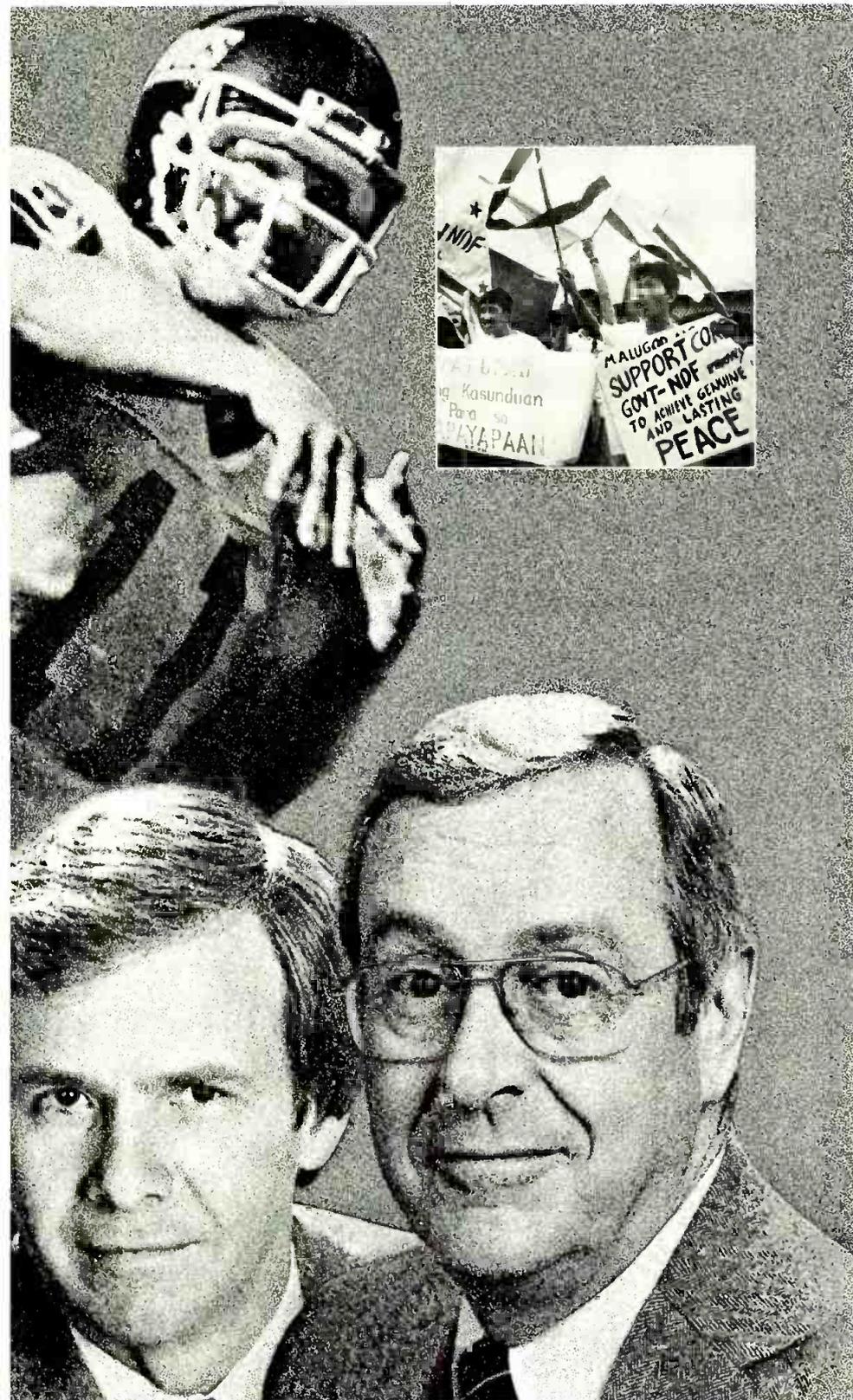
And that's why they're the only U-matic videotapes you can treat like a Sony.

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The reasons for our continuing growth are there for everyone to hear: award-winning hourly news plus in-depth coverage of major news events and late-breaking stories. Great sports programming such as NFL Football and major college bowl games. And features on health and science, business, humor and entertainment.

All brought to you by an outstanding team of professional broadcasters—Tom Brokaw, John Chancellor, Gary Nunn, Willard Scott, Don Criqui, Bob Trumpy, John Palmer, Roger Field, Cameron Swayze, Dr. Joyce Brothers and more.

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 **NBC RADIO  
NETWORK**  
NETWORK OF THE  
1988 SUMMER OLYMPICS

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

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

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

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

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

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

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

**Aug. 20-22**—*West Virginia Broadcasters Association*

41st annual fall meeting. Greenbrier. White Sulphur Springs, W. Va.

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

## September

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

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

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

**Sept. 20-22**—*National Religious Broadcasters West-*

ern chapter meeting. Los Angeles Airport Marriott, Los Angeles. Information: (201) 428-5400 or Ray Wilson, (818) 246-2200.

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

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

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

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

## October

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Oct. 26-28**—*"Hundred Plus Exchange,"* meeting of television broadcasters in small markets to discuss increasing television revenues and recruiting employees, sponsored by *National Association of Broadcasters*. Chicago Hilton, Chicago. Information: (202) 429-5362.

# FIRST THERE WERE NONE.

No Beam Communications-owned TV stations.  
No award-winning Beam promotions.  
No #1 Beam news programs.  
No track record pointing towards success.

Less than four short years ago,  
Beam Communications Corp. didn't even exist.  
Now, we've grown to four major network-affiliated TV stations.  
And we're striving to grow even greater.

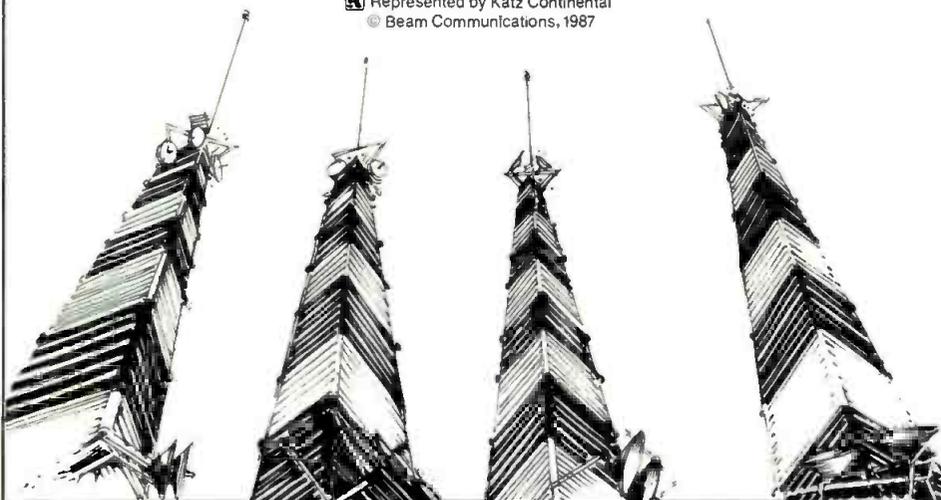
Beam Communications-owned TV stations.  
And then there were more.



## BEAM COMMUNICATIONS

WPBN-TV/WTOM-TV, NBC, Traverse City-Cadillac-Cheboygan, MI  
KYEL-TV, NBC, Yuma, AZ-El Centro, CA  
WDAM-TV, NBC, Laurel-Hattiesburg, MS  
WCFT-TV, CBS, Tuscaloosa, AL

Represented by Katz Continental  
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# PAST

# PRESENT AND FUTURE

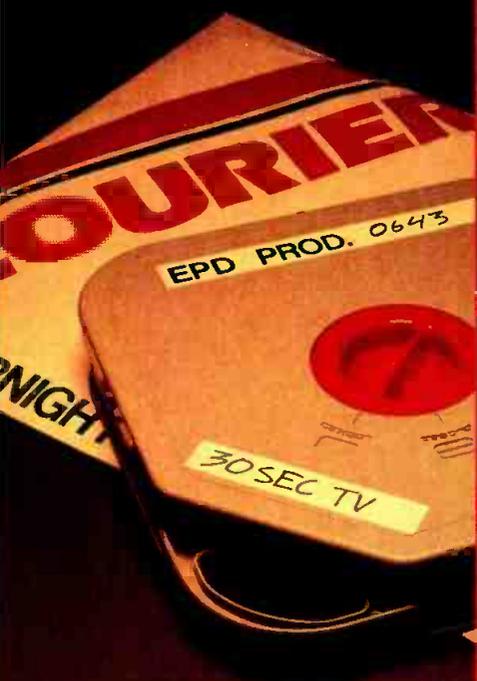
For traffic managers and broadcast operations personnel everywhere, CYCLESAT SATELLITE COURIERS offers an efficient solution for keeping control over the future.

We'd like to introduce you to CYCLECYPHER, an automated, addressable, remote controlled receiving system created by CYCLESAT for those television stations to receive commercial spots by satellite.

The most important feature of CYCLECYPHER is its addressability. Our control center will instruct a VTR of your choice to retrieve only those commercials scheduled to air on your station.

CYCLECYPHER reduces equipment and scheduling conflicts for stations. It also reduces time dubbing over to cart. As a result, CYCLESAT can help reduce a station's operating overhead.

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BOOTH 2654 AT THE NAB—AND WE'LL DELIVER A  
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STATION AT NO COST TO YOU. WE'LL EVEN GIVE YOU \$100  
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# SHAKA



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**“I only wish I had a ‘Shaka Zulu II’ for the May book.”**

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*President & General Manager*  
*KCOP-TV/Los Angeles*

**“‘Shaka Zulu’ was a tremendous ratings and sales success for us. Our eight o’clock movie is still benefiting from the carry-over viewership created by ‘Shaka.’ It also created a great deal of goodwill for KTVT judging from the positive mail we are still receiving.”**

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*Exec. V.P./Gaylord Broadcasting*  
*General Manager/KTVT-TV*  
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**R**atings history is being made as stations see their ratings/share average for the time period double—or even triple.

Stations become the #1 independent in their market for the ten exciting hours of “Shaka Zulu.” Prime time movies are no match for the splendor and action of “Shaka.”

Not only do stations roll over the other independents, their “Shaka Zulu” ratings put them in competition with the network affiliates for the week’s highest ratings.

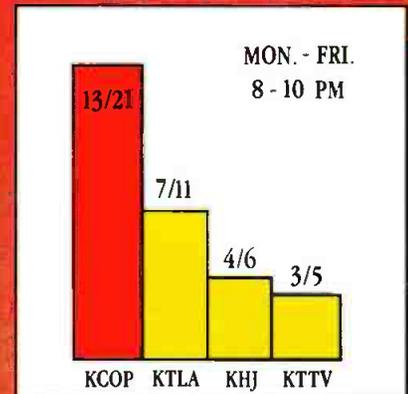


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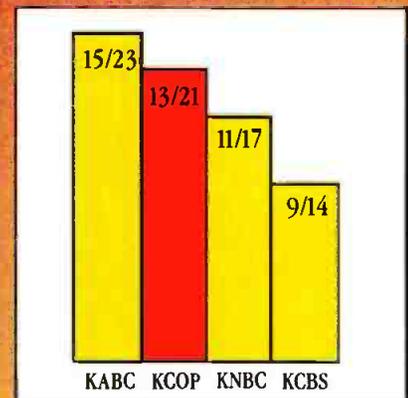
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**Los Angeles\***  
 NOV. 24-26/DEC. 2,3,1986

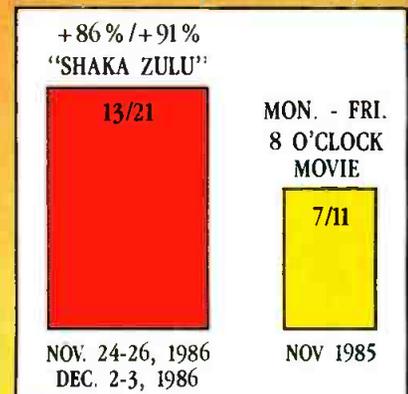
**#1**  
**Indie**  
**in**  
**Prime**  
**Time**



**Competitive**  
**with the**  
**Networks**  
**in**  
**Prime**  
**Time**



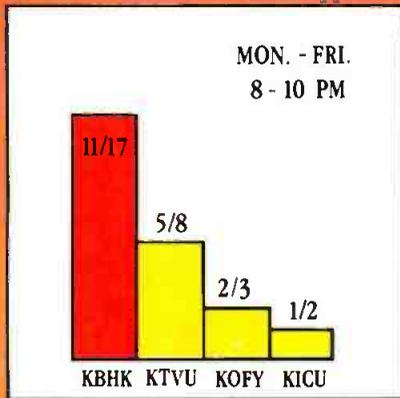
**Movie**  
**Average**  
**Increase**



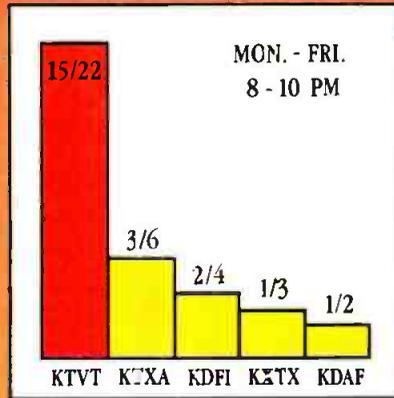
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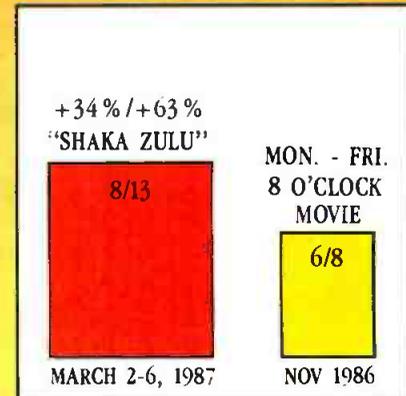
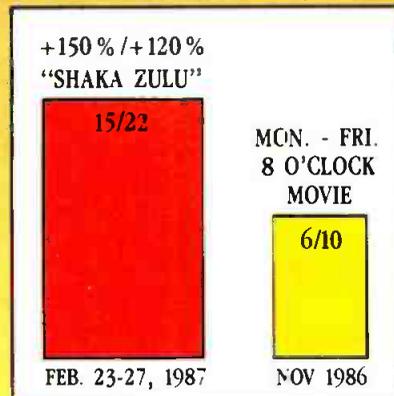
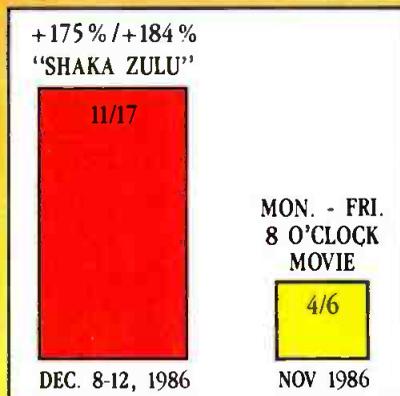
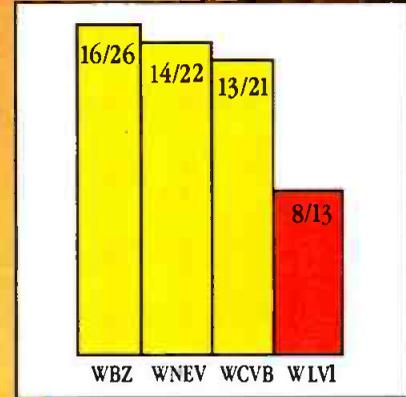
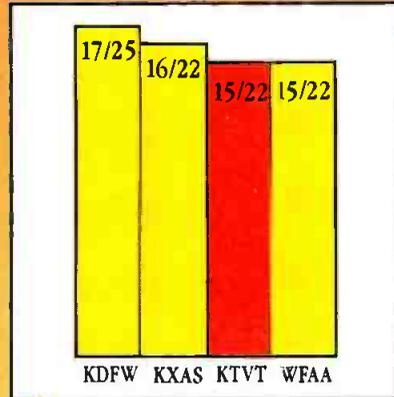
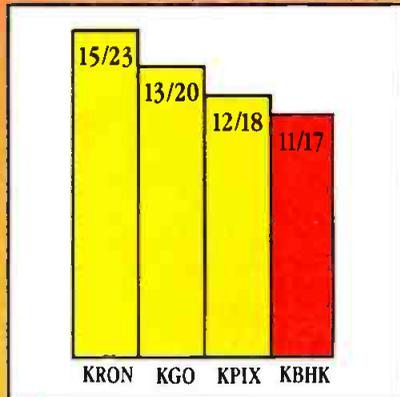
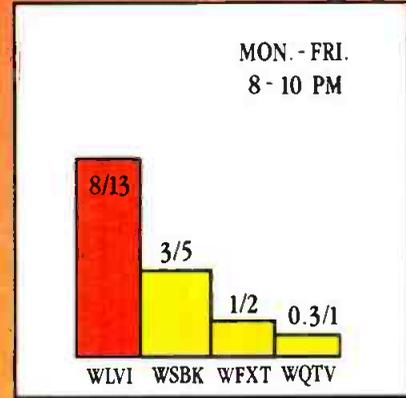
**San Francisco**  
DEC. 8-12, 1986



**Dallas**  
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**Boston**  
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ask for radio programming  
meets your specific needs.  
get it hourly... daily...  
... and on special occasions



that  
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weekly  
... all

from the United Stations  
Stations is the network  
founders were all once  
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Radio Networks. United  
radio organization whose  
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local radio's  
produce over  
and music  
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3500 hours of tailor-made news, sports  
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your format, there is a product  
News and sports tailored to youth



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# Broadcasting Mar 30

Vol. 112 No. 13

TOP OF THE WEEK



Patrick



Quello



Fowler



Dawson



Dennis

## Must carry back on track

**Commission's new rules will not make installation of A/B switches mandatory; will now make consumers, rather than cable systems, pay for them**

Acting on reconsideration, the FCC last week adopted a new package of must-carry rules generally mirroring those that the agency attempted to put into effect last year (BROADCASTING, Dec. 1, 1986) except for toned-down requirements for A/B switches. Carriage aspects of the rules are still scheduled to expire in five years.

The agency, in a not entirely successful attempt to placate the cable TV industry, substantially moderated the A/B switch aspects of the original rules.

Cable operators will still be required to offer A/B switches to subscribers but will be permitted to charge whatever they want for the switches. Under the former rules, cable operators would have been required to provide free switches.

The new rules go into effect 30 days after publication in the *Federal Register*. It was unclear when the FCC order, which was being redrafted last week, would be ready for publication.

Also last week, the FCC agreed to launch a notice of proposed rulemaking aimed at requiring the A/B switches to comply with its technical standards for TV interface device transfer switches.

News of the commission's action was greeted with restraint by commercial broadcasters. On balance, they were pleased that the carriage aspects of the rules were virtually unchanged. But the five-year sunset that survived reconsideration was intolerable.

"The rule is a good start except for the inclusion of the five-year sunset provision," said Eddie Fritts, president of the National Association of Broadcasters. "The sunset was not part of the industry compromise and

is something we vow will never happen," said Fritts.

Independent broadcasters also have problems with the sunset. "There is simply no justification, reason or excuse for sunseting these rules in five years," read a statement by the Association of Independent Television Stations. Like NAB, they intend to see that the sunset never takes effect.

But INTV's response contained more than a reaction to the FCC's decision. It took a particularly vitriolic stand when it came to cable. "The numerous anticompetitive tactics cable operators have used to thwart our stations are not 'misperceptions' and we hope that these rules will at least curb the worst of these abuses," INTV stated.

"Until the cable industry opens its doors to direct competition and forgoes such lucrative subsidies as the compulsory license, the only reasonable public policy toward this unregulated monopoly has to be some minimal level of regulation," the INTV said.

Although unhappy with the sunset, INTV said it was encouraged by the FCC's decision to revise its rules requiring must-carry signals to be carried on the "lowest-priced separately available tier of service." The agency made clear that all must-carry signals must be included on the same tier; that they also must be included on the lowest-priced tier separately available to each cable subscriber, and that the price of this tier must include the cost of any terminal device necessary to receive the service.

"We hope this will discourage the cable industry's latest trick of shifting our stations from their traditional dial positions and re-assigning them to the cable Siberia while replacing them with cable services in which the operator sells advertising time and increasingly, in which the operator holds an equity interest," said the INTV statement.

To the cable industry, the FCC's action for

the most part appeared acceptable. "All in all, therefore, and while we are not enthusiastic about any aspects of this rule which depart from the joint industry agreement, we're willing to try and live with the FCC's decision," said National Cable Television Association President James P. Mooney.

But NCTA's position could change. Mooney warned, if broadcasters "should continue their historical efforts to attack cable in the legislative and regulatory arenas," NCTA has lived up to its part of the joint industry compromise, he said, and "we expect the broadcasters to live up to theirs." Moreover, Mooney noted, broadcasters agreed as part of the industry compromise not to attack the compulsory copyright license. "We will be watching carefully to see whether they fulfill their promise."

As for the FCC's modification of the A/B switch provision, NCTA praised the agency. "The FCC has shown considerable wisdom in modifying the new must-carry rules from what it originally announced last August."

Public broadcasters, like their commercial brethren, were disappointed by the FCC's decision but for other reasons. "The FCC is pulling the plug on a nationwide public television service," said National Association of Public Television Stations President Peter Fannon. He claimed the agency was ignoring the "alarming trend of cable subscribers losing access to their local public television stations as a result of cable systems' dropping and shifting of public stations."

Corporation for Public Broadcasting Acting President Donald Ledwig questioned the FCC's view of A/B switches as a solution to the problem, stating: "Even where the switch would be helpful, it is no solution to let the cable operator charge an arm and a leg for the switches and their installation. And it is no solution at all for those who cannot get

a clear over-the-air signal." Ledwig pledged that CPB would monitor the situation over the next five years and would be "prepared to carry on its fight for adequate protection of people's ability to watch their local public television stations."

On Capitol Hill, the sunset was called "outrageous" by House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.). Earlier last week in a letter to the Association of Independent Television Stations, Markey stated his dissatisfaction with the sunset provision. (Markey's original plan to correspond directly with the FCC was abandoned in light of the commission's new *ex parte* rules, which are still under review.)

"I have no doubt there is no support for this in Congress," Markey said. By not removing the sunset, "the FCC is missing an opportunity finally to resolve this issue." He questioned the commission's rationale as to why, "if the must-carry rules are constitutional for five years, they are not constitutional for as long as they are necessary to insure carriage of locally originated programming by cable systems." Markey warned that the FCC's "dogmatism might drive Congress to legislate." The subcommittee is expected to convene a hearing on must carry.

In the Senate, there was no immediate reaction, although one source indicated the sunset is of "major concern." And when the FCC appears before the Senate Communications Subcommittee next month for an authorization hearing, the issue is certain to arise.

With the commission's decision out of the way, and barring congressional action, the courts will be the next battleground for the must-carry rules. Turner Broadcasting System and a group of cable operators represented by the law firm of Cole, Raywid & Braverman say they are set to challenge the rules in federal court on the grounds that

they are no less a violation of their First Amendment rights than the old rules were. Once the FCC's order is released, the cable parties are expected to seek a stay of the new rules.

The carriage aspects of the rules require all cable systems to carry at least one non-commercial educational station or translator, assuming it is close enough to qualify for carriage. Systems with 20 or fewer "usable activated channels" would be exempt from carriage requirements beyond one noncommercial outlet; systems with more than 20 but fewer than 27 channels would devote up to seven channels to carriage; systems with 27 or more channels must devote up to 25% of their capacity for carriage, and systems with 54 or more channels must carry at least two qualified noncommercial stations or translators, assuming those are available.

All full-power TV stations that are licensed to communities within 50 miles of the principal headend of a cable system and can demonstrate they have achieved at least an average share of of total viewing hours of 2% and a net weekly circulation of 5% in noncable homes in the county where the cable system is located would be eligible for must-carry status. Noncommercial educational stations within the same area would be eligible for carriage without having to meet the viewing standards, as would new commercial stations for a period of one year. Public broadcasting station translators located in the cable community also would be eligible.

Under revisions to the carriage aspects of the rules adopted on reconsideration, broadcast stations will not have to reconfirm that they meet the viewing standard on a regular basis, but a cable system may, using the methodology provided in the rules, challenge whether a station continues to meet the viewing standard, and thus nullify the sta-

tion's eligibility.

The rules were also revised to require stations to use audience data from the previous TV survey season in demonstrating that they meet the viewing standard, and the rules were altered to make clear that stations will be considered as new only once, upon commencement of their initial program test authority, and that a major change in facilities does not a new station make.

Other revisions will permit a cable system to choose between carrying a qualified station or its qualified satellite; let a system avoid having to carry both a noncommercial station and its translator, even if both are qualified; as a rule, limit special carriage status for noncommercial stations to those licensed to channels reserved for noncommercial educational use (although the FCC said it would consider whether noncommercial stations operating on nonreserved channels qualify for special status on a case-by-case basis, and those kinds of stations also will be able to qualify for that special status if they can demonstrate that they meet the standards for the Public Telecommunications Facilities Program administered by the National Telecommunications and Information Administration); drop the power minimum for noncommercial translators to qualify for special carriage status from 100 watts to five; clarify that satellite stations are eligible for must-carry status; clarify that cable systems are prohibited from accepting direct and indirect payments from stations carried to meet carriage obligations, and to clarify that stations considered distant signals for copyright purposes are not eligible for must-carry status. "As a result of changes in the must-carry rules, the applicability of the 'sports blackout' rule was inadvertently altered," the FCC said. "Since the commission did not intend to change the sports blackout rule, it is revised to restore the rule to its original intended applicability."

Under the revisions in the A/B switch aspects of the rules, cable operators may charge for the switches, but not for installations, for new subscribers. They can charge for both the switch and installation for existing customers. Also under the new requirements, systems located in areas where no TV signals are available over the air will be exempt from switch and consumer-education obligations. (The rules exempt systems serving communities where no portion of the community is within the predicted Grade B contour of a full-service TV station or non-commercial translator eligible for must-carry status and no such stations are "significantly viewed" in noncable households in the county in which the cable community is located.)

The obligation to offer switches to customers kicks into effect six months after the rules go into effect, but cable operators are supposed to inform new subscribers of the need to maintain off-air reception capability, and start meeting the other consumer-education requirements, as soon as the rules go into effect.

The consumer education aspects of the rule require cable operators to supply their customers with a variety of information about switches and signal carriage each year

**Point-counterpoint.** The battle of press releases between the Association of Independent Television Stations and the National Cable Television Association escalated last week when NCTA parried INTV's thrust on antisiphoning rules.

Two weeks before, INTV had circulated on Capitol Hill a paper called "Cable Television: The Unregulated Monopoly (or 'How Cable-Friendly Regulations Have Tilted the Playing Field')." It pointed out that a number of regulations that "cable didn't like—those that tended to support free over-the-air broadcasters," have been eliminated. Included was the FCC's old "antisiphoning" rule, which INTV described as designed to "prevent the supply of movies and other TV programming from being 'siphoned off' to pay cable services at the expense of free, universally available television."

The assertion did not go unnoticed. NCTA now is circulating a paper called "The Ghost of 'Antisiphoning' Rises Again." The rule, NCTA noted, was "promulgated by the FCC in 1970, during the heyday of the commission's campaign to protect broadcasters from competition. This rule, which INTV says it liked, actually forbade cable to provide movies to its subscribers unless the movies in question could be proved to have been rejected by the broadcasters!" Also, NCTA pointed out, a cable operator could be fined for telecasting games involving a sport that had been shown by a broadcast station in the same community within the previous two years, and was prohibited from airing syndicated programming.

"Happily, however," NCTA said, "in 1977 the Court of Appeals for the District of Columbia threw out the antisiphoning rule as beyond the commission's jurisdiction, unsupported by the record, and violative of the First Amendment. That decision, as much as any other development over the past 10 years, has made possible the growth of alternative video services such as cable," NCTA wrote.

Grinding in the heel, NCTA surmised that "independent broadcasters actually are advocating the reintroduction of such competition-killing restraints on cable." Or, "alternatively, they may be so oblivious to the need even to pretend to tolerate competitors that it struck none of them that inclusion of this item in their paper might look bad."

and to identify signals that may be available off the air that aren't being carried. The information is supposed to be provided to new subscribers at the time of installation. The requirement does not expire after five years.

The rules also were modified to clarify that cable systems will be responsible for detecting and eliminating signal leakage in excess of the standards set forth in FCC rules after July 1, 1990, resulting from the A/B switches, regardless of whether the switches are owned or installed by subscribers. "The text indicates that cable operators' responsibility in this regard will be limited to the minimum necessary to detect and eliminate signal leakage in excess of that permitted under the rules," the FCC said. "Thus, in cases where such leakage occurs, cable operators will be required only to disconnect or discontinue service to the subscriber until the leakage problem is corrected. Cable operators will not be restricted from charging for services and hardware associated with correction of switch leakage, including the replacement, repair, or proper installation of the switching equipment."

At the meeting, Commissioner James Quello said he believed the agency should

have adopted the so-called compromise solution recommended by the major broadcast and cable industry trade associations. He also dissented to that part of the rules providing for a sunset of the carriage obligations five years after they go into effect. Among other things, Quello also questioned whether the FCC's switch and consumer-education rules would accomplish much. He noted, for example, that cable operators who didn't want to install switches could make them unpalatable to subscribers through pricing.

Commissioner Mimi Dawson, who had expressed serious reservations over the mandatory nature of the A/B switch requirements originally adopted (BROADCASTING, Dec. 8, 1986), said she was "pleased" with the way those requirements had been moderated on reconsideration. "It's much more in line with what we all philosophically believe in," Dawson said.

Commissioner and Chairman-designate Dennis Patrick said he was "very glad" that the agency had opted to continue requiring some of the A/B switch and consumer-education requirements. He believes the public interest is served when consumers are "aware of and have effective access" to two

video-delivery mechanisms. "And our long-term interests in promoting competition in delivery video product in this market are well served," Patrick said.

Commissioner Patricia Dennis recommended including language in the technical notice of proposed rulemaking suggesting that the agency believed it "would be beneficial" for manufacturers of TV receivers to build A/B switches into their sets. "Obviously we're not going to require that."

Chairman Mark Fowler said the FCC's decision was really about "maximizing the choice" of the American people. "The fact that the broadcast industry and the cable industry approved something doesn't mean that this agency should automatically rubber-stamp that agreement, and we have not," Fowler said. "We have done what we believe is for the public interest."

Fowler also said that not all of the commissioners were happy with the result, and all of the parties may not be happy either. "We cannot make everyone happy, clearly," Fowler said. "But I have to observe that we have done some things that it seems to me should make some people reasonably less unhappy." □

## NAB's full political agenda

### Fritts and Summers run down hurdles facing association and their strategies on eve of annual convention

The National Association of Broadcasters is undertaking a major political endeavor. It's asking Congress to consider legislation that would eliminate the comparative renewal process. But it's well known that the industry will have to pay a price for it. NAB President Eddie Fritts and John Summers, NAB's senior executive vice president for government relations, sat down with BROADCASTING editors on the eve of the association's annual convention to discuss the prospects for such legislation, the dangers and the potential benefits.

"We feel the time is ripe on Capitol Hill," said Fritts. The leadership in both the House and Senate Commerce Committees has indicated interest in moving forward with this type of legislation, Fritts said.

Representative Al Swift (D-Wash.) (see "At Large," page 66) is proposing that broadcasters be given relief from the comparative process contingent on some trade-offs (BROADCASTING, Jan. 19, Feb. 2). There have been numerous conjectures on what those trade-offs will be, although Swift has said that a major centerpiece of such a bill would be a "reassertion of the public interest standard." Restoration of the FCC's antitrafficking rules and some form of equal employment opportunity provisions might also be included in exchange for getting rid of competing applicants.

According to Summers, there is basic agreement among broadcasters, legislators and public interest groups that the comparative renewal process should be eliminated and that it hasn't been effective. Moreover, he continued, there is also agreement that a



NAB's Summers and Fritts

specific standard for renewal should be codified.

But what's still in question, Summers said "is how reasonable broadcasters will be" in accepting a trade-off for elimination of comparative renewal and the establishment of a reasonable standard. Also a question, he said, is: "How reasonable will Congress be in setting the price for that?"

"I don't think we should have to pay a terribly high price because we're really not getting that much," said Summers. "We're getting rid of a process that's been totally ineffective. And we're getting a renewal standard which I think is in everybody's interest. I think we should pay something in the area of petitions to deny. I think we should make it easier for the public to participate in petitions to deny. Beyond that I think you're looking at possibly some kind of EEO codification like you have in the cable act, reinstatement of the FCC's antitrafficking rule, and reaffirmation of the public

interest standard."

But, as Fritts noted, NAB feels it won't have to pay all of those. Some of the items mentioned, NAB's president said, "are mutually exclusive and if we take one we would not necessarily be obligated to take the other."

The public interest standard, NAB admits, is a given. Fritts maintained, the standard "helps broadcasters as much as it helps the public." It gives broadcasters a standard whereby they are almost guaranteed renewal, he explained. NAB envisions a standard based on what it now takes for a license to be renewed.

Summers has been meeting with public interest groups and others to fashion a package that will include a new renewal standard, something on petitions to deny and a reaffirmation of the public interest standard. Among those participating in the discussions: Andrew Schwartzman, Media Access Project; Henry Geller, Washington Center

for Public Policy Research; Robert Gurs of Wilkes, Artis, Hedrick & Lane (Gurs is formerly of the Media Access Project); Joel Rosenbloom, Wilmer, Cutler & Pickering; Warren Zwicky, Storer Communications, and Jonathan Blake, Covington & Burling.

As for the status of those negotiations, it's said the parties are moving closer to a conclusion. At last week's meeting, Swift joined the discussions for the first time, a sign that legislation could soon emerge. Much of the talk has focused on a renewal standard. They've also looked at petitions to deny and what can be done to facilitate public involvement.

NAB says it will take a look at the final product and "if it's not good for the industry I think people on the Hill recognize that we're not obligated to go forward with it. If it's favorable for all parties we'll move forward," Fritts said.

For NAB, the House bill introduced by Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) is the ideal model for license renewal reform. The measure introduced in February establishes a two-step renewal process with a public interest responsibility requirement as the first test, and the second that broadcasters operate in compliance with FCC rules.

The NAB officials are sensitive to the question of whether broadcasters are giving up their First Amendment rights to obtain license security. "When the package is put together we'll have to weigh the pro's and con's," said Fritts.

Summers seemed to think that only the renewal standard involves the First Amendment. "I think the reason we're willing to accept that type of standard even though it is a form of program standard is that I don't think Congress is ever going to interpret the public interest to mean something that doesn't involve a measure of programing," Summers said. "We think that responding to the needs and issues is the least intrusive form of programing standard that we could ever accept."

They also see an advantage in having the public interest standard codified. Keeping in mind, Fritts said, that the FCC can set any standard itself. "So there's some advantage in knowing what the standard is in terms of continuity."

If the public interest standard is a given, so is EEO. NAB expects that it will be asked to accept the same set of EEO guidelines that were included in the Cable Communications Policy Act of 1984. From the day Congress adopted the cable EEO package, Summers said, it was obvious that it was only a matter of time until Congress enacted that same package for broadcasters.

The final version of the Cable Act does not contain specific percentage-of-parity requirements for cable systems, nonetheless, the FCC adopted rules implementing the EEO aspects of the act. The agency uses processing guidelines to monitor cable EEO compliance. As a result, cable entities (and satellite master antenna television operations) serving 50 or more subscribers and having six to 10 full-time employees must have 50% parity with the labor force overall

and 25% parity in the top four job categories: those same types of entities with 11 or more full-time employees must have 50% parity overall and in top four job categories.

Asked if broadcasters can live with what's in the cable bill, Summers said he thought the industry could.

NAB also believes the public interest standard is essential if the industry wants to assume a most-favored status among electronic media. "We're always going to have an obligation as long as there is a public interest standard. We're going to be something special in terms of what we have to do to serve the public. If we're going to be in that position, then I think we should be favored," stated Summers.

Moreover, Fritts said, NAB is not looking at the issue as a reimposition of the public interest standard. "I don't think broadcasters have ever really stopped serving the public. I think they have always recognized that obligation." The impression some on Capitol Hill have that the public interest standard has been thrown out the door, Fritts added, is "just not the case at all."

NAB's legislative agenda includes more than license reform. Indeed, a bill that would codify the fairness doctrine is on its way to the Senate floor (see story, page 143). "I think it's fair to say we're discouraged," Summers said, adding that NAB is "prepared to fight it at every stage." But based on the support the bill has garnered in the Senate, NAB is not hopeful.

Television music licensing is another arena that NAB is tackling. The association has been working with the All-Industry Television Station Music License Committee to seek legislative repeal of the blanket license for music rights in syndicated television programs.

The association anticipates it will find itself on the defensive, in other Hill activities, especially in political advertising. There appears to be congressional interest in cutting the lowest unit rate charge in half as a means of reducing campaign costs. Proposals to eliminate the advertising deduction or a portion of it for some categories also have NAB worried.

In addition to the public policy issues confronting the industry, NAB believes that the ever-changing technological landscape poses an even greater challenge. "I think NAB has really been responsive in developing better technology for AM radio, for FM radio and now high-definition television," Fritts said. And down the road, the association executive believes it's essential that NAB rally industry support for a technology center "to make sure we're not rendered obsolete by other technologies who compete with us."

The FCC's new must-carry rules which sunset in five years (see story, page 55) are another loose end for NAB. "I think the next big battleground will be in the court with some cable people looking for a stay of the total package," Summers said. If the court grants the stay, he said, NAB will "go for legislation right away." The sunset, as far as NAB is concerned, is never going to happen, Summers said. "We can't allow it to hap-

pen," Fritts added.

There still remain a number of cable issues (including channel repositioning, syndicated exclusivity, network nonduplication and the compulsory license as it relates to must carry) that need to be resolved. Fritts said. "We would hope that we would be able to resolve many of those issues in the same spirit in which we were able to reach a compromise on must carry."

NAB was directed by its television board to produce a so-called white paper titled "Cable—The Unregulated Monopoly" and is working on the document. Fritts said the paper will serve as "part of an educational process as to what the real marketplace is." There's no question, he said, that broadcasters need cable and cable needs broadcasters. "We think it makes more sense to negotiate for solutions than be combative. However, if we can't reach negotiated solutions, we have to do what we have to do, and they have to do what they have to do," Fritts said. □

## Motorola wins AM stereo in Canada

**Decision gives company key boost in marketplace; competitor Kahn says action motivated by politics**

The Canadian Department of Communications last week gave Motorola some good news to take to the National Association of Broadcasters convention: It selected Motorola's C-Quam AM stereo system as Canada's national standard, giving the system a boost in its struggle to become the de facto standard where it really counts—in the U.S.

"We are elated," said Frank Hilbert, manager of AM stereo, Motorola, as he made final preparations for the NAB. "We think they deserve a lot of credit for making an independent decision. It would have been easy for Canada to follow the lead of its neighbor to the south and not pick a system."

Instead of picking one system as the U.S. standard in 1982, the FCC opted to allow marketplace forces to select one. The marketplace approach has been partly successful, winnowing the number of competing systems over five years from five to two—C-Quam and Kahn Communications' single-sideband system.

The C-Quam system is in the better position to prevail in the marketplace struggle. Five times as many stations broadcast with the C-Quam system (around 500) as with the Kahn system (about 100).

What's more, several major receiver manufacturers, led by General Motors' Delco Electronics, are making millions of AM stereo radios capable of receiving the C-Quam system only. None are making radios capable of receiving the Kahn system alone.

Kahn has managed to stay alive by persuading key broadcasters in key markets to stick with its system and by promising multi-system radios capable of receiving C-Quam

and Kahn signals.

C-Quam's chances of emerging as a standard were set back by an National Telecommunications and Information Administration study released in February, concluding the marketplace had "stagnated" and that there was little hope of it arriving at a single standard. To induce the widespread introduction of AM stereo, NTIA said, manufacturers should build multisystem radios. To confirm that multisystem radios are a viable option, it launched a three-month technical investigation of them.

According to Motorola's Hilbert, Canada is the fourth country to adopt C-Quam as a national standard. The others are Australia, Brazil and South Africa, he said.

Leonard Kahn, president of Kahn, said he was unimpressed by Canada's action. "You can fool some of the governments some of the time," he said.

The action, he said, was based more on politics than on a technical evaluation of the systems. "Motorola and its political friends will find that the laws of physics are not controlled by governments," he said.

Kahn suggested that Canada's announcement was timed to coincide with the NAB. "It's a little transparent when a government snaps to attention to meet an NAB deadline."

Although he conceded that the Canadian government gave Motorola "a small, but valuable" franchise, he said it means little in the battle to set a de facto standard. "The market is controlled by the U.S.A., Japan and Europe."

Motorola was scheduled to hold a press conference midway through the NAB convention to refute NTIA's claim that the marketplace had "stagnated" by noting the ratio of C-Quam stations to Kahn stations and by reporting that its semiconductor division had already shipped 11 million C-Quam-only chips to receiver manufacturers.

According to Hilbert, Motorola also plans to discuss the availability later this year of four new second-generation C-Quam-only chips that will allow manufacturers to "put

## FCC's McKinney pushes adoption of NRSC standard for AM

FCC Mass Media Bureau Chief Jim McKinney urged AM broadcasters at the opening radio session of the NAB engineering conference in Dallas last Friday to implement the voluntary NRSC standard and begin broadcasting in stereo.

"If you can take nothing more home with you than one statement to your owners and manager," McKinney said, "it must be this: We cannot wait. We have to implement the NRSC standard and AM stereo right now. If we do not, we will continue to lose listeners, share and revenue."

"The NRSC objective—listen to this, it's absolutely dramatic—is to obtain comparability with FM," McKinney said, repeating the last phrase for emphasis. "But it does more than that. It also increases interference-free AM coverage areas if it is universally adopted."

The standard, which calls on broadcasters to use a specified preemphasis curve in audio processing and to limit audio bandwidth to 10 khz, can be implemented by a station "for only a few hundred dollars," McKinney said.

Too few AM stations have begun to broadcast in stereo, McKinney said. "Every month that you postpone the installation of the system you believe has won the marketplace battle you suffer," he said. "Those who counsel falsely that you should wait a little while longer—wait until more studies are made, wait until the next line of AM stereo equipment is released, wait until more receivers are in your market—those broadcasters are doomed in this age of consumer interest in better quality."

Without comment, McKinney noted that Canada had selected Motorola's C-Quam system as its national standard (see page 59).

That AM stereo is still not widespread is at least partly the fault of the FCC, McKinney said. "There is no doubt that AM stereo was delayed for years while waiting for the government to establish a standard—a mountain the bureaucracy was never able to climb."

Just prior to the speech, McKinney told BROADCASTING that the FCC would not act on Texar's petition asking it to revisit AM stereo and select a standard until the National Telecommunications and Information Administration has completed its study later this spring on the technical feasibility of multisystem radio sets.

C-Quam into any kind of receivers" and improve their performance.

Hilbert indicated that Motorola was not participating fully in NTIA's multisystem radio study. "We are in the process of responding to most of the information they requested," he said. "I'm not sure it will be sufficient."

Canada has allowed stations to broadcast

in stereo on an experimental basis since 1982. During the experimental period, around 40 stations adopted the C-Quam system, and 10, the Kahn system.

In adopting the stereo order, which took effect March 31, the DOC gave the Kahn stations until March 31, 1988, to convert to the C-Quam system or stop broadcasting in stereo. □

## GenCorp fights takeover try

**If files countersuit in New York against General Partners; drops several defensive proposals; parties set to oppose in courtroom and at FCC, which sets expedited schedule on request for trustee**

The chess match for GenCorp continued last week with a countersuit by the company against a group making a \$2.1-billion offer for the Akron, Ohio-based manufacturer and station group owner (BROADCASTING, March 23). The bidder, General Partners, scored some points when GenCorp management decided not to consider some antitakeover proposals at tomorrow's (March 31) shareholder meeting in Akron.

On the regulatory front, the FCC set an expedited schedule for arguments on the bidder's request that the FCC allow shares to be

tendered to a trustee, pending the commission's long-form approval of General Partners as a licensee to operate the GenCorp's RKO General stations. General Partners last week reaffirmed that it has no desire to operate the RKO stations and further indicated that if successful in its bid, it would honor current agreements to sell WOR-TV New York to MCA Inc. and KHJ(TV) Los Angeles to The Walt Disney Co.

According to a GenCorp spokesman, the dropping of the proposed charter changes—adoption of a staggered board of directors; elimination of cumulative voting, and requirement of a "supermajority" of shareholders approval—was done because "at this point the proposals would take more attention of management than they were worth, especially given the poison pill provision."

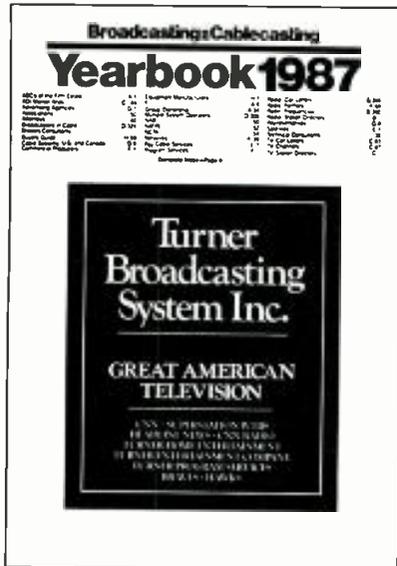
That provision, which becomes effective

this Thursday, effectively forces any bidder to negotiate with management. It is being challenged in U.S. District Court by General Partners which has asked the court to enjoin the provision.

It is also possible that management may have decided not to risk a defeat on the amendment proposals since a large portion of the stock is presumed to be in the hands of unsympathetic professional traders. Since General Partners announced the \$100-per-share tender offer March 18, roughly one-quarter of the stock has traded, and as of last Friday was trading at 112½.

That the stock price was more than \$10 above the offer price indicated several possibilities. First was a statement last week by General Partners that if it were allowed to negotiate with the GenCorp board, various aspects of its offer, including price, might be

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changed. There was also the possibility that another bidder might emerge, although none had surfaced by the end of last week. Finally, there was talk that the GenCorp management might attempt a leveraged buyout or other action that would raise the company's perceived value. Such restructurings might include spinning off separate pieces of the company to shareholders or attempting a major share repurchase.

To thwart General Partners, the company filed suit in U.S. District Court in Columbus, Ohio, last Monday. Among the charges were that the bidder's "offer to purchase" had inadequately explained to shareholders the problems of getting FCC approval and what a negative decision by the commission would mean for the tender offer. The suit also alleges that half the partnership, Wagner & Brown, has on half-a-dozen occasions put a publicly held company "into play" to make a profit and has never completed a tender offer. Other allegations relate to the offer's proposed financing.

The schedule at the FCC for hearing General Partner's trustee request calls for opposing comments to be submitted by this Wednesday, April 1, with the bidders' reply comments to be submitted the next Monday, April 6. One of the lawyers familiar with the proceedings said the commission indicated that the further "filing of reply proceedings was not anticipated." General Partners' tender offer is scheduled to close April 15. □

## TV ministries enveloped in infighting

Charges and countercharges fly after resignation of PTL head Jim Bakker

Lust, sex, a mysterious temptress, behind-the-scenes conspiracies and feuding religious figures coveting greater power and wealth. It's the stuff that mini-series and Andrew Greeley novels are made of. Yet it was all there last week, in the flesh, so to speak, and splattered across the front pages and airwaves of the nation's broadcast outlets, as the electronic church was rocked by scandal.

Among the latest developments last week: the installation of Richard Dortch as the new president of the PTL Television Network. Dortch had been PTL's executive vice president and was appointed acting president of the network almost two weeks ago when the then president of the organization, Jim Bakker, stepped down after confirming allegations of an extramarital affair with a church secretary seven years ago ("In Brief," March 16). The woman, Jessica Hahn, who now resides on Long Island, N.Y., confirmed she had an affair with Bakker at the time.

Also last week, wire service reports quoted leaders of Assemblies of God as saying Bakker might face dismissal for his extramarital affair. In addition, the PTL board consented to an audit of its financial books, adding that for the time being, the Bakkers would remain on the payroll.

At the time of his resignation from PTL, which is said to have generated some \$170 million in revenue last year, Bakker claimed that certain enemies within church circles were conspiring to use his extramarital transgression against him in a "hostile" bid to take over the ministry. He said he had paid more than \$115,000 in blackmail money to Hahn and certain of her "backers" to keep them from going public with the affair. One of those backers, John Stewart, a southern Californian religious activist, defended those payments as settlement of a suit that Hahn considered filing against Bakker. It was not clear what that suit would have charged, but the suggestion from Stewart was that perhaps Bakker has sexually as-

saulted or harassed Hahn at some point, which Bakker vigorously denied last week.

The plot thickened last week as Bakker publicly accused another Pentecostal leader, Jimmy Swaggart, who heads his own television ministry based in Baton Rouge, of leading the conspiracy to take over PTL. That was the start of what the media dubbed the "holy war" that emerged as various well known television evangelists began taking sides in the matter. Bakker said it was Swaggart who first told leaders of the Assemblies of God, the Springfield, Mo.-based Protestant denomination to which they both belong, of the affair with Hahn. Swaggart denied the charge, saying he had no prior knowledge of that tryst, but on the Tuesday edition of ABC's *Nightline*, when pressed by anchor Ted Koppel, he acknowledged he had told church leaders of certain "rumors" regarding other possible misconduct by Bakker. Swaggart also said he had no proof of such misconduct, despite describing the whole Bakker affair earlier as analagous to "excising a cancer from the body of Christ."

Koppel was slightly taken aback by the fact that Swaggart made such a judgment without proof. "I've got tell you, Mr. Swaggart, before I would refer to you as a cancer that has to be excised from the body of Christ, based on that kind of thing, I would want to have more than rumor and innuendo to go on, and I assume you had more."

The media coverage of the story last week was extensive. Major dailies across the country as well as the three networks, CNN, and the wire services provided daily in-depth coverage. Many publications last week were following the lead of the *Charlotte* (N.C.) *Observer*, which continued to break news on the story after being the first to report it two weeks ago.

No one regularly keeps track of all the money raised by television ministries. But *Nightline* reported last week that television ministries are, combined, close to a \$1-billion industry. Swaggart confirmed that his ministry alone took in about \$140 million in 1985. Swaggart's broadcasts are viewed by an estimated 500 million people worldwide. *Nightline* said. □

## 4A's look for a return to normalcy

Association president reviews the tumult of 1986 and the prospects for future growth

Network news is not the only part of the Fifth Estate where the past looks better than the present. American Association of Advertising Agencies President Leonard S. Matthews told some 700 attendees at 4A's 69th annual convention, at the Boca Raton Hotel and Club in Boca Raton, Fla., last week, that 1986 was "a lousy year." And although he predicted that 1987 "will be better than 1986," it may be "far from the best years we've experienced in the late 70's."

Last year was "tumultuous," Matthews

said, because "mega-mergers" produced "mega-change" in the advertising agency business. Following the mega-mergers were much-reported client conflicts and layoffs, which became the concern of the top management of advertisers, Matthews said. "Such things as corporate and marginal conflicts, levels and systems of compensation, invaded the consciousness of the CEO at companies where these matters had heretofore been delegated to the advertising and marketing people. The result has been a veritable roiling sea of discontent, suspicion and disruption. Long-term and very successful advertiser-agency relationships have been overturned, in many cases for strictly

emotional reasons," Matthews said.

However, Matthews noted that some have benefited from the changes, among them some agencies "just below the top tier of mega-agencies," which are "delighted with the fallout of the conflicts caused by mega-mergers. They are delighted to find it easier to hire some of the talented people who either lost their jobs in merger activity or who elected to leave the battle to return to more traditional work places."

Matthews's concern, however, was that "all this negative publicity, all this squabble about conflicts, all this conversation about windfall profits and overnight millionaires has the potential to trickle down and affect our entire business. Some people feel that all this negativism has created a crisis in advertiser confidence in their agencies and that the marketing partnership, which has worked so well for the mutual benefit of agencies and advertisers alike, may be seriously threatened."

Among the other problems facing the

agency business, Matthews said, is "the shrinking revenue base... [The] typical agency is facing severe pressure on the bottom line"; a loss of productivity in the past 25 years, and a "growing number of big advertisers [that are] fractionating their marketing efforts, by moving sizable dollars inside." Additionally, he said, while it has been estimated that in 1986 there was a 7.7% increase in advertising media growth, that percentage is less than that of other marketing expenditures, he said.

Another major problem cited by Matthews is "the crisis in advertiser confidence in agencies" and a diminished image of advertising agencies. Matthews said that he believes "that most of the agency mergers were or normally would be perceived among advertisers as evolutionary development matching the advertiser merger activity." But, he said, "the pace of the merger activity and the fact that a sizable number of U.S. agencies were sold to a 'foreign' agency group seemed to evoke an unusually violent

reaction by U.S. advertisers."

Matthews said that "the bottom line is that many advertiser top management people view us in a less favorable light than, say, two years ago. We appear less responsible, less accountable, less business-like. We appear more money-oriented and less creative-oriented. We are less likely to be considered business-marketing-partners than we were two years ago." While solutions to the problems are difficult, Matthews said, "the way back to a more professional, credible relationship with our clients lies in responsible actions" and a reemphasis on creativity.

Creative ideas "give a company a brand new and fresh consideration in the consumer's mind... If you're truly looking for ideas which will inspire and move people to buy your company, your service, your products, then your greatest value is the full service agency," he said, adding: "But too many people have lost sight of this inalienable truth. We must find a way to win them back." □

## NBC gets prime numbers in Arbitron February sweeps

**NBC wins prime time daypart in majority of markets; CBS is second, ABC third;**

NBC-TV continued its dominance in prime time in the Arbitron sweeps, based on results from 213 Arbitron markets provided to BROADCASTING by the ratings company for the February sweep period.

NBC affiliates won in 110 markets in prime time this time around. CBS came in first in 62 markets, and ABC won in 33

markets. There were eight ties for first place, six between NBC and CBS and two between NBC and ABC.

In the top 10 markets, NBC had outright wins in half of them: Boston, Detroit, Los Angeles, New York and San Francisco. It tied with CBS for first in Washington. CBS's only outright first-place finish in the top 10 came in Dallas. ABC placed first in Chicago, Houston and Philadelphia.

The following is a market-by-market pre-

sentation of daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday, 7-11 p.m., Eastern time). Numbers are in thousands (add 000). Bold-face numbers indicate the market winner. A dash indicates no primary or secondary affiliation in the market. Not included are markets Arbitron does not measure, including those in Hawaii, Alaska and the U.S. Virgin Islands.

ADI (rank)	1987 TSA households (000)			ADI (rank)	1987 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Abilene-Sweetwater, Tex. (157)	18	20	<b>26</b>	Casper-Riverton, Wyo. (184)	7	7	<b>12</b>
Albany, Ga. (153)	4	—	<b>62</b>	Cedar Rapids-Waterloo-Dubuque, Iowa (75)	46	40	<b>55</b>
Albany-Schenectady-Troy, N.Y. (51)	74	<b>91</b>	89	Charleston, S.C. (109)	37	45	<b>46</b>
Albuquerque, N.M. (65)	73	48	<b>76</b>	Charleston-Huntington, W.Va. (47)	75	72	<b>123</b>
Alexandria, La. (161)	6	—	<b>44</b>	Charlotte, N.C. (32)	99	<b>144</b>	70
Alexandria, Minn. (183)	—	<b>31</b>	—	Charlottesville, Va. (196)	—	—	<b>8</b>
Alpena, Mich. (212)	—	<b>6</b>	—	Chattanooga (80)	52	47	<b>70</b>
Amarillo, Tex. (117)	<b>40</b>	26	31	Cheyenne, Wyo.-Scottsbluff, Neb. (192)	—	12	<b>15</b>
Ardmore-Ada, Okla. (174)	<b>22</b>	20	19	Chicago (3)	<b>545</b>	387	520
Atlanta (12)	195	203	<b>221</b>	Chico-Redding, Calif. (141)	<b>29</b>	20	12
Augusta, Ga. (99)	<b>51</b>	42	28	Cincinnati (28)	102	132	<b>140</b>
Austin, Tex. (72)	47	<b>59</b>	44	Clarksburg-Weston, W.Va. (166)	—	<b>27</b>	23
Bakersfield, Calif. (148)	20	23	<b>27</b>	Cleveland (11)	273	221	<b>287</b>
Baltimore (21)	167	156	<b>202</b>	Colorado Springs-Pueblo (100)	<b>40</b>	36	38
Bangor, Me. (154)	17	<b>26</b>	<b>26</b>	Columbia, S.C. (88)	32	38	<b>89</b>
Baton Rouge (91)	<b>71</b>	64	44	Columbia-Jefferson City, Mo. (142)	17	26	<b>31</b>
Beaumont-Port Arthur, Tex. (122)	33	42	<b>52</b>	Columbus, Ga. (121)	<b>45</b>	38	18
Bend, Ore. (208)	—	4	<b>5</b>	Columbus, Ohio (34)	94	117	<b>129</b>
Billings-Hardin, Mont. (163)	17	<b>19</b>	11	Columbus-Tupelo, Miss. (135)	10	30	<b>53</b>
Biloxi-Gulfport-Pascagoula, Miss. (179)	<b>38</b>	—	—	Corpus Christi, Tex. (119)	<b>36</b>	27	30
Binghamton, N.Y. (132)	12	<b>44</b>	19	Dallas-Fort Worth (8)	245	<b>253</b>	236
Birmingham (Anniston), Ala. (43)	91	48	<b>127</b>	Davenport, Iowa-Rock Island-Moline, Ill. (74)	48	51	<b>69</b>
Bluefield-Beckley-Oak Hill, W.Va. (143)	23	—	<b>36</b>	Dayton, Ohio (48)	68	<b>103</b>	81
Boise, Idaho (138)	24	21	<b>30</b>	Denver (19)	178	136	<b>183</b>
Boston (6)	306	292	<b>355</b>	Des Moines (66)	50	<b>66</b>	64
Bowling Green, Ky. (197)	<b>24</b>	—	—	Detroit (7)	274	247	<b>344</b>
Bristol, Va.-Kingsport, Johnson City, Tenn. (82)	22	46	<b>76</b>	Dothan, Ala. (160)	10	<b>39</b>	—
Buffalo, N.Y. (36)	95	105	<b>119</b>	Duluth, Minn.-Superior, Wis. (120)	28	27	<b>31</b>
Burlington, Vt.-Plattsburgh, N.Y. (93)	16	<b>42</b>	41	El Centro, Calif.-Yuma, Ariz. (182)	—	5	<b>11</b>
Butte, Mont. (188)	8	<b>10</b>	8	El Paso (105)	35	33	<b>45</b>
				Elmira, N.Y. (165)	11	—	<b>17</b>

ADI (rank)	1987 TSA households (000)			ADI (rank)	1987 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Erie, Pa. (137)	22	23	42	Odessa-Midland, Tex. (140)	28	29	25
Eugene, Ore. (133)	26	29	15	Oklahoma City (37)	78	106	105
Eureka, Calif. (187)	—	9	9	Omaha (69)	75	60	70
Evansville, Ind. (90)	50	39	47	Orlando-Daytona Beach-Melbourne, Fla. (27)	132	121	151
Fargo, N.D. (104)	35	34	39	Ottumwa, Iowa-Kirksville, Mo. (204)	19	—	—
Farmington, N.M. (201)	—	—	8	Paducah, Ky.-Cape Girardeau, Mo. (77)	32	68	71
Flagstaff, Ariz. (206)	—	—	6	Palm Springs, Calif. (181)	8	—	9
Flint-Saginaw-Bay City, Mich. (56)	89	38	93	Panama City, Fla. (171)	18	—	28
Florence, S.C. (144)	22	48	—	Parkersburg, W.Va. (198)	—	—	11
Fort Myers-Naples, Fla. (101)	22	48	39	Peoria, Ill. (103)	38	36	46
Fort Smith, Ark. (147)	23	32	17	Philadelphia (4)	492	408	473
Fort Wayne, Ind. (97)	38	39	37	Phoenix (22)	131	158	145
Fresno-Visalia, Calif. (63)	58	55	61	Pittsburgh (13)	244	242	213
Gainesville, Fla. (169)	18	—	—	Portland, Ore. (26)	106	117	122
Glendive, Mont. (213)	—	2	1	Portland-Poland Spring, Me. (79)	52	42	57
Grand Junction-Durango, Colo. (175)	7	14	10	Presque Isle, Me. (205)	—	8	—
Grand Rapids-Kalamazoo, Mich. (40)	93	75	99	Providence, R.I.-New Bedford, Mass. (42)	88	77	116
Great Falls, Mont. (178)	13	10	5	Quincy, Ill.-Hannibal, Mo. (151)	—	30	32
Green Bay-Appleton, Wis. (68)	65	51	67	Raleigh-Durham, N.C. (35)	100	106	49
Greensboro-Winston Salem-High Point, N.C. (50)	79	104	106	Rapid City, S.D. (167)	25	—	15
Greenville-New Bern-Washington, N.C. (96)	32	46	63	Reno (124)	28	20	24
Greenville-Spartanburg, S.C.-Asheville, N.C. (38)	82	103	141	Richmond, Va. (60)	62	76	73
Greenwood-Greenville, Miss. (168)	27	13	—	Roanoke-Lynchburg, Va. (71)	40	69	65
Hagerstown, Md. (194)	—	—	20	Rochester-Austin, Minn.-Mason City, Iowa (149)	22	19	30
Harrisburg-York-Lancaster-Lebanon, Pa. (45)	62	66	114	Rochester, N.Y. (70)	54	64	68
Harrisonburg, Va. (200)	19	—	—	Rockford, Ill. (114)	33	31	40
Hartford-New Haven, Conn. (23)	120	161	94	Roswell, N.M. (180)	—	15	—
Helena, Mont. (210)	—	—	5	Sacramento-Stockton, Calif. (20)	129	139	185
Houston (10)	246	185	221	St. Joseph, Mo. (189)	17	—	—
Huntsville-Decatur-Florence, Ala. (89)	44	49	48	St. Louis (18)	145	192	225
Idaho Falls-Pocatello (159)	14	16	16	Salinas-Monterey-San Jose, Calif. (111)	49	21	41
Indianapolis (24)	114	136	146	Salisbury, Md. (164)	14	23	20
Jackson, Miss. (85)	29	56	65	Salt Lake City (41)	104	84	109
Jackson, Tenn. (191)	29	—	—	San Angelo, Tex. (190)	—	12	—
Jacksonville, Fla. (57)	51	86	62	San Antonio, Tex. (44)	81	93	96
Johnstown-Altoona, Pa. (86)	—	53	89	San Diego (25)	94	111	103
Jonesboro, Ark. (176)	30	—	—	San Francisco (5)	281	288	300
Joplin, Mo.-Pittsburg, Kan. (118)	26	30	30	Santa Barbara-Santa Maria, Calif. (113)	29	24	20
Kansas City, Mo. (29)	115	128	142	Sarasota, Fla. (156)	20	—	—
Knoxville, Tenn. (61)	60	75	52	Savannah, Ga. (110)	21	47	36
La Crosse-Eau Claire, Wis. (136)	19	30	39	Seattle-Tacoma (16)	160	139	188
Lafayette, Ind. (192)	—	13	—	Shreveport, La.-Texarkana, Tex. (62)	75	75	76
Lafayette, La. (112)	43	58	—	Sioux City, Iowa (123)	32	12	37
Lake Charles, La. (172)	—	—	41	Sioux Falls-Mitchell, S.D. (98)	45	56	25
Lansing, Mich. (102)	—	54	47	South Bend-Elkhart, Ind. (84)	41	57	69
Laredo, Tex. (199)	4	3	4	Spokane, Wash. (78)	51	50	60
Las Vegas (94)	31	37	48	Springfield, Mass. (106)	32	—	49
Laurel-Hattiesburg, Miss. (162)	—	—	35	Springfield, Mo. (83)	20	57	67
Lexington, Ky. (73)	38	66	54	Springfield-Decatur-Champaign, Ill. (76)	49	57	65
Lima, Ohio (195)	—	—	18	Syracuse, N.Y. (67)	53	74	76
Lincoln-Hastings-Kearney, Neb. (92)	27	47	16	Tallahassee, Fla.-Thomasville, Ga. (129)	14	45	11
Little Rock, Ark. (53)	76	68	93	Tampa-St.Petersburg (17)	182	199	205
Los Angeles (2)	616	541	670	Terre Haute, Ind. (127)	10	34	45
Louisville, Ky. (49)	59	98	113	Toledo, Ohio (64)	56	79	89
Lubbock, Tex. (150)	20	24	26	Topeka, Kan. (144)	13	26	26
Macon, Ga. (131)	17	40	20	Traverse City-Cadillac, Mich. (139)	16	39	37
Madison, Wis. (107)	38	44	40	Tucson, Ariz. (81)	43	42	52
Mankato, Minn. (209)	—	10	—	Tulsa, Okla. (52)	95	77	76
Marquette, Mich. (185)	—	18	—	Tuscaloosa, Ala. (186)	—	11	—
McAllen-Brownsville, Tex. (116)	29	25	21	Twin Falls, Idaho (203)	—	8	—
Medford, Ore. (155)	13	18	33	Tyler-Longview, Tex. (125)	45	10	—
Memphis (39)	76	109	135	Utica, N.Y. (158)	14	—	28
Meridian, Miss. (177)	20	9	7	Victoria, Tex. (207)	4	—	7
Miami (14)	178	199	187	Waco-Temple, Tex. (95)	19	51	36
Milwaukee (30)	105	113	141	Washington (9)	228	232	232
Minneapolis-St. Paul (15)	168	176	168	Watertown-Carthage, N.Y. (170)	—	17	—
Minot-Bismarck-Dickinson, N.D. (146)	9	24	38	Wausau-Rhineland, Wis. (130)	33	35	15
Missoula-Butte, Mont. (173)	17	13	17	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (54)	49	31	79
Mobile, Ala.-Pensacola, Fla. (55)	68	85	82	Wheeling, W.Va.-Steubenville, Ohio (134)	—	52	47
Monroe, La.-El Dorado, Ark. (115)	13	58	35	Wichita-Hutchinson, Kan. (58)	56	68	64
Montgomery-Selma, Ala. (108)	17	34	73	Wichita Falls, Tex.-Lawton, Okla. (126)	24	25	32
Nashville (31)	90	134	144	Wilkes Barre-Scranton, Pa. (59)	85	73	95
New Orleans (33)	88	134	125	Wilmington, N.C. (152)	28	9	59
New York (1)	1,001	975	1,082	Yakima, Wash. (128)	21	28	24
Norfolk-Portsmouth-Newport News, Va. (46)	77	89	96	Youngstown, Ohio (87)	41	52	62
North Platte, Neb. (211)	—	—	7	Zanesville, Ohio (202)	—	—	13

# ANNOUNCING A TAPE SO ADVANCED, IT DEMANDED A NEW GENERATION OF VIDEO EQUIPMENT.



## FUJI'S NEW M401 MII 1/2-INCH METAL VIDEOTAPE

Fuji introduces the world's first 1/2-inch metal videotape, Fuji M401. M401 technology is so advanced, it's taken three years for the broadcast world to develop a compatible system of video equipment.

With M401, your picture quality is comparable to 1-inch tape at considerably less cost. You also get a tape that can withstand the rigors of the broadcast environment, in the editing room as well as in the field.

And if the idea of metal videotape surprises you, the fact that it's from Fuji shouldn't. We've been making breakthroughs in broadcast technology for more than 25 years.

So ask your Fuji representative about the tape the world has finally caught up with: Fuji M401.

 **FUJI** PROFESSIONAL  
VIDEOTAPE

THE  
HARRIS CONNECTION  
WILL KEEP YOU ...



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

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## VHF-TV

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

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

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

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

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## KNOB, FM-RADIO

John R. Banoczi, General Manager  
Anaheim, CA:

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

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

---

## KCOB, AM-RADIO

John Carl, General Manager  
Newton, IA:

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

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

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

---

## WEAT, AM-RADIO

Bert Brown, Chief Engineer  
West Palm Beach, FL:

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

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

---

## WSTQ, FM-RADIO

Al Moll, General Manager  
Streator, IL:

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

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## KHBS, UHF-TV

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

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

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

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

---

## WOMA, FM-RADIO

Dale Eggert, General Manager  
Algoma, WI:

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

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

---

## WKNO, VHF-TV

Pat Lane, Chief Engineer  
Memphis, TN:

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

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

---

Find out today how The Harris Connection can keep your station **ON THE AIR** . . .

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

Just call us TOLL FREE at 1-800-4-HARRIS, ext. 3002. Or write: Harris Corporation, Broadcast Division, Marketing Department, P.O. Box 4290, Quincy, IL 62305. Our poster supply is limited, so act today.

See us at NAB Show, Booth 3136





REPRESENTATIVE AL SWIFT

## Back to the future

*The pivotal policy issue for broadcasters in 1987 will be whether to embrace the public interest standard as their sword and their staff into the telecommunications future. The implications of that decision will affect all players in the Fifth Estate every day of their lives—as no one knows better than Al Swift, the Democratic congressman from Washington state, who's at the center of a new revisionism, fueled by increasing unrest over the marketplace philosophy that has come to dominate the electronic media. On the eve of the NAB convention, Congressman Swift sat down with BROADCASTING editors to explain why he thinks the old ways are still best.*

**Comparative renewal is the number-one priority of the National Association of Broadcasters this year, and you're leading the legislative way. What do you have in mind?**

John Summers [senior executive vice president of the NAB] came to me toward the end of last year, after the election, and he said that the board had pretty much decided that its only legislative initiative this year was to see if they couldn't at long last change the comparative renewal to a two-step renewal. They recognized that they would have to barter for something in the process, and he asked what I thought about that. John said it would be important to come up with something that had some reasonable chance of going through without being a Christmas tree, being added to with all kinds of communications concerns.

There wasn't a lot that wouldn't be on the table for discussion—

except statutory inclusion of the fairness doctrine; we couldn't talk about that—but almost anything else.

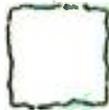
I said, "That seems reasonable. I've never had any big problem with changing comparative renewal, but that will mean working the kinks out of petitions to deny, where you require, in order to get a decent hearing from the FCC, that you basically prove a case, but sometimes you can't get at the information you need in order to prove the case."

I agreed that, at least from my perspective, I didn't think it was particularly useful to open the process so wide that it becomes essentially a means by which small numbers of citizens can harass broadcasters. But I wanted it so that a serious citizen group in a community with some serious concerns about the service they're getting in that community ought to be able to make the case.

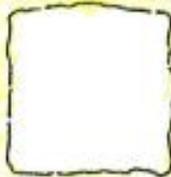
The second thing I would like—which may be somewhat contro-

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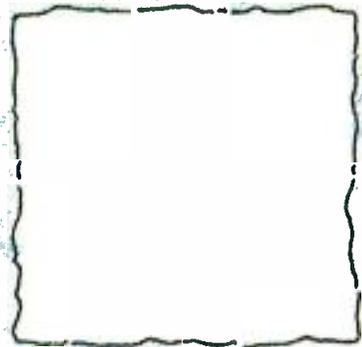
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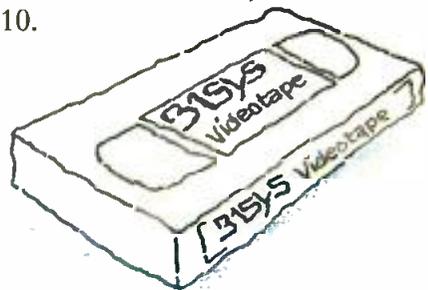
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versial within the profession, but is not something that 100% of the broadcasters are going to be against—is I would like to see a reassertion in statute by the Congress of the public interest standard that's contained in the 1934 act.

This is me speaking now. I believe that's also in the best interests of the broadcasters, because the stronger that responsibility is, the less you're going to have an FCC that, for example, can go off and argue in court a must-carry case and never raise the public interest issue, parenthetically, and have the courts say the reason we decided that your rule isn't any good is because you never justified it in the public interest.

It's the place in which I think broadcasters stand to avoid spectrum fees. It's the place in which they stand to deal with cable and some of the channel reallocation that they're doing. And it's ultimately what it seems to me the broadcasters are going to have to base their case on if they're going to need more spectrum to do high-definition television, and any number of other things that may in the future come out of the competition between broadcast and other technologies.

Some broadcasters would agree with that, some would not—but it is not something that is going to be automatically an anathema to all broadcasters, so in my judgment it's not a huge give from the broadcasters' standpoint. But I think it's a very important one on the other side.

I have and will continue to argue with the public interest groups that by their unwillingness to limit all the things they would like to put in a package have prevented getting some things that would be extremely useful.

I think the half-life of the public interest standard in terms of any de facto attention being paid to it may be five years. I say that for a number of reasons. One, this FCC has for all intents and purposes abandoned it as a principle. They don't agree with it and they don't use it. Second, the chairman of the FCC, for all intents and purposes, is castigating the industry for not being stronger in its insistence that all of that regulation go away. Third, you've got people who are advising broadcasters and asserting that the public interest standard no longer exists. Let me quote Ellen Gibbs, president of Communications Resources, New York, in a recent trade paper article: "Television stations are no longer unique entities with special public trust responsibilities, but rather, investment vehicles."

Well, I don't think there's been much in the last five or six years in communication that would indicate that that attitude doesn't suggest a trend, and I think that's very alarming from the public interest standpoint. It's a clear justification, if you wanted to use it that way, for continued repeal of the antitrafficking provision, and I think it does not bode well in the future. And when you consider that most of the broadcasters who have matured, careerwise, matured during the days when there was a strong heritage of public service, the disagreement between the broadcasting community and the public interest community was whether they were doing a good enough job, not whether they had a responsibility to do it. I think that still exists with all the broadcasters I know who have been kicking around this business for some years.

But let's say you were a junior in college in 1980. Now, seven years later, if you're very bright and very capable, you could be in management in a reasonably sized broadcast operation. Another five years, you could be higher than that. Very influential in your enterprise and with growing influence in the communications industry and have no sense of that heritage at all. Rather, you may have been weaned on the concept that it didn't really exist, that it was some old-fashioned idea that a bunch of old geezers back in 1934 put in the act, and it wasn't really relevant—not reinforced by the FCC and by things you're hearing within the industry and so forth:

So my concern is that the public interest standard, for all intents and purposes, is in a very weak condition. I have this analogy that always springs to mind, of Tinkerbell and the light going out, and we need a lot of people to applaud to bring Tinkerbell back to life, to bring the public interest standard back to full vigor.

**Yet it is codified now, it is the law.**

It is in the '34 act now. But things have a way of slipping. And what

I'm talking about is not really adding to that, but a reassertion. It seems to me that that accomplishes a number of things.

One, it sends a very strong signal to the industry that Congress doesn't think that this is an irrelevant or outdated point of view; it sends a very strong signal to the FCC to the same thing, which makes it much harder for them to wander into court and simply forget to raise the public interest standard on something where they clearly should have had it as the foundation of their legal argument. It makes oversight infinitely easier in terms of being able to indicate the directions we want. All of that is to the good, and from the standpoint of trying to pass legislation, I think you can demonstrate where it's to the benefit of the broadcast community as well as to the public interest community.

The other thing I said to John is that you're going to have to have something else. I'd like to have the antitrafficking bill. But I suspect it will be necessary, however, to deal with equal employment opportunity (EEO) simply because Mickey Leland [D-Tex.] has invested so much time and effort that there is really no way that he can permit a piece of legislation dealing with broadcasting to go through and not try to attach it.

So if we agree to a package that does not include EEO, then the ability to prevent it from being amended is sharply reduced, because that's just going to have to be there. So we're talking about a package that's got comparative renewal as a two-step process, some change in the petition to deny, reassertion of the public interest standard and probably EEO. That's a package with enough in it for broadcasters so that they will not try to add things to it, and thus kill it. And while no single entity speaks for the public interest groups, I would be comfortable in arguing that there is enough in it for them, and that they should not start adding to it in hopes of getting more because they'll probably end up getting nothing, and they really can't look upon the last five or six years as having been a peak of their effectiveness in moving public policy in the directions they want. In fact, it's clear that it has been sliding 180 degrees contrary to where they would like to go.

How is this all accomplished? I said that if you do not include the public interest groups in some fashion, in trying to work that out, a couple of things happen. One, they feel ignored. And two, they have nothing invested in it. So we brought together Andrew Schwartzman of the Media Access Project, Henry Geller of Aspen and several others. There have been three or four meetings so far. After three or four more John Summers will try to develop language on the petition to deny, and a means of dealing with the reassertion of the public interest standard.

If in fact it's EEO that we go with, Mickey has already said, and he said it at the NAB board meeting, that he's looking for something comparable to what the cable people had and not something beyond that. And there are indications that something of that nature, at about that level, broadcasters could live with under certain circumstances.

So, it's a little early to say that it's all put together—it's not. But the talks are going on and both sides seem to think that they're making some progress. Let me put it positively. I think the public interest people are going to be dissatisfied with the package as limited, given the wide range of things they want, but I think they may also see that if they try to load it up, they end up getting nothing—the NAB won't go with it if they add a bunch of stuff to it.

I will stop with that, except to say this: Part of the agreement was not that either the NAB or I would pursue some other things separate from the package. So if antitrafficking, for example, is not part of the package, I'm going to pursue antitrafficking as a separate piece of legislation. It's just that if we get an agreement and that agreement has this outside of the package, then I won't try to add it to this package and they will support or oppose it; they'll deal with that as a separate issue however they choose; the two won't be tied together.

**Is there an essential difference between the public trustee concept and the public interest standard? Certainly there is confusion, as people use both phrases.**

I'm using them essentially synonymously.

**We have talked with broadcasters who say they may be willing to**

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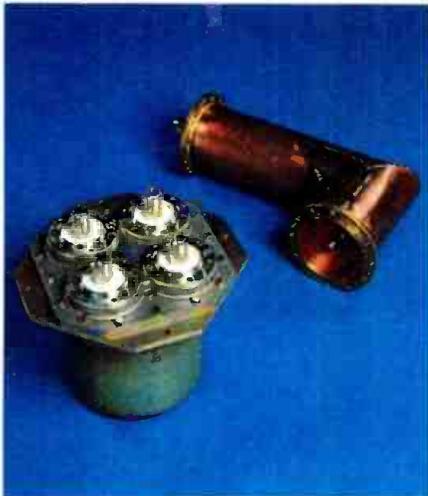
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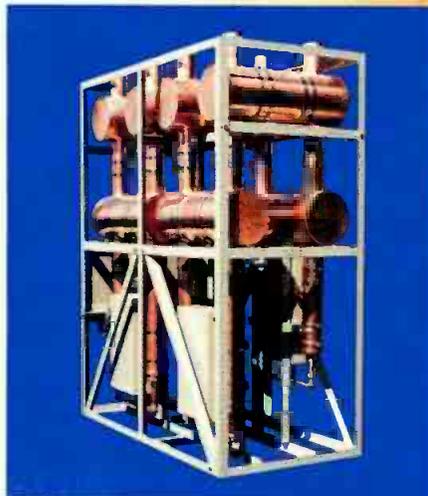
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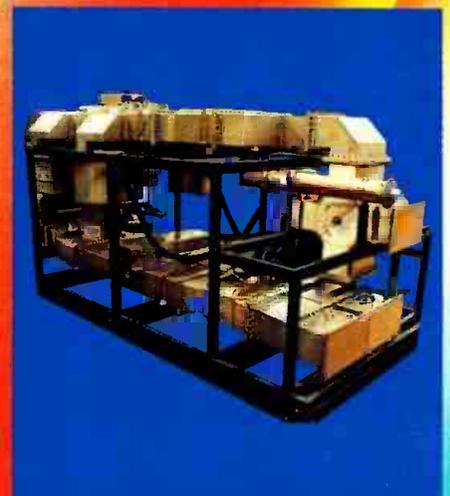
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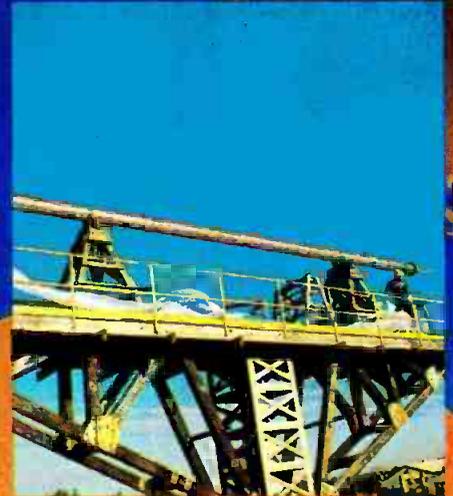
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follow a public interest standard, but that they do not consider themselves public trustees.

I was talking with a broadcaster who made that distinction and then got into a rather legalistic interpretation of what a trustee is. And I wasn't trying to make broadcasters into what he defined as a trustee, and so I don't want to get into a semantic argument; I don't have any objection to the point he was coming from, but usually when I use the term "public trustee" I'm talking about the fact that when you take the license you agree to these kinds of things, and I'm not going to quibble over what that makes you. Licensee is good enough for me.

Well, the broadcaster gets from this a certain degree of protection, an enhanced degree of protection at renewal. Does he also open himself up to a greater number of quids pro quo than is immediately apparent? For example, if you inculcate or reassert in the law the public interest standard as a definite, can other Congresses or FCC's then impose still other requirements upon the broadcaster, citing the public interest standard?

Well, other Congresses obviously can, as we can do it now. And clearly the FCC has over the years done a number of things, citing the one in the 1934 act. If I hear the point of view that your question is coming from, you're saying that to the extent the public interest standard has paved, is that not to the benefit of the broadcaster, and

own private interest or whatever interest it pleases. But there is a concern that to make the public interest standard even more definite than it is will walk away from the First Amendment.

Moreover, there is the very specific concern that it will inevitably lead to program standards.

Well, it hasn't in 50 years.

Oh, but it has. There have been many assertions of program standards; you had to have so much news, you had to have so much public affairs. Those were program standards enacted under the public interest standard.

I thought you were talking about things like specific percentages of children's programming or something.

We certainly do mean that as well.

But that hasn't happened. The percentages that you talked about essentially were not that way at all, if my memory is correct. What it did was it said that when you applied for the license, you had to indicate what you were going to do in those program areas and then you were held to your own promises. Nick Johnson at one point said that he wouldn't vote for anybody that didn't have at least 5% news. But that wasn't FCC policy, it was the commissioner's policy. Now am I quibbling?

To a degree, but I think it's an important quibble. What I have



bringing it back to the forefront, is that not antithetical?

I probably disagree with the premise, first of all, but secondly, to accept the premise, I would argue that, yes, you're correct in the implication of the question—but there are compensating benefits. And I've listed them already—must carry, protection against spectrum fees, some place to stand on channel switching or what they call reallocation and high-definition television.

In other words, the higher that standard's profile is—the higher the profile, not the standard—and the more people are aware of it, it can be used by both sides. And then you leave it to circumstances down the line. I don't know whether that would be a net gain or a net loss to broadcasters down the line, because we can't read the future. But I would think from the point of view implicit behind your question, there are plusses and minuses for broadcasters.

Our concern is that we devote a great deal of effort and editorial attention to the process of securing for broadcasters First Amendment freedom. The printed press in this country does not have a public interest standard under which it operates: it can operate on its

always argued is that our system here in this country is unique in the world, and is a rather remarkable blend of the private sector, which I think is clearly dominant in our policy, with just enough government involvement to see that those areas in which the market will not provide all the service necessary, that it gets augmented. It's not usually the way it's articulated, but most nations in the world have the government running things.

And we, from the very beginning, did not do that. We said it was fine to make a profit and it's fine to have mass appeal programming, to be almost totally reliant on what the market will induce, and you can make money while you're at it.

It then said, in effect, that there are certain kinds of information, primarily, but programming for local audiences that are not going to be demanded by the mass marketplace, and so we'd like to have you assume the responsibility for doing that. And then, to carry the analogy a little further, public broadcasting became a way that filled in broad programming chunks; it's really more local news and information. And then the Public Broadcasting System further fleshed it out.

I think it's a remarkable system; and while I think it's interesting to



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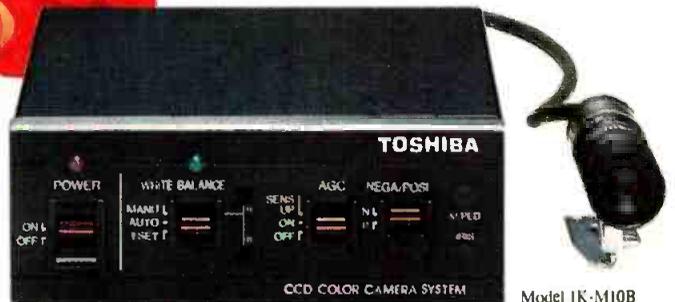
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raise the First Amendment issues, theoretically or in principle, the fact is that those have been adjudicated, that the entity in our society which decides what's constitutional hasn't said they weren't. It's kind of interesting. I think both liberals and conservatives can do what Bill Frenzel [R-Minn.] loves to call "social tinkering," and I'm not at all sure but what some of the concerns on the First Amendment side aren't kind of a conservative social tinkering. You had Newton Minow in the past who might have tinkered on the other side.

I did a program on the Chamber of Commerce's *It's Your Business* once, and Tom Tauke and Richard Leshner were on one side and Andy Schwartzman and I were on the other, and somewhere in the program I remember Andy saying, "This is the best broadcasting system in the world." And then the topic changed and the argument kind of got involuted and then about 10 minutes later Richard Leshner said, "This is the finest broadcasting system in the world." And I said: "Well now, you're both coming from almost diametrically opposed views think that it's a damn fine system; why are you both trying so hard to change it?" Schwartzman for the public interest groups, always trying to change it that way, and Leshner going for deregulation and changing it that way.

The system has really worked remarkably well. And essentially what I am trying to do—with the proposal that I'm making—is to work out a kink in that system in which broadcasters have been harassed with no demonstrable improvement to the public. And reinstate what has worked by reemphasizing it. And I'd like to do the antitrafficking bit which, again, would put back in place something that has functioned very well over the years. Probably EEO is what would go in its place. And that's not unique to communications policy, it's really an equal employment policy that I don't think speaks directly to the First Amendment issue.

So I just don't see that as the primary concern. The primary concern I have is preserving something that has demonstrably done a damn good job for the American public while the industry has prospered over the last 50 years.

**But there is a serious concern over who is to define the public interest.**

Yes.

**Will the legislation define it? An obvious question in this day and time is whether or not the Home Shopping Network satisfies a public interest standard.**

I think that would best be left to the FCC. I can tell you what I think: I do not think it meets the public interest test. It's one, long, sign-on to sign-off commercial. Totally outside the tradition of broadcasting. That's one legislator's view.

**But is that this legislation's view, if it passes?**

Until I know what the language is, I can't tell you. I can tell you what my intent is at this point. I am not concerned in this legislation with augmenting what the 1934 act says, I am interested in reasserting by Congress that it was true in '34, it's true in '87, and those of you in the industry, in the regulatory commissions, associated with the industry or in the public interest community and the public generally, you still have a public interest responsibility if you're going to have a broadcast license.

**As the process and things move along and this bill is in the subcommittee and then the full committee, how do you keep the other members from airing their views of what they think should be done? How do you intend to cope with that?**

I can't tell you that I can. Or whether anybody can. And I can't tell you whether we'll have other things added to it. What I can tell you is that if those things start to happen, the support for the legislation will fall apart and you're probably right back where we were with every other piece of broadcast legislation that's been proposed since I came to Congress, which is—with no bill.

**Well, there must be something that gives you a little hope in this session of Congress that it will not happen as it has in the past.**

The reason I have some hope is that it seems to me that the sense of reality on the part of the broadcasters and on the part of the public

interest community is much stronger than it was before. Maybe that's not the way to put it, because usually when you say a sense of reality, you mean that things are beginning to agree with you.

But there's a sense of the doable, I think—the perception of what you can do has made both groups a little more willing to compromise. We've had six years of the industry essentially trying to get comparative renewal repealed, without having to give any quid pro quo, and it hasn't gone anywhere.

I think their hope was that they would ride a crest of deregulation that came along with the Reagan administration and that this should be easy to do and doable. And they got a lot of deregulation out of the FCC.

I think there was a point in time when the FCC was at a pinnacle of approval by the industry, and then they kept deregulating. Now the industry is looking back on some of this and asking: "Have they not gone overboard? Are they not pursuing this for reasons of ideological rigidity rather than for reasons of what's a rational place to draw public policy lines?"

So, the industry views it a little bit differently. Over on the other side, the public interest community has behaved for a good number of those years as though Newton Minow and Nicholas Johnson were still on the commission. I mean, every time you would propose something, you wouldn't know that the public interest issues were losing ground month by month by month over this period of time. Now they're beginning to recognize not only that they have lost a lot of ground, but they're going to continue to lose ground. And at least with regard to the public interest standard, they are perilously close to losing that on which they can hook their other concerns.

These two observations, if correct, give me hope that both sides will be willing to limit their aspirations enough that we can make a compromise and get it through.

I would argue, that we should come up with a reassertion of the public interest standard that in no way diminishes the understanding of the '34 act. The NAB feels it can live with that. It does not increase the obligations inherent under the '34 act. To anyone trying to expand it I would then argue that you're going to kill the bill and you're going to end up with nothing. I can do that in good faith because I literally believe that to be true.

Could I just amend something that I said before? When I was talking about what I see as the genius of this system of ours—the system as a means by which the public has been able to move in and to pressure the industry without ever being able to dictate to the industry. I found that always to be a kind of useful tension. If you look at how many times the public has in fact been able to cajole anybody into doing something, it's relatively few times.

One of my arguments with the public interest types is that they would like to make the response have to be more direct. Well, I'm not sure that that is necessarily in the public interest, in that you've got so many different groups in a community—and some of them diametrically opposed. A lot of broadcasters would like to get greater insulation from public groups; I don't think they should have greater insulation. Because I think that has worked at the present level, and I wouldn't want to reduce that ability to have that creative tension there, either.

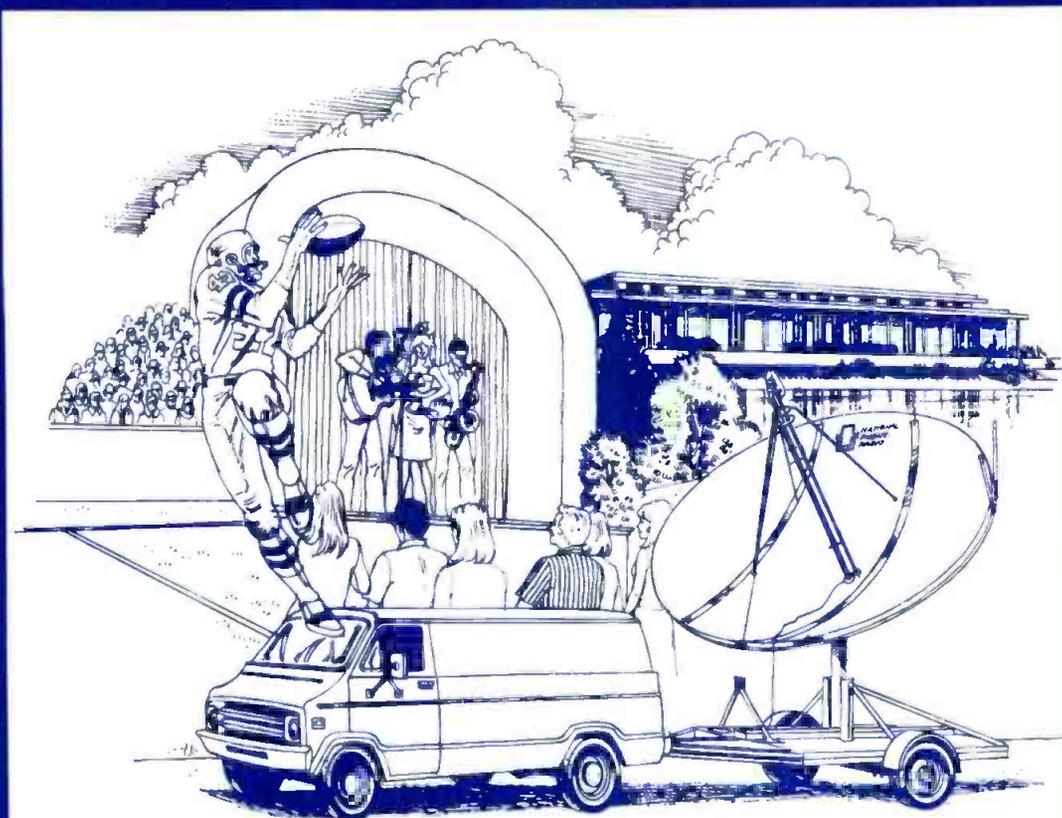
**When do you think you might have legislation introduced?**

I would like to be on a faster track than we're on now. When it gets to the point that progress isn't being made any more—that they're not able to talk with each other and raise issues and say, well, we don't want to do it that way, but if you try to attack it this way, maybe we can, and so forth—as long as it's making progress, I think it increases the chances that you're going to have something that you can keep intact. I would love to have something to introduce in April and call for hearings right away.

**There is a Tauke-Tauzin renewal bill, which also refers to a public interest standard, but with a clause that prevents the FCC from setting any kind of programing standards. Is that a possibility in your legislation?**

I wouldn't like that prohibition. You see, that's always been a worry, but I would argue that it's never been a strong reality. I mean, when

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you come right down to it and you have a Nick Johnson who says he wants 5% news. I worked for a station [Swift was news director at KVOS-TV Bellingham, Wash.] that had 4.8%, so we extended the sign-off newscast each night by 10 minutes of rip and read and met the 5%. In addition to the network, we had a rip and read open and a rip and read close and a five-minute live newscast. I mean, we were doing almost nothing in news to meet the standard. So while I can understand being concerned about it in philosophical terms based on the First Amendment, but if that was a standard, it was the very rare station that wasn't way in excess of that to begin with.

I just have not seen the authority as it exists in current law being abused. There's a waxing and waning. I keep using Newton Minow, but he's out here somewhere in one direction and you've got Mark Fowler somewhere in an equal and opposite direction, and those fluctuations in public policy and public attitude exist. It seems to me that the industry has not only survived but prospered under this system, and you figure out a system for me that doesn't have some potential for abuse, and you've got a system that also probably has no capacity for improvement. It's just inherent in the way you institutionally structure things.

**Is there any parallel between the sentiment that leads you to this legislative thrust and that which occasions your support for the fairness doctrine? To put it another way: It is felt that the fairness doctrine has a great deal of support in the Congress, and that if it were thrown out by a court or by the FCC that it would be immediately codified by the Congress. Is there any similarity in support for the public interest standard? Could public interest legislation stand alone without a quid pro quo giving broadcasters something in return?**

Probably not. For a couple of reasons, one of which is that it would probably get Christmas-treed. If you could keep everything off of it, maybe. Well, no, I'm pretty pessimistic about even that. But for an interesting and different reason.

Almost all communications issues are very esoteric to the average member of Congress. He knows what his broadcasters are asking him for—or his telephone people or his cable people or what have you—but he doesn't understand the issues very well. That's not unusual; there's a whole bunch of stuff I don't understand. Cotton, sugar quotas, cotton subsidies, whatever. That's the way the institution works.

But somehow with communications legislation—very little of

which is passed, certainly since I've been in Congress—when you suggest something and then you run into other members it's: "Why?" or: "Don't get me into the middle of that fight, it's all esoteric and I don't want to do it." By raising the issue I'm raising, and saying let's just reinforce the standards in the '34 act, I think the average congressman would say, "if it's in the '34 act, why are you doing it?"

Well, then you start explaining what's happened. You do *not* have trouble, I should tell you, explaining to a member of Congress that administrative agencies ignore the law. They do it all the time and they do it in every activity, and so a member of Congress can understand why you might need to do something and that's what oversight is all about and so forth. But the whole idea of taking a standard that is rather vague in the law as it is, and then reasserting it, would be a tough sell for people who are probably going to spend 10 minutes considering it.

You put it in a package and I think you've got a chance of pursuing it because you pick up supporters that will go to bat for it. Give me congressmen who will give their undivided attention to me for 45 minutes and I think I can sell the idea. But you don't get that 45 minutes.

**Might there be reason for broadcasters to trade the public interest standard for the fairness doctrine? As opposed to comparative renewal?**

You couldn't sell it up here. I think it may be difficult to prevent a statutory implementation of the fairness doctrine as it stands right now. I'm not a part of it, but I know the people who are.

The fairness doctrine also is fundamentally just an issue or policy rather than something that has disturbed in any real way the functioning or profitability of the broadcasting industry. I think that's one of the reasons Mark Fowler argues that the industry is wimping out for not fighting this. I just disagree with that. I don't even agree that it's a bad thing as a matter of principle—all in the world it requires is that you practice good journalism. You find its principles incorporated in the opening lecture in any journalism course given anywhere in this country. Now you can argue that the print media don't have it as anything written down on paper by government, and that's absolutely true. But the principles contained therein are not horrendous; it is that they are written down by government that is the concern. If there were something inherent in what was written down and the substance of what was written down, if it were bad policy for journalism, I'd be very sympathetic to the opposition. It says you'll cover controversial



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issues and you'll see that all sides are presented fairly, and I don't think there's a journalist in the business who doesn't say that's what his job is.

But fundamentally, it says you've got to deal with a situation fairly, and the broadcaster determines what's fair. The FCC's interpretation of that has always been remarkably on the side of leaving the broadcaster to call those shots. There have been some instances in which I think even the defenders or the opponents of the fairness doctrine would argue that the broadcasters in question were outrageous; they just would argue they have the right to be outrageous, because they do in the print media. But I don't think you can make a case of where the FCC, in a heavy handed way, has replaced its judgment for the broadcasters' judgment on what is fair.

**Do you have support for a comparative bill? Can you get it through the subcommittee and into full committee?**

I think so. I suppose what I should say is that if I get something that has the support of the NAB and kind of a grumbling acquiescence out of the public interest groups that it is not flying directly in the teeth of public interest, I think yes. But it remains to be seen.

**What is the greatest reassurance you could give to broadcasters, if you were so inclined? What is the greatest reassurance that you could extend to them about the prospect of this legislation?**

Maybe two forms of reassurance; one, on substance, it's going to have one piece that's something they really want, one piece that a lot of broadcasters think is essential to their survival as they compete with competing technologies. And it's going to have one piece, if it's EEO, that I have heard some broadcasters say is something they can live with—something that's probably inevitable at some point, but now they would get something for it. So that one reassurance is that there is a lot in here for them.

The second reassurance is that the broadcasters as an industry are still very influential on Capitol Hill and that if the legislation gets out of control, if we can't avoid amendments that are antithetical to the broadcasters and so forth, I doubt seriously if we can pass it.

**Would you help kill it?**

I make an agreement with the broadcasters that they will support it all the way through the process, including through conference, if it is not added to, then I will make an agreement that I will not be a part of adding to it and that I will not pursue it if it is added to.

That would put us back in the framework where anybody can support any individual thing, but then everybody's got the problem of: "Have you got a package that's viable?" In other words, say this all fell apart. I might then go back in and try to get any one of these things in a separate legislative effort, just as they can go back in and do anything they wanted in a separate legislative effort.

**I take it you must feel that with passage of such legislation, the industry would be a better industry for it.**

Stated that way, I'd have to say yes. But my view has never been one profoundly critical of broadcasting. I think as with anything else, you can always improve something, and as long as we have this system, you're going to have somebody who has some idea to improve it, and those have to be looked at. For example, I don't think broadcasters are doing as good a job with children's programming as I'd like to see them do. I don't like the proposals that have been made to deal with that; some day I might think up or someone else may think of something that I think is less intrusive and could be effective. It might come out of the broadcasters.

So while you keep looking for ways to make this service to the public better, I have never held the view that it is a fundamentally bad system. To the contrary, I think it's a good system. What I am trying to do, I would argue, is profoundly conservative. I'm trying to keep it in a form that I think has worked very well for over 50 years. The industry has prospered for over 50 years, and my view is the public has been well served for over 50 years by that system. Is it going to be better? Yes. But I'm really saying there's an opportunity to get a whole lot worse if that public interest standard is allowed to wither so

that it's kind of there, but nobody enforces it, or no longer pays any attention to it.

Then I see a number of public policies coming down the line that are going to be a direct weakening of the industry itself—and in the process, a weakening of the services it can provide to the public. Antitrafficking is a classic example of where, if you really stress the public interest standard, there is some real question about whether or not you would ever repeal the regulation that was in place.

What is happening without it is that stations have a huge debt service now—and I'm talking about the ones that get bought by real broadcasters, not by the pork belly types. Their debt service is just so great that their ability to provide quality service to the community is impeded. They're worse off, the public is worse off—who benefits? Well, whoever made the profit on turning the station over, I guess, is the only beneficiary in the whole system. So I'm trying to save something that's worked very well.

**Well, is the choice as you see it for the future between the public interest standard and the marketplace?**

No. I think we've got a very good blending of the two, and it's worked well. Heavy reliance on the marketplace for the vast majority of what comes through any broadcast facility—in the music you play if it's radio, the kind of programs you run if it's television—and the public interest has come along and said to the local stations, put in these other things also, which may or may not be demanded in sufficient mass quantities to be commercially viable. If news doesn't make money, I think they should be doing local news—in most places it does make money. When I first got into this business, there seemed to be some moral virtue to running things on a sustaining basis; you got points if it wasn't sold. And it always seemed ridiculous to me. If the information is useful, if the station can make a buck on it while they're providing it, then be my guest.

But there are some things you can't make a buck on, that are really useful services to a local community because they're the kinds of things that everybody uses sometime, but you're not going to have a sufficiently large quantity of local people at one time that will utilize that service. And those are the public affairs programs and so forth.

So that's one part. The other part is that we said on a broad national basis where it's programming types that don't get the mass audience, public broadcasting, and that's a separate issue, it's not involved in this, it's another part of the policy.

I think that's worked very well and I think it's a beautiful accommodation of letting the marketplace do virtually all the marketplace will do for the public, and then over here in these little small areas, just filling in the kind of loopholes that got left. And it's worked very well.

**On the antitrafficking, I sense that you're determined, regardless of what happens with renewal reform, that that's something you feel needs to be addressed in Congress.**

I'd like to see it as part of this package. And at some point, if it can't become part of this package, if that would be the thing that would say this package is too heavy, then I will pursue it separately.

What was there was fairly straightforward. Why do it differently and then not know what it is you created? That did the job. Just put it back in place with all the waivers that work for hardship cases, and everything—I never in all my years in broadcasting or in Congress ever heard a broadcaster ever come and say: "Relieve me from that terrible regulation of the three-year rule." It was an issue of no importance; I think everybody in the industry felt it worked.

And the FCC took it out as part of their clearing of the underbrush. Well, as they were slashing away through underbrush, they took out a valuable plant along the way and I'd like to put the plant back and my idea is to just restore the regulation as it was written.

And if the FCC were to restore it, I wouldn't pass any legislation. I just think it's perhaps the clearest-cut case of where deregulation has worked against the best interest of the industry, the best interest of the public, with no benefit except for a little more ideological purity somewhere, and maybe you can get points for that in another area. ■

# NAB 1987

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A 40,000 radio-TV quorum convenes in Dallas for 65th annual convention





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## ***NAB in the 'Big D'***

The National Association of Broadcasters 65th annual convention under way (March 28-31) in Dallas is packed full of speakers and sessions examining the latest developments in technology, programming, sales and management. Congress and the FCC are also well represented on the convention agenda, with a panel featuring four of the five commissioners and sessions on political broadcasting and the fairness doctrine, television music licensing legislation and advertising.

The convention concludes on Tuesday, March 31, a day that will feature a number of prominent speakers. Outgoing FCC Chairman Mark Fowler is expected to express his concern with the industry's apparent willingness to accept the public interest concept of broadcast regulation in exchange for license renewal reform. At lunch, television attendees will hear from former White House press secretary, Larry Speakes, now with Merrill Lynch, and CBS Chief Executive Officer Laurence Tisch. It will be Tisch's first major appearance after taking control of the company and follows negative press reports of budget cuts at CBS News.

Convention attendees, some 40,000, also are expected to visit the exhibit floor where approximately 700 companies will display the latest in broadcast technology. Another major attraction is NAB's 41st annual engineering conference which began last Friday, March 27 (see story, page 96).

Localism is the theme of this year's show and NAB was to high-

light broadcasters' community involvement with an eight-minute videotape presentation during the opening session last Saturday.

The opening session was to include a state-of-the-industry address by NAB President Eddie Fritts and presentation of NAB's Distinguished Service Award (the association's highest honor) to Martin Umansky, former president and general manager of KAKE-TV Wichita, Kan. Following that, entertainers Ray Stevens and Lee Greenwood were scheduled to perform.

A large part of the convention, said Jerry Lyman of RKO Radio, convention co-chairman, will focus on NAB's congressional agenda, specifically its drive for license renewal reform legislation. He thinks the meeting will serve as a forum for debate as broadcasters listen to Congress and the FCC discuss the issue. Lyman is also vice chairman of NAB's radio board.

On the radio side, the convention program opened Saturday with a number of management sessions including a daytimers forum and a presentation by NAB's Radio Audience Measurement Task Force featuring representatives of Arbitron Ratings, Birch Radio and McNair Anderson, the established radio ratings service in Australia.

Still other radio sessions including today's luncheon with Marshall Loeb, commentator and managing editor of *Fortune* magazine, are likely to draw crowds. On Tuesday, a demonstration of the new NRSC AM standard, will occur at an AM improvement panel.

For television broadcasters, the convention agenda "covers the

waterfront," said Wallace Jorgenson of Jefferson-Pilot Broadcasting and convention co-chairman. He is vice chairman of NAB's TV board. Jorgenson cited a number of key panels: "People Meters: A New Look at the Television Audience," and "High-Definition TV: Managing the Essential Innovation," both today, March 30. An HDTV demonstration will occur during the TV luncheon on Tuesday.

As for NAB's position on license renewal reform, Jorgenson said he anticipates Fowler will take the association to task for dealing "perhaps fast and loose" on the public interest standard. "I would like to see broadcasters get full First Amendment rights, but the deal is what's possible, not what we like," Jorgenson said.

The convention agenda appears below and the list of exhibitors begins on page 100.

## A day-by-day rundown of the NAB agenda

All events at the convention center unless otherwise noted. Grey boxes indicate joint sessions.

### Saturday, March 28

#### RADIO SESSIONS

**General session.** 9-10 a.m. *Spanish Radio Programing.* Room W105. Moderator: George Hyde, WQBA-AM-FM Miami. Panelists: Manual Davila Jr., KCCT(AM) Corpus Christi, Tex.; Elena Hanson Maldonado, KOVQ(FM) Calexico, Calif.; Albert Rodriguez, KAZA(AM) San Jose, Calif.; Nathan Safir, KCOR(AM) San Antonio, Tex.

**General session.** 10:05-11:05 a.m. *Spanish Radio Sales.* Room W105. Moderator: Eduardo Cabellero, Cabellero Spanish Media. Panelists: Ramsey Elliott, KRCC(AM) Roseville, Calif.; Mark Rodriguez Jr., KSSA(AM) Fort Worth; Kenneth Wolt, KTNQ(AM)-KLVE(FM) Los Angeles.

**Radio production workshop.** 11 a.m.-2 p.m. Room W107. Presenter: Tye Ford, production consultant.

**Two concurrent sessions.** 11 a.m.-12:15 p.m. *Radio Acquisition: How to Determine the Value of a Radio Station.* Rooms W108 and 115. Moderator: Tom Gammon, Americom Radio Brokers. Panelists: Tom Joyner, Joyner Broadcasting; Kathy Marien, Bank of New England; Marty Greenberg, Duffy Broadcasting; Jeffrey Smulyan, Emmis Broadcasting Corp.

**Daytimers' Forum.** Room W106. Moderator: David Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio. Panelists: Larry Eads, FCC; Barry Umansky, NAB; Wayne Eddy, KYMN(AM) Northfield, Minn.; John Quinn, WJDM(AM) Elizabeth, N.J.

**General session.** 12:30-2:15 p.m. *Radio Audience Measurement Task Force Presentations.* Rooms W102, 104 and 110. Moderator: Kenneth H. MacDonald Sr., The MacDonald Broadcasting Co. Presenters: Don Neely, McNair Anderson; William P. Livek, Birch Radio; Rhody Bosley, Arbitron Ratings.

**Eleven concurrent sessions.** Noon-2 p.m. Rooms W101 and 103. *Program Consultants.* Participants: E. Alvin Davis, E. Alvin Davis & Associates; Kent Burkhart, Burkhart/Abrams/Elliott & Douglas; Rick Sklar, Rick Sklar & Associates.

**Subcarrier Opportunities.** Participants: Marcia L. De Sonne, NAB; Paul Hedberg, Hedberg Broadcasting Group; Harry Pappas, Ethnic Radio Network; Bob Peters, SCA Data Systems.

**Instant Rating Book Analysis.** Participants: Miriam Lopez, WPIX-FM New York; Alan Tobkes, Arbitron Ratings; Craig Harper, Birch Radio.

**Magazine contingent.** BROADCASTING's advertising, editorial and circulation staffs will be headquartered at the Wyndham and Loews Anatole hotels during the NAB convention. Attending will be David Berlyn, Vincent Ditingo, Geoff Foisie, Dave Frankel, Adam Glenn, Harry Jessell, Kwentin Keenan, Kim McAwoy, Mark Miller, Charles Mohr, Larry Taishoff, Skip Tash, Tim Thometz, Don West, David Whitcombe and Leonard Zeidenberg.

Copies of the March 30 issue will be available Saturday afternoon, March 28, at the NAB's magazine bins located inside the main entrance of the exhibit hall.

**Doing Your Own Research.** Participants: Dr. Joey Reagan, Washington State University; Edward Cohen, Michigan State University.

**Ask the Lawyer.** Participants: Jeff Baumann, Robert E. Branson and Anita R. Estell, NAB.

**Ask the FCC.** Participants: Dale Brown, David Donovan, William Haslinger and Bradley Holmes, FCC.

**Management Consultants.** Participant: Jim Hooker, Jim Hooker & Co.

**Ask NAB Services.** Participants: Peggy Lambert and Michelle Cash, NAB.

**Sales Consultants.** Participants: Norm Goldsmith, Radio Marketing Concepts; Jim Tazarek, Greenwood Performance Systems; Jay Mitchell, Jay Mitchell & Associates.

**Engineering for Managers.**

**Minority Employment Opportunities.** Participants: Claryce Handy, NAB; Tracey Lewis, Inter-Urban Broadcasting; Donald Lockett, National Public Radio; William Saunders, WPAL(AM) Charleston, S.C.; Cliff Webb, NBC Radio News; Wyanette Dunn McClain, KWTQ(FM) Lonoke, Ark.

**NAB convention opening celebration.** 2:30 p.m. Arena. Remarks: Joint Board Chairman Ted L. Snider, KARN(AM)-KYYK(FM) Little Rock, Ark. State of the Industry Address: Edward O. Fritts, NAB president & CEO. Presentation of the Distinguished Service Award to Martin Umansky, former president and general manager of KAKE-TV Wichita, Kan. Entertainment: singers Ray Stevens and Lee Greenwood.

#### RADIO ENGINEERING SESSIONS

**Radio broadcast engineering.** 9 a.m.-2 p.m. East Ballroom D. Chair: George Capalbo, RKO Radio.

**Using Helicopters to Evaluate Sources of RF-Radiation from AM Stations.** 9:15 a.m. Speaker: Jeffrey M. Bixby, Moffett, Larson & Johnson, C.E.

**Protecting a Broadcast Facility from Transient Power Line Disturbances.** 9:40 a.m. Speaker: Jerry Whitaker, *Broadcast Engineering Magazine.*

**Broadcast AM Synchronous Transmission.** 10:05 p.m. Speaker: Robert R. Weirather, Harris Corp.

**Solution to the Network and Antenna Problem Using Microcomputers.** 10:30 a.m. Thomas G. Osenkowsky, radio engineering consultant.

**Highway Information Radio Systems—What They Do, How They Work.** 10:55 a.m. Speaker: Richard H. Crompton, LPB Inc.

**Report on the Formation of the NAB FM Transmission Subcommittee.** 11:20 a.m. John Marino, NewCity Communications.

**Matching FM Antenna Patterns to the Desired Coverage.** 11:45 a.m. Speakers: George M. Harris and Robert A. Surette, Shively Labs.

**Understanding the Fundamentals and Operating Characteristics of FM Broadcasting Antennas.** 12:10 p.m. Speaker: Marvin B. Crouch, Tenna-plex Systems Ltd.

**An Update on the Development Status of the FMX Improved FM Transmission System.** 12:35 p.m. Speaker: Emil Torick, CBS Technology Center.

**Selection of Optimum FM-SCA Frequencies for Minimum Reception Degradation.** 1 p.m. Speaker: James H. Paffenbarger, University of Michigan.

**Propagation of FM Broadcast Signals Over Water.** 1:25 p.m. Speaker:

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### TELEVISION ENGINEERING SESSIONS

**Television graphics.** 9-12:10 a.m. East Ballroom B. Chair: David Sillman, PBS.

*A State of the Art Graphics Animation Facility.* 9:15 a.m. Speaker: Mark A. Harris, CBS Engineering and Operations.

*Sorting Out TV Graphics Systems for Broadcasters.* 9:40 a.m. Speaker: Steve Davis, WPRI-TV Providence, R.I.

*Data Driven Display Systems for Use in Sports Applications.* 10:05 a.m. Speaker: Andrew Siegel and Adam Wechsler, NBC Television Network.

*Developments in Weather Graphics, Data Bases and Delivery Systems.* 10:30 a.m. Speaker: Joel Myers, Accu-Weather.

*Computer Control Provides Rapid and Accurate Graphics Displays for Elections and Sports Coverage at the ABC-TV Network.* 10:55 a.m. Speaker: Meric I. Adriansen, Capital Cities/ABC Inc.

*Digital Graphics Supports Local Station Broadcast Applications.* 11:20 a.m. Speaker: Judy Rosenfeld, KRON-TV San Francisco.

*Designing and Managing Still-Store Image Inventories for Broadcast Graphics Systems.* 11:45 a.m. Speaker: H. Michael Frase, Imageering Laser Disk Systems, Inc.

## Sunday, March 29

**Two concurrent joint sessions.** 9-10:15 a.m. *Drug Abuse in America.* Theater. Moderator: Sally Jessy Raphael, NBC Talknet, Multimedia Entertainment. Panelists: Gene Anderson, U.S. Attorney, western district, Seattle; Joseph P. Riley Jr., mayor of Charleston, S.C., and president, U.S. Conference of Mayors; Thomas Goodgame, Westinghouse Broadcasting; Larry Gatlin, The Gatlin Brothers.

*FCC-Congressional Staff Breakfast.* Room W116 and 117. Moderator: Belva B. Brissett, NAB.

### RADIO SESSIONS

**MegaRadio session.** 10:45 a.m.-noon. Rooms W108, 109 and 115. With consultant Jim Hooker

**Joint general session.** 12:15-1:30 p.m. *Political Broadcasting and the Fairness Doctrine.* Room S411. Moderator: John B. Summers, NAB. Panelists: Senators Charles Grassley (R-Iowa), Ernest Hollings (D-S.C.), Richard Shelby (D-Ala.), and Representatives Henry Hyde (R-Ill.), Bruce Morrison (D-Conn.), Patricia Schroeder (D-Colo.) and Larry Smith (D-Fla.).

*Community Service Makes Good Business Sense.* Room W116. Moderator: Thomas L. Goodgame, Westinghouse Broadcasting Co. Panelists: Senator Larry Pressler (R-S.D.); Joe Sharnwell, WCR-AM-FM Columbus, Miss.; Norma Phillips, Mothers Against Drunk Driving; Donna Latson-Gittens, president, NBACA, and WCVB-TV Boston; Henry Osborne, WRC-TV Washington.

### RADIO SESSIONS

**Three concurrent sessions.** 12:15-1:30 p.m. *Selling with the Amazing New Retail Research.* Room W107. TBA.

*Winning in AM Radio.* Rooms W101 and 103. Moderator: Art Suberbielle, KANE(AM) New Iberia, La. Panelists: Marc Ericson, WORC(AM) Worcester, Mass.; Dick Schlipp, WEEU(AM) Reading, Pa.; Ed Shane, Shane Media Services; Charlie Jones, WVOC(AM)-WCEZ Columbia, S.C.

*New Stations, New Opportunities, New Competition.* Room W102. Moderator: Barry Umansky, NAB. Panelists: Larry Eads, FCC; Anita L. Wallgren, National Telecommunications and Information Administration; Wallace E. Johnson, Moffet, Larson & Johnson, P.C.; Howard M. Weiss, Mullin, Rhyné, Emmons & Topel.

**Joint session.** 1:45-3 p.m. *Advertising—A Legal Product and a Truthful Message.* Room W117. Moderator: TBA. Panelists: Senator J. James Exon (D-Nebr.), and Representatives Tom Bliley (R-Va.), Norman Lent (R-N.Y.), Harold Rogers (R-Ky.) and Mike Synar (D-Okla.).

### RADIO SESSIONS

**Four concurrent sessions.** 1:45-3 p.m. *MegaRadio.* Room W109. Repeat of morning session.

*Developing An Effective Business Plan.* Rooms W105 and 106. Moderator: Sandi Freschi, Frazier, Gross & Kadlec. Panelists: Craig Seymour, RKG Associates; Tom Buono, Broadcast Investment Analysts.

*Operating in the Shadows of a Major Market.* Room W107. Moderator: Rick Sklar, Rick Sklar & Associates. Panelists: Robert Fox, KVEN(AM)-KHAY(FM) Ventura, Calif.; Howard Schrott, Caravan Broadcast Group; Rusty Shaffer, KBOL(AM) Boulder, Colo.

*Advertising's the Name of the Game.* Rooms W104 and 110. Moderator: Valerie Schulte, NAB. Panelists: Edward P. Hennebery, Howrey & Simon; John C. Quale, Wiley, Rein & Fielding; Wally Snyder, American Advertising Federation; Daniel F. Van Horn, Arent, Fox, Kintner, Plotkin & Kahn.

**Four concurrent sessions.** 3:15-4:30 p.m. *Gazing into the Crystal Ball: The Radio Station Manager's Technological Guide to the Future.* Room W116. Presenter: John Abel, NAB.

*50 or More Ways to Save Your Station Money.* Rooms W101 and 103. Panelists: Bud Walters, The Cromwell Group; Jack Zwaska, Music Licensing Report.

*Putting News Back into Radio.* Room W102. Moderator: Bob Priddy, MissouriNet. Panelists: Jim Farley, NBC Radio; David Shepard KWIX(AM)-KRES(FM) Moberly, Mo.; Jack Swanson, KGO(AM) San Francisco.

*Helping Your Reps Make Money for You.* Room W107. Moderator: Jerome Feniger, Station Representatives Association. Panelists: TBA.

### TELEVISION SESSIONS

**Four concurrent sessions.** 10:30-11:45 a.m. *The World Television Market... Which Programs "Travel" Best?* Room S411. Moderator: William Baker, Westinghouse Broadcasting. Panelists: Bert Cohen, Worldvision Enterprises; Colin Davis, MCATV International; Roy Gibbs, Lionheart Television International.

*America's Watching: The 1987 TIO/Roper Report: Public Attitudes Toward Television.* Room S412. Moderator: Robert E. Mulholland, Television Information Office. Panelists: Burns Roper, The Roper Organization; Monica Collins, USA Today; Bob Morse, WHAS-TV Louisville, Ky.

*Can You Live with One Rating Service?* Room S413. Moderator: Phillip J. Keller, KOTV(TV) Tulsa, Okla. Panelists: Laverne Cole, Petry Television; Kathy McCauley, J. Walter Thompson; Terry Pittman, KCBS-TV Los Angeles; John Riedl, KABC-TV Los Angeles; Paul Wise, KTVY(TV) Oklahoma City.

*Developing and Keeping Good Employees.* Room S414. Presenters: Gary A. Kasey and C. Peter Giuliano, Executive Communications Group.

**Two concurrent sessions.** 12:15-1:30 p.m. *What's a TV Station Worth Today?* Room S413. Moderator: Peter Desnoes, Burnham Broadcasting. Panelists: Martin Pompadur, Television Station Partners/ML Media Partners; Paul Hughes, Viacom Entertainment Group; Erwin Krasnow, Verner, Lipfert, Bernhard, McPherson & Hand; Milton Maltz, Malrite Communications Group; Frederic Seegal, Shearson Lehman Brothers.

*Broadcast Marketing Gets a Promotion.* Room S414. Moderator: Robert Klein, Klein & Panelists: Charles Sherman, WHOI-TV Peoria, Ill.; Jim Lynagh, Multimedia Broadcasting Co.; Hank Price, WUSA-TV Washington.

### RADIO ENGINEERING SESSIONS

**Radio station maintenance.** 9:30-11:30 a.m. Chair: James H. Hoke, Edens Broadcasting Inc.

*Maintaining Compliance with FCC Technical Rules.* 9:45 a.m. Speaker:

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**Keeping Those AM/FM Towers and Antennas in Good Repair and Operating Properly.** 10:10 a.m. Speaker: Douglas Gratzler, SG Communications West.

**Radio Station Maintenance.** 10:35 a.m. Panelists: Richard M. Smith, FCC; Douglas Gratzler, SC Communications; David Chenowith, Continental Electronics; Michael J. Bove, ITC/3M; Robert Bousman, Delta Electronics; Peter J. Kovaleski, Northeast Towers Radio Resources; Robert H. Millice, Sound Technology; William Ryan, KVIL(AM)-KVIX(FM) Dallas.

**Joint engineering luncheon.** 12:30-2:15 p.m. Arena. Call to Order: Harry Owen, chairman, engineering conference committee, and WUSA-TV Washington. Presentation of the Engineering Achievement Award to Renville McMann, formerly of CBS Technology Center. Speaker: Representative Donald Ritter (R-Pa.)

**Joint session.** 2:30-6 p.m. East Ballroom D. **Studio Construction and Acoustics.** Chair: T. Arthur Bone, Knight-Ridder Broadcasting. **Pre-Fabricated Studios for Radio Stations: How and When to Use Them Effectively.** 2:45 p.m. Speaker: J. Andrew Butler, WHN(AM)-WQHT(FM) New York.

**Designing New York's Largest AM/FM Studio Facility.** 3:10 p.m. Speaker: Alfred W. D'Alessio, Northeastern Communications Concepts

**The New PBS Television Technical Facilities.** 3:35 p.m. Speaker: Alfred A. Norcott, PBS.

**Facility and Equipment Purchase Decision Making Process.** 4 p.m. Speaker: Marvin C. Born, KRIS-TV Corpus Christi, Tex.

**Acoustical Design of Broadcast Facilities.** 4:25 p.m. Speaker: Peter D'Antonio, RPG Diffuser Systems.

**Studio Design and Construction.** 4:50 p.m. Panelists: J. Andrew Butler, WHN(AM)-WQHT(FM) New York; Alfred W. D'Alessio, Northeastern Communications Concepts; Peter D'Antonio, RPG Diffuser Systems; Frank W. Rees Jr., Rees Associates; Thomas E. Bohannon, WDBO(AM)-WWKA-FM Orlando, Fla.; Dennis R. Lowe, KMYT-TV Twin Falls, Idaho.

**Four concurrent joint sessions.** 7 p.m. Brisbane room. Hyatt Regency hotel. **RF Radiation Regulation Compliance.** Moderator: Jules Cohen, Jules Cohen & Associates, P.C. Panelists: Thomas J. Vaughan, Micro Communications Inc.; Robert Cleveland, FCC; Ken Keane, Wilner & Scheiner; Robert Culver, Lohnes & Culver.

**Contract Engineers.** Latimer room A. Moderator: James Loupas, James Loupas & Associates. Panelists: Mark W. Persons, M.W. Persons Associates.

**AM Antenna Systems.** Latimer room B. Moderator: Richard Biby, Communications Services Inc. Panelists: Karl D. Lahm, A.D. Ring & Associates; Robert duTreil, duTreil-Rackley, C.E..

**Advanced Television Systems: A Tutorial.** Duncan Room. Moderator: Robert Hopkins, United States Advanced Television Systems Committee.

### TELEVISION ENGINEERING SESSIONS

**HDTV production I.** 9 a.m.-12:20 p.m. East Ballroom B. Chair: Karl Renwanz, WNEV-TV Boston.

**The First Terrestrial HDTV Transmission Demonstration.** 9:15 a.m. Speaker: E.B. Crutchfield, NAB; Greg DePriest, MST.

**Status Report of the SMPTE HDTV Committee.** 9:40 a.m. Speaker: Keith Field, Canadian Broadcasting Corp.

**The NHK Plan for HDTV Broadcasting in Japan.** 10:05 a.m. Speaker: Dr. Masao Sugimoto, NHK.

**HDTV Camera Development.** 10:30 a.m. Speaker: Lawrence Thorpe, Sony Broadcast Products.

**CBC HDTV Production Project Rainbow.** 10:55 a.m. Speaker: Keith Field, CBC.

**HDTV Film to Tape.** 11:20 a.m. Speaker: Jack Brittan, Rank-Cintel.

**Television system maintenance.** 9:30 a.m.-noon. East Ballroom C. Chair: Ray McMillan, Harte-Hanks Communications.

**Preparing TCR-100 Video Cart Machines for Long Term Reliability.** 9:45 a.m. Speaker: Bill Myer, Myer Broadcast Service.

**Using Custom VITS for Automatic Transmission System Video Performance Analysis.** 10:10 a.m. Speaker: William R. Ramsay, Nebraska Educational Telecommunications Commission.

**Television System Maintenance.** 10:35 a.m. Panelists: Bill Myer, Myer Broadcast Service; William R. Ramsay, Nebraska Educational Telecommunications Commission; Clyde Smith, WTVJ(TV) Jacksonville, Fla.; Larry Jefferson, PBS; Mike Sherrill, WCJB-TV Gainesville, Fla.; Ken Barker, Townsend Associates.

**Production II.** 2:30-5:10 p.m. East Ballroom B. Chair: Steven Bonica, NBC Television Network.

**HDTV Recording Systems.** 2:45 p.m. Speaker: Lawrence Thorpe, Sony Broadcast Products.

**Special Effects for HDTV.** 3:10 p.m. Speaker: Paul Vlahos, Ultimatte.

**HDTV Production Experiences in New York.** 3:35 p.m. Speaker: Barry Rebo, Barry Rebo Associates.

**The HDTV Paint Box.** 4 p.m. Speaker: Richard Taylor, Quantel Ltd.

**Current Television Systems Standards Converter for HDTV.** 4:25 p.m. Speaker: Dr. Masao Sugimoto, NHK.

**The Captain Video HDTV Production Center.** 4:50 p.m. Speaker: David Nils, Studio Captain Video.

**Satellite systems.** 2:30-6:30 p.m. East Ballroom C. Chair: Tony Uytendaele, Capital Cities/ABC Television Inc.

**Fixed Earth Station Design and Operation for Broadcast Video.** 2:45 p.m. Speaker: Alton C. Stalker, Group W Satellite Communications.

**Computer Techniques Help Solve Satellite Earth Station Site Design Problems.** 3:10 p.m. Speaker: Michael V. Chiarulli, Capital Cities/ABC.

**Technical Trade-offs in Designing Systems for Gathering News via Satellite.** 3:35 p.m. Speaker: Raymond A. Conover, Conus Communications.

**Evaluating Mobile Ku Band Satellite Antennas for FCC Compliance.** 4 p.m. Speaker: Dr. Thomas E. Charlton and K.E. Linehan, Andrew Corp.

**Technical Implementation of the NBC Skycom Satellite System.** 4:25 p.m. Speaker: Robert J. Butler, NBC Television Network.

**Voice Transmission Considerations for Satellite News Gathering Operations.** 4:50 p.m. Speaker: Kurt van Arsdall, GTE Spacenet.

**CBS Mini-RADET Operational Experience.** 5:15 p.m. Speaker: Stavros Hilaris, CBS Engineering and Operations.

**Satellite Operations.** 5:40 p.m. Moderator: Jay Ramasastry, CBS Television Network. Panelists: Sid Skjei, GTE Spacenet; Walter H. Braun, RCA Americom; Jim Cook, Scientific-Atlanta; Ken Miller, Satellite Transmission Systems; Satchandi Verma, Western Union.

## Monday, March 30

### RADIO SESSIONS

**Three concurrent sessions.** 9-10:15 a.m. *Ready, Aim, Fire!* Rooms W101 and 103. With Thomas Winninger.

**Do's and Don't's of Radio License Renewal.** Moderator: Jeff Baumann, NAB. Panelists: Roy Stewart, FCC; Peter D. O'Connell, Pierson, Ball & Dowd; Roy R. Russo, Cohn & Marks; Richard R. Zaragoza, Fisher, Wayland, Cooper & Leader.

**Tax Reform: Effects on Broadcasting.** Room W107. Moderator: Mark Fratrik, NAB. Panelists: Christopher W. Baldwin, Gannett Co.; Dick Blackburn, Blackburn & Co.; Kenneth Hurt, Deloitte, Haskins & Sells.

**Two concurrent sessions.** 10:30-11:45 a.m. *Winning Big Orders with Research.* Rooms W105 and 106. Presenter: Robert Galen, RAB.

*Ready, Aim, Fire!* Room W101 and 103. Repeat of morning session.

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**Two joint sessions.** 10:30-11:45 a.m. *Personnel Planning for the '80s and Beyond.* Room W107. Moderator: Dwight Ellis, NAB. Panelists: Ernie Schultz, RTNDA; Eleanor Brown, Gannett Corp.; Tim Hughes, Cox Broadcasting; Larry Wendinger, Westinghouse Broadcasting Co.

*Jim McKinney and You.* Rooms W102, 104 and 110. Introduction by: Bev E. Brown, KGAS(AM) Carthage, Tex. Featuring: FCC Mass Media Bureau chief James C. McKinney.

## RADIO SESSIONS

**Luncheon.** 11:45 a.m.-1:45 p.m. Radio syndicator's lunch. West hall and arena. Introduction: David Parnigoni, NAB. Luncheon toastmaster: Jerry Lyman, vice chairman radio board, and RKO Radio. Radio Hall of Fame Induction: MC Bev Brown, KGAS(AM) Carthage, Tex. Inductees: Gordon McLendon, Robert Todd Storz and Robert Trout. Kenote address: Marshall Loeb, commentator and managing editor, *Fortune* magazine. Radio creative spots by Ann Winn and Garrett Brown.

**Five concurrent sessions.** 2:45-3:45 p.m. *Program Syndication v. Network Affiliation: Does It Really Make a Difference?* Room W117. Moderator: Anita R. Estell, NAB. Panelists: Fred D. Cooke Jr., Dow, Lohnes & Albertson; Gregg P. Skall, Baker & Hostetler; Steve Sandman, Drake Chenualt; Eric R. Weiss, Westwood One/Mutual Broadcasting Network.

*Mastering Music Licensing Agreements—It's Not as Hard as Your Tax Form.* Room W105. Moderator: Catherine Howe Grant, NAB. Panelists: Voncile R. Pearce, Radio South Inc.; James M. Strawn, DKM Broadcasting Corp.; Bud Walters, The Cromwell Group.

*Before You Sign on the Dotted Line...* Room W116. Moderator: Robert E. Branson, NAB. Panelists: George R. Borsari, Borsari & Paxson; Alan C. Campbell, Dow, Lohnes & Albertson; Matthew L. Leibowitz, Leibowitz & Spencer; James M. Weitzman, Kaye, Scholer, Fierman, Hays & Handler.

*Sex, Lies and Slanted News.* 2:45-3:45 p.m. Room W106. Moderator: Steve Bookshester, NAB. Panelists: Diane S. Killory, FCC; Steven A. Lerman, Leventhal, Senter & Lerman; Robert D. Nelson, Andrews Davis Legg Bixler Milsten & Murrah; David M. Olive, Donrey Media Group.

*Winning at the Contest and Promotion Game.* Room W107. Moderator: Barry D. Umansky, NAB. Panelists: Charles W. Kelley, FCC; Elizabeth H. Hayes, Akin, Gump, Strauss, Hauer & Feld; Harold K. McCombs Jr., Marmet & McCombs; Lee W. Shubert, Haley, Bader & Potts.

**Joint EBS briefing.** 3-4 p.m. *Emergency Broadcast System Briefing.* Room W102. Richard Archut, WKDN-FM Camden, N.J.; Morris Blum, WANN(AM) Annapolis, Md.; Bob Foss, Florida Association of Broadcasters; Larry Gordon, KWIL(AM) Albany, Ore.

## TELEVISION SESSIONS

**Four concurrent sessions.** 9-10:15 a.m. *TV Music Licensing Reform.* Room S411. Moderator: William Duhamel, KOTA-TV Rapid City, S.D. Panelists: Senators Dennis DeConcini (D-Ariz.), Howell Heflin (D-Ala.), Strom Thurmond (R-S.C.) and Representatives Rick Boucher (D-Va.), Mike DeWine (R-Ohio), Romano Mazzoli (D-Ky).

*The New World of Broadcasting—TVB.* Room S414. Moderator: William Moll, Harte-Hanks Communications. Panelists: James Babb, Jefferson-Pilot Communications; Blake Byrne, LIN Broadcasting Corp.; James Coppersmith, WCVB-TV Boston; Robert Lefko, TVB; Jerry Marcus, KRIV-TV Houston; Charles Webb, WVA-TV Bluefield, W. Va.

*Getting Along with Your Local Cable Operator.* Room S412. Moderator: Patricia Smullin, California/Oregon Broadcasting. Panelists: Joe Camicia, Camicia & Camicia; Garrett Girvan, Viacom Cable; Albert Holtz, Meridian Communications Corp.; Julian Shepard, NAB.

*People Meters: A New Look at the Television Audience.* Room S413. Moderator: Charles Sherman, WOI-TV Peoria, Ill. Panelists: Marvin Mord, Capital Cities/ABC; David Poltrack, CBS Inc.; William Rubens, NBC.

**Four concurrent sessions.** 10:30-11:45 a.m. *High Definition TV: Man-*

*aging the Essential Innovation.* Room S414. Moderator: Wally Jorgenson, Jefferson-Pilot Communications. Panelists: Dan Gold, Knight-Ridder Broadcasting; Jeff Baumann, NAB; Harold Protter, WTVN-TV Milwaukee; Warren P. Happel, Scripps-Howard Broadcasting; Dr. Masao Sugimoto, Japan Broadcasting Corp. (NHK).

*Satellite News Gathering: Status and Impact.* Room S413. Moderator: Marcia L. De Sonne, NAB. Panelists: Robert N. Wold, Wold Communications; Robert N. Warfield, WDIV-TV Detroit; Patrick Shea, KUTV-TV Salt Lake City; Mark Brender, ABC News; Ken Middleton, WRSP-TV St. Petersburg, Fla.; Arthur Hill, Washington International Teletop.

*Programming: What's Hot, What's Not.* Room S411. Moderator: John von Soosten, Katz Communications. Panelists: Melvin Smith, Tribune Broadcasting; Alan Frank, WDIV-TV Detroit; Michael King, King World; Tim McDonald, TVX Corp.

*What's the Future for Broadcast Unions?* Room S412. Moderator: Bill Bolster, KSDK-TV St. Louis. Panelists: Alfred DiTolla, Int'l. Alliance of Theatrical Stage Employees & Moving Picture Machine Operators; Paul Wagner, International Brotherhood of Electrical Workers Local Union 45; John Hall, American Federation of Television and Radio; Bob Ballow, King & Ballow; Richard Freund, Capital Cities/ABC.

**TVB session.** 2:15-3:30 p.m. Theater. *Case for Market-By-Market Television.* Presenters: Blake Byrne, LIN Broadcasting and chairman, TVB, and Roger Rice, TVB.

**Two concurrent sessions.** 3:45-5 p.m. *Broadcasters Can Negotiate Anything.* Room S414. Moderator: Stuart N. Brotman, advisor/communications. Panelists: Kevin O'Brien, KTVU-TV Oakland, Calif.; George Lilly, KTVU-TV Billings, Mont.; Benjamin McKeel, Nationwide Communications.

*Television Advertising... Understanding Today's Economic Environment.* Room S411. Moderator: Linda O'Bryon, *Nightly Business Report*, WPT-TV Miami. Panelists: Robert Coen, McCann Erickson; Peter Goulazian, Katz Television Group; Alan Goettesman, L.F. Rothschild; Anthony Hoffman, Union Bank of Los Angeles; David Poltrack, CBS Inc.

## RADIO ENGINEERING SESSIONS

**AM-FM allocations.** 9-10:30 a.m. East Ballroom D. Chair: Art Suberbielle, KANE(AM) New Iberia, La.

*How the U.S. Develops Policy Positions on International Telecommunications Issues Affecting U.S. Broadcasters.* 9:15 a.m. Speaker: Richard E. Shrum, U.S. Department of State.

*Status of International AM/FM Broadcast Agreements.* 9:40 a.m. Speaker: William Hassinger, FCC.

*A Proposal for Increasing Power and Antenna Height of Class A FM Stations.* 10:05 a.m. Speaker: John Furr, Clear Channel Communications.

**Radio production.** 10:45 a.m.-12:55 p.m. East Ballroom D. Chair: Paul W. Donahue, KIS-AM-FM Los Angeles.

*Solving Phase Problems in Stereo Audio Broadcast Facilities.* 11 a.m. Speaker: William Laletin, Howe Audio.

*Multitrack Production Enhances On-Air Image and Quality.* 11:25 a.m. Speaker: Robert M. Smith, WRKO(AM) Boston.

*Production Techniques for the "Q-Zoo" Morning Show.* 11:50 a.m. Speaker: Douglas C. Campbell, KKQB-AM-FM Houston.

*Live via Satellite Remotes for the 15th Anniversary Party at Walt Disney World.* 12:15 p.m. Speaker: Ralph Beaver, WRBQ-FM Tampa.

**Joint broadcast auxiliary session.** 2:30-6:15 p.m. East Ballroom D. Chair: James Wulliman, WTMJ-TV Milwaukee.

*Further Developments in Aural Studio-Transmitter Links.* 2:45 p.m. Michael D. Callaghan, KIS-AM-FM Los Angeles; Barry Victor, The Victor Group.

*Installing and Operating a 23 gHz Radio STL System.* 3:10 p.m. Speaker: Matthew J. Valteau, WICK(AM)-WMJX-FM Boston.

*Novel Use of Microwave Alternatives for Radio STL Systems.* 3:35 p.m. Speaker: Ray Klotz, KZLA(AM)-KLAC(FM) Burbank, Calif.

*Frequency Division Multiplex Techniques Increase Aural STL Capacity.* 4 p.m. Speakers: Timothy C. Cullforth, Vir James Consult-



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**WAPA-TV, Channel 4,  
San Juan, Puerto Rico**

to

**Pegasus Broadcasting, Inc.**

Henry Ansbacher Inc. initiated this transaction and acted as financial advisor to SFN Companies.



**Henry Ansbacher Inc.**

January, 1986

**Heritage Communications Inc.**

has acquired a controlling interest in

**Gill Industries Inc.**

Henry Ansbacher Inc. initiated this transaction and acted as financial advisor to Heritage Communications Inc.



**Henry Ansbacher Inc.**

December, 1986

**Octagon Broadcasting, Inc.**  
has sold

**WMBB, Channel 13,  
Panama City, Florida**

to

**Buford Broadcasting**

Henry Ansbacher Inc. initiated this transaction and acted as financial advisor to Octagon Broadcasting Inc.



**Henry Ansbacher Inc.**

June, 1986

**Sainte Broadcasting**  
has sold

**KCBA-TV,  
Monterey, California**

to

**Ackerly Communications, Inc.**

Henry Ansbacher Inc. initiated this transaction and acted as financial advisor to Sainte Broadcasting.



**Henry Ansbacher Inc.**

June, 1986

**Pioneer Investors**  
has sold

**WWOM-FM and WABY-AM,  
Albany, New York**

to

**William J. Selwood, Jr.**

Henry Ansbacher Inc. initiated this transaction and acted as financial advisor to Pioneer Investors.



**Henry Ansbacher Inc.**

September, 1986

**Sallie Bingham**  
has sold her interest in

**WHAS-TV**

to

**Providence Journal Company**

Henry Ansbacher Inc. initiated this transaction and acted as financial advisor to Sallie Bingham.



**Henry Ansbacher Inc.**

March, 1986

**Clearwater Communications Inc.**

has been sold to

**Chambers Cable of Idaho Inc.**

Henry Ansbacher Inc. initiated this transaction and acted as financial advisor to Clearwater Communications Inc.



**Henry Ansbacher Inc.**

May, 1986

**Sunflower Cablevision**  
has acquired

**CATV of Apache Wells, Arizona**

Henry Ansbacher Inc. initiated this transaction and acted as financial advisor to Sunflower Cablevision.



**Henry Ansbacher Inc.**

September, 1986

**Tribune Publishing Company**  
has sold

**Cable TV of Puget Sound**

to

**Viacom Cablevision**

Henry Ansbacher Inc. initiated this transaction and acted as financial advisor to Tribune Publishing Company.



**Henry Ansbacher Inc.**

June, 1986

**James Communications**  
has acquired

**Total TV of Wisconsin**

Henry Ansbacher Inc. initiated this transaction and acted as financial advisor to James Communications.



**Henry Ansbacher Inc.**

September, 1986

**Sallie Bingham**  
has sold her interest in

**WHAS-AM and WAMZ-FM,  
Louisville, Kentucky**

to

**Clear Channel Communications**

Henry Ansbacher Inc. initiated this transaction and acted as financial advisor to Sallie Bingham.



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ing Engineers; Jan Chadwell, KOA(AM) Denver.

**ENG Van Safety—A Question of Design and Procedures.** 4:25 p.m. Speaker: Richard Wolf, Wolf Coach Co.

**Developing the FCC Policy on the Broadcast Auxiliary Bands.** 4:50 p.m. Speaker: Thomas B. Stanley, FCC.

**R-TV Frequency Coordination.** 5:15 p.m. Moderator: Jerry Plemmons, Outlet Broadcasting. Panelists: Gerry Dalton, KKDA(AM) Dallas; Richard Rudman, KFWB(AM) Los Angeles; Lyn Heiges, CBS Engineering; Thomas B. Stanley, FCC.

**Joint environmental concerns session.** 3-6 p.m. East Ballroom C. Chair: Warren P. Happel, Scripps-Howard Broadcasting Co.

**Design & Testing of High Power RF Amplifiers To Prevent Lightning Induced Damage.** 3:15 p.m. Speaker: Claud Clinault, Thomson-LGT.

**Measuring and Managing Occupational RF Radiation Exposure on Broadcast Towers.** 3:40 p.m. Speaker: Thomas Vaughan, Micro Communications.

**Identifying and Managing PCB's in Broadcast Facilities.** 4:05 p.m. Jack G. Pfrimmer, General Electric Co.

**Communications Tower Icing in New England.** 4:30 p.m. Speaker: Nathan D. Mulherin, U.S. Army Cold Regions Research & Engineering Laboratory.

**Environmental Concerns.** 4:55 p.m. Panelists: Thomas J. Vaughan, Micro Communications; John G. Pfrimmer, General Electric Co.; Nathan D. Mulherin, U.S. Army Cold Regions Research & Engineering Laboratory; Robert Cleveland, FCC; Ralph H. Justus and Barry D. Umansky, NAB.

#### TELEVISION ENGINEERING SESSIONS

**Advanced television systems.** 9 a.m.-12:25 p.m. East Ballroom B. Chair: Harry Owen, WUSA-TV Washington.

**Report from the Advanced Television Systems Committee.** 9:15 a.m. Speaker: Dr. Robert Hopkins, ATSC.

**HDTV Transmission Subgroup Report.** 9:30 a.m. Speaker: E.B. Crutchfield, NAB.

**Spectrum Allocations Considerations for Implementing a Terrestrial HDTV Broadcasting Service.** 9:55 a.m. Speaker: Richard L. Biby, Communications Engineering Services, P.C.

**New Developments in a Compatible High Definition Television Transmission System.** 10:20 a.m. Speaker: Dr. William R. Glenn, New York Institute of Technology.

**Terrestrial High Definition Television Transmission Project Report.** 10:45 a.m. Speaker: E.B. Crutchfield, NAB; Robert Unetich, ITS Corp.; Thomas Vaughan, Micro Communications.

**Recent Advances in the MUSE HDTV Bandwidth Compressor System.** 11:35 a.m. Speaker: T. Nishizawa, NHK.

**Compatible Modifications to the NTSC System for Improved Picture Quality.** Noon. Speaker: Yves Faroudja, Faroudja Laboratories.

**UHF-TV transmission systems.** 2:30-5:40 p.m. East Ballroom B. Chair: Walter Bundy, WPHL-TV Philadelphia.

**UHF Super Power and the Klystron—Broadcasters' Competitive Advantage.** 2:45 p.m. Speaker: Nathaniel S. Ostroff and Andrew Whiteside, Comark.

**Adapting Wideband External Cavity Klystron Technology to Integral Cavity Equipped Transmitters.** 3:10 p.m. Speaker: Matthew A. Sanderford, Media Central, Inc.

**The UHF Transmitter for the 21st Century.** 3:35 p.m. Speaker: Howard McClure, Townsend Associates.

**Recent Developments in 5-Cavity Klystrons for UHF-TV.** 4 p.m. Speaker: Earl W. McCune, Varian Associates.

**New Circular Waveguide Techniques Lowers Windloading and Cross-Polarized Mode Propagation.** 4:25 p.m. Speaker: Cole N. Plummer, Di-electric Communications.

**Circular Waveguide for UHF-TV—Operational and Field Experience.** 4:50 p.m. Speaker: Geza Dienes, Andrew Corp.

**UHF-TV Klystron Multistage Depressed Collector Program—Third Report.** 5:15 p.m. Speaker: Earl W. McCune, Varian Associates.

## Tuesday, March 31

**Joint session.** 9-10:15 a.m. *Staying Out of the Libel Stew.* Room S411. Moderator: Steve Bookshester, NAB. Panelists: Marty Haag, WFAA-TV Dallas; Chad E. Milton, Media/Professional Insurance; Ron Nessen, Mutual Broadcasting; Bruce W. Sanford, Baker & Hostetler.

#### RADIO SESSIONS

**Three concurrent sessions.** 9-10:15 a.m. *Radio Sales—Where Are You Going... How Are You Going To Get There?* Theater. Presenters: William Stakelin, RAB; Larry Spiegel, Tracey Locke Advertising.

*The People Game—Hiring and Discharging Employees.* Room W106. Moderator: Robert E. Branson, NAB. Panelists: Charles W. Kelley, FCC; Stanley J. Brown, Arent, Fox, Kintner, Plotkin & Kahn; Christopher J. Reynolds, Dempsey & Koplovitz; Kathryn R. Schmeltzer, Fisher, Wayland, Cooper & Leader.

*Music and Program Research.* Room W105. Presenter: James E. Fletcher, Ph.D., University of Georgia.

**Joint address by FCC Chairman Mark Fowler.** 10:30-11 a.m. Theater.

**Joint general session.** 11 a.m.-noon. *Should Stations Accept Contraceptive Advertising?* Moderator: Spencer Kinard, chairman, RTNDA, and KSL-TV Salt Lake City. Panelists: Ralph Daniels, NBC; Sturges Dorrance, KING-TV Seattle; Dave Dodds, WGAL-TV Lancaster, Pa.; Anthony J. Iezzi, Ph.D., Cleveland Catholic Diocese.

#### RADIO SESSIONS

**Lunch with radio syndicators.** 11:45-1:45 p.m. Rooms W101 and 103.

**Four concurrent sessions.** 1-2:15 p.m. *Radio Station Acquisition Financing.* Rooms W102, 104 and 110. Moderator: Matthew Leibowitz, Leibowitz & Spencer. Panelists: John Goodwill, Independence Broadcasting; Paul C. Raeder, ComCapital Group; Chesley Maddox, Ameritrust; Stephen Gormley, TA Associates; Susan Ness, American Security Bank.

*Vendor Promotions—What You Need to Know.* Room W106. Presenter: Karen Wald, Market Share.

*Broadcasters Can Negotiate Anything.* Room W107. Moderator: Stuart Brotman, consultant. Panelists: Dick Elliot, KLTO-FM Salt Lake City; Richard Rakovan, WFYR-FM Chicago; Gerry Robbins, WCMP-AM-FM Pine City, Minn.

*Winning 100% of the Time!* 1-2:15 p.m. With Dr. Wayne Dyer on stress management.

**Joint general session.** 2:30-3:45 p.m. *Regulatory Affairs: The Washington Scene.* Rooms W108, 109 and 115. Moderator: Richard Wiley, Wiley, Rein & Fielding. Panelists: FCC Commissioners Dennis Patrick, James Quello, Mimi Weyforth Dawson and Patricia Diaz Dennis, and Al Sikes, assistant secretary of Commerce for Communications and Information.

#### RADIO SESSIONS

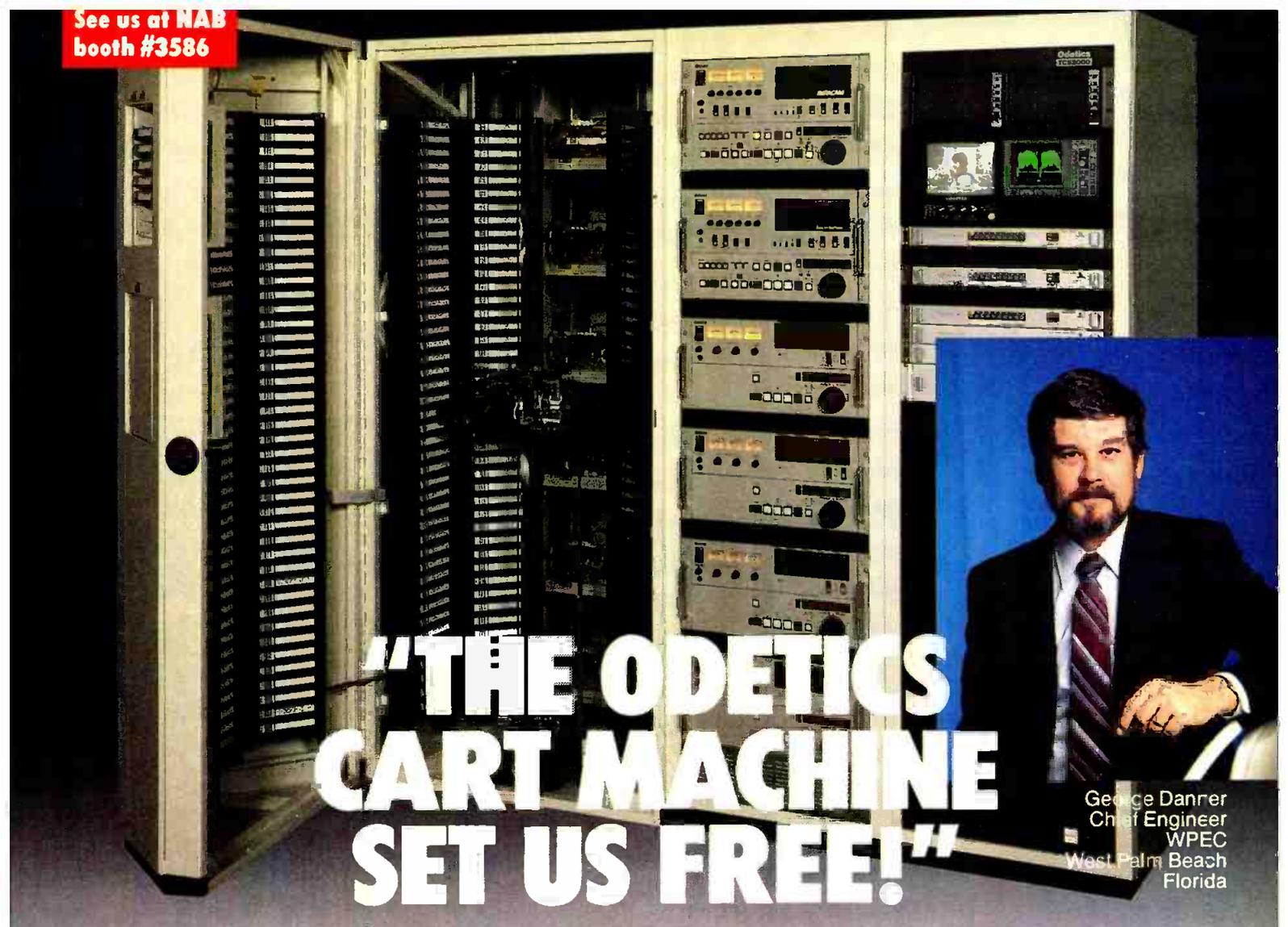
**Four concurrent sessions.** 4-5:15 p.m. *Do It Yourself: Video Sales Training.* Rooms W102, 104 and 110. Presenter: Helen Berman, Helen Berman & Associates.

*Compensating Your Sales Team.* Room W106. Moderator: Sandy Gambelin, KRBE(AM) Houston. Panelists: Kelly Seaton, WGN(AM) Chicago; Norm Goldsmith, Radio Marketing Concepts.

*AM Improvement.* Rooms W116 and 117.

*Promotions That Work!* Room W107. Moderator: Stuart Saginor, WELI(AM) New Haven, Conn. Panelists: Lance Webster, BPME Image Magazine; Margie Poole, radio promotion consultant; large market best of best winner: Beth Harris, KBPI-FM Denver; medium market best of best winner: J.D.

See us at NAB  
booth #3586



# "THE ODETICS CART MACHINE SET US FREE!"

George Danrer  
Chief Engineer  
WPEC  
West Palm Beach  
Florida

Now that the engineers at WPEC are free from the routine of continually handling carts, they have more time to be engineers.

As George explains:

*"We air about 300 to 450 carts per 24 hour period. Before we installed the Odetics Cart Machine, our engineers had to devote a better part of their shift to filing carts and monitoring the programming system. With the Cart Machine working for us, we spend a lot less time handling carts. It means that for the first time we're free to keep a closer watch on station operations and attend to other responsibilities."*

The Cart Machine can automatically manage, record and play-to-air all forms of spots and programs. Besides reducing cart handling time at WPEC, The Cart Machine's reliability allows the station to operate without dub reels. The Cart Machine even makes it simple to air the new 10 and 15 second spots.

Transfer of the daily program schedules from the traffic department is smoother because the Cart Machine interfaces with traffic computers and automatically downloads the schedules. Armed with a 65,000 cart database and 1,600 event look-ahead feature, The Cart Machine can automatically preplan spot play lists hours or even days in advance of airing.

The Cart Machine is available in your choice of small formats.

Call now and start streamlining your station operations with The Cart Machine.



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Anaheim, CA 92802-2907

Call toll free 800-243-2001  
In California call 800-238-4422  
or 714-774-2200

North, WJLQ-FM Pensacola, Fla.; small market best of best winner: Jan Chamberlin, WDFI-FM Marion, Ohio.

## TELEVISION SESSIONS

**Two concurrent sessions.** 9-10:15 a.m. *Broadcast Marketing in the 1990s.* Room S412. Presenter: Charles R. Pittman, Jefferson-Pilot Retail Services.

*Music Licensing: We've Only Just Begun.* Room S414. Moderator: Jack Zwaska, All-Industry Television Music Licensing Committee. Panelists: Leslie G. Arries, WIVB-TV Buffalo, N.Y.; M.N. Bostick, KWTX-TV Waco, Tex.; Neil Pugh, WHIO-TV Dayton, Ohio; Robert Rice, WPRI-TV, Providence, R.I.

**Television luncheon.** Noon-2:15 p.m. Call To Order: Peter A. Kizer, chairman, NAB Television Board, and Broadcast Communications of America. *The Presidency and the Press.* Speakers: Laurence Tisch, CBS Inc., and Larry M. Speakes, Merrill Lynch & Co.

**Four concurrent sessions.** 4-5:45 p.m. *Teletext, Datacasting and the Future of the VBI.* Room S412. Moderator: Barry D. Umansky, NAB. Panelists: Gary H. Arlen, Arlen Communications Inc.; Hillary Goodall, Taft Broadcasting Co.; Bruce A. Huber, Zenith Electronics Corp.; Lynn Williams, CBS Inc.; Howard M. Liberman, Arter & Hadden.

*Satellites: Everything You Now Need to Know.* Room S413. Moderator: Valerie Schulte, NAB. Panelists: Ron Lepkowski, communications satellite consultant; Bob Mazer, Chadbourne, Parke, Whiteside & Wolfe; Marvin Rosenberg, Fletcher, Heald & Hildreth.

*Drugs, Sex, Smoking—Is Your Station Prepared?* Room S411. Moderator: Catherine Howe Grant, NAB. Panelists: Stuart H. Bompey, Baer, Marks & Upham; Beth Waxman Bressan, CBS Inc.; Thomas P. Gies, Crowell & Moring; Denson F. Walker, WFAA-TV Dallas.

*Legal Strategies for Cable Carriage in the Modern Era.* Room S414. Moderator: Julian Shepard, NAB. Panelists: Michael D. Berg, Miller & Young; Werner K. Hartenberger, Dow, Lohnes & Albertson; M. Scott Johnson, Gardner, Carton & Douglas; John I. Stewart, Crowell & Moring.

## RADIO ENGINEERING SESSIONS

**Radio new technology.** 9-11 a.m. East Ballroom D. Chair: Dan Lacy, Mountain States Broadcasting Corp.

*Automatic Phase Correction for Tape Cartridge Machines.* 9:15 a.m. Speaker: James R. Carpenter, Broadcast Electronics.

*New Generation Audio Routing Switcher Performs Multiple Functions.* 9:40 a.m. Speaker: Dr. Gunther E. Urbanek, Siemans Sound & Studio Systems.

*Using The New Technologies for Radio News Gathering and Production.* 10:05 a.m. Speaker: Alan W. Clarke, KNUZ(AM)-KQUE(FM) Houston.

*New Concept Audio Console.* 11 a.m. Speaker: Jack Connell, Media Touch Systems.

**Digital radio studio.** 11:30 a.m.-1 p.m. East Ballroom D. Chair: Milford K. Smith, Greater Media Inc.

*Using the R-DAT Digital Recording System in Broadcasting.* 11:45 a.m. Speaker: R. Katsume and Peter Dare, Sony Corp.

*Error Correcting System for Digital Audio Recorders.* 12:10 p.m. Speaker: Robert Youngquits, 3M Co.

*Cost Effective Implementation of Digital Systems in Broadcast Facilities.* 12:35 p.m. Speaker: Skip Pizzi, National Public Radio.

*Commentary Quality Audio (7 khz) for Broadcasters on the New ISDN Digital Service.* 1 p.m. Speaker: Milton M. Anderson and Gary W. Pearson, Bell Communications Research.

## TELEVISION ENGINEERING SESSIONS

**Television engineering and new technology.** 9 a.m.-1:30 p.m. East Ballroom B. Chair: Richard B. Streeter, CBS Television Network.

*Switchless Combiner Isolation Requirements for Television Transmitters.* 9:15 a.m. Speaker: Gregory L. Best, Harris Corp.

*New Developments in Computer Controlled Operatorless Remote Control Television Cameras.* 9:40 a.m. Speaker: M.J. Wolfe, Radamec EPO.

*Electrical Performance Standards for Television Broadcast Transmitters.* 10:05 a.m. Speaker: Tony Uyttendaele, EIA TR-4.1 committee on transmitters, and Capital Cities/ABC Inc.

*Computer Aided Design (CAD) Simplifies Audio-Video System Design and Documentation.* 11 a.m. Speaker: Walter Black, Video Design Pro.

*Integrating Digital Component Video Systems into the Analog and Hybrid Broadcast Plant.* 11:25 a.m. Speaker: Curtis Chan and Ian Collis, Sony Communications Products Co.

*New Fiber Optic Developments Provide High Quality Video Transmission.* 11:50 a.m. Speaker: Steve Jackson, Artel Communications Corp.

*Multichannel Broadcast Television Antenna System.* 12:15 p.m. Speaker: James Stenberg, Micro Communications; Ernest H. Mayberry, LDL Communications.

*Digital Techniques for Television Antenna Impedance Measurements.* 12:40 p.m. Speaker: Donald L. Markley, D.L. Markley & Associates C.E.

*High Quality Digital Video at 45 Mbit/sec Data Rate for Network Transmission.* 1:05 p.m. Speaker: Robert J. Blackburn and Edward Underwood, Bell Communications Research.

**Joint FCC engineers Q&A.** 3:45-5 p.m. Chair: Otis Freeman, Tribune Broadcasting Co. *FCC engineers panel.* Panelists: James C. McKinney and William Hassinger, Mass Media Bureau; Thomas B. Stanley and Robert Cleveland, Office of Engineering & Technology; Richard Smith, Field Operations Bureau; James D. Wells, FCC District Office in Dallas.

**Closing celebration.** 6:30-10 p.m. Chantilly ballroom. Reception and dinner. Entertainment with Ray Charles, sponsored by Broadcast Music Inc.

## Related events

### Saturday, March 28

*Broadcast Education Association session on Criticism of Broadcasting.* 9:30 a.m. Room S411.

*Association of Broadcast Engineering Standards meeting.* 11 a.m. Room S413.

*Association of Maximum Service Telecasters meeting.* 12:30 p.m. East Ballroom C.

*Society of Broadcast Engineers membership meeting.* 5 p.m. East Ballroom D.

*TARPAC reception.* Loews Anatole. Grand ballrooms D and E.

### Sunday, March 29

*Community Broadcasters Association workshop-panel sessions.* 2-6 p.m. Convention center. Keynote speaker: Charles Woods, Woods Broadcasting.

*LPTV Overview.* Moderator: Martin Rubenstein. Panelists: Roy Stewart, FCC Mass Media Bureau; Peter Tannenwald and John Kompas, CBA.

*Sales and Marketing.* Moderator: Martin Rubenstein. Panelists: Mark Osmundson, K39AS Marshalltown, Iowa; D.J. Everett, W33AG Hopkinsville, Ky.; John Mielke, K25AS Eugene, Ore.; Wayne Register, Woods Communications.

*LPTV Programming.* Moderator: Martin Rubenstein. Panelists: Kris Harvey, K49AZ Twin

Falls, Idaho; Bob Raff, K06KZ Junction City, Kan.; Bob Lyons, W08BV Columbus, Ohio; Doyle Weaver, W22AE Bucyrus, Ohio.

*Blitz Club reception.* 4 p.m. Loews Anatole. Metropolitan room.

*International visitors reception.* 5:30 p.m. Room N401.

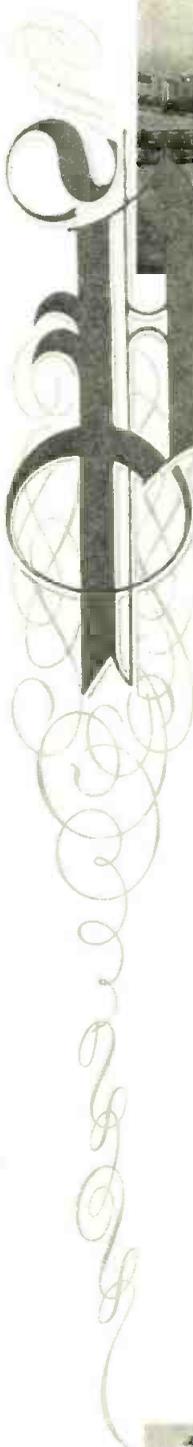
### Monday, March 30

*Syndicators lunch.* 11:45 a.m. Room W101.

*Ham Radio Operators reception.* 5:30 p.m. Hyatt Regency. Reunion ballrooms A, B and C.

### Tuesday, March 31

*Broadcast Pioneers breakfast.* Loews Anatole. Grand Ballrooms D and E.



# Proclamation City of Miami, Florida

**Whereas:** As the great American writer Henry Wadsworth Longfellow once said: "Music is the universal language of mankind;" and

**WHEREAS:** WTMI-FM has dedicated fifteen years to providing quality classical programming and instrumental support to our local cultural organizations; and

**WHEREAS:** Our community has been enriched by WTMI's distinctive spirit and style, which have become the trademark of this fine radio station facility and its owner, Marlin Ltd. Broadcasting; and

**WHEREAS:** Local authorities, on behalf of the community, wish to honor and acknowledge the staff and management of WTMI-FM for their continued commitment to classical music and to our great city;

**NOW, THEREFORE:** I, XAVIER L. SUAREZ, Mayor of the City of Miami, Florida, do hereby proclaim Tuesday, March 17, 1987 as

## WTMI-FM 15th Anniversary Day

**IN OBSERVANCE THEREOF:** I call upon the people of the city of Miami, Florida, to join with me in congratulating Radio Station WTMI-FM on this auspicious occasion, extending to it our profound gratitude and appreciation for its outstanding contributions throughout the years.

**IN WITNESS WHEREOF:** I hereunto set my hand and cause the seal of the City of Miami to be affixed.

**DONE:** In the office of the Mayor of the City of Miami, Florida.

March 17, 1987

*XLS*

*Xavier L. Suarez*  
XAVIER L. SUAREZ Mayor

XAVIER L. SUAREZ

Mayor



# Product enhancements mark NAB's exhibit floor

**Some 700 exhibitors expected to fill 300,000 square feet of space; among highlights: half-inch showdown between Sony and Matsushita**

The ongoing competition between the incompatible, enhanced half-inch formats—Sony's Beta SP and Matsushita's M-II—remains the battle to watch at the annual National Association of Broadcasters annual equipment exhibition, scheduled to open Saturday, March 28, at the Dallas convention center.

Solid-state cameras and transmitters, the continuing revolution in graphics, digital studio equipment for radio and TV and second-generation mobile satellite vehicles will also mark this year's equipment show.

Approximately 700 companies were expected to display a wide variety of television, radio and satellite gear and services over a 300,000-square-foot exhibit floor, with the exhibit open 9 a.m. to 6 p.m. through Tuesday.

Matsushita's U.S. sales arm, Panasonic, which established its presence in the professional half-inch market with the dramatic signing of NBC last year, is now moving to fill gaps in the M-II product line first introduced in 1986. Among Panasonic's new products are a 123-cassette cart machine/spot player and a 1,179-cassette cart machine designed for station automation, and a field edit system comprising of new AU-550 field editing recorders, AU-A50 edit controller and AU-MX50 audio mixer. Also new are a M-II studio player, an M-II portable player and an M-II studio edit controller.

Sony, meanwhile, has speeded up its own development of the enhanced Beta SP recorder first shown in prototype last year. It will introduce the line's first three products, the BVW-75 studio recorder-player, BVW-35 field recorder-player and BVV-5 portable camera recorder. Other manufacturers planning to market Betacam and Beta SP gear at the exhibit are Ampex, the Bosch-Philips joint venture Broadcast Television Systems (BTS) and Thomson.

Sony's digital component recording display this year, using the DVR-1000 recorder introduced in 1986, will focus on the technology's potential for high-end multigeneration graphics and sophisticated editing capabilities. The system will be shown in operation with a number of graphics, editing and effects products from other manufacturers, tied together by an experimental Grass Valley Group switcher.

Composite digital recording systems, still under standardization with the participation of format proponents Ampex and Sony, will be seen for the second year in a row as part of Ampex's prototype ACR-225 videocart machine. (Stand-alone recorders are expected from Ampex later in the year, but not from Sony until at least 1988.)

The competition in the cart system market is stiff, with products from at least a dozen companies. Sony, building on the success of its 40-cassette Betacart, will be showing a 1,200-cassette Beta SP-based library management system for use in station automation applications. For M-II, in addition to Panasonic's two new cart machines, Odetics will have an M-II version of its 280-cassette cart player (the company recently reached an agreement to supply two cart machines to NBC to automate broadcast programming). Lake systems will also have a new library automation system.

In other video formats, the current one-inch videotape studio standard should see advances from market leaders Sony and Ampex. Sony plans to introduce two new BVH-3000 series recorders and Ampex will show enhancements for its line. U-matic three-quarter-inch tape recorder introductions are also expected from JVC and Sony. In videotape, Sony will show two new U-matic tape cassettes and Ampex will have new videotapes for Beta SP and 19 millimeter digital formats.

Solid-state broadcast cameras can be expected to take the 1987 NAB by storm, with at least four manufacturers introducing newsgathering cameras, and three already in the field. The new cameras, which use charge-coupled devices (CCD's) in place of tubes to provide design and some quality advantages for field use, will come from Ikegami, BTS, Hitachi and Thomson.

Previously introduced CCD cameras will be shown by Sony, which has sold some 400 of its BVP-5 units since last year, and by NEC, which also has sold several hundred to producers and broadcasters, including NBC. Panasonic has a three-chip CCD camera as

well, also now available from JVC.

An electronic field production camera will be introduced by Sony, other camera upgrades are expected from JVC, and high-definition TV cameras will be shown by several manufacturers, including Ikegami, Sony and Hitachi.

There will be a lot that's improved, but less that's really new in the highly competitive videographics and digital effects market. The major companies are all offering software and, in some cases, hardware enhancements to existing systems in an effort to stay competitive. Alias Research Inc., for instance, has coupled its Alias/1 3-D modeling and animation system to a Pixar Image Computer, increasing rendering speed 50 times.

In the realm of solid-state recording for video graphics and effects, NEC America will introduce the SR-10. The unit uses 3,000 one-megabit computer chips to store up to 34 seconds of video in four discrete memories. It sells for around \$150,000.

Hoping to make a real impact on the market at its first NAB is Pinnacle Systems, a Santa Clara, Calif., startup company. It plans to offer, in a single package (system 2040), a digital effects system, a still store, a full-color (32-bit) paint system and 3-D modeling and animation system. The price: \$67,800.

Ampex's new AVC Century series of high-end switchers will make its NAB debut, challenging Grass Valley's model 300 series for dominance in the market. Ampex will also introduce at the show the AVC Vista, developed to fill the gap it sees between Grass Valley's new model 200 and 1680 switchers.

The parking lot outside the convention center will be filled for the second year in a row with an array of Ku-band satellite newsgathering vehicles—modified vans and trucks equipped with a Ku-band uplink and varying amounts of video production gear.

Among those set to show SNV's: BAF Communications, Midwest Communications, Hubbard Communications, Dalsat Inc., Centro Corp. and newcomer Roscor Corp. All are sanguine going into the show. Each believes that demand for SNV's will be strong in 1987 and that it will receive its fair share of orders.

Several companies will introduce new and improved cart machines for radio. Broadcast Electronics, for instance, will show the new 5400C. It promises to automatically correct phase errors during playback regardless of the recording machine.

But evidence that the days of the analog cart machine as the most popular means of playback in the radio studio may be numbered will be pervasive. In addition to many compact disk players specially designed for the broadcast studio, there will be a new digital cart system based on stationary-head digital audiotape technology from International Tapetronics Corp./3M.

AM broadcasters shopping for audio processing gear will have to consider whether they want to implement the NRSC standard. All the major processor manufacturers, including Orban Associates, Texar and CRL Systems, will be selling processors capable of generating the NRSC pre-emphasis curve and limiting audio bandwidth to 10 khz as prescribed by the standard.

Stereo sound is now offered, or is soon to be, by nearly 400 U.S. TV stations, and the growth of the service is helping to build the TV audio equipment market. A leading TV stereo generator maker, Orban Associates, is introducing a new generator model with digital circuitry and improved performance in dynamic separation and non-linear crosstalk, while competitor Modulation Sciences is highlighting its new stereo processor, the Stereomaxx, along with other monitoring system enhancements. Other new generators will be shown by Marcom and Catel Telecommunications.

Stereo TV sound monitoring gear will be shown by B&B, Solu-tec, TFT, Belar and Tektronix and new TV audio boards will be introduced by Calrec, Solid State Logic, ADM and Ramsa.

Talk in the television transmitter marketplace will be of Harris' introduction of a line of external cavity UHF transmitters to complement its line of internal cavity units and of 30 kw solid-state transmitters—a VHF unit from Comark Communications and a UHF unit from NEC America. NEC and Comark acknowledged that the solid-state transmitters are more expensive than their tetrode or klystron-equipped counterparts, but they say the improvements in efficiency and reliability more than justify the premium.

Improved efficiency and reliability are also the promises of Harris

## Even geniuses make mistakes.

Oh dear. Only four sentences into a letter home and that genius of geniuses, Leonardo da Vinci, has misused our brand name four times. He misused it in connection with a product that isn't ours (we don't make "rooms"); he used it as a noun in both the singular ("the Xerox") and plural ("hundreds of Xeroxes") and as a verb ("the other day, I Xeroxed").

To be charitable, Leonardo could be forgiven—four and a half centuries of jet lag, understandable difficulties with our language and the excitement of finding a new idea. But we'd like other mortals to understand that the Xerox brand name is a registered trademark of Xerox Corporation and is properly used only to identify products of Xerox. As a brand name, Xerox should be used as a proper adjective followed by the noun describing the product, as in Xerox copier or Xerox printer.

So please use our name correctly. It doesn't take a lot of genius, just a little thought.

XEROX® is a trademark of XEROX CORPORATION.

LDAV

October 28, 1986

Dear Friends back in the Fifteenth Century,

Heaven knows how I got here, but the twentieth century's not all bad—for instance, there's this absolutely marvellous invention called the Xerox.

You take your latest manuscript and bring it to a special Xerox room. In it is a machine that makes exact copies instantly—with the push of a button you can have one, or hundreds of Xeroxes. Just the other day I xeroxed a proposal for an invention that will rival anything I've ever invented.

new digital AM transmitter, the DX-10. In place of a conventional RF amplifier, the DX-10 has a power amplifying digital-to-analogy converter in the final output stage. At between \$60,000 and \$70,000, Harris says the DX-10 is priced competitively.

On the editing front, a new high-end system, the BVE-9000, is expected this year from Sony. Ampex also plans to expand its Ace editor family with the new ACE 200 edit-controller, CMX will have on hand the CMX 6000 videodisk-based film and video editing system first introduced last fall and Paltex will show its laser-disk or VHS-tape-based EDDi off-line editing system. New editing systems are to be introduced as well by BHP and Amtel.

High-definition television products should be on view again at the show this year, although the leading production system, the Japanese-developed 1.125-line, 60 hz technology, is still looking for defacto standards status among program producers in the U.S. and abroad. HDTV technology will be shown by Sony, Hitachi, Ultimate and others.

In new signal handling technologies, Dynair will introduce its Dynasty family of routing switchers, Broadcast Television Systems will show a new master control switcher and new station automation system, and Grass Valley Group will have a pair of new routers.

Microwave products new at the show will include Harris's first entry into the aural studio-to-transmitter product line, Nurad will have a new series of 2 ghz-13 ghz units, plus a new 23 ghz transmitter-receiver and two new series of ENG receivers, and also showing new microwave transmission products will be RF Technology, Marti and Moseley.

New test and monitoring gear will come this year from Tektronix, which is introducing an automated video measurement set, and new picture monitors are expected from Sony, JVC and Videotek. New newsroom computer systems will be shown by Basys, new lighting gear will be introduced by Teatronics. Desisti and Lowel-Light, and intercom system introductions will come from McCurdy, Cetec Vega and Clear-Com. □

## NAB's (technical) paper chase

**Convention will feature over 100 presentations—nearly 80 hours—on the latest developments in audio and video communications research and development**

More than 100 technical papers addressing almost as many aspects of broadcast production and transmission will be presented at the National Association of Broadcasters annual engineering conference, which opened a five-day run last Friday (March 27) at the Dallas Convention Center in conjunction with the NAB convention and equipment exhibition.

Because of the diversity of subjects, not every paper is a must for every broadcast engineer. In fact, with nearly 80 hours of papers and panels scheduled, many of them concurrently, hearing every presentation is not even a possibility.

The subjects of several papers, however, seem to merit special attention: using video cart machines in automating stations, Dolby's work toward a digital audio transmission scheme for television, interconnecting TV stations with fiber optics, development of a highly efficient klystron for UHF, synchronous AM transmitters, a digital AM transmitter and the work of the National Radio Systems Committee to improve AM and of the NAB's FM Transmission Committee to improve FM.

New generation TV cart machine applications, which many hope could ultimately enable broadcasters to automate their entire program day, will be addressed in several papers scheduled for Friday morning. NBC's Stan Baron, managing director of technical development, cites the immediate application of the technology for on-air, automated news playback, eventually with on-line news editing capabilities. CBS, too, has also been looking at such uses of the technology and during the same Friday session will discuss its own on-air use of Sony's half-inch tape Betacart systems in the network's new "hard news center," operational since last fall.

Baron adds another future application for cart systems, the automation of station commercial and program playback, with a third application the expansion of the station automation concept to fully automated cart systems for all network commercial and program playback. Odetics Vice President David Lewis also has a paper on the topic, and in it discusses requirements for station automation systems, including cassette capacity.

For devotees of stereo television, one paper that should raise some eyebrows is a Friday afternoon talk by Dolby Lab's Craig Todd, who describes an experimental system which adds a digital stereo audio or data signal to the broadcast channel with negligible interference to the current BTSC stereo TV transmission standard.

Dolby, which several years ago proposed a stereo noise reduction system ultimately rejected as part of the industry-recommended standard, came up with the 512 kilobit-per-second digital carrier following experimentation with European TV audio systems and believes testing has shown the signal compatible with BTSC, injecting some noise in the secondary audio program channel, but having little effect on the BTSC stereo signal itself.

If further tests prove positive and methods of transmission can be

devised and regulatory approval gained for the signal, Dolby argues broadcasters could not only deliver audiences sound quality better than BTSC stereo, but could also turn the digital data channel to auxiliary, income-producing uses.

Digital technology for television fiber optic interconnection is examined in a Tuesday morning session. Researchers from Bell Communications Research will present a preliminary exploration of a 45 megabit-per-second multipoint digital network which, they argue, could be used to send broadcast-quality NTSC TV pictures to affiliates and could rival domestic satellite networks.

Bell, which has been providing ABC-TV with a New York-Washington fiber optic link using the 45 mbs digital standard and NEC-developed video coders, describes in the paper a two-year development plan that they hope will lead to a standardized, customer-controllable, multipoint service based on the standard. Trials of the technology are planned in 1988.

On Saturday morning Harris's Bob Weirather, director of advanced development, was slated to deliver a paper on his experiences in helping KKOB(AM) Albuquerque, N.M., and KROL(AM) Laughlin, Nev., extend their coverage through experimental low-power synchronous stations operating on the same frequency. Synchronous stations, which are the subject of an FCC inquiry, allow stations to overcome natural and man-made obstacles and serve their entire market.

Weirather, along with Harris' Hilmer Swanson, will also present a paper on Harris' new 10 kw digital transmitter, the DX-10. It features a power amplifying digital-to-analog converter, a bank of solid-state amplifiers whose sum is the final output. According to the paper, the transmitter is "extremely efficient and reliable" and delivers "excellent audio performance." AC-to-RF efficiency is 80%, it says, and total harmonic distortion and SMPTE 4:1 intermodulation distortion are less than 1% at 95% modulation. Digital amplitude modulation, it says, will help "revitalize" AM radio.

John Marino, vice president, engineering, NewCity Communications, and William Gilbert of Delco Electronics, members of the National Radio Systems Committee (NRSC), will talk about the NRSC's recently adopted voluntary standard for AM broadcast and reception for improving AM fidelity. The talk, scheduled for Friday, will precede a panel on implementing the NRSC standard.

Although AM improvement has gotten much attention recently, work toward FM improvement has also begun. On Saturday morning, NewCity's Marino will talk about the NAB's newly formed FM Transmission Committee. According to Marino's paper, the committee's principal goal "is to prevent the AM-ization of the FM service." Overcrowding in the band and the resulting interference "could certainly threaten the future of all FM broadcasters."

The committee, the paper says, will look at such proposals as increasing the power of Class A stations, allocating new spectrum for FM at around 200 mhz and using directional antennas to squeeze more stations in the band. In addition, it says, the committee will work on FMX and other transmission-reception systems designed to improve FM coverage and reception. □

# Introducing the Ultimate in Film Reference Books

# The Motion Picture Guide

By Jay Robert Nash and Stanley Ralph Ross

- A** Title
- B** *Motion Picture Guide's* Critical Rating
- C** Year of Release
- D** Original Running Time
- E** Production Company
- F** Releasing Company
- G** Color or Black & White
- H** Cast and Roles
- I** Synopsis, Analysis and Anecdotal Review
- J** Production Credits
- K** Film Genre
- L** Videocassette Availability
- M** *Motion Picture Guide's* Parental Recommendation
- N** MPAA Rating

Entries also include British and foreign titles when applicable.

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>I</b>	<b>J</b>	<b>K</b>	<b>L</b>	<b>M</b>	<b>N</b>
<b>BEING THERE*****</b> (1979) 130m Lonmar/UA c													
Peter Sellers ( <i>Chance</i> ), Shirley MacLaine ( <i>Eve Rand</i> ), Melvyn Douglas ( <i>Benjamin Rand</i> ), Jack Warden ( <i>President Bobby</i> ), Richard Dysart ( <i>Dr. Robert Allenby</i> ), Richard Basehart ( <i>Vladimir Skrapinov</i> ), Ruth Ataway ( <i>Louise</i> ), Dave Clenon ( <i>Thomas Franklin</i> ), Fran Brill ( <i>Sally Hayes</i> ), Denise DuBarry ( <i>Johanna Franklin</i> ), Oteil Burbridge ( <i>Lola</i> ), Ravenell Keller III ( <i>Abbaz</i> ), Brian Corigan ( <i>Policeman</i> ), Alfredine Brown ( <i>Old Woman</i> ), Donald Jacob ( <i>Daud</i> ), Ernest M. McClure ( <i>Jeffery</i> ), Kenneth Patterson ( <i>Butler</i> ), Richard Venture ( <i>Wilson</i> ), Arthur Grundy ( <i>Arthur</i> ), W.C. "Mutt" Burton ( <i>Lewis</i> ), Henry B. Dawkins ( <i>Bilings</i> ), Georgine Hall ( <i>Mrs. Aubrey</i> ), Nell Leaman ( <i>Constance</i> ), Villa Mae Barkley ( <i>Teresa</i> ), Alice Hiron ( <i>First Lady</i> ), James Noble ( <i>Kaufman</i> ), Sandy Ward ( <i>Sen. Slipshod</i> ), Danna Hansen ( <i>Mrs. Slipshod</i> ), Mitch Kreindel ( <i>Dennis Watson</i> ), Kathenne De Hette ( <i>Kinney</i> ), Sam Weissman ( <i>Colson</i> ), Elya Baskin ( <i>Karpavov</i> ), Thann Wyenn ( <i>Ambassador Goufnd</i> )													
Perfecton Never have two hours and ten minutes gone by so quickly Sellers is an innocent illiterate who has lived in a house with an old man ever since he can remember. The old man dies and Sellers must leave the cocoon. He has never been in the real world and only knows of it through watching television, his one and all-consuming passion. On the streets, he is hit by a limousine owned by MacLaine who is married to a kingmaker, a man behind all the President's men (Douglas). Sellers' honesty is charming and his prosaic answers seduce Douglas and MacLaine and eventually the President (Warden in a sensational performance). Sellers becomes a national celebrity by appearing on his favorite medium, television. His answers to complex questions are beautiful. We, the audience, realize that he is talking about gardening (he had been a gardener at his former residence) but the audience in the film finds all sorts of hidden meanings to his simple words. His truthfulness attracts the policy makers in the political party and by the film's end they are seriously considering Sellers as a presidential nominee. That, in a nutshell, is the story, yet the details would take many nutshells to cover. Sellers hadn't been this good since his early British comedies. MacLaine is sincere and funny as the sex-starved wife Douglas is such a presence on screen that it's difficult to look at anyone else in a scene if Douglas is there. The movie was made in Los Angeles, Washington, D.C. and at The Baltimore. Vanderbilt's incredible North Carolina mansion. As in the case of ONE FLEW OVER THE CUCKOO'S NEST, BEING THERE took many years to get done. It was worth the wait. Though ostensibly labeled a comedy, BEING THERE goes way beyond comedy, beyond satire, and out into a world of its own.													
p. Andrew Braunsberg, d. Hal Ashby, w. Jerry Kosinski (based on his novel), ph. Caleb Deschanel (Technicolor), m. John Mandel, ed. Don Zimmerman, art d. James Schoppe, set d. Robert Benton, makeup. Charles Schram, Frank Westmore													
Comedy Cas. (PR:C MPAA:PG)													

Note:  
The type size shown in this sample is smaller than that of **The Motion Picture Guide**.

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# A preview of the exhibit floor at NAB

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

## **Aarmor Case 2781**

2100 Lapo Rd., Lake Odessa, Mich. 48849

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

## **Abekas Video Systems 3527**

101 Galveston Dr., Redwood City, Calif. 94063

A62 digital disk recorder, A42 digital still store system, A52 digital special effects and digital effects combiner. **Staff:** Yeshwant Kamath, Junaid Sheikh, Phil Bennett, Martha Lash, Lance Kelson, Harris Rogers, Bill Ludwig, Mark Pinkel, Art Shirin.

## **Accu-Weather 2529**

619 W. College Ave., State College, Pa. 16801

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

## **Acoustic Systems 2786**

415 E. Saint Elmo Rd., Austin, Tex. 78745

**Staff:** Bill Weitzenkorn, Tim Jarvis, Kitti Persson, Jeff Schmitt, Wyndy Ellis.

## **Acrodyne Industries 3521**

516 Township Line Rd., Blue Bell, Pa. 19422

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

## **Adams-Smith 2495**

34 Tower St., Hudson, Mass. 01749

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

## **ADC Telecommunications 2819**

4900 W. 78th St., Minneapolis 55435

Audio and video patchbays, coaxial components, patching accessories, integrated cable organization network.

## **Adelphon 234**

100 Covelo, Box 7256, Fort Worth 76111

Towers and antennas.

## **ADM Technology 3266**

1626 E. Big Beaver Rd., Troy, Mich. 48098

PC-controlled audio production and post-production consoles, rack equipment. **Staff:** Robert Bloom, Murray Shields, Larry Mandziuk, Rick Fisher, Dennis Bennett, Gene Swope.

## **Advanced Designs Corp. 2419**

924 W. 17th St., Suite 3, Bloomington, Ind. 47401

Doprad II doppler weather radar system\*, Doprad I retrofit system, Doprad II display unit, RCD-1000 remote color weather radar display unit. **Staff:** Martin Riess, Brian Frederick.

## **Advanced Micro-Dynamics 2672**

80 Bolton Rd., Harvard, Mass. 01451

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

## **Advanced Music Systems 2825**

AMS Industries Park, Billington Rd., Burnley Lancs, UK

AudioFile hard disk-based digital recording system, digital processors, assignable '86 broadcast console\*, Calrec microphones, minimixer. **Staff:** Stuart Nevison, Stephen Jagger, John Emmas, John Gluck.

## **AEG Bayly 2700**

167 Hunt St., Ajax, Ont. L1S 1P6

1.5 and 10 kw\* FM transmitters, professional audio tape recorders. **Staff:** Allan Proctor, Bill Jones, Mike Nolan, Jurgen Graaff, Seigmar Malow, Rainer Zoply, Doug Carl, Larry Lamoray.

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

100 Stonehurst Ct., Northvale, N.J. 07647

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

## **Agfa-Gevaert 2815**

100 Challenger Rd., Ridgefield Park, N.J. 07660

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

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

## **AKG Acoustics 2454**

77 Selleck St., Stamford, Conn. 06902

AKG microphones, headphones, microphone stands, digital products. **Staff:** S.R. Rauich, David Talbot, Derek Pilkington, Dave Ogden, Rowland Powers.

## **Alamar Electronics 3561**

36 Railway Ave., Campbell, Calif. 95008

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

## **Alden Electronics 2759**

40 Washington St., Westboro, Mass. 01581

C2000C remote weather radar system\*, Zephyr Weather Information Service. **Staff:** Michael Porreca, Kevin Porreca.

## **Alexander Mfg. 2924**

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

## **Alias Research 2751**

110 Richmond St. E, Suite 504, Toronto, Ont. M5C 1P1

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

## **Allen Avionics 2724**

224 E. Second St., Mineola, N.Y. 11501

Tubular filters\*, zero-loss delay lines for video applications\*, variable gain video amplifiers\*, L/C filters, video and pulse delay lines, hum eliminators. **Staff:** James Lyons, Mike Fenton, John Sessions, Richard Mintz.

## **Allied Broadcast Equipment 3414**

3712 National Road W., Richmond, Ind. 47374

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

## **Allied Tower 3432**

12450 Old Galveston Rd., Webster, Tex. 77598

# GUESS WHO'S COMING TO COURT?



# MR. T LAYS

# T&



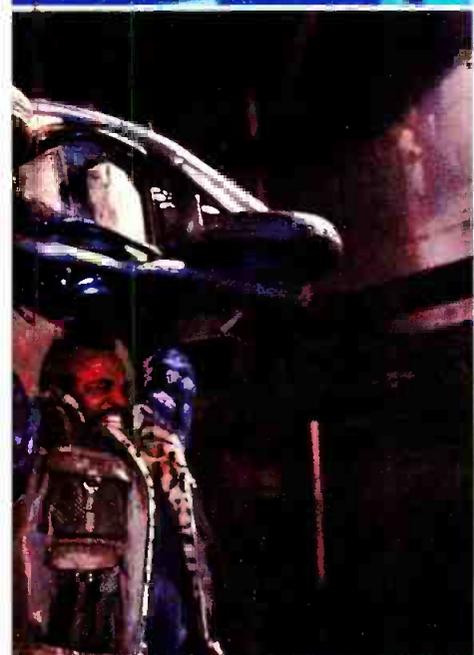
# DOWN THE LAW!

# T

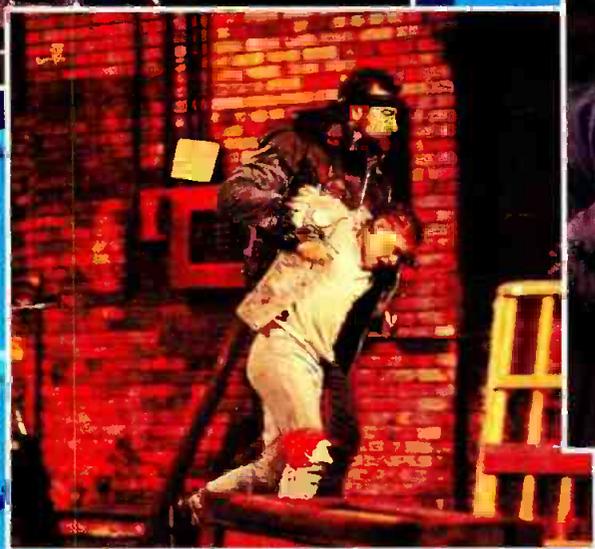
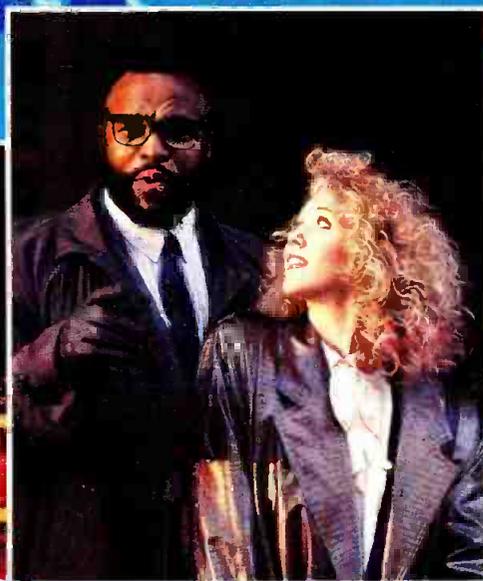
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**Alpha Audio 102**  
2049 W. Broad St., Richmond, Va. 23220

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

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

TEH boss automated audio editor system.

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

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

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

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

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

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

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

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

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

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

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

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

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

Assignable production audio consoles, broadcast consoles.

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

Radio and TV PSAs, medical news/infor-

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Equipment cases and transport system.

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

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

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

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

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

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

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

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

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

Shipping and carrying cases.

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

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

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

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

**Arben Design 2675**  
600 W. Roosevelt Rd., W. Chicago, Ill. 60185

Lebaset modular set design systems,

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

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

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

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

Display and promotional items.

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

Audio consoles, routing switchers, studio furniture.

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

Camera, editing and lighting equipment.

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

SL3000 fiber optic video/audio/data communications system\*. **Staff:** Dave Monk, Steve Jackson, Frank Baker, Ron Pretlac, Bob Rosenbaum.

**Asaca/Shibasoku 3278**  
12509 Bearice St., Los Angeles 90066

Video and audio test equipment.

**Associated Press Broadcast Services 3395**  
1825 K St., NW, Washington 20006

AP NewsPower 1200, TV Direct, APTVAP Network News, Music Country Radio Network, Wide World Network, Ed Busch Talk Show. **Staff:** John Reid, Lee Perryman, Jim Williams, Brad Kalbfeld, Ed Tobias, Wendell Wood, Matthew Hoff, Kim Price, Rosie Oakley, Mary Clunis, George Mayo, John Schweitzer, Andrea Weisgerber, Susan Spaulding, Mark Thayer, Doug Kienitz, John Harris, Darryl Staehle, Steve Crowley.

**Associated Production Music 2650**  
888 7th Ave., New York 10106

Music library representative.

**Aston Electronics 223**  
346 N. Lindenwood Dr., Olathe, Kan. 66062

A-4 high resolution video production character generator, LogoMaster\*, 610 Acron keyer/encoder\*. **Staff:** John Hol-

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ton, John Wakeford, Donald MacClymont, J.M. Stephens, Graeme Scott.

**AT&T** 3212  
295 N. Maple Ave., Room 5219F2, Basking Ridge, N.J. 07920

AT&T dial-it 900 service, system 75 PBX, facsimile machine, micro/mini computers, video/audio teleconferencing.

**Audico** 2720  
219 Crossen Ave., Elk Grove, Ill. 60007

Videocassette tape loaders, reloaders, rewriter for Umatic, VHS and Beta, labels, audio cassette loaders, rewinders, exerciser and timer, audio broadcast cart, nagra and reel winders, M-II Beta-cam 8 mm and 19 mm tape loader, re-load and rewriter\*, 609 videocassette rewriter/cycler/counter\*. **Staff:** Bill Hinkle, Norm Deletzke.

**Audio Accessories** 2754  
Mill St., Marlow, N.H. 03456

Audio-line telephone jacks, patch cords, pre-wired jack panels. **Staff:** Timothy Symonds, Richard Hebert.

**Audio Broadcast Group** 2581  
2342 South Division, Grand Rapids, Mich. 49507

On-air and multitrack production systems, studio furniture of advanced design incorporating consoles, recorders, tape cartridge systems, compact disk players and other support equipment. **Staff:** Dave Veldsma, Phyllis Freeman, Dave Spoelhof, Dave Howland, Scott Homolka.

**Audio Developments** 2933  
1101 A Airway, Glendale, Calif. 91201

Stereo field production audio mixer AD260\*, battery powered utility audio modules. **Staff:** Anthony Levesley, Ron Fuller, Hendri Smit, Dave Panfili, Doug Simon, Mark Parsons.

**Audio Kinetics** 2506  
1650 Hwy. 35, Suite 5, Middletown, N.J. 07748

Audio editor, chase synchronizer, console automation, time code generator and standards converter.

**Audio Precision** 2452  
Box 2209, Beaverton, Ore. 97075

System One-A audio test system\*, SWR-122 audio test routing switchers, DCX-22 dc and resistance module\*, Bur-Gen tone burst, square wave, pink noise module\*, BTSC automatic testing capability\*, automatic audio proofs of split-site facilities. **Staff:** Bob Metzler, Adolfo Rodriguez, Bruce Hofer, Rich Cabot, Robert Wright.

**Audio-Technica** 2407  
1221 Commerce Ave., Stow, Ohio 44224

Portable stereo field production mixer, broadcast microphones, studiophones, phono pickup cartridges, recorder-mixers, direct boxes, active and passive microphone stands, booms and cables.

**Audio Technologies (ATI)** 2508  
328 W. Maple Ave., Horsham, Pa. 19044

Vanguard series broadcast consoles, interfaces, amplifiers, mike, line and turntable amplifiers, monitor amplifiers, microphone processor.

**Auditronics** 3310  
3750 Old Getwell Rd., Memphis, Tenn. 38118

On-air control consoles, production consoles, accessory system, 310 series audio console\*. **Staff:** Welton Jetton, Steve Sage, Stovall Kendrick, Bob Jones, Jeff Paulus, Duncan Fuller, Jerry Puckett, Betty Kee.

**Aurora Systems** 3592  
185 Berry St., Suite 143, San Francisco 94107

Videographic paint and animation systems. **Staff:** Tom Beams, Richard Shoup, Damon Rarey, Butch Fadely, Phillip Smith, Don Carlsen, Richard Sloss, Robin Stelling, Lisa Zimmerman.

**Autogram Corp.** 2702  
1500 Capitol Ave., Plano, Tex. 75074

Audio consoles.

**Avcom of Va.** 2425  
500 Southlake Blvd., Richmond, Va. 23236

Spectrum analyzers, test equipment and accessories.

**AVS** 3170  
Venture House, Davis Rd., Chessington, Surrey KT91TT England

AVS 6500 digital standards converter. **Staff:** Nigel Spratling, Jody Blanchard.

**B&B Systems** 2665  
28111 Avenue Stanford, Valencia, Calif. 91355

Stereo audio phase monitors AM-1, AM-2/2B, AM-3/3B, MP-4, IM-1, plus AM-3B CRT-based stereo audio phase monitor\*, AM-2HR stereo phase monitor\*, IM-1HR Imagescope CRT-based stereo audio display. **Staff:** William Burnsed, John Bradford, Ramon Patron.

**BAF Communication** 2544  
17 Everberg Rd., Essex, Mass. 01801

BAF 450T transportable Ku-band uplink\*, model 220 satellite news vehicle\*, multipoint "Flyaway" Ku-band uplink\*. **Staff:** Charles Angelakis, Dudley Freeman, Robert King, Joseph Eicher, Tim Price, John Player, John Rogers, Ken Chesley, Jim Vautrot, Sally Swacz, Jefre Riser, Butch Palmer, Debra Palmer.

**Barco Industries** 2577  
170 Knowles Dr., Suite 212, Los Gatos, Calif. 95030

CVS professional broadcast monitors, CM 22 nine-inch high resolution broadcast monitors, Precision chroma decoders and automatic decoder switching systems, modulators, demodulators, broadcast monitors, CVS options\*. **Staff:** Norbert Lietaert, Joost Verbrugge, Jacqueline Gelein, Roos Maes, Dan DeSmet, Peter, Paelinck, Marge Lockwood, Martin Piepers, Hugo VanDamme.

**Bardwell & McAlister** 2746  
2621 Empire Ave., Burbank, Calif. 91504

Modulight line of convertible softlights, lighting kits, B&MC lighting and grip equipment. **Staff:** Bruce Belcher, Bill Hines, Sharon Evans.

**Barrett Associates** 2768  
3205 Production Ave., Oceanside, Calif. 92054

Tempsenz temperature sensing device for remote transmitter housing\*, Satellink device for fading from satellite to local audio sources\*, reconditioned broadcast equipment. **Staff:** W. Barrett Mayer, Patrick Mitchell, Michael Cruz, Derri Stanley.

**Basys** 2913  
900 Stierlin Rd., Mountain View, Calif. 94301

Newsroom computer systems, archive systems, Basys System I. **Staff:** Dave Lyon, Ted Valand, Harn Soper, Tina Harrison, Rich Pierceall, Jim Romeo, Ed Grudzien, Jim Cundiff, Mike Casserly, Deck Hazen, David Simmons, Adrian Scott, Barry Smith, Mike Lumpkin.

**BCS** 2785  
439 S. Victory Blvd., Burbank, Calif. 91502

Used production and post-production equipment. **Staff:** Lou Claude, Sandra Claude, Jeff Barnett, Joel Kanter.

**Beaveronics** 2703  
8 Haven Ave., Port Washington, N.Y. 11050

Favag QMS series of modular master clock systems, DSK-4-DLB downstream keyer, video production switching systems.

**Belar Electronics** 3347  
Box 76, 119 Lancaster Ave., Devon, Pa. 19333

Modulation and frequency monitors for AM, FM, SCA and TV, BTSC stereo TV aural modulation monitors, FM and TV stereo test equipment. **Staff:** Arno Meyer, Lynd Meyer, Dwight Macomber, Mohammad Olama, Erich Meyer, Jeannie Bongiovanni.

**Belden Communications** 2926  
534 W. 25th St., New York, N.Y. 10001

Lee filters color effect, color correction and diffusion materials distributor, resin camera filters, polyester photographic filters, 12 news diffusion and reflective materials\*. **Staff:** Michael Sheppard, Damian Vaudo, Patrice Sutton, Hayden Edwards, Eddie Ruffel.

**Belden Wire and Cable** 2651  
Box 1980, Richmond, Ind. 47374

Broadcast cables, TV camera cables. **Staff:** Dick Stoner, Frank Stone, Tim Fast, John Duffin, Mike Wakeland, Mary McQuiston, Tom Wise, Jerry Dokna, Brad Hubiner, Ken Rueth.

**Bencher** 2568  
333 W. Lake St., Chicago 60606

Graphics and camera stands. **Staff:** Jere Benedict, Bob Locher, Todd Zimmerman.

**Benchmark Media Systems** 2470  
3817 Brewerton Rd., N. Syracuse, N.Y. 13212

Audio processing and distribution system, differential interface amplifiers, SPM-2, SPM-3 audio meter systems\*, MIA 4x4 high quality microphone preamp system\*, RGC-02/MTX-02 system 1000 daughter boards for remote volume control and remote generation.  
**Staff:** Allen Burdick, David May.

**Bend-A-Lite/Menu-Lite** 2907  
 Fishermans Rd., Truro, Mass. 02666

Bend-A-Lite, Menu-Lite. **Staff:** Rick Schwartz, Mary Patrick, Esther Mitura, Mike Schwartz.

**Beyer Dynamic** 2823  
 5-05 Burns Ave., Hicksville, N.Y. 11801

Hand-held ENG microphone\*, long and short shotgun microphones, communications headsets, on-air broadcast microphones, production/post-production monitoring headphones, fishpole boom\*. **Staff:** Paul Murphy, Mike Solomon, Bob Lowig.

**BHP Inc.** 2795  
 1800 Winnemac Ave., Chicago, Ill. 60640

TouchVision videotape editing system\*. **Staff:** John Ehrenberg, Bruce Rady, Paul Siegel.

**Bird Electronic** 3472  
 30303 Aurora Rd., Cleveland 44139

5 kw, 15 kw and 25 kw dry load resistors, RF power measurement components, RF wattmeters, 2w and 80 kw heat-exchanger loads, air-cooled loads, digital calorimeters, RF power analyst models, 6 kw 30 db attenuator\*, four-and-one-sixteenth wattmeters\*, peak reading wattmeter\*. **Staff:** Bob Bosler, Greg Johns, George Churpek, Mike O'Leary, Bill Kail, Dennis Hinstride, Leo Lesyk.

**Bogen Photo** 2791  
 17-20 Willow St., Fairlawn, N.J. 07410

Tripods, fluid heads, dollies, caddies, light stands, video lights, lighting rail system, gaffing equipment and TSE camera cases.

**Bogner Broadcast Equipment** 3406  
 603 Cantiague Rock Rd., Westbury, N.Y. 11590

Low, medium and high power television broadcast antennas, high gain MMDS transmitting antennas, cellular telephone and mobile radio, base station antennas, low-band VHF dipole models, UHF standby antennas. **Staff:** Richard Bogner, Steve Weinstein, Leonard King, Robert Piano, Joe Nigro.

**Boonton Electronics** 156  
 791 Route 10, Randolph, N.J. 07869

Electronic test and measurement equipment.

**Bowen Broadcast Service** 2522  
 8343 Lynn Haven Ave., El Paso 79907

Maintenance and refurbishment service.

**Bradley Broadcast Sales** 2556  
 8101 Cessna Ave., Gaithersburg, Md. 20879

Digital telephone hybrid, echo digital voice storage/retrieval system. **Staff:**

# STANDARDIZE YOUR EFP SYSTEM WITH MII



**If you use 1/2", 1" or any combination, switch to MII and get high performance and overall cost reductions.**

The MII Broadcast System was designed to enhance your EFP operations. With product like the AU-500 Field Recorder that offers a combination of performance and capabilities never before available on 1/2".

Like over 90 minutes of recording time even in the field, multi-generation capability, field color playback, 4-channel audio, on-board time code generator/reader with selectable user bits and TBC connection. The Field Recorder also accepts compact cassettes from the MII Camera Recorder. Plus MII's performance is of such high quality it can be used as an alternative to 1" C.

And with MII you have low maintenance and training costs. Tape consumption is dramatically reduced. Units are small and lightweight. Cassettes and parts inventory are interchangeable. And MII equipment is 100 percent compatible, so you can interface MII with your present system.

What's more, product is available now.

Find out how you can improve your production quality and cut your overall costs with the Panasonic MII Broadcast System.

For more information call (201) 348-7671.



**Panasonic**  
 Broadcast Systems

Neil Glassman, Joe Nunemaker, Art Reed, Steve Church, Alan Adelstein.

**Walter S. Brewer Co.** 2632  
Box 35746, Tulsa, Okla. 74153

Studio lighting grid, curtain systems, fixtures.

**Brintec** 2478  
1600 W. Main St., Willimantic, Conn. 06226

Electric cable assemblies, cord sets, power cords, molded plugs, inserts, safety power distribution systems, wires, connectors.

**Broadcast Audio** 2615  
11306 Sunco Dr., Rancho Cordova, Calif. 95670

Stereo audio consoles, aural studio transmitter links, modular console with six mixers\*, headphone options, monitor and distribution amplifiers, phono preamps, premium DAs series IV custom console\*, console extenders. **Staff:** David Evans, John Fernandez, Gary Maggiore.

**Broadcast Automation** 2697  
4125 Keller Springs, Suite 122, Dallas 75244

IGM-EC automation system\*, Otari ARS-1000 tape decks\*, BAI-EC monitor\*, other Otari tape decks, remanufactured SMC 250 carousels, other automation systems. Earl Bullock, Wayne Duncan, Steve Walker.

**Broadcast Dynamics** 2560  
Unit 12, 126 Queens Rd., Fivedock 2046 NSW Australia

Cueword IV\* and Cueword Delta\*. **Staff:** Frank Bird, Treve Bird, Richard Formby.

**Broadcast Electronics** 3226  
4100 N. 24th St., Box 3606, Quincy, Ill. 62305

FM broadcast transmitters (from 100 watts to 35 kw), FM exciter, FM stereo generator, AM broadcast products, AM stereo exciter, AM stereo modulation monitor, 2100 through 5500 series tape cartridge machines, 50 through 350 series audio consoles, program automation products, solid state digital recorder/reproducer, TV stereo generator. **Staff:** Lawrence Cervon, Curtis Kring, Bill Harland, Tim Bealor, Dave Evers, Kirk Walker, Geoff Mendenhall, Rick Carpenter, Ed Anthony, J. McEachern, El Corujo.

**Broadcast Media Legal System** 2728  
10686 Crestwood Dr., Manassas, Va. 22110

**Broadcast Microwave Services** 3578  
7322 Convoy Cr., San Diego 92111

Microwave radios and antenna systems, portable frequency agile ENG transmitters and receivers, STL/TSL intercity links, and hot standby systems, tripod mounted, news truck and news car systems, receive sites, Loran/Gyro controlled helicopter system. SNG systems, parabolic and portable antennas, duplexers, filters, power supplies. **Staff:** Everett Shilts, Jeff Harding, Thomas Stewart.

**Broadcast Music Inc.** 3078  
320 W. 57th St., New York 10019

**Staff:** Frances Preston, Robert Warner Jr., Lawrence Sweeney, Paul Bernard, John Alves, Len Hensel, Ollie Henry, Thea Zavin, Ted Chapin, Tom Curry, Joe Moschoe, Bobby Weinstein.

**Broadcast Supply West** 2743  
7012 27th St. W, Tacoma, Wash. 98466

Radix equipment case\* with new phono preamp and DA, studio furniture, cabinets, console table, audio processing equipment. **Staff:** Irv Law, Bernice McCullough, Tim Schwiager, Pat Medved, Jack Ewer, Matt Meaney.

**Broadcast Systems** 3306  
8222 Jamestown Dr., Austin, Tex. 78758

Automatic video cart machines, consoles and cabinetry, video signal processors, audio jack panels and distribution systems, turnkey television systems design and construction service and field technical support.

**Broadcast Television Systems** 3140  
2300 South 2300 West, Salt Lake City 84119

Cameras (KCM 125 camera system\*, KCF1 lightweight production camera, LDK 6 and LDK 26 automatic studio/field cameras, LDK 54 portable companion, BTS ENG camera\*, KCB 1 recorder-camera system\*, BCB 10 Betacam studio player\*, BCB 15 Betacam studio player with dynamic tracking\*, BCB 40 Betacam studio recorder/player\*, BBE 900 automatic editing control unit\*, BCB 21 Betacam field player\*), film scanners (FDL-60 CCD telecine and film reproduction programmer, FDGR-961-B grain reducer), BCN 52/53, 41/51 VTR's and 21 portable VTR, video switchers (R51ME, R102ME and R61ME compact production switchers, MCS-2000 master control switcher, TVS/TAS-2000 A/V distribution switching system, CFM control function memory, control panels, TI-2000 telephone interface, SM-2000 full matrix status monitor, station automation system\*, FGS-4000 graphics systems and 3D illustrator, off-line modeling system, high resolution output\*, BVA-350 wideband video DA, BAA-350 audio DA, LDK 4210 Genlock sync pulse generator, LDH 6200/6220 high quality monitors, LDK 7020 high quality monitor. **Staff:** Erich Zipse, Jim Wilson, Jeff Clarine, Dave Brack, Colin Parkhill, Stephanie Bailin, Michael Hart, Steve Sedoff, Michael Mackin, Clay Selthun, William Sturke, Ron Ferguson, Bob Walters, Jim Skupien, Larry Riddle.

**Broadcast Video Systems** 2730  
40 W. Wilmot St., Richmond Hill, Ont. L4B 1H8

Ultrakey video keying system, smart video delay system, electronic visuals 4050 component waveform monitor\*, Cox NTSC encoder, VTR leader clock and slate\*, Varicomb NTSC decoder, CCIR 601 video A/D-D/A system, composite and component downstream, component color corrector, zero loss video delays, active and passive video delays and filters. **Staff:** Bert Verwey, Randy Conrod, Paul Greenhalgh, Tony Frere.

**Bryston Ltd.** 2406  
57 Westmore Dr., Rexdale, Ont. M9V 3Y6

6B 500 watt monaural amplifiers, two-way stereo and three-way mono crossover. **Staff:** Christopher Russell, John Day Russell, Douglas Simon, Nicholas Collins.

**BSM Systems** 2668  
W. 7106 Will D, Alton Dr., Suite 106, Spokane, Wash. 99204

Modula routing switcher, audio/video distribution amplifiers, routing switchers, Alphanumeric controllers\*. **Staff:** J. Mike Fitzsimmons, Bruce Morse, Dave Poppe, Marceen Zappone, Richard Hartman, Thomas Tuling.

**Cablewave Systems** 3489  
60 Dodge Ave., North Haven, Conn. 06473

Antenna and transmission line system products, rigid transmission line, fiberglass microwave antennas. **Staff:** William Meola, Margie Barneschi, Ken Robinson, George Gigas, John Gailey, John Peterson, Udo Bode, Manfred Franz, Jack Nevin, William Sirvatka.

**Calaway Engineering** 149  
49 S. Baldwin Ave., Sierra Madre, Calif. 91204

**Calrec by AMS** 2825  
Box 31864, Seattle 98103

Audio mixing consoles, condenser and soundfield microphones, 48-channel digitally assignable mixing console with total instant reset\*, M series portable/studio mixer. **Staff:** Stephen Jagger, Stuart Nevison, Nigel Branwell, John Gluck.

**Calzone Case** 2725  
225 Black Rock Ave., Bridgeport, Conn. 06605

Travel and shipping cases including video, camera, rack mount, camera, monitor, lighting and editing systems, recording, audio and broadcasting.

**Cambridge Products Corp.** 2731  
244 Woodland Ave., Bloomfield, Conn. 06002

Flush-mounted wall plates, BNC's and TNC's.

**Camera Mart** 3040  
456 W. 55th St., New York 10019

Cameras, recorders, audio, lighting, processing and post-production equipment. **Staff:** Samuel Hyman, Paul Meistrich, Shimon Ben-Dor, Jeffrey Wohl, Leo Rosenberg, Shelly Brown, Herb Browning, Jean Yacobellis, Quent Nelson, Ana Maria Sagastegui, Steve Gordon, John Stephens, Dean Leeson, Gary Simon, John Duggin.

**Cam-Lok Inc.** 213  
10540 Chester Rd., Cincinnati 45215

Electrical connectors and power distribution devices, Posi-Lok ground-neutral interlock system\*. **Staff:** Robert Ramundo, Tim Thompson.

**Canare Cable** 2523  
832 N. Victory Blvd., Burbank, Calif. 91502  
MR2-2-AT multichannel mic cable, 456,

458, 4511 quad speaker cable, video connecting cables. **Staff:** Barry Brenner, Motomi Ebara, Kinya Osaka, Paul Ackell, Dan Speegle.

**Canon U.S.A.** 3300  
One Canon Pl., Lake Success, N.Y. 11042

Television lenses for professional video cameras, support equipment, camera pedestals, tripods, cam heads, dollies, optical and electronic accessories, filters, zoom and focus controllers. **Staff:** Jack Keyes, Jim Wolfe, Tom Miller, Ike Nogi, Terry Oikawa, Tommy Kitazawa, Lou Bobroff, Ernie Magnotti, Kenji Saitome, Bob Low, Nick Yoshida, Rocky Iwata., Herman Desoto, Mickey Arase, Keith Jaher.

**Capitol Magnetic Products** 3345  
6902 Sunset Blvd., Hollywood, Calif. 90028  
Audiopak broadcast cartridge. **Staff:** Bud Jackson, Joe Kempler, Edward Khoury, Jack Jackson, Larry Krutsinger, Dick Dunlavy, Dennis Schleich, Gordon Stafford.

**Cascom** 2647  
707 18th Ave. South, Nashville 37203  
Select Effects Library. **Staff:** Dennis Kostyk, Simon Pollock, Glenda Clifford, Sara Ody, Wayne Smith, Gail Smith.

**CAT Systems** 3426  
401 E. 74th St., New York 10021  
Computerized remote control system with high resolution color operator control panel, lightpen control for broadcast, satellite and cable facilities, HQ series\*, 9000C\* multisite controller. **Staff:** J. M. Soil, T. J. Vaughan, J.D. Sullivan.

**Catel Telecomm.** 2585  
4050 Technology Pl., Fremont, Calif. 94537  
D-850 tuneable TV demodulator\*, TVS-2000 TV stereo generator\*, FMS-3000 FM stereo system\*, 3000 series remote satellite receiver transmission system\*, microwave links\*, IR links\*. **Staff:** Stan McKelvie, George Benton, Frank Genocchio, Dennis Donnelly.

**Dwight Cavendish** 2662  
2117 Chestnut Ave., Wilmette, Ill. 60091  
Videocassette duplicator\*, QC 10/50 quality control station\*, Switch Mix\*, 250 improved model, duplicator modules. **Staff:** Marshall Ruehrdanz, Brian Flynt, Geoff Frost, Carter Ruehrdanz, Jim Dow, Dave Jones, Dave Lint.

**CCA Electronics** 2584  
360 Bohannon Rd., Box 426, Fairburn, Ga. 30213  
AM and FM transmitters.

**Central Dynamics** 3080  
147 Hymus Blvd., Pointe Claire, H9R 1G1  
Total integration of signal distribution system into display controlling signals distributed to master control and production switchers.

**Central Tower** 2799  
8200 Roberts Ridge Rd., Newburgh, Ind. 47630

# SUBSTITUTE YOUR STUDIO VTR'S WITH MII



**If you use 1", switch to MII  
and get high performance and  
overall cost reductions.**

The MII Broadcast System was designed to enhance your studio production. With product like the MII AU-650 Studio VTR that offers a combination of performance and capabilities never before available on 1/2".

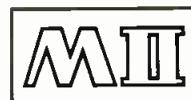
Like over 90 minutes of recording time, multi-generation capability, on-board TBC and time code generator/reader with selectable user bits, editing functions, variable speed playback including slow and still, Dolby\*-C noise reduction, and 4-channel audio. The Studio VTR also accepts compact cassettes from the MII Camera Recorder. Plus MII's performance is of such high quality it can be used as an alternative to 1" C.

And with MII you have low maintenance and training costs. Tape consumption is dramatically reduced. Units are small and lightweight. Cassettes and parts inventory are interchangeable. And MII equipment is 100 percent compatible, so you can interface MII with your present system.

What's more, product is available now.

Find out how you can improve your production quality and cut your overall costs with the Panasonic MII Broadcast System.

For more information call  
(201) 348-7671.



**Panasonic**  
Broadcast Systems

\*Dolby is a trademark of Dolby Laboratories, Inc.

AM, FM, TV and microwave tower manufacturer, ice shields\*. **Staff:** Dave Davies, Ernest Jones, Terry Becht.

**Centro Corp.** 3181  
369 Billy Mitchell Rd., Salt Lake City 84116

Design, engineering and construction for post production, production and broadcast facilities; design, engineering and construction of mobile production, equipment enclosures, satellite news gathering truck.

**Century 21 Programming** 3452  
4340 Belwood Pkwy., Dallas 75234

Gold Discs\*, compact disk production library\*, interactive music scheduling software\*, contemporary and country station ID jingles\*. **Staff:** Dave Scott, Richie Allen, Sam Taylor, Stuart McRae, Bob Lawrence, Eddie Davis, John Miller, Melissa Ewing.

**Century Precision Optics** 2422  
1703 Burbank Blvd., N. Hollywood, Calif. 91601

Lenses.

**Cetec Vega** 3394  
9900 Baldwin Pl., El Monte, Calif. 91731

QX-6 single package transceiver wireless intercom system\*, R-33T and R-33B miniwireless receivers, other wireless microphone and intercom systems. **Staff:** Paul Baughman, Ken Bourne, Gary Stanfill, Dan Peters.

**Channelmatic** 2548  
821 Tavern Rd., Alpine, Calif. 92001

Adcart 2 + 2 ad insertion system\*, broadcast break sequencer for VCR automatic playback\*, Eightball very low cost 8x1 switcher\*, broadcaster 1 VCR changer, patchmaster 10x1 switcher, Li'l money-maker and Spotmatic Jr. ad insertion systems, audio and video distribution amplifiers, universal audio amplifier, sync stripping pulse DA. **Staff:** Bill Killion, Tom Walsh, Tom Panowski, Roger Heidenreich, Tom Madden, Mike Watson.

**Chester Cable** 2734  
Drawer D, Chester, N.Y. 10918

Component GBR video cable\*, audio, video and triaxial cables, audio pair cables. **Staff:** Yves Bonnamour, Kenneth Wyant, Nancy Spadinger, Thomas Kaercher.

**Chisan Unitec** 2494  
Jinguame 6-12-15, Shibuyaku, Tokyo, 150  
**Staff:** H. Osato.

**Chyron Corp.** 3072  
265 Spagnoli, Melville, N.Y. 11747

Enhancements to Chyron Scribe, RGU-2 and Chyron IV models 4100 EXB and 4200/Motion\*, Logo Compose, software effects package, digital video effects generator, font library. **Staff:** Alfred Leubert, Joe Scheuer, Leon Weissman, Isaac Hersly, David Buckler, Ron Witko, Bill Hender, Bill Reinhart, Roi Agneta, Harvey Caplan, Bob Knowles, David Diels, Audrey Rudden, Larry Mincer, William Buynak, Mary Ahern, Andre Geiger, Judy

Morro, C. Smith, J. Mauro.

**Cine 60** 3428  
630 Ninth Ave., New York 10036

Battery belts and packs, chargers, sun-gun kits, Hitch-Hiker camera batteries, BP-90, BP-60 PBP-1 VTR batteries, quick release mounts. **Staff:** Don Civitillo, Bob Kabo, Richard Jenkins, Paul Wildum, Paul Wildum Jr.

**Cinema Products** 140  
2037 Granville Ave., Los Angeles 90025

Camera and lens equipment.

**Cinemills Corp.** 2777  
3500 W. Magnolia Blvd., Burbank, Calif. 91505

Lee filters color media, resin and polyester camera filters, Supafrost filters, Desisti lighting equipment, ILC technology HMI bulbs. **Staff:** Walter Mills, Sandy Mills, Linda Roberts, Danny Davis.

**Cipher Digital** 2605  
Box 170, Frederick, Md. 21701

Time code readers, generators, event controllers, video inserters, transport synchronizers and emulators, audio editing systems, edit controllers. **Staff:** Tony Mattia, Mel Danner, Bill Rader, Harry Todt, Larry Jarkey.

**Circuit Research Labs** 2538  
2522 W. Geneva, Tempe, Ariz. 85282

Audio processing equipment, stereo and SCA generators.

**Clear-Com** 3352  
1111 17th St., San Francisco 94107

Series 500 digital beltpacks\*, intercom and IFB equipment. **Staff:** Michael Goddard, Emil Matingnon, Bill Fluster, Bob Tourkow, Bob Cohen, Sharon Krentz.

**CMC Technology** 3340  
2650 Lafayette St., Santa Clara, Calif. 95050

Replacement video head for C-format VPR series machines with dynamic parallel tracking video head, Videomax TD-800 bulk tape demagnetizer, quad video and audio head and VTR accessories. **Staff:** Tony Mlinaric, Bill Fitts, Fred Koehler, Bill Zimborski, John Lassandrello, Tommy Thompson.

**CMX** 3232  
2230 Martin Ave., Santa Clara, Calif. 95050

CMX 6000 videodisk film and video editing system\*, CMX 100 video editing system\*, computer-aided sweetening system editing systems, large scale video editing system. **Staff:** L. Weiland, S. Goodman, R. Sirinsky, C. Hardman, J. Shike, S. Becker, G. Hlnderliter.

**Coaxial Dynamics** 108  
15210 Industrial Pkwy., Cleveland 44135

Model 81070 Watchman transmitter protection system, RF wattmeters, frequency counter/wattmeter combination, termination wattmeters, low and high power directional RF wattmeters and terminations, RF loads, heat exchangers, air cooling for high power water-cooled resistors, RF filters/RF power sensors, OEM

equipment. **Staff:** Robert Scott, John Ittel.

**Colorado Video** 3447  
Box 928, Boulder, Colo. 80306

Freeze frame communications system for transmission of images on VBI, still image storage system. **Staff:** Glen Southworth, Jim Dole, Larry McClelland, David McIntosh.

**ColorGraphics Systems** 3128  
5725 Tokay Blvd., Madison, Wis. 53719

ArtStar Ethernet local area network and workstation\*, ArtStar 3D/ArtStar II enhancements, ArtStar II, LiveLine V high resolution weather graphics presentation system\*, LiveLine PC-based weather graphics system\*, LiveLine IVA enhancements. **Staff:** Ken Simmons, Bob Miller, Kevin Northcutt, Doug Hinahara, Valarie Jones, Richard Daly, Patricia Sprewell, Dean Lyon, Wendell Jordan, Eric Weaver, Terri Bassett, Jeff Puls, Bob Stabler.

**Columbine Systems** 3405  
1620 Jackson, Golden, Colo. 80401

Software for automation of sales, traffic and billing, music, newsroom management system. **Staff:** Murray Goodman, Marilyn Decker, Martha Freeman, Beth Broidis, Bob Lanier, Pete Callaway, Shuny Sugiura, Larry Christofaro, Mark Fine, Patti Baymiller, Kathy Lassila, Dara Hart.

**Comark Communications** 3190  
Box 506, Colmar, Pa. 18915

UHF and VHF transmitters, coaxial and waveguide transmission line and components.

**Communication Graphics** 2423  
313 N. Redbud, Broken Arrow, Okla. 74012

Promotional items—bumper stickers, window decals, T-shirts, jackets, hats and credit cards, media or sales folders.

**Comprehensive Video Supply** 3593  
148 Veterans Dr., Northvale, N.J. 07647

Grade cables and connectors\*, studio and location lighting systems and accessories\*, softlights\*, PC 2 character generator\*, 1987 "Complete Book of Professional Video Accessories." **Staff:** Jules Leni, Pat Birch, Jeff Schneider, Stephen Godfrey, Adam Greissman, Mike Levin, Paul Di Stefano, P. Anderson, Jay Warner, Elizabeth Coppinger.

**Comprompter** 2710  
141 S. 6th St., Box 128, La Crosse, Wis. 54601

Electronic computerized newsroom, Toprompter PC-version of portable production/prompting system\*. **Staff:** Ralph King, Rick Hallock, Len Dozier, Bill Feest, Dick Graham, Dick Bracken, Dick Meis, Bruce Dawson, Ron Nelson, Tom Roberts, Wes Crenshaw, Joe Nigro, Doug Scheer.

**Compuprompt** 2408  
746 N. Cahuenga Blvd., Los Angeles 90038

Color computerized teleprompting equipment, podium speaker promptu\*. **Staff:** John Keris, Jordan Friedberg, Cort-



# NEWS FROM THE OUTER LIMITS IN MINUTES

When news breaks in a remote location, the farther away you are from your station, the longer it takes to get the story back to your newsroom.

The Networker from Centro is designed for ease and speed of set up. Your crew can easily have the Networker linked up with the proper satellite with all systems operating and transmitting live news back to the newsroom within minutes.

## ONE-OF-A-KIND DISH OPERATING SYSTEM

This capability for fast action is made possible, in part, by a computer engineered dish mounting structure. This unique system not only allows for fast link-up but it eliminates the possible 2-degree uplink tolerance problem and stabilizes the dish even in heavy weather.

## INDIVIDUALLY EQUIPPED TO YOUR SPECIFICATIONS

Before building an SNV, we

listened to people who needed them. And we learned that a standard SNV product could not meet everyone's varied needs.

That's why every Networker starts out with the basic aerodynamic shell and ends up as the perfect SNV for your specific needs by integrating each individual component you need in your Networker.

If you need production capability, you get it. Editing capability? It's yours. More monitors or a character generator? Just say the word.

And it's all assembled according to Centro's demanding quality standards utilizing sound human engineering principles. That means everything you wanted is right where you need it so effort goes down and productivity goes up.

## STANDARD FEATURES DELIVER OPTIMUM PERFORMANCE

Every custom designed Networker is complemented by features most often mentioned by users we surveyed:

- A van-style vehicle which is easy to drive and easy to get into, and out of, tight spots.
- Sturdy Ford chassis for service and parts availability virtually anywhere.
- A powerful gasoline engine to ensure easy fuel access at any service station.
- A 2.3 meter dish with 49.5 Dbi gain and selectable-adjustable vertical and horizontal polarization from inside the vehicle.
- Six equipment racks for maximum equipment compliment and future system expansion.
- Abundant storage area over the driver's compartment which can also be utilized for a co-driver bunk.

The Networker's easy set-up and custom design let you get news from the scene to the station no matter where you are. If that's the performance you look for in an SNV, look to Networker by Centro.

## SEE THE NETWORKER AT OUR BOOTH AT NAB

Visit booth #3181 inside or #34 outside

# NETWORKER

Centro Corporation 369 Billy Mitchell Drive Salt Lake City, Utah 84116 (801) 537-7779

Centro is a subsidiary of Skaggs Telecommunications Service, and American Stores Company.



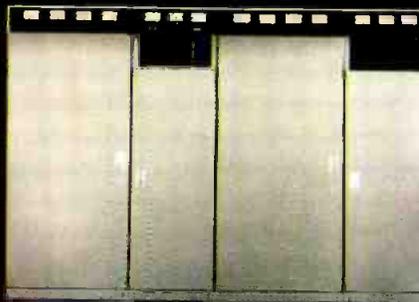
**WHEN LOOKING FOR THE LATEST TECHNOLOGY  
IN UHF AND VHF TRANSMITTERS...**

Comark's recent track record of technological innovations is unmatched by any other US manufacturer. This impressive history of recognized advancements demonstrates our commitment to the future. A commitment backed by continuing substantial investments in research and product development activities.

Incorporating new technology into today's products is your assurance that the Comark transmitter purchased now will still be current in the year 2000.

**COMARK  
IS HERE**

See Us At NAB—Booth #3190



**COMARK COMMUNICATIONS, INC.**  
A Thomson-CSF Company

Route 309 & Advance Lane • Colmar, PA 18915  
(215) 822-0777 • Telex: 846075

**BROADCASTING****Aug. 18, 1986**

"Both COMARK and Thomson-LGT made news at the NAB..."  
 "COMARK introduced a 60 kw UHF transmitter with a KLYSTRODE..."

"...Thomson-LGT introduced a 30 kw SOLID-STATE VHF Transmitter..."

"Comark...first domestic source for BCD/ABC beam current pulsing systems..."



**LEADING THE INDUSTRY  
IN TECHNICAL  
INNOVATIONS**

**BM/E June 1986  
NAB Show-In-Print**

"...the principal advance reported at this NAB was the long-awaited commercial realization of the KLYSTRODE TUBE design in a production transmitter from COMARK..."

"COMARK is first US manufacturer to build production transmitters specifically designed for and featuring wide band external cavity KLYSTRON amplifiers."

**BROADCAST ENGINEERING-  
May 1986 Transmission  
Systems Special Issue**

"High-performance Klystrons, Klystrodes and solid-state RF amplifiers are reducing operating costs and improving broadcast transmitter quality..."

"COMARK was the 1st domestic manufacturer to design and produce no-tuning solid-state exciter/driver for use with Klystron transmitting systems."

ney Goodin, David Schmoeller, Lamar Card, Bethal Bird, Mitch Bird.

**Compusonics Corp. 2533**

2345 Yale St., Palo Alto, Calif. 94306

DFSP-1000 audio computer, DSP-1500 digital disk broadcast recorder/player. **Staff:** David Schwartz, John Stautner.

**Computer Prompting Corp. 132**

1511 K St., Suite 831, Washington 20005

CPC-1000 and CPC-2000 computerized teleprompters. **Staff:** Dr. Dilip Som, Sidney Hoffman.

**Comrex 3460**

65 Nonset Path, Acton, Mass. 01720

Telephone hybrid system\*, frequency extender models\*, one and two line frequency extenders, telephone couplers, SNG/ENG IFB cue systems, TV aural monitors. **Staff:** John Cheney, Lynn Distler.

**Comsat International 2792**

950 L'Enfant Pl., SW, Washington 20024

International video and audio transmission service via satellite. **Staff:** Jay Trager, Michael Pirrone, Milton Bush, James Kilcoyne.

**Comsat World Systems Division 3540**

22300 Comast Dr., Clarksburg, Md. 20871

Global television services, CTVS access service\*, occasional video services, contract, occasional and full-priced transponder services, sound program channels. **Staff:** Bruce Crockett, Stephen Carroll, Nancy Salvati, Ray Dongelewicz, Tish Fonda.

**Comtech Antenna 17**

3100 Communications Rd., St. Cloud, Fla. 32769

C and Ku-band antenna systems.

**Comtek Inc. 2652**

357 W. 2700 South, Salt Lake City 84115

Wireless remote IFB system with M-72 base station transmitter and PR-72b personal receiver, RC-72 wireless cueing system, MR-182 high performance wireless microphone system. **Staff:** Ralph Belgique, Steve Kartchner.

**Comwave 130**

Box 69, Mountaintop, Pa. 18707

Microwave transmitters, repeaters and amplifiers for TV, ITFS, OFS and MMDS.

**Concept Productions 3334**

1224 Coloma Way, Roseville, Calif. 95661

Adult Contemporary, Contemporary Hit Radio, Album Oriented Rock, Country and Contemporary MOR automated or live assist formats, formats on digital audio tape plus computer controlled programming systems. **Staff:** Dick Wagner, Mary Wagner, Renee Montero, Larry Anderson, Dan Mortimer, Elvin Echiyama, Lisa Cerda.

**Conifer Corp. 2610**

1400 N. Roosevelt, Burlington, Iowa 52601

MMDS/ITFS block downconverters, paracopter high performance MMDS/ITFS receive antennas, four-foot perforated par-

ceptor antenna. **Staff:** Jim Clark, Charlie Brown, Joyce Vance.

**Connectronics Corp. 2403**

652 Glenbrook Rd., Stamford, Conn. 06906

Audio wire and cable, audio mixing consoles. **Staff:** Richard Chilvers, Stephen Ash, David Roberts.

**Conrac 3124**

600 N. Rimsdale Ave., Covina, Calif. 91722

Micromatch color studio monitor system. **Staff:** Gene Ornstead, Scott Newton.

**Continental Electronics 3200**

4212 S. Buckner Blvd., Dallas 75227

AM transmitters and FM transmitters (from 1 kw to 70 kw), RF equipment, exciters, FM antennas and audio equipment.

**Staff:** T.E. Yingst, W.D. Mitchell, A.V. Collins, Steve Claterbaugh, R.L. Floyd, Ken Perkins, Cliff Rogers, John Hutson, Dave Hultsman, John Abdnour, Jim Littlejohn, Barry Ariaz, Steve Schott, Tom Cauthers, Marvin Steelman, E.L. King, Bob Dunkin.

**Control Concepts Corp. 2687**

328 Water St., Box 1380, Binghamton, N.Y. 13901

Islatron product line\*, facility protection for transmitter studios, satellite systems, video editing, control systems and other digital equipment. **Staff:** Oral Evans, Bill Lichtner.

**Conus Communications 3385**

3415 University Ave., Minneapolis 55414

Satellite newsgathering, satellite services, event coordination utilizing Ku-band technology, national and regional coverage, two-way interactives, planned and shared events coverage, Washington bureau, TV Direct partner. **Staff:** Charles Dutcher III, Anita Klever, Scott Goodfellow, Ray Conover, Woody Hubbell, Todd Hanks.

**Convergence Corp. 3252**

1641 McGaw, Irvine, Calif. 92714

**Corporate Communications Consultants 221**

64 Clinton Rd., Fairfield, N.J. 07006

System BM color correction system.

**Crosspoint Latch 3533**

95 Progress St., Union, N.Y. 07083

Post-production switchers, sync generators, master control switchers.

**Crown International 2927**

1718 W. Mishawaka Rd., Elkhart, Ind. 46517

Power amplifiers, microphones, audio analyzer. **Staff:** James Bumgardner, Anthony Satariano, William Raventos, James Beattie, Charles Gushwa, Verne Searer, Don Peterson, Dave Engstrom, Terry Frick.

**CSI Electronics 3418**

4204 S. Florida Ave., Suite 4, Lakeland, Fla. 33813

40 kw single ended FM transmitter\*, CSX-20F exciter\*, 10 kw, 20 kw and 25 kw transmitters. **Staff:** Bernard Gelman, Dale Leschak.

**Cubicomp Corp.** 3478  
21325 Cabot Blvd., Hayward, Calif. 94545  
Enhanced version of PictureMaker/30 and /20 3D graphics systems. **Staff:** Harry Taxin, Peter McBride, Martin Stein, Bob Pariseau, Doug Harrison, Carol Byram, Jim Hudman, Henry Lasch, Stephenie Shephard, Terry Edwards, Leslie Evans, Kathy Carr, Richard Thornton, David Dunaway, Kerry Brix.

**Current Technology** 2723  
1400 S. Sherman, Suite 202, Richardson, Tex. 75081  
Main Power product family, low amp power siftors for equipment protection. **Staff:** Barry Epstein, Peter Diamond, Mark Arnspiger, James Johnson, Martin Sandberg.

**Custom Business Systems** 2517  
Box 67, Reedsport, Ore. 97467  
Business software computer system, traffic and billing, sales management, general ledger and payroll, enhanced co-op/copywriter system, word processing, music library, concert music system. **Staff:** Steve Kenagy, Wes Lockard, Jerome Kenagy, Al Aslakson, Bob Lundstrom, Ira Apple, Barbara Simon, Mike Povlo, Cindy Wasson, Sue Brower, Stephanie McKenna, Kathy Lowe, James Hamilton.

**Cycle Sat** 2654  
119 Willowglen Dr., Box 309, Forest City, Iowa 50436  
**Staff:** Timothy Clark, Dave DeWaard, Tim Hedrick, Loren Swenson, Jodi Gammon, Sherwin Koch, Joyce Steil, John Price, Frank Rotta, Harry Prestanski, John V. Hanson, John K. Hanson.

**Peter Dahl** 222  
5869 Waycross, El Paso, Tex. 79924  
Pre-wired line transient suppression assemblies\* for equipment protection, high-level modulation transformers and reactors for 1 and 5 kw transmitters, single and three-phase plate transformers for 1 and 5 kw transmitters, three-phase high voltage full-wave bridge rectifier assemblies for F-line transmitters. **Staff:** Peter Dahl, Gary Komassa, Ozzie Jaeger.

**Dalsat** 2424  
1205 Summit, Plano, Tex. 75024  
ABSAT-8 and -12 satellite newsgathering vehicles. **Staff:** Jack Moore, Pete Zilliox, Clyde Combs, Tony Castro, Tom Jacobsen, Clyde Smith, Kevin Durant, Mark Rose.

**Bill Daniels** 140  
9101 Bond, Overland Park, Kan. 66214  
Illustrated trade references, dealer catalogues, manufacturer's catalogues, literature management, super ads.

**Data Center Management** 2760  
1017 Kenilworth Ave., Charlotte, N.C. 28204  
Election reporting newsroom system. **Staff:** Rick Summers, Chuck Pool.

**Datacount** 2758  
Box 3078, Opelika, Ala. 36803

Datacount accounts receivable and traffic scheduling system. **Staff:** Daniel Tankersley, Jerry Johnson, Burt Carter, Lora Colley, Jim Colley.

**Datatek** 3547  
1121 Bristol Rd., Mountainside, N.J. 07092

Video/stereo audio switching systems\*, stereo audio DAs\*, A/V routing switchers, audio and video DAs, machine control system. **Staff:** Mervyn Davies, Robert Rainey Sr., Robert Rainey Jr.

**Dataworld** 2779  
4827 Rugby Ave., Suite 200, Bethesda, Md. 20814

Directories, allocation and interference studies, population counting, flag services of FCC releases, terrain elevation retrieval program, unused call letters, AM groundwave calculations, daytime channel studies, license assignments and transfers and industry mailing lists. **Staff:** Jack Neff, Shirley Ostmann, Hank Brandenburg, Ron Shaver, Carolyn Wallmark.

**Datum** 2446  
1363 S. State College Blvd., Anaheim, Calif. 92806

5300 ITP microcomputer-based time processor, SMPTE reader and character inserter for SMPTE time code. **Staff:** Gary Geil, Randy Smith, Mike Coffin.

**Davis & Sanford** 2496  
24 Pleasant St., Box 102, New Rochelle, N.Y. 10802

Airlift tripods\*. **Staff:** Bill Resk, Gloria Gonye.

**dbx** 2740  
71 Chapel St., Newton, Mass. 02195

Professional real-time analysis system\*, compressor/limiters, noise reduction systems, 900 series modular signal processing, OEM products, 163x, 263x, 463x, FS-900 two-module frame. **Staff:** A.J. Menozzi, Leslie Tyler, Gregory Green, Gary Soprano, Scott Berdell, Barbara Bennett, Wynne Smith, Ruth Brigandi, Scott Sylvester.

**Dedo Weigert Film** 2748  
Rottmannstrasse 5, D-8000 Munich 2, W. Germany

Dedolight optical lighting system, Dedomac macro lens systems, Periscope. **Staff:** Dedo Weigert, Gary Jay.

**Del Compu-Cable Systems** 2551  
6-301 45th St. West, Saskatoon, S7L 5Z9

Spectraview I and Spectraview II low cost high performance character generators with graphics, weather and remote modems, CG-Plus character generator-titler with gen lock and graphics\*. **Staff:** Bob Hodgins, Dale Lemke.

**Delta Electronics** 3488  
5730 General Washington Dr., Alexandria, Va. 22312

AM stereo exciters and modulation monitors, RF instrumentation products, RF meters, impedance bridges, coaxial transfer switches, remote control systems, power and modulation controllers.

**DeSisti Lighting/Desmar Corp.** 2796  
328 Adams St., Hoboken, N.J. 07030

370 series lightweight piccolo fresnels\*, Giotto cyclorama lighting system\*, studio rigging system by telestage\*, mini-pantograph for studio rigging\*, motorized video monitor hanger for studios\*, electronic ballast for HMI fixtures\*, venture lighting for stage and studio lamps\*, Raffaello HMI softlights 575, 1200, 2500w, Rembrandt series 575 through 12,000w, Leonardo quartz halogen 1k, 2k, 5kw, Tiziano open face focusing discharge 200 and 2500w, Caravaggio Par-64 discharge 1200w, open face focusing spotlight and minibroad kit lights, stands, light and lighting control accessories. **Staff:** Mario DeSisti, Frank Marsico.

**De Wolfe Music Library** 2712  
25 W. 45th St., New York 10036

Music library and sound effects library. **Staff:** Andrew Jacobs, Mitchel Greenspan.

**Dialight Corp.** 2691  
203 Harrison Pl., Brooklyn, N.Y. 11237

**Dielectric Communications** 3436  
Tower Hill Rd., Raymond, Mass. 04071

Doubly trunkated waveguide\*, FM ring and panel antennas, waveguide and accessories, UHF and VHF TV antennas coaxial transmission line and accessories, RF loads, FM filters and combiners, TV filters and duplexers, coaxial and waveguide switches, opto switchers and combiners. **Staff:** Richard Broadhead, Stan Thomas, Colleen Mitchell, Sharon Dickinson, Howard Acker, Larry Sawyer, Jim Beville, Bill DeCormier, Cole Plummer, Homer Stanley, Wally Warren, Bill Holroyd, Noel Luddy, Oded Ben-Dov, Bob Winn, Don Hymas, Bill Schacht, Jim Kelly, Dan Schulte, Max Ellison, John Shipley, Chuck Koriwchak, Dan Nungesser, Ken Tingley.

**Digital Arts** 2482  
7370-Q Opportunity Rd., San Diego, Calif. 92111

Digital graphics animation system\*. **Staff:** Sheldon Liebman, Ed Chmiel, Phillip Baffrey, Tom Lockwood.

**Digital Services** 3304  
3622 N.E. 4th St., Gainesville, Fla. 32609

Eclipse and Illusion optical digital effects systems, SX2000D digital effects system with switcher M/E and keying amps. **Staff:** John Davis, Ann Merideth, Jim Seipp, John Barker, Hugh Gillogly, Morrell Beavers, Mike Barsness, Tom Sabiston.

**Dimension Production Music** 2484  
603 Commerce way, West, Jupiter, Fla. 33458

Production music library.

**DISC** 2794  
3023 S. Tejon, Englewood, Colo. 80110

**Di-Tech** 3567  
48 Jefryn Blvd., Deer Park, N.Y. 11729

Audio follow video routing switchers,



Production Trax On Compact Disc  
Updates  
Catalog On Floppy Disk  
Sound Effects Available  
Digital Director Brought To You By



**NEW!** Random Select Digital Music Formats On 8mm Cassette  
From Media General. System Design By Systemation.

See Us At Anatole Tower Booth 3335  
Or Contact Carl Reynolds Or Dick Denham, 901-320-4340

audio/video/pulse distribution amplifiers, video equalizers, video detectors, telephone control systems, audio routing switchers, audio monitor amplifier. **Staff:** Dan Mazur, Tony Bolletino, George Petrilak, Joe Perullo, Bob Johnson.

**Dolby Laboratories 2705**  
100 Potrero Ave., San Francisco 94103

Signal processing and noise reduction systems, Dolby Spectral Recording system. **Staff:** Kevin Dauphinee, David Robinson, Robert Cavanaugh, Bill Mead, Doug Greenfield, Andreas Koch, Dick Gayer, Bill Russell, Steve Forshay, Lisa Van Cleef, Ioan Allen, George Pavlik.

**Dorough Electronics 2602**  
5221 Collier Pl., Woodland Hills, Calif. 91364

Audio console model 700\*, loudness meters, discriminate audio processor, stereo generator model. **Staff:** Mike Dorough, Kay Dorough, Jon Churchill, Dick Burden.

**Drake-Chenault 2510**  
2000 Randolph Rd., SE, Albuquerque, N.M. 87106

Goldmine CD\*, radio station consulting services, syndicated formats in CHR, AC, urban, soft AC and country, History of Rock and Roll (52), perceptual and music testing research\*, video sales presentations for radio. **Staff:** Denny Adkins, William Sanders, Steve Sandman, Rick Lemmo, John Carlile, Rob Bein, Joe Patrick, Bob Laurence, Charlie Quinn, Kim Travis, Richard Holcombe, Peggy Riemer.

**Dubner Computer Systems 3110**  
6 Forest Ave., Paramus, N.J. 07652

CBG-2LX and Texta character generators, Texta 500\*, 5-k\*, 10-k and 20-K on-line character generators, DPS-1, and Turbo Piant paint systems, video graphics systems. **Staff:** Harvey Dubner, Bob Webb, Evelyn Bronson, Ivan Maltz, Keith Thomson, Chuck Diehl, Bob Dubner, Emily Dubner, Abbie Winson, Hugh Casey, Gary Berger, Andrew Ferguson, Laurie Reynolds, Matt Fau, Lee Wrench.

**DX Communications 2693**  
10 Skyline Dr., Hawthorne, N.Y. 10532

Ku- and C-band receiving equipment.

**Dynair Electronics 3409**  
5275 Market St., San Diego 92114

Dynasty routing switchers. **Staff:** Garry Gramman, Dave Castellini, Bob Jacobs, Jim Moneyhun, Al Wilson, Bob McAll, Jim Meek, Tom Meyer, Phyllis Lynch, Ellie Jett, Rich Smith, Kirk Kinley.

**Dynamic Sound + Vision 2578**  
16-18 Waltham St., Artarmon NSW Australia 1064

Digital theme store. **Staff:** Ron Wood, Greg Taylor.

**Dynatech Newstar 3128**  
5725 Tokay Blvd., Madison, Wis. 53719

Newstar automated newsroom system.

**Eastman Kodak 3208**

343 State St., Rochester, N.Y. 14650

Videotapes, imaging products.

**Echolab 2828**

175 Bedford Rd., Burlington, Mass. 01803

Color special effects generators, audio switchers.

**EEG Enterprises 2802**

1 Rome St., Farmingdale, N.Y. 11735

VBI data transmission equipment, closed captioning, teletext, private data transmission on TV networks\*, network communication and control. **Staff:** Bill Posner, Ed Murphy, Mike Doller.

**EEV 2626**

4 Westchester Pl., Elmsford, N.Y. 10523

Leddicon camera tubes for studio, ENG and EFP cameras, Vidicon camera tubes for caption scanning and telecine applications, high efficiency klystrons for UHF TV transmitters, tetrodes for AM and FM transmitters. **Staff:** Paul Plurien, Tom Soldano, Tim Sheppard, Mike Mandl, Dave Clissold, Mike Kirk, Vijay Patel, Charles Settens, Dennis Baker, Harry Kozicki, Kees Van Der Keyl, Don Rose, Jim Comella, David Farrar, David Wilcox.

**EG&G Electro-Optics 2612**

35 Congress St., Salem, Mass. 01970

LS-161 medium intensity aviation obstruction warning light\*, LS-158 high intensity aviation obstruction warning marking and lighting system for towers taller than 500 ft. **Staff:** George Mandeville Jr., Tom Allain, Don Rowe, Roger Wood.

**Electro Controls 2632**

2975 S. 300 West, Salt Lake City 84115

Studio lighting and control equipment.

**Electro Impulse Laboratory 3431**

116 Chestnut St., Box 870, Red Bank, N.J. 07701

DPTC-75KFM\*, 25KFM\* and 50KFM\*. **Staff:** Thomas McNicholas.

**Electro-Voice 3430**

600 Cecil St., Buchanan, Mich. 49107

Speaker products, microphones and accessories, mixers.

**Electronic Research 2576**

108 Market St., Newburgh, Ind. 47630

FM panel antennas, side mount FM antennas, diplexers, field service.

**Electronic Systems Lab 2640**

120 S.W. 21st Terrace, C-104, Fort Lauderdale, Fla. 33312

EELA broadcast, location, film and post production mixers, reportophones, hybrids, preamps, compressors/limiters, balancing units, phasemeters and recorder test sets, signal processing equipment, ADR systems and synchronizers, TC generators, readers, video burn-in units and incremental TV generators, cassette duplicators, CC and videocassette loaders and supplies, on-air consoles, mixers.

**Elicon 3220**

940 S. Leslie St., La Habra, Calif. 90631

PCCS portable remote motion control system with pan/tilt head, videocassette duplication robot system. **Staff:** Peter Regla, Elizabeth Regla, William Lee.

**EMCEE Broadcast Products 3032**

Box 68, White Haven, Pa. 18661

Frequency agile synthesized MMDS transmitter, 100w MMDS transmitter, low cost MMDS/ITFS downconverter and antenna, 100 watt VHF and UHF translators, 1 kw broadcast transmitters stereo audio, tower and installation services. **Staff:** James May, Perry Spooner, John Saul, Robert Nash, Frank Trainor, Robert Luka, Paul Anthony, Carl Zbegner, James Jarick.

**Emcor 2402**

1600 4th Ave., Rochester, Minn. 55901

Modular electronic enclosure systems, computer support furniture, chassis slides, emission control cabinets, instant emcor quick ship program. **Staff:** John Horton, Tom Regnier, Mark Fritsch.

**ENG Corp. 3308**

2930 Cloverdale Ave., Concord, Calif. 94502

Mobile news vans and cars.

**Environmental Technology 2696**

1302 High St., South Bend, Ind. 46618

De-icing controls for FM and TV antennas, equipment.

**ESE 3470**

142 Sierra St., El Segundo, Calif. 90245

Digital clocks, timers, time code generators and readers, master clock systems, programmable timers.

**Ethereum Scientific Corp. 2464, 9**

7641 Clarewood, Suite 336, Houston, Tex. 77036

**Staff:** Michael Cordell, Denny Kunce, Joe Ford, Joel Bagelman, Peggi Ellis, Suzan Miller.

**Eventide 2830**

One Alsan Way, Little Ferry, N.J. 07643

SP 2016 effects processor/reverb, H969 and H949 harmonizer, BD980 broadcast digital delay. **Staff:** Gil Griffith, Joe Shapiro, Jeanne Meade.

**Evertz Microsystems 201**

3465 Mainway, Burlington, Ont. L7M 1A9

SMPTE/EBU post production time code equipment including LTC and VITcode generators, readers, character inserters, deleters, translators and digital clocks, Chaser time code-based chase synchronizer\*, emulator intelligent audio transport interface\*, model 120 multifunction time code display\*, ev-bloc modular time code system\*. **Staff:** Alan Lambshead, Carter Lancaster, Gerry Wheaton.

**Excalibur Industries 2637**

12427 Foothill Blvd., Lake View Terrace, Calif. 91342

Custom cases, video systems cases, AKS case line, EIA rack cases, travel cart

# Larry King's Back!



Direct from a record-breaking performance at the George Washington University Hospital, Larry King returns triumphantly to *The Larry King Show* this week.

There'll be no more chain-smoking and a lot less sauce bearnaise, but you'll hear the same hard-hitting, no-nonsense style that has made Larry America's most popular talk show host.

A special thanks to Tom Snyder, Robb Weller and Jim Bohannon for filling in for Larry during the past four weeks.

Welcome home, Larry – we're glad to see you're back!



**MUTUAL BROADCASTING SYSTEM**

and accessories, flightweight custom shipping containers. **Staff:** Joseph Byron, Joanne Miller, Walter DeVore, Dan Levy, Jamie Alexander.

**Factbook Research 3383**  
1836 Jefferson Pl., N.W., Washington 20036  
Computerized market research services. **Staff:** Lynn Levine, Claire Smith.

**Fairlight Instruments 104**  
2945 Westwood Blvd., Los Angeles 90064

**Faroudja Laboratories 2488**  
946 Benicia Ave., Sunnyvale, Calif. 94086  
NTSC encoder and decoder. **Staff:** Yves Faroudja, Isabell Faroudja, Thomas Lyon, Jim Campbell.

**FCC 3433**  
1919 M St., NW, Washington 20554

**Ferno-Washington 2914**  
70 Weil Way, Wilmington, Ohio 45177  
Ferno freelancer\*, transport carts for field production. **Staff:** Gordon Shields, Fred Stevens.

**Fidelipac 3092**  
Box 808, Moorestown, N.J. 08057

Production version\* of CTR 30 series three-deck NAB cartridge recorder/reproducer, Dynamax CTR10 and 100 series recorders and players, ESD10 eraser/splice detector, Dynamax back-lubricated 1/4-inch cartridge tape, Models 300, 600, 1200 and Master Cart tape cartridges, on-air and recording warning lights, cartridge racks, accessories. **Staff:** Robert Thanhauser Jr., Daniel McCloskey, Arthur Constantine, Jack Ducart, Rosemary Jukes, William Franklin, Fred Buehler.

**Fife-Pearce Electric 2686**  
17141 Ryan Rd., Detroit, Mich. 48212  
Magnetic tape erasure equipment.

**Film House Inc. 2816**  
24 Music Square West, Nashville 37203

Television commercials for various formatted radio stations. **Staff:** Curt Hahn, Tony Quin, Laura Frisbie, Ron Routson, Phil Hahn, Eric Hahn, Nina Rossman, Joel Natalie, Peter Natalie, Laurie Ruggare, Teri Whitehead, Phyllis Blake.

**Firstcom Broadcast Services 2829**  
13747 Montfort, Suite 220, Dallas 75240

Digital production library, digieffects sound effects library, The World's Best sales/production library, ID packages. **Staff:** Jim Long, Cecelia Garr, Fran Sax, Janie Autz, Ken Nelson, Micheline Karas, Lew Witz, Karen King.

**Flash Technology 3454**  
55 Lake St., Nashua, N.H. 03060

High and medium intensity lighting for marking AM, FM and TV towers, FTB301 medium intensity beacon\*, RSC610 red light controller\*, SC110 high intensity light controller\*, FTB205 high intensity beacon. **Staff:** Lew Wetzel, Fred Gronberg, Rick Sullivan, Stan Kingham, Denis Buckland, Stig Jorgensen.

**Focal Press 2541**  
80 Montvale Ave., Stoneham, Mass. 02180  
Books on television and radio. **Staff:** Kevin Kopp, Arlyn Powell.

**For-A Corp. 3599**  
320 Nevada St., Newton, Mass. 02160

Digital audio memory\*, PVM-600 video production switcher\*, CCS-4350 color corrector\*, TCR-3300 time code reader\*, time base correctors, component video systems, production switchers, color corrector, encoders, decoders, transcoder, VITC and LTC generator, reader and titler, NTSC signal processors, video graphics, character generators. **Staff:** David Acker, Tedd Jacoby, Gary Chapman, Tom O'Neill, Gary Carter, John Margardo, Lisa Withington, Chris Fries, Rishhi Morioka, Masao Komiya, Takeshi Enomoto, Marc Thompson.

**Fort Worth Tower 3360**  
1901 E. Loop 820S, Box 8597, Fort Worth 76124

Guyed and self support towers and prefabricated equipment buildings. **Staff:** Tommy Moore, Betty Moore, Fred Moore, Carl Moore.

**Fortel 3044**  
2985 Gateway Dr., Suite 600, Norcross, Ga. 30071

Time base correctors, synchronizers, image correction systems.

**Fostex 2579**  
15431 Blackburn Ave., Norwalk, Calif. 90650

Multitrack tape recorders, cassette/mixers four-track, speakers, headphones, microphones. **Staff:** Fred Huang, Y. Abe, Mark Cohen, Budd Johnson, Martin Forber.

**Frezzolini Electronics 2716**  
5 Valley St., Hawthorne, N.J. 07506

Super premium Frezzi-Max battery packs, on-board power supply interface, in-board battery packs, Frezzi-mini fill camera lights, AC adaptors, chargers and accessories. **Staff:** Jim Crawford, Jack Frezzolini, Jack Zink.

**Fuji Photo Film 3240**  
555 Taxter Rd., Elmsford, N.Y. 10523

One-inch, 3/4 and half-inch videocassettes, half-inch Betacam videocassettes, half-inch M-format videocassettes, VHS/Beta half-inch SHG and standard videocassettes, 8mm videocassettes. **Staff:** S. Bauer, B. Friedrich, G. Brill, T. Takahashi, K. Kurokawa, J. Hegadorn, G. Kern, T. Shay.

**Fujinon 3410**  
10 Highpoint Dr., Wayne, N.J. 07470

Half-inch, two-thirds and 1 1/4-inch broadcast video lenses for color TV cameras, 5.5-48 mm wide angles lens to a super 36mm-1600mm. **Staff:** Jack Dawson, John Newton, Jess Kodaira, Dave Waddell, Bruce Wallace, Jorge Castaneda, Chuck Lee, Reno Morabito, Mark Schurer, M. Kawamura, M. Higuchi. Mort

Russin, Scott Dunlop, Kathy Mix, Eric Rojack.

**Future Productions 2790**  
630 Ninth Ave., New York 10036

Duplicating system with machine control, monitoring control, source routing and signal distribution, FP 200, FP 80\*, A/D-10 and A/D-24 audio and video distribution amplifiers for duplication systems. **Staff:** Ken Washino, Tim Forster, Kunio Fuse, Valerie Shimoyama, Tom Burkholder.

**G-M Power Products 2930**  
943 N. Orange Dr., Los Angeles, Calif. 90038

Dual 12v 10A/H ginat superblock, battery belts, packs, chargers and accessories. **Staff:** Gideon Ben-Akiva, Gerald Meisel, Avi Yaron.

**Garner Industries 2601**  
4200 N. 48th St., Lincoln, Neb. 68504

Video, audio and computer tape erasers. **Staff:** Phil Mullin, Jim Nichols, Jim Lucy, Bruce Alderman.

**General Electric 2497**  
One College Blvd., Portsmouth, Va. 23705

Combant bandwidth compression addressable system for MDS, MMDS, ITFS, engineering and support services, subscriber receive site equipment, block converters, antennas. **Staff:** Robert Hoffman, Ron Polomsky, Doug Howe, Lauriston Hardin, Chuck Fitzer, Dave Headley.

**General Electric 2717**  
Nela Park-4033, Cleveland 44112

Stage and studio bulbs, GEM1 multivapor lamps\*, F18BX/SPX30 and F39BX/SPX30 compact fluorescent lamps\*. **Staff:** Brian Behm, Charles Clark, Fred Grunewald.

**Generic Computer Systems 2818**  
357 N. Main St., Butler, Pa. 16001

Automation for broadcast traffic and billing. **Staff:** Joel Rosenblum, Hirsch Rosenblum, Dai Rosenblum, Zaida Wilbert, Dave Allen.

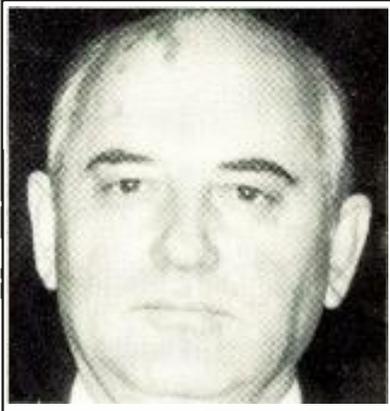
**Gentner Engineering 2669**  
540 W. 3560 South, Salt Lake City 84115

Telephone interface equipment including digital hybrid\*, frequency extension systems, program switchers, remote control unit, patch panels. **Staff:** Russ Gentner, Bill Gillman, John Leonard Jr., Gary Crowder, Elaine Jones, Brooks Gibbs, Keldon Paxman, David Pedersen, Chris Gentner.

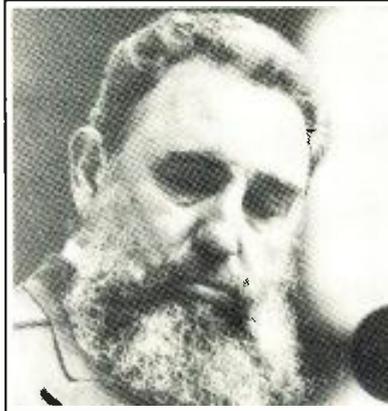
**GML Inc. 2745**  
8150 Leesburg Pike, Suite 910, Vienna, Va. 22180

Proteus: dual channel time base correction, frame synchronizers, pro amps with digital effects and A/B transition capability, X-Calibre dual channel digital effects system, range of upgradable time base correctors\*. **Staff:** Gary Glover, John Coffey, Tony Stalley, Peter Tyson, Paula Bowen.

# “COMMUNISM IS FINE WITH ME” *WHO SAID THIS?*



A. Soviet Dictator  
Mikhail Gorbachev

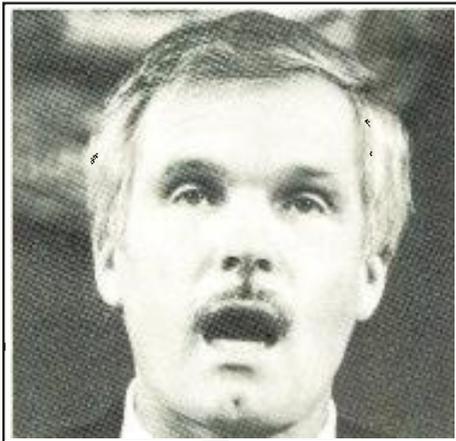


B. Cuban Dictator  
Fidel Castro



C. Nicaraguan Dictator  
Daniel Ortega

## *WOULD YOU BELIEVE... TED TURNER?*



**THAT'S RIGHT!** The same man who in 1985 postured himself as a “family values” conservative when he sided with Senator Jesse Helms in an attempt to buy CBS. At the time, Turner called the networks “the greatest enemies America has ever had,” because they “are constantly tearing down everything that has made this country great.” When the attempt failed, his political position changed. He dropped his conservative facade and made a complete ideological turnaround to gain new political power. Ted Turner became a one man crusader for “peace” on Soviet terms.

Now, Turner is continuing his new quest for power. In response to ABC's mini-series “Amerika,” which depicted life in the United States after a Soviet takeover, he ordered his WTBS cable station to air six hours of pro-Communist propaganda films, one even produced by the Soviet Union!

## *HOW LEFTIST IS TED TURNER?*

In his own words:

- “I expected Castro to be some horrible person, but he was a great guy.”
- “I found [the Communist] leaders very reasonable.”
- “I happen to love everybody. Like Jesus, I've made my peace with the Soviets. They're not my enemies.”
- “I have come to the conclusion from studying it from a global circumstance that we are the greatest problem in the world.”
- “He's [President Reagan] picking a fight with one nation of 2 million people in Nicaragua, less people than there are in Atlanta.”
- “[The Reagan Administration is] probably the worst administration in the history of this country.”

If you are a cable subscriber, next time you consider watching WTBS remember these comments by Ted Turner. Then tune him out.

For a \$29.00 contribution to the National Conservative Foundation, you will receive a free one year subscription to *NEWSWATCH*, our monthly media newsletter.

For more information about the efforts of the National Conservative Foundation please write:



**National Conservative Foundation**  
1001 Prince Street, Alexandria, Virginia 22314  
(703) 548-0900

**Alan Gordon Enterprises 3435**

1430 Cahuenga Blvd., Hollywood, Calif. 90028

Fax animation equipment, EOS/Fax video animation controller, computer motion controlled fax animation stand.

**Gorman-Redlich 2715**

6 Curtis St., Athens, Ohio 45701

EBS encoders-decoders, NOAA weather alert receivers, digital AM antenna monitors. **Staff:** Jim Gorman, Judy Gorman, John Gorman, Elizabeth Gorman, Catherine Gorman, Tom Gorman, Mrs. Catherine Gorman.

**Gotham Audio 3354**

1790 Broadway, New York 10019

RSM 190 Neumann stereo condenser shotgun microphone\*, EMT 258 dynamic noise filter for cleaning recordings, transient limiters with delay line for transmitters, broadcast turntables, tape recorder for studio production, CD player, self-powered reference monitor speakers. **Staff:** Russell Hamm, Jerry Graham, Juergen Wahl, Peter Engel.

**Graham-Patten Systems 2528**

Box 1960, Grass Valley, Calif. 95945

Video audio multiplexing process system\*, universal television equipment control system, edit suite audio mixers, video keying systems, utility video distribution amplifiers, trays including remote controlled audio and video DA's. **Staff:** Tim Prouty, Merv Graham, Mike Patten, Bill Rorden, Kirk Bradford, Laurie Lewis, Jim Ward, Reed Lawson.

**Graland Distributors 2692**

Box 45134, Baton Rouge, La. 70895

**Staff:** Greg Stentiford, Anne Stentiford, Darline Carr.

**Grass Valley Group 3112**

Box 1114, Grass Valley, Calif. 95945

Model 200 production switcher\*, Edit-1 transportable complete videotape editing system\*, TEN-20 routing switchers\*, model 9950 sync pulse generator changeover switch\*, 8560 stereo audio DA system\*, STM-85N NTSC source timing module\*, SCB-100N NTSC sync/color bar generator\*, DS3 telecommunications products\*, 4500 video codec\*, DS3 digital cross connect\*, 87DS3-PSW protection switch\*, editing systems, master control switcher and automation system, production switchers, timing/processing/distribution equipment, fiber optic communications systems, routing switchers, effects memory systems, audio mixers, digital effects systems. **Staff:** Dave Friedley, Dan Wright, Bob Cobler, Birney Dayton, Jerry Sakai, Len Dole, Dennis Brunnenmeyer, Dave Mayfield, Bob Johnson, Jay Kuca, Gail Clason, Lee Frisius, Don Rhodes, Chuck Coovert, Doug Buterbaugh, Louis Swift, Tom O'Connor.

**Gray Communications 3402**

Box 3229, Albany, Ga. 31708

**Gray Engineering Labs 2515**

504 W. Chapman Ave., Orange, Calif. 92668

FCM-227A film counter, multiplexer and character generator\*, time code data transmitter, time code data receiver/character generator, video reticle generator, data transmitter/character generator, code phase corrector, film counter/character generator, time code analyser. **Staff:** Scott Gray, John Gray, R. Tracy Gray, Lewis Reitz Jr., Gary Thompson.

**Great American Market 2714**

826 N. Cole Ave., Hollywood, Calif. 90038

ColorWiz rolling color changer\*, LineLite extruded plastic material for use with backlight\*, special application lighting, projections, scenic projectors, patterns, other rolling color changers. **Staff:** Joseph Tawil, Mofid Bissada, Michael Tolin, Jeffrey Lind.

**Grumman Corp. 2481**

Great River, N.Y. 11739

AIS 5000 automatic ad insertion system\*. **Staff:** Ed Youskites, Tony Sciacca, Charles Vassallo, Rich Schmidt, Ray Wickman, Ken Speiser, George Rooney, Scott Schaire, Joe Menniti.

**James L. Grunder & Assoc. 2429**

5925 Beverly, Mission, Kan. 66202

Low-cost digital effects system\* with touch pad controller\*, single channel effects system, dual channel effects systems, standards converters. **Staff:** James Grunder, Nick Nichols, Jim Benoure, Wes Dixon, Brett Grunder, Mike Miller, Robin Palmer, Ian Cunliffe.

**GTE Spacenet Corp. 3324**

1700 Old Meadow Rd., McLean, Va. 22102

Satellite communications services including NewsExpress, Call Express, turnaround service for bandwidth conversion, full, partial and occasional use transponder time. **Staff:** Dr. C.J. Waylan, Ray Marks, Michael Caffarel, Harry Mahon, John Liddle, Marianne Voight, Sid Skjei, John Whetstone, Donna Corcoran, Stuart Chimes, Jonathan Feldman, Twig Murray, Jean Davis, Rick Boyland, Harley Shuler.

**Hallikainen & Friends 2925**

141 Suburban Rd., San Luis Obispo, Calif. 93401

Low cost UHF telemetry radio equipment\*, adapter to automate operation of Moseley TRC-15A remote control\*, remote control units, digital telemetry update kits for audio mixers. **Staff:** Harold Hallikainen, Frank Calabrese, Gerry Franke, Rick Smith, Betsy Ehrler, Chris Boyle, Cathy D'Amelio, Rita Kinnear, Ric Turner.

**Hardigg Industries 2489**

Box 201, South Deerfield, Mass. 01373

Reusable plastic shipping and storage containers, package cushioning devices, 19-inch rack-mounted shipping and storage plastic container\*. **Staff:** John Miller, Norman Roberts, Jack

Charles, Jamie Hardigg.

**Harris Corp. 3136**

Box 4290, Quincy, Ill. 62305

External cavity klystron UHF transmitter\*, Sitelink 950 mhz aural STL for radio applications\*, Global 6, 6 ghz transmitter/receiver\*, 25 kw FM transmitter\*, 10 kw AM transmitter\* with digital amplitude modulation, I-Net Iris still store storage-sharing between systems\*, I-Mac networking of up to four Iris systems, 30 kw low band and high band color TV transmitters, 3.5 kw, 5 kw, and 35 kw FM transmitters, 1 kw and 5 kw AM transmitters, synchronous transmission, gold medalist audio console, medalist 8, 10 or 12 audio consoles, Sentinel 16 and 48 intelligent remote control systems, Iris C still store with Harris-Aurora 75 videographics system interface, ESP II still store, 550VT time base corrector, AC-20AS singal processor, 632 frame synchronizer, 640 frame syncronizer/time base corrector, VW-3 TBC/frame synchronizer, Microstar 23 and 7FB radios, FV2/2.5CR central receiver, Challenger long range system, FV7F fixed wideband microwave radio transmission system. **Staff:** John Delissio, Gary Thursby, Ronald Frillman, Wilfred Bone, Robert Hallenbeck, S. Hawkins, E. Lowder, James Marwood, Mitchell Montgomery, Ivey Raulerson, Donald Taylor, Arthur Silver, Marvin Bredemeier, T. James Woods, Barry Huntsinger, Christopher Kreger, C. Wayne Schuler, Curtis Lutz, Warren Bortoff, Richard Chalk, Roy Giles, John Klecker, Thomas O'Hara, Paul Raymond, Thomas Schoonover, John Borger, James Burger, Shawn Underwood, Gary Johnston.

**Harrison Systems 3412**

437 Atlas Dr., Nashville 37211

Television stereo/mono audio production system, audio routing switchers, video switcher/editor interface, other mixing consoles and production equipment.

**Karl Heitz 2900**

34-11 62d St., Woodside, N.Y. 11377

Gitzo video/cine and photo tripods, leveling balls, fluid and counterbalanced heads, dollies, monopods, microphone fishpoles, lightstands.

**Hipotronics 2645**

Drawer W, Millerton, N.Y. 12546

Automatic voltage regulators. **Staff:** Michael Peschel, Peter Rubicam, Ben Carnevale.

**Hitachi Denshi America 3160**

175 Crossways Park West, Woodbury, N.Y. 11797

Computacam auto set-up, HDTV cameras.

**HM Electronics 2619**

9675 Business Park Ave., San Diego 92131

HM58 dynamic handheld mic\*, RM77 reverb mic\*, FR200A field pac, cabled and wireless intercom systems and wireless

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the field since the early 1950s. We know media finance inside and out. In fact, it's that wealth of experience that has helped build us into one of the largest firms of its kind outside of Wall Street.

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Philadelphia, PA 19107  
215-985-5060



*Marshall W. Pagon,  
Senior Vice President  
Media Finance Division*

microphone systems. **Staff:** Mike Hughes, Randy Opela, Tonnia Sills.

**Hoffend & Sons 2641**  
34 E. Main St., Honeoye, N.Y. 14471

Motorized lighting hoists\*, engineers, manufacturers and installers of stage and studio equipment including manual rigging, motorized rigging, turntables, curtains, cycloramas and computerized control systems. **Staff:** Thomas Young, Richard Nicholson, C.T. Oakes, Don Hoffend, Don Hoffend Jr., Don Hamilton, Lonnie Smyser, Jack Hoffend.

**Holaday Industries 2737**  
14825 Martin Dr., Eden Prairie, Minn. 55344

Broadband meters for measuring RF exposure, HI-5000SX system, instrument for measuring non-ionizing radiation from VDT's. **Staff:** Burton Gran, William Rankin, Reed Holaday.

**Home Shopping Network 2753**  
1529 U.S. 19 South, Clearwater, Fla. 33546

Home shopping programming.

**Hotronics 2531**  
1875 S. Winchester Blvd., Campbell, Calif. 95008

Time base corrector and TBC/frame synchronizer with optional freeze frame/field, pixel-by-pixel drop out compensator and digital SMPTE color bar.

**Howe Technologies Corp. 2832**  
2300 Central Ave., Suite E, Boulder, Colo. 80301

2100 and 2300 phase chasers, phase analyzer\*, stereo headphone amplifier\*. **Staff:** Ken Marcoux, Terry Sweeney, Jeff Michael, Bill Laletin, Kristi Urquidi, Doug Sutherland, Joe Davis, Jeff Sampson, David Campbell, Jim Groh, Elaine Jamieson, Gerald Ellis, Carol Marcoux.

**Hubbard Communications 3286**  
12495 34th St., NW, St. Petersburg, Fla. 33702

Model SNG-450 SNG vehicle with ABC/CBS communications package\*, SNG-220 with Conus package, low-boy SNG truck, video time delay machine, video cart machine sequencer. **Staff:** George Orgera, Alan Jester, Bob LaDow, Tom Kidd, Dennis Luck, John Terhar, Jim McGriff, Charles Corpany.

**ICM Video 2468**  
Box 26330, Oklahoma City 73126

Video enhancer/processors, video/audio distribution amplifiers, character generators, RS-400 routing switchers\*. **Staff:** Mike Janko, Judy Dahlquist, David Broberg, Scott Janko, Ron Dewell, Mike Schueder, Randy Steele.

**IGM Communications 3378**  
282 W. Kellogg Rd., Bellingham, Wash. 98226

IGM-SC and IGM-EC program automation control systems, multiple cart playback machines. **Staff:** Jim Wells, Nick Solberg, Rick Sawyer, Carl Peterson, Tom Ransom.

**Ikegami Electronics 3150**  
37 Brook Ave., Maywood, N.J. 07607

HDK-1125P HDTV camera, HK-322 fully automatic television camera, HK-323 2/3 and one-inch triax and multicore field/studio camera, HK-323P companion portable version, HL-79E high quality color portable with computer control, HL-95 unicom broadcast quality color TV camera with on-board half-inch Beta for Mill VTR's, low-light level silicon intensifier tube camera, ENG/EFP economical portable TV camera, economical studio/field color camera, high performance telecine systems with computer control, B/W CCD camera, one tube color camera, color CCD camera, CCD professional chip camera, accessories, PM9-5, CMU-1450 and 9, 10, 15 and 16 series monitors, large screen projector, digital scan converter, source selector, portable mini-microwave link, portable camera/microwave, microwave system, digital component video switcher, 16-channel portable audio mixer. **Staff:** Nick Nishi, Sam La Conte, Yukimitsu Sato, Howard Winch, Robert Estony, Oscar Wilson, J. Webb, John Chow, R. Sooley, L. Sechler, B. Warnke, Bob Johnston, Bud Mills, Frank Heyer, P. Godfrey, Glen Smith.

**ILC Technology 212**  
399 Java Dr., Sunnyvale, Calif. 94089

Daymax HMI lamps. **Staff:** Jim Harp, Lynn Reiter.

**Image Video 2636**  
705 Progress Ave., Unit 46, Scarborough, Ont. M1H 2X1

Routing and control switchers, monitors.

**Imageering Laser Disk Systems 235**  
3314 Poplar Ave., Suite 300, Memphis 38111

ICMS electronic still image camera and videodisk system, ICMS PaintStore system, ICMS StillStore system. **Staff:** B. David Gilliland, Mike Frase, Terry Pahn, John Cox.

**Information Display Systems 2485**  
17 Smith St., Englewood, N.J. 07631

(See **Science Applications**). Eidophor large screen display projectors.

**Innovative Television Equipment 3258**  
6445 De Soto Ave., Woodland Hills, Calif. 91365

Camera support dollies, tripods, pedestals, pan/tilt heads and accessories for studio, ENG/EFP applications.

**Inovonics 2434**  
1305 Fair Ave., Santa Cruz, Calif. 95060

Model 705 FM/FMX stereo generator\*, model 255 Triband/PWM stereo processor, audio recording, signal processing, and instrumentation equipment. **Staff:** Jim Wood, Ann Pelz.

**Interactive Motion Control 2771**  
8671 Hayden Pl., Culver City, Calif. 90232

2-D video animation system, video nodal point camera mover system with periscope lens. **Staff:** Joe Parker, Bill Bryan, Peter Van, Margot Hottum, Bill Talbert, Ed Rathbun.

**Intergroup Video Systems 3312**  
2040 NW 67th Pl., Gainesville, Fla. 32606

9600 video production switcher, model 4001 digital pattern generator\*, model 9000 VPS\*, model 8000 master control system\*, model 1100 routing system\*, model 90/1616 routing systems\*, model 5000 DA's. **Staff:** Gregg Smith, Ed Miller, Roy English, Norm White, Bob Cooper, Vern Pearson, Bob Mimjner, Joe Ryan.

**International Music Co. 2920**  
1316 E. Lancaster, Fort Worth 76113

Multitrack recorders, digital samplers, programable mixers, speaker systems, speaker enclosures. **Staff:** Kevin Kennedy, Jerry Freed, Harvey Gerst, Russ Rosenfeld, Frank White, Larry Wilson, Jorge Herrera, Harry Starbird, Monte Lamb, Tim Tobias, John Chez, Jim Cowser, Cliff Uttley, Glen Hadley, Jerry Sehi, Lance Johnson, Chuck Murray, Rob Payne.

**International Tapetronics/3M 3052**  
2425 S. Main St., Bloomington, Ill. 61702

HCDA 3000 digital audio system\*, high-speed cue version of Omega series cartridge machines\*, DCM-1 dynamic cartridge monitor\*, audio cartridge machines and accessories. **Staff:** Bob Bomar, Bill Parfitt, Chuck Kelly, John Schaab, Tom Becker, John Fesler, Mike Bove, Mark Hill, Bruce Helling, Charlie Bates, Bill Kidd, Janet Schroeder, Dick Lund, Vic Modic, Karen Ryder.

**Itelco USA 2765**  
1620 W. 32d Pl., Hialeah, Fla. 33012

UHF and VHF transmitters, TV stereo, microwave radio links.

**ITI Graphic Systems 2787**  
500 Laurelwood Rd., Suite 1, Santa Clara, Calif. 95054

PC-based 3D animation system, weather graphics system.

**ITS Corp. 2415**  
375 Valley Brook Rd., McMurray, Pa. 15317

ITS-75 solid state video modulator\*, ITS-300 ICPM measurement set\*, ITS-12 VHF exciter\*, ITS-27 VHF aural IF modulator\*, ITS 1610C 10 w ITFS/MMDS transmitter\*, ITS-1658C 100 w ITFS/MMDS amplifier\*, UHF exciter, 1 kw UHF transmitter. **Staff:** Robert Unetich, Jeffrey Lynn, Sam Zborowski, David Neff, Kenneth Foutz, David Brooking.

**J&R Film Co. 3493**  
6820 Romaine St., Hollywood, Calif. 90038

Locbox, video-to-film hard lock synchronizer, video moviola film to tape transfer machine, post production equipment and supplies. **Staff:** Joe Paskal, Ron Powell, Jim Reid.

**J-Lab 2521**  
Box 6530, Malibu, Calif. 92064

Component accessories, transcoders\*, field playback modifications\*. **Staff:** Gerald Labarbera, Bob Grant, Larry Arts.

**Jampro Antennas 3587**  
6939 Power In Rd., Sacramento, Calif. 95282

FM and TV antennas.

**JBL/UREI 2763**

8500 Balboa Blvd., Northridge, Calif. 91329  
Studio monitors, control monitors and mounting accessories. **Staff:** Ron Means, Ken Lopez, Steve Romeo.

**Jefferson-Pilot Data Services 3204**

501 Archdale Dr., Charlotte, N.C. 28210  
Broadcast automation systems, in-house and on-line services, JDS AutoSelect III for music rotation systems, Buyline electronic invoice electronic data interchange service. **Staff:** Mike Jones, Lou Pfeiffer, Polly Bolin, Skip Sawyer, John McDonald, Jon Pearce, Dan Phillippi, Jim Butts, De De Dorroll, Doug Domerque, Cindi Marshall, Bob Livingston, Dick Dortch, Steve Weaver, Wayne Evans.

**Jensen Tools 2721**

7815 S. 46th St., Phoenix 85044  
Aerospace electronic transport case. **Staff:** Bill Hewitt, Patrick Kennedy, Kim Grube, Kelli Countryman.

**Johnson Electronics 3451**

4300 Metric Dr., Box 4728, Winter Park, Fla. 32793

SCA equipment and related accessories. **Staff:** Melvin Kelch, Douglas Pakos.

**JVC Corp. of America 3180**

41 Slater Dr., Elmwood Park, N.J. 07407

CR-600U microprocessor controlled ¾-inch VCR\*, M-3000 advanced tilting and animation system\*, KM-3000U component post-production switcher\*, KY-80U portable three-tube plumbicon camera for component VCR's\*, solid state cameras with charged couple devices\*, VM-R190U 19-inch high resolution color video monitor\*, KM-F250U multiformat frame synchronizer\*, Elite editing systems, M-II products. **Staff:** Dan Roberts, Mike Messerla, Gary Horstkorta, John Brown, Dave Walton, Roger Bailey, Juan Martinez.

**K&H Products Porta-Brace 2532**

Box 246, N. Bennington, Vt. 05257

Nylon cases for video and film equipment. **Staff:** Marjorie Robertson, Ken Barry, Bob Howe.

**Kahn Communications 2922**

425 Merrick Ave., Westbury, N.Y. 11590

Flatterer for AM antenna broadbanding\*, Power-side for noise and interference reduction\*, Good N Loud\* for AM loudness without splatter and distortion\*, AM stereo exciter, Lines-Plus high frequency and low frequency telephone extender, Symmetra-Peak. **Staff:** Leonard Kahn.

**Kangaroo Video Productions 2676**

10845 Wheatlands Ave., Suite C, Santee, Calif. 92071

KVP-25 for Sony BVW-25 and BVW-21\*, KVP-6400 for Panasonic AG-6400\*, KRC-3BVF raincover for Sony products\*, KAC-500 carrying case for Sony PVM-8020 monitor\*, KPR-KK detachable cable organizers\*, video packs for VCR's, semi-tough camera case, super-tough camera

case for Sony Betacam, KAP Nagra for Nagra recorders, raincovers, accessory cases for monitors, mixers and time code generators. **Staff:** Steve Sickman, Julia Elkins, Joni Maussang, Pam Satterfield, Lynne Domash, Steve Leiserson.

**Kavouras 2657**

6301 34th Ave., South, Minneapolis 55450

High resolution weather graphics systems, Radac color weather radar, doppler weather radar, satellite image display systems.

**Kay Industries 2511**

604 N. Hill St., South Bend, Ind. 46617

Rotary phase converters.

**Keltec Florida 2435**

50 Second St., Shalimar, Fla. 32579

R60-300Ku 14-14.5 ghz seven-inch package\*, H60-300Ku 14-14.5 ghz hub-mounted\*, R50 low power rackmount amplifier in C and Ku band, R90 high power dual drawer amplifier in C, X and Ku bands. **Staff:** James Riches, C. Mark Yount, Larry Newbold, Marsha Mason.

**Kem Elektronik 2467**

Herlingsburg 16, Box 541024, D-200 Hamburg 54, West Germany

**Keylite Productions 2789**

333 S. Front St., Burbank, Calif. 91502

Lighting equipment for film and video grip equipment and cable crossovers\*. **Staff:** Edward Carlin, Brian Hartley, Michael Carlin.

**Kinematics/True Time 2513**

3243 Santa Rosa Ave., Santa Rosa, Calif. 95407

National Bureau of Standards and U.S. Naval Observatory synchronized digital clocks, universal clock driver options for digital clocks. **Staff:** Rick Dielman, Jeff McDonald, John Van Groos, Ed Petroka, Dan Paine.

**Kings Electronics 3464**

40 Marbledale Rd., Tuckahoe, N.Y. 10707

RF coaxial, twinax and triaxial connectors, video patch panels and patch cords.

**Kintek 2455**

224 Calvary St., Waltham, Mass. 02154

KT-904S broadcast mono stereo converter\*, KT-904 post production studio mono stereo converter\*, KT-960 monogard, KT-932 audio phase meter. **Staff:** Zaki Abdun-Nabi, John Bubbers.

**Kintronic 2540**

Box 845, Bristol, Tenn. 37621

Low power RF contactor for medium wave, custom high voltage insulators\*, custom detuning unit with motor drive for medium wave and FM patch panels, AM directional antenna phasor cabinet, RF attenuator, isolation transformer, medium wave antenna tuning unit, high power RF contactors for medium wave and fixed and variable inductors. **Staff:** Tom King, Gwen King.

**Kliegl Bros. 3581**

5 Aerial Way, Syosset, N.Y. 11791

Ellipsoidal and fresnel lighting fixtures, dimmer racks.

**Kline Iron & Steel 2797**

Box 1013, 1225 Huger St., Columbia, S.C. 29202

Designs, fabricates and erects guyed, self-supporting, platform and multiarray towers, space frame structures, special-type antenna structures. **Staff:** B.H. Kline, J.C. Kline, David Monts, Furman Anderson, L.A. Foreman, Ray White, Tony Fonseca.

**Knox Video Products 2611**

8547 Grovemont Cr., Gaithersburg, Md. 20877

Video correctors, character generators.

**Kobold Lighting 2834**

1318 22d St., NW, Suite 105, Washington 20037

**Laird Telemedia 3474**

2424 S. 2570 West, Salt Lake City 84119

Character generators, paint systems, multiplexers, equipment racks.

**Lake Systems 3532**

287 Grove St., Newton, Mass. 02166

Automatic random access library system\*. **Staff:** Ed Herlihy, Walter Kelley, Frank DeMayo, William Dwyer, William Phillips, Sergio Marino, Gordon Bates, Luke Furr, Terry Barnum, Michael Car-

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**Landy Associates** 3429  
1890 E. Marlton Pk., Cherry Hill, N.J. 08003

Orion research television audio mixing system\*, Dr. Black's Vid-Cad computer system\*, Paltex\* editing system\*, Ikegami HK-323 and 323P studio/field and portable TV cameras. NEC and ITS transmitters and exciter installations. **Staff:** James Landy, David Newborg, Brad Reed, Mike Keller, Mike Landy, Dave Raynes, Ted Szypulski.

**Larcan Communications** 3314  
6520 Norham Dr., Mississauga, Ont.

30 kw VHF transmitter, solid state 5 kw high channel VHF transmitter, demos of multitelevision sound, microprocessor control for television transmitter, contactless switcher for paralleling VHF television transmitters, VHF CP panel antenna. **Staff:** Jim Adamson, Bob Bishop, Charles Coyle, Bill Meechem, Lew Page, C.E. Spence, Al Stevenson, John Tremblay, Clyde Turner.

**LEA Dynatech** 3332  
12516 Lakeland Rd., Santa Fe Springs, Calif. 90670

Power conditioning equipment, surge eliminators, transient eliminators, klean-line filters. **Staff:** Stephen Larson, Edward Bellamy, Guy Woody, Peter Carpenter.

**Leader-Brac Industries** 2542  
9494 St. Lawrence Blvd., Suite 603, Montreal H2N 1P4

Tape and splicing tape dispenser.

**Leader Instruments** 2763  
380 Oser Ave., Hauppauge, N.Y. 11788

Waveform monitors and vectorscope, video sync/test pattern generators, programmable video generators, stereo test equipment, audio generators, audio test equipment, portable and digital storage oscilloscopes.

**Leasing Concepts** 2822  
3 Radnor Corporate Center, Radnor, Pa. 19087

**Staff:** Barbara Rose, Karl Komara, Scott Rovner, Daniel Conley, Jeff Borchert, Lynda Clauser.

**LeBlanc & Dick Communications** 2417  
14440 Cherry Lane Ct., Suite 201, Laurel, Md. 20707

Broadcast towers and antenna systems, combiners. **Staff:** G.J. Wilson, R. Tattershall, E. Mayberry, P. Dickie, K. DeBelsler, G. Patton, L. Penner, R. Baldwin, D. Harward, A. Dick, M. Anders, D. Brawn, J. Tranter.

**Lectronsonics** 2445  
2100 Atriso Dr., NW, Box 12617, Albuquerque, N.M. 87195

VHF wireless microphone systems, portable sound systems.

**Lee Colortran** 3598  
1015 Chestnut St., Burbank, Calif. 91506

Television fresnels, location lighting equipment.

**Leitch Video of America** 3559  
835K Greenbrier Cr., Chesapeake, Va. 23320

DSS-3100N digital slide store system\*, SPG-1510P PAL sync pulse generator\*, ITG-3400N vertical interval test generator and inserter\*, SCH-7000 displays SCH data, H phase, color frame and time code framing\*, ATG-880 audio tone generator\*, ADA-881 low impedance audio DA\*, transmitters, audio/video DAs, clock system including SMPTE, EBU, impulse drivers and displays, smart digital analog clock, frame synchronizer with VIR corrector. **Staff:** John Walter, Robert Lehtonen, Robert Henson, Gary Stephens, Paul Jenkins, Stan Moote, Gary Newhook, Don Jackson, Strath Goodship, Dave Strachen, Fay Turner, Richard Kupnicki, Aaron Frank, Michael Proulx.

**Lemo U.S.A.** 2805  
335 Tesconi Cr., Santa Rosa, Calif. 95401

Connectors.

**Lenco** 3056  
300 N. Maryland St., Jackson, Mo. 63755

PSG-313A frame resident RS 170A sync generator with PC lock\*, EN-15 PC resident RGB encoder\*, NTSC and PAL master sync generators, video, audio and pulse DAs, system timing, encoders, videoscopes, noise meters, NTSC-RGB decoders, PC resident RGB-NTSC encoders and decoders, digital TBC, color monitors, processing amplifiers, NTSC video test sets, frame resident sync distribution equipment, audio monitor amplifiers. **Staff:** Dave Aufdenberg, Bob Bergfeld, Bruce Blair, Don Ford, Jerry Ford, Bob Brothers, John Nash, George Anderson, Ron Burks, Russ Thalacker, Mark Hill, Brad Diederich, Rich Fay, Jim Rhodes, Paul Gerlach.

**Lexicon** 133, 136  
100 Beaver St., Waltham, Mass. 02154

Stereo digital audio time compressor/expander systems, digital audio delay synchronizers, digital effects system.

**Lighting Methods** 2673  
1099 Jay St., Rochester, N.Y. 14611

L86 dimmer system\*, lighting control equipment, racks, packs, SD individual dimmer for location use. **Staff:** Al Pfeiffer, Jack Nettleton, Bob Vanden Burgt, Bill Florac.

**Lightning Eliminators & Consultants** 151  
13007 Lakeland Rd., Santa Fe Springs, Calif. 90670

Dissipation array system, Chem-Rods rechargable grounding electrodes, consulting and engineering design services, lightning warning system. **Staff:** Roy Carpenter Jr., E. Alvin Rich.

**Listec Video** 3468  
30 Oser Ave., Hauppauge, N.Y. 11788

Newsroom computer prompter\*, monitor prompters and script tables, production switcher and special effects generators, status display monitors. **Staff:** Jack Litter, Ray Blumenthal, Jane Watt, Jim Lucas, Peter Rowsell.

**Logitek** 2807  
3320 Bering Dr., Houston 77057

Crossfire automated audio crossfade mixer, stereorack, audio consoles, phono preamps, audio DAs, audio power amps, LED audio level displays, timers, speakers. **Staff:** Scott Hochberg, Tag Borland, Patti Bellis.

**Lowel-Light Manufacturing** 2418  
475 10th Ave., New York 10018

Lowel Light array\*, ViP system\*, other location and studio lighting equipment. **Staff:** Marvin Seligman, Roy Low, Amy Carter, Toni Pearl.

**LPB** 3338  
28 Bacton Hill Rd., Frazer, Pa. 19355

Signature III\*, Citation and Alpha series audio consoles, DAs, low power AM transmitters. **Staff:** Charles Sheridan, Richard Crompton, James Beissel, Richard Burden, William Jackson.

**LTM** 2537  
1160 N. Las Palmas Ave., Hollywood, Calif. 90038

HMI lighting fixtures, miniature quartz fresnel line Peppers, studio line of lighting fixtures, MSL fiber optic lighting system, carbon fiber mic poles, fiber carbon mic pole\*, 575/1200 w HMI softlight, 8x200 HMI multipar. **Staff:** Gilles Galerne, Jean Galerne, Claude Crevet, Herb Breting, Laura Maurel, Rob Halle, John Banner, Ginny Hart, Patrick Neale.

**Luxor Corp.** 237  
2245 Delany Rd., Waukegan, Ill. 60085

Endura AV/TV carts\*, universal safety accessories. **Staff:** Donald Nicholds, Robert Raw, Jane Hassett, Ron May.

**Lyon Lamb Video Animation** 3492  
4531 Empire Ave., Burbank, Calif. 91505

VTR controllers for recording/editing computer graphics, color encoder/sync generator.

**3M** 3120  
**Broadcasting & Related Products**

3M Center Bldg., 225-3s-05, St Paul 55144  
ES bus machine control system\*, Panther graphics generator\*, 324 master control switcher\*, D-500, D-3600 and D-1512 character generators, routing switchers. **Staff:** J.N. Mazzoni, G.S. Kerr, J.D. Tapley.

**M/A-Com MAC** 3280  
5 Omni Way, Chelmsford, Mass. 01824

Terrestrial microwave at 18 ghz\*, TV telecommunications offering microwave radio equipment in portable and fixed configurations from 2 to 40 ghz. **Staff:** Al Parker, David Erickson, Tom Leonard, Erik Stromstead.

**Magni Systems 2827**

9500 SW Gemini Dr., Beaverton, Ore. 97005

PAL version of 2015 programable test signal generator with full PAL capability, test signal generators. **Staff:** Victor Kong, Chuck Barrows, Dave Jurgensen, Rich Lyons, Eric Lane, John Judge, Ed Kiyoi, Kelly Parker, Aaron Snyder.

**Magnum Towers 2901**

9370 Elder Creek, Sacramento, Calif. 95829

AM, FM, VHF and UHF towers.

**The Management 2512**

Box T, Aledo, Tex. 76008

SuperLog radio traffic and billing systems, EZ-Log low cost computer traffic and billing system\*. **Staff:** Pete Charlton, Debra Patrick, Lawrence Miller, Janet Hoefler.

**Manhattan Production Music 2550**

Box 1268, Radio City Station, N.Y. 10101

**Marcom 2433**

Box 66507, Scotts Valley, Calif. 95066

Model 711 TV stereo generator single rack high unit\*, 710 MTS TV stereo generator, 730 TV stereo metered receiver monitor, 701-00M stereo modification kit, 520 FM and TV stereo audio processor, C.N. Rood 114 and 110 5 khz two-line frequency extender, SC-203 and 204 FM stereo digital stereo generator. **Staff:** Martin Jackson, Ted Tripp, Doug Howland, Dave Hill, Paul Davis, Brant Herrett,

Brian Rooney, Shirley Jackson, Peg Petersen, Jaap Diderich, Jan Wilson, Alex Tripp, Josh Slay, Bill Wolfenbarger, Paul Rowan.

**Marconi Instruments 3572**

13882 Park Center Rd., Herndon, Va. 22071

B7500 30 kw high band TV transmitter\*, B6128 500 kw HF transmitter grid deck\*, UHF exciter and klystron pulsar package, 1 kw FM transmitter. **Staff:** Brian Smith, John White, T. Canham, Dick Baker, Pat Milton, Mike Garnett, Simon Fraser, Brian Tuckey, Donna Dennis.

**Mark Antenna Products 244**

2180 S. Wold Rd., Des Plaines, Ill. 60018

Antennas for terrestrial microwave systems, earth station antennas. **Staff:** Mary Erhardt, Alan Crego, Carlyn Buchanan.

**Marti Electronics 3496**

Box 661, Cleburne, Tex. 76031

RPT-30 remote pickup broadcast transmitter\*, ATS-15D automatic transmitter switcher for STL and TSL backup\*, TSL-30 30 w transmitter-studio link for data transmission\*. ARS-30 automatic repeater station for remote pickup broadcast\*, aural studio-transmitter link for stereo, microwave booster for relaying STL signals over obstructions, battery portable remote pickup transmitter, portable/mobile RPU receiver, rack-mounted base station receiver. **Staff:** George Marti, M.E. McClanahan, Rick Neace, James Shan-

kles, Steve Jones, Selene Nix, Hoylene Bandy, William Colindres, Eddy Carroll, Jo Marti.

**Matco Control Products 2587**

427 Terrymount Ave., San Jose, Calif. 95125

**Matthews Studio Equipment 3220**

2405 Empire Ave., Burbank, Calif. 91504

Mini crank-o-vator\*, light heavyweight stands, audio adapters\*, Griptruck, 645, and survival kits. **Staff:** Ed Phillips, Carlos DeMatos, Richard Hansen, Fred Farish, Bob Nettmann.

**Maxell Corp. 3551**

60 Oxford Dr., Moonachie, N.J. 07074

Blank audio and video recording tape. PCM OpenReel\*, Dat Audio\*, 8 mm, Beta-cam tape, VHS and Beta, U-matic. **Staff:** Jim Ringwood, Joe Birkovich, John Selvaggio, Joe Santangelo, Pat Byrne, Linda Healy, Pete Gallo, Mark Stenehjem.

**Maze Broadcast 107**

Box 100186, Birmingham, Ala. 35210

Brokers for used broadcast television equipment, GE PVL-1200 23 ghz microwave system\*. **Staff:** Rick Maze, Vira Maze, Tami Maze.

**McCurdy Radio 3028**

1051 Clinton St., Buffalo, N.Y. 14206

Audio consoles, TV editing mixers, test instruments, audio synchronizers, delay units, switchers, DAs, intercoms.

# EXPERT

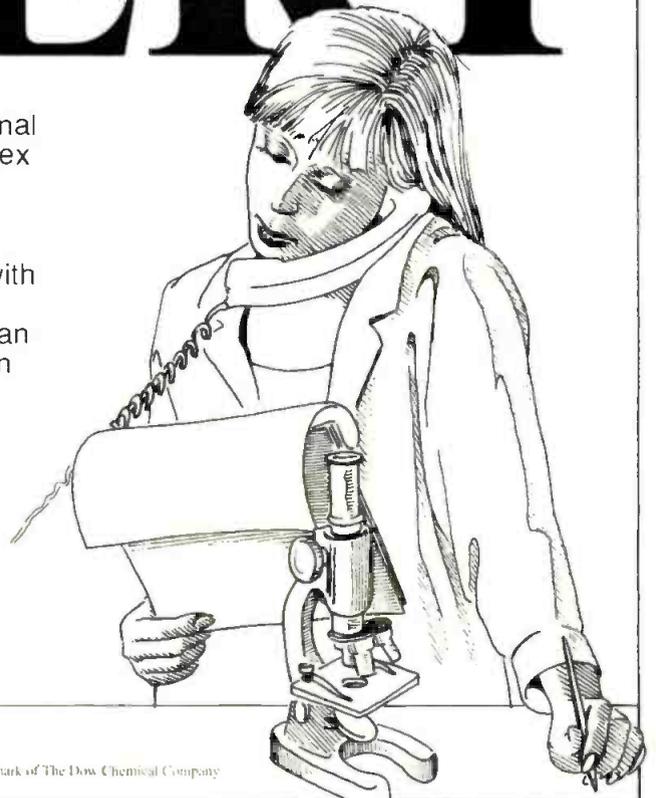
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**McDonnell Douglas Astronautics 2546**

350 Executive Blvd., Elmsford, N.Y. 10523

OEC fiber optic broadcast quality transmission systems OEC fiber optic switch\*.

**Staff:** John Griffin, Neil Jenkins, Ken Pef-fley.**McMartin Industries 3385**

4500 S. 76th, Omaha, Neb. 68127

**Media Computing 2803**

13951 N. Scottsdale Rd., Suite 222, Scotts-dale, Ariz. 85260

Angis automated news graphics inter-face system, wire editor, PC prompter, producers rundown, assignment/archives, script writer, computer generated playlist. **Staff:** Michael Rich, Kathryn Hulka, Jeffrey Croughan, Larry Baum, Gale Wiley, Jim O'Brien, Richard Gornstein.**Media General****Broadcast Services 3335**

2714 Union Extd., Memphis, Tenn. 38112

Digital Director compact disk production library\*, sales and production libraries, station ID's, custom music, customized contests and promotions, advertiser jingles, video productions, travel services, media placement services. **Staff:** Don Miller, Ed Hartnett, Zack Hernandez, John Vaught, Bob Blow, Dick Denham, George Wilkes, Chase Hooks, John Hagerman, Frank Baker.**MEI Electronics 2620**

910 Sherwood Dr., Unit 19, Lake Bluff, Ill. 60044

Digital audio storage unit, satmaster sat-ellite programer, model 100MP pro-gramer for tape music formats, Digital PCM tone generator. **Staff:** Dave Collins.**Merlin Engineering 3408**

2440 Embarcadero Rd., Palo Alto, Calif. 94303

VTR's and accessories, engineering ser-vices for VTR's.

**Micro Communications 3438**

Box 4365, Manchester, N.H. 03108

Waveguide transmission line, antennas and RF systems, technical services.

**Microdyne 3520, 12**

Box 7213, Ocala, Fla. 32672

QuickLink transportable uplink, automat-ed Ku/C-band downlink terminal, scram-bler/descrambler system, 1100-BKR completely agile C/Ku-band broadcast satellite receiver. **Staff:** Steve Benoit, Tom MacAllister, Doug McKay, David Al-varez, Brett Swigert, Jim Grabenstein.**Micron Audio Products 2752**

210 Westlake Dr., Valhalla, N.Y. 10595

CNS-500500 series with complimentary noise suppression, MDS-2 modular multi-channel space diversity system, wireless microphone systems. **Staff:** Paul Tepper, John Wykes, Debbie Tlustos.**Microprobe (see MEI) 2620****Microsonics 2543**

60 Winter St., Weymouth, Mass. 02188

Video delay lines, ultrasonic glass delay lines, oscillators, crystal filters.

**Staff:** Frank Manning, Brian Renner, How-ard Dane, Debbie Fraser, Joe Killough, Fred Shea.**Microtime 3086**

1280 Blue Hills Ave., Bloomfield, Conn. 06002

RP-1 3D digital video effects system\*, time base correctors\*, T-300 series time base correctors, Genesis 1/ACT 1 digital video effects system, T-220 format inter-change time base corrector, S-230 TBC/ frame synchronizer, products available in both NTSC and PAL formats. **Staff:** John Kissel, Chris Smith, David Brown, Lang-don Cook, Daniel Sofie, Chuck Bocan, Ray Bouchard, Steve Krant, David Ever-ett, Jerry Rankin, Gene Sarra, Chris Hadji-michael, Robert Wickland, Uri Thier, Ken Schiessel, Michael Salzarulo, Norman Pinette.**Midwest 3210, 10**

One Sperti Dr., Edgewood, Ky. 41017

S-1 flyaway satellite news system, S-18 mobile satellite news system, S-23 mo-bile satellite news system. **Staff:** David Barnes, Jay Adrick, Chris Summey, Skip McWilliams, Fred Wood, Jerry Wil-lingham, Lloyd Hicks, Brad Nogar, Pete Rightmire, John Loughmiller.**Miller Fluid Heads 3540**

2819 W. Olive Ave., Burbank, Calif. 91505

Miller 20 fluid head with counterbalanc-ing, Miller 30, 50 and 80 fluid heads with counterbalancing, multistep drag con-trol, fluid pan and tilt heads\*, tripods and accessories\*, camera support products. **Staff:** Art Kramer, Grant Clementson.**Minolta 2810**

101 Williams Dr., Ramsey, N.J. 07446

Minolta TV color analyzer II\*. **Staff:** John McCascand, Tim McCann.**Mitsubishi International 2476**

46305 Landing Pkwy., Fremont, Calif. 94538

Digital audio storage system. **Staff:** John Senft, Bill Edwards, Steve Meredith, Kent Book.**Mitsubishi Pro Audio Group 3530**

225 Parkside Dr., San Francisco 91340

Mitsubishi X-850 32-channel digital audio tape recorder, X-400 16-channel digital audio tape recorder, V-400 8-chan-nel digital audio recorder\*, X-86 two-channel digital audio tape recorder\*, XE-2 digital audio editor\*, quad eight 8000 Wester audio mixing console, 8300 film rerecording console\*, 9000 audio routing switcher, Westrex 6000 magnetic film re-corder, 12000 dual magnetic film record-er/reproducer, digital motion control sys-tem. **Staff:** Tore Nordahl, Cary Fischer, Bill Windsor, Gerry Eschweiler, Sonny Kawakami, Kiyoshi Kondo, Peter Ger-mansen, Philip Vachon, Mike Porter, Von Smith.**Mobile-Cam Products 2725**

Box A 82108, San Diego, Calif. 92138

**Modulation Sciences 2811**

115 Myrtle Ave., Brooklyn, N.Y. 11201

StereoMaxx spatial image enlarger\*, ModMinder\* TV audio modulation status panel, TSG stereo generator, SRD stereo reference decoder, TV sidekick SAP and PRO-channel generators, FM sidekick and data SCA generator, CLD composite distribution system, CP 803 composite processor. **Staff:** Eric Small, Richard Schumeyer, John Chester.**Modulight****(see Bardwell & McAlister) 2746****Mole-Richardson 3368**

937 N. Sycamore Ave., Hollywood, Calif. 90038

Lighting equipment including Solar-spots, risers, fixtures, kits, grip equip-ment, hangers and adapters.

**Morton Hi-Tek Furnishings 210**

950 A W. Central Ave., Brea, Calif. 92621

Series 521 A/B roll editing console, cus-tom racks. **Staff:** Douglas Kanczu-zewski.**Moseley Associates 3202**

111 Castilian Dr., Goleta, Calif. 93117

CL-100 communications link, MCU dial access remote control system\*, PCL-600 studio-transmitter link\*, MRC-2, MRC-1600 remote control systems, PCL-606 studio-transmitter link. **Staff:** K.F. Zim-mermann, W.A. Fink, F. Barbara, D. Chancey, J. Hamdani, L. Atesman, D. Barnett, V. Mercadente.**Mosses & Mitchell 219**

Weydon Ln., Farnham, Surrey, England GU9 8QL

**Motorola AM Stereo 3539**

1216 Remington Rd., Schaumburg, Ill. 60173

AM stereo C-Quam exciters, modulation monitors, C-Quam AM stereo receivers\*. **Staff:** Steve Kravitz, Don Wilson, Frank Hilbert, Norm Parker, Oscar Kusisto, Chris Payne, Greg Buchwald.**Motorola Communications 3442**

1301 E. Algonquin Rd., Schaumburg, Ill., 60196

Two-way radio communications equip-ment, paging equipment, cellular units and communications test equipment, display pager printer/charger, portable cellular telephone. **Staff:** Mike Olsen.**Moviola 3493****(see J&R Film)****MPO Videotronics 2549**

2580 Turquoise Cr., Newbury Park, Calif. 91320

M-POP 1300 high tech message gener-ator\*, VHS color monitors/receivers.

**Staff:** Larry Kaiser, Mark Barker, Bill McNutt, Bill Bailey.**Multi-Track Magnetics 2801**

115 Roosevelt Ave., Belleville, N.J. 07107

High-speed studio projector, interlock-in-terface unit, shaft encoder time code generator, time code reader, sync resolv-

er, recorders. **Staff:** George Zazzali, Dan Zazzali, Len Dickstein, Gary Neyer, Laszlow Kathia, Bruce Scott.

**Musicworks 2443**  
Box 111390, Nashville 37211

Station jingles/ID packages\*, country oldies\*, pop oldies\*, Formats: Country 80, Alive Country, Casual Country, Factor-5, Jim Reeves Radio Special, weekend announcer service. Christmas music. **Staff:** Bill Robinson, Skeeter Dodd, Jeff Miller.

**Mycro-Tek 2490**  
9229 E. 37th St., Wichita, Kan. 67226

Mycro-Vision character generators, SupraEdit text editing video terminal. **Staff:** Michelle Thompson, Les Spitzer, Tim Lee, Don Boldea, Tim Hurley.

**NAC Inc. 2932**  
17 Kowa Bldg., 2-7 Nishi-Azabu 1-Chrome, Minato Ku, Tokyo 106

**Nady Systems 2902**  
1145 65th St., Oakland, Calif. 94608

501 wireless portable VHF receiver\*, IRT 300 infrared large coverage transmitter\*, 501 VHF and 701 VHF wireless systems, Easytalk communicators. **Staff:** Peter Kalman, Rick Gentry.

**Nagra Magnetic Recorders 3453**  
19 W. 44th St., New York 11036

Portable and miniature recorders, T-audio recorder, synchronizers.

**Nakamichi USA Corp. 2456**  
19701 S. Vermont Ave., Torrance, Calif. 90502

MR-1, MR-2 professional cassette deck, SP-7 stereo headphones. **Staff:** Michael Wueliner, Jett Logan, Robert Shoji.

**Nalpak Sales 2800**  
1937-C Friendship Dr., El Cajon, Calif. 92020

Moulded tripod equipment cases, test charts-slides, travel and production cards. **Staff:** R. Kaplan, D. Kaplan, S. Singer.

**Narda Microwave 2545**  
435 Moreland Rd., Hauppauge, N.Y. 11788

Field strength meters, loads and wattmeters, microwave STL and remote pickup equipment, RF and microwave coaxial components, microwave path alignment systems, portable coaxial power meters, radio/TV test equipment, portable field strength meters, power meters, RF and microwave coaxial components, E&H field monitor\*. **Staff:** Robert Johnson, Vinod Chitkara.

**Nautel 2658**  
201 Target Industrial Cr., Bangor, Me. 04401

Solid state modular ampfet series of AM transmitters. **Staff:** Jorgen Jensen, David Grace, Dan O'Leary.

**NBC Radio 3393**  
30 Rockefeller Pl., New York 10112

NBC Radio Network.

**NEC America 3161**  
1255 Michael Dr., Wood Dale, Ill. 60191

DVE system 10, 10C, and 100 digital vid-

eo effects, CCD cameras featuring SP-3A, nonbroadcast CCD cameras, VHF and UHF television transmitters featuring PCN-1430al VHF and PCU-960 UHF transmitters. **Staff:** H. Ono, M. Shimizu, J. White, J. Engle, R. Dienhart, M. Burleson, L. Litchfield, G. Schutte, F. Stollen, J. Trumpp.

**L.E. Nelson Sales Corp. 2918**  
5451 Ukiah Cr., Las Vegas 89118

Thorn-EMI's complete range tungsten halogen studio lamps, CID and HMI lamps for remote and ENG applications, BWL 2000w scoop lamp\*, FGM and FGN 1000w par 64 dichroic coated. **Staff:** L. Nelson, B. Nelson, Dan Imfeld, Marion Rimmer, Clive Salmon.

**Neotek Corp. 2782**  
1154 W. Belmont Ave., Chicago 60657

**Staff:** Sue Gosstrom, David Ruttenberg.

**Neo-Visual 128**  
1200 Eglinton Ave., East suite 404, Don Mills, Ont. M3C 1H9

**Network Production Music 2627**  
11021 Via Frontera, San Diego 92127

Music production and sound effects library.

**Neutcik/Dialight Corp. 2691**  
1913 Atlantic Ave., Manasquan, N.J. 08736

Splashproof/dustproof XLR connector, bantam phone plugs, XLR with built-in rotary switch for on/off operation, colored boots for cable ID of the X series Neutcik XLR connector. **Staff:** Kathy Smith, Larry Mayar, Jim Cowan.

**New England Digital Corp. 228**  
Box 546, White River Junction, Vt. 05001

Synclavier digital audio system and direct to disk multitrack recorder. **Staff:** David Nichtern, Mark Terry, Kevin Maloney, John Mahoney, Steve Zaretsky, Ray Niznik, Vaughn Halyard.

**Nielsen Media Research 2798**  
Nielsen Pl., Northbrook, Ill. 60062

Nielsen TV rating services, people meter. **Staff:** Roy Anderson, Terrie Brennan, Larry Frerk, Tom Hargreaves, Terri Luke, Dave McCubbin, Bill Miller, Bob Paine, Stan Petersen, Kel Weber, John Dimling, Jerry Gabert.

**Norpak Corp. 2574**  
10 Hearst Way, Kanata, Ont. K2L 2P4

NAPLPS teletext data delivery systems, work stations, terminal equipment, graphic displays, decoder software/hardware for PC's, delivery/management systems, receivers, TDS3 teletext data delivery system, TTX6 commercial teletext data receiver, IPS4 graphic creation workstation, PCD6/PCX6 PC-based graphic display generators, VTX6A stand-alone graphic displays. **Staff:** James Carruthers, Ed Davies, Alfred Lee, Robert Fitzgerald, Michael Tardiff.

**North American Philips 3238**  
200 Franklin Square Dr., Somerset, N.J. 08873

Stage, studio, theater and TV lamps.

**Nortronics 3384**  
8101 10th Ave., Minneapolis 55427

Magnetic tape heads for replacement on broadcast and reel-to-reel recorders. **Staff:** Karen Nickolauson, Carole Carlson, Jim Tusing, Ed Bedell.

**Nova Systems 2778**  
50 Albany Turnpike, Canton, Conn. 06019

Time base correctors. **Staff:** Stephen Kreinck, William Deegan, Abby Miller.

**NPR Satellite Services 203**  
2025 M St., NW, Washington 20036

Full-time and occasional audio satellite distribution for audio and voice networks, system maintenance, engineering consulting and technical support, equipment leasing. **Staff:** Bob Gaudian, Bill Bean, Barry Frishman, George Gimourginas, Jim McEachern, Wayne Hetrich.

**Nurad 3573**  
2165 Druid Park Dr., Baltimore 21211

Three-series of superheterodyne transmitters and receivers for STL/ICR applications\*, 23 ghz transmitter/receiver systems with full diagnostic/alerts\*, 20AR3 and 23AR3 dual conversion, superheterodyne ENG central receivers\*, RX2-series frequency agile portable ENG receivers\*, Superquad II and Silhouette ENG receive systems, Silhouette ENG transmit systems, Super pod helicopter system, portable transmit and receive systems, MC3 and MC4 digital remote controls. **Staff:** Gary Becknell, Nancy Byers, Lisa Czirkjak, David Fairley, Fred Hock, Eric McCulley, Rod Merritt, Gordon Neuberth, Stephen Neuberth, Blake Neilson, Tom Padwa, Ron Testerman.

**Nytone Electronics 2836**  
2424 South 900 West, Salt Lake City 84119

VSS-1 and VSS-2, video slide scanner system.

**O'Connor Engineering Labs 3364**  
100 Kalmus Dr., Costa Mesa, Calif. 92626

Camera support systems including the 127A aeroped small studio pedestal\*, 35 tripod ENG\*. **Staff:** Chad O'Connor, Joel Johnson, Mike Thompson, Tom Brenelsen, Kelly Nelson.

**Odetics 3586**  
1515 S. Manchester Ave., Anaheim, Calif. 92802

Television broadcast cart machines in MII\* and Betacam format. **Staff:** Dave Lewis, Bill Keegan, Jesse Nickels, Charles Martin, Emerson Ray, Neil Heller, Phil McFadin, Dwight Kelley, Gary Morse, Bob Hagemann, Bill Boyd.

**Olesen 3550**  
1535 Ivar Ave., Hollywood, Calif. 90028

Lighting instruments, lamps, accessories, dimming and control equipment.

**Omicron Video 2661**  
9700 Owensmouth Ave., Unit F, Chatsworth, Calif. 91311

Model 470 DC powered audio/video signal distribution system\*, 501 10/1 PT video switcher for digital effects\*. **Staff:** Kimi Akiyama, Mio Akiyama.

**Omnimusic 2775**

52 Main St., Port Washington, N.Y. 11050

Production music library with pop, electronic, specialty industrial, classical, comedy and sports, atmosphere music library. **Staff:** Doug Wood, Kate Corrigan, Sam White.

**Optical Disc Corp. 2527**

17517 H Fabrica Way, Cerritos, Calif. 90701

Model 615 pulldown processor\*, 610A videodisk recording system, ODC recordable laser videodisk. **Staff:** Donald Hayes, John Browne, Richard Wilkinson.

**Orban Associates 3444**

645 Bryant St., San Francisco 94107

XT2 six-band limiter accessory to 8100A optimod-FM\*, 9100B Optimod-AM audio processing system\*, 787A programable mic processor\*, 46A co-operator\*, audio processors, TV stereo generators, SAP generators, Pro-channel generator, automatic stereo synthesizer, gated compressor/limiter/de-esser, dynamic sibilance controller, parametric equalizer, graphic parametric equalizer. **Staff:** Howard Mullinack, Sid Goldstein, Robert Orban, John Delantoni, Robert Burkhardt, Dave Shantz, John Moreno, Steve Barbera, Bob Billings, Chris Irwin.

**Orion Research 2588**

4650 W. 160th St., Cleveland 44135

AMU series software-based audio mixing system, recall memory system, 3900 series audio/video routing switcher.\* **Staff:** Richard Hajdu, Tom Harmon, John Juhasz, Dan Kageff, Don Sullivan, Jack Drobney, Dave Craddock, Bob Stopford.

**Osram Corp. 2688**

Box 7062, Jeanne Dr., Newburgh, N.Y. 12550

**Staff:** Paul Caramagna, Gary Newman, Barry Green, Henny Peters, Dr. Michael Gussman.

**Otari Corp. 3246**

2 David Dr., Belmont, Calif. 94002

B-III $\frac{1}{4}$ -inch two-channel to DTR-900-32 one-inch digital recorders, MKIII, MTR-10/12 series, MX-70 and MTR-90 series tape recorders, DP-4050 series of cassette duplicators, DP-80 open-reel master-maker duplications system, recorders/reproducers. **Staff:** John Carey, David Roubesh, Jack Soma, Emil Handke, Bill Ford, James Goodman, Wende West, Barry Ross, Mark Yamashita, Chris Pukay, Mike Babbitt, Charlie Webster, Mark Calice, Tom Oelner.

**Pacific Recorders & Engineering 3151**

2070 Las Palmas Dr., Carlsbad, Calif. 92008

Stereomixer compact stereo audio mixer\*, Tomcat and Micromax cartridge machines, Newsmixer compact modular audio mixer, BMX consoles, AMX operations console, signal processing, switching and routing equipment, turnkey facility operations design and manufacturing services. **Staff:** Jack Williams, John Kenyon, Michael Uhl, Sandy Berenics, Bob Moore, Ron Neilson, Dave Pollard, Don Coulter, Rich Kapushinski.

**Paco Electronics 2718**

350 S. Figueroa St., Suite 364, Los Angeles 90071

Battery packs, battery chargers, dememorizers and mobile charger. **Staff:** Kuniyasu Kakiuchi, Hideo Kasuga, Tetsushi Wakabayashi, Madoka Goto.

**Pag America 2708**

Box 15194, Asheville, N.C. 28803

PAG-lok batteries, camera brackets, chargers with battery-to-camera mounting system\*, Nitecam laser augmented ENG camera that shoots in total darkness\*, on-board batteries, microprocessor controlled chargers, battery belts, portable lights, camera clips. **Staff:** Bebe McClain, Robin Greeley, Nigel Gardiner, Alan Lavendar, Aaron Sorek, Zev Pniel.

**Paltex 3260**

2752 Walnut Ave., Tustin, Calif. 92680

Espirit Plus editing system, edit controllers, videotape edit controller, Abner AB/roll microprocessor videotape editing system\*, Paltex editing systems\*, Eddi nonlinear editor\*. **Staff:** Roger Bailey, Stuart Dunford, Thom Belford, Joe Cirincione, Dan Hair.

**Panasonic Professional****Audio Video div. 3216**

1 Panasonic Way, Secaucus, N.J. 07094

WR-8428 port production and recording console\*. **Staff:** Steve Woolley, Gene Juall, Joseph Crocco, Chris Foreman, Carla Campbell, James Murray, Greg Braithwaite, David Bierut, Dave Tarlowe, Terry Kawakami, Hal Wakabayashi.

**Panasonic Broadcast Systems 3116**

One Panasonic Way, Secaucus, N.J. 07094

AU-550 field editing recorder\*, MII studio player, MII office viewer\*, enhanced control panel\* for AU-650 studio VTR and AK-400 CCD camera, AU-650 studio VTR, AU-500 field recorder, AU-400 camera recorder. **Staff:** S. Basara, A.R. Pignoni, T. Urabe, C. Gaydos, P. Livingston, Y. Yao, H. Hatano, E. Matthews, J. Kosiba, J. McGinnis, J. Rollingson, J. Anderson, T. Smith, M. Murase, M. Fujii, M. Iizuka, S. Yuhas, T. Nagai, T. Conboy, J. Greco, T. Conner, T. Larson, T. Wakefield, R. Eiserling, J. McDonnell, M. Redman, T. Gardner, F. DeFina, S. Mimura, J. Jagodinski.

**Patch Bay Designation 2409**

4742 San Fernando Rd., Glendale, Calif. 91205

Custom labeling for audio and video patch bays, control panels, racks, mixing boards, self-adhesive labels. **Staff:** Scott Lookholder, Charles Schufer.

**Peerless Sales 2412**

1950 Hawthorne Ave., Melrose Park, Ill. 60160

TV/VCR/cable accessory products including security hardware, stands, mounts, carts and brackets for desk, wall and ceiling. **Staff:** Walter Griffing, Marilyn Snodell, Walter Snodell, Ron Snodell, Randy Snodell, Art Mraz.

**Penny & Giles 2774**

2716 Ocean Park Blvd., Suite 1005, Santa Monica, Calif. 90405

Slide, rotary, quadrant and motorized faders, video effects products. **Staff:** David McLain, Peter Kirby, Gaynor Moses, C.J. Melechlin.

**PEP 3387**

25 W. 54th St., New York 10019

ENG power and battery equipment.

**Perrott Engineering Labs 2733**

7201 Lee Hwy., Falls Church, Va. 22046

Nickel cadmium, silver zinc and lead acid power systems in clip-on or belt styles, single or multiple fast medium fast or overnight minicharger for ni-cads and silver zinc packs, lighting systems, cam/light maxi-power belt with built-in fast charger, silver zinc BP-90 pack for VTR camera, Nicad universal clip-ons with built-in chargers, silver zinc and ni-cad combo packs, microprocessor universal sequential multiple minicharger for Ni-cads, accessories. **Staff:** W. Aylor, W. Mallon, V. Tygesen, R. Clutter.

**Pesa Electronics 3417**

6073 NW 167 St., Suite C4, Miami 33015

Sync watcher analyzer and timer, SIM-4000 intercom, CG-4722 character generator, color monitors, low power translators and transmitters, OB vans and turnkey installations. **Staff:** Antonio Borja, Peter Lance, Fernando Guillot, Charles Kunz, A. Ochando, Stuart Moore, Thomas McGann, Vish Vasudeva, M. Goulding, Jesus Reganon, A. Delgado, A. Castillon, Sonia Vazquez, Carol Wills.

**Philips Television Systems 3140**

2300 S. 2300 West, Salt Lake City 84130

**Philips Test and Measuring 3238**

85 McKee Dr., Mahwah, N.J. 07430

Waveform/vector monitor, waveform/vector scope with SC-H phase, other waveform monitors, vectorscopes, modulator exciter, sync and pulse generators, test signal generators, color analyzer, VITZ equipment, modulators, demodulators.

**Photographic Equipment Service 2463**

165 Huguenot St., New Rochelle, N.Y. 10801

Computer-controlled graphic stand.

**Pinnacle Systems 122**

2398 Walsh Ave., Santa Clara, Calif. 95051

2010 software-based effects system, 2020 effects system with freeze file capability, 2030 videographics workstation. **Staff:** Ajay Chopra, Mark Gray, David Fabian, Betsy Edwards, Mirek Jiricka.

**Pinzone Communications 2411**

14850 Cross Creek Rd., Newbury, Ohio 44065

8250/8250K satellite receivers\*, 2 ghz ENG receiver\*, vertical interval multichannel audio system\*, CPG AM anti-skywave antenna system\*, quad head refurbishment services\*, timeslot personnel schedule program, refurbishment services, computer diagnostics,

satellite uplinks/downlinks. **Staff:** Basil Pinzone Jr., Dale Ogilvie, James Toohig, Jim Corum, Hamid Aidenejad, Bob Sourek, Dave Soll, Mark Leslie, Jeff Meyer, Ray Walsh, Gary Engard, Bob Broad, Hugh McKenzie.

**Pioneer Communications 3546**  
600 E. Crescent Ave., Upper Saddle River, N.J. 07458

LD-V2000, CD-V42000 and LD-V6200 series laser disk players, high quality, high volume laser disk replication, digital video projector system\*. **Staff:** Frank McLaughlin, Bill Blair, Hank Evers, Geoff Tully, Dale Richman, Pete Imamura, Ron Butter.

**PKE International 144**  
Box 68 Guildford, West Australia 6055

12- and 16-channel stereo broadcast consoles, cart evaluation and mini stereo broadcast audio consoles, news workstation, audio crosspoint system, audio distribution system, delegation switcher controller STD and dual, line equalization system, line conditioning unit, amplifiers, intercom units, jackfields, isolating units, power supply units, line metering panels, equalizers, balancing units, telephone connector hybrid, test tone generator, turntable mounts, modular desks, racks and panels. **Staff:** Frank McQuillan, Peter Nicholls.

**Polaroid 2837**  
575 Technology, Cambridge, Mass. 02139  
FreezeFrame video recorder.

**Porta-Pattern 3538**  
Box 38945, 750 N. Highland Ave., Los Angeles 90038

Test charts and systems, telecine slides and films, spherical transparency illuminator and test transparencies, optical test media, RCA P-200 and P-300 test patterns.

**Potomac Instruments 3329**  
932 Philadelphia Ave., Silver Spring, Md. 20910

Directional array antenna monitors, audio test system, automatic remote control system, frequency synthesizer and coherent detector, medium wave field strength meters, VHF and UHF field strength meters, modulation and power controller, synthesized AM monitor receiver, program audio analyzer.

**Pro Battery 2761**  
3941 Oakcliff Industrial Ct., Atlanta 30343

12v, 13.2 v and 14.4 v on board camera batteries, 12 v 4AH VTR/camera battery, Pro Battery version of Sony NP-1, alkalines, silver cells, lithium, mercury and carbon zinc primary cells. **Staff:** Eugene Sherry, Peggy Young, Kevin Barry.

**Professional Systems Network 2486**  
4680 W. Bradley Rd., Brown Deer, Wis. 53223

Marketing, public relations and production seminars for video dealers. **Staff:** John Grozik.

**Pye TVT 3238**

Box 41, Coldhams Lane, Cambridge, England CB1 3JU

5 kw FM transmitter\*, high-power UHF transmitter, dual channel sound in sync system\*, 2 to 240 kw transmitters, 60 kw TV transmitter, other radio and television transmitters.

**QEI Corp. 3336**  
Box D, Williamstown, N.J. 08094

10 w to 60 kw FM transmitters, FM excitors, FM modulation monitor/test set, stereo generator. **Staff:** Charles Haubrich, William Hoelzel III, John Pilman, Ed Etschman III.

**QSI Systems 2722**  
12 Linscott Rd., Box 2176, Woburn, Mass. 01801

Generators, identifiers, mini-production switcher. **Staff:** Alfred Smilgis, Richard Smilgis, Peter Smilgis, Joan Smilgis, Richard Sanford, Ed Ricciardi.

**Q-TV 3469**  
104 E. 25th St., New York 10010

IBM QCP-Mark I computerprompter system, VPS-500-II computerprompter system, mini Q prompter, MVP mini video-prompter, 15-inch spuer lightweight on camera prompter system\*. **Staff:** George Andros, John Maffe, Al Eisenberg, Jim Greenfield.

**Quality Video Supply 2461**  
76 Frederick St., Hackensack, N.J. 07602

Video and audio accessories catalog, telecomp 2000 computer/video combiner, all-in-one monitor/VCR. **Staff:** Shelly Goldstein, Richard Zabel, Rose Marie Cassell, Varghese Reju.

**Quanta Corp. 3128**  
2440 S. Progress Dr., Salt Lake City 84119

Character generators\*, paint systems, Dimension 32 system. **Staff:** Arnold Taylor, Bill Park, Ed Scott, Ron Ward, Ginny Faison, Rick Pack, Milo Whitehead, Mark Harris, Michael Pavlinch, Dimitri Chernyshov, Rex Davis, Jan Quarnberg, Dave Quebbeman, Michael Krowlewski, Gary Montgomery, Brent Bullock, Peter Glassberg, Mel Williams, Ben Everett, George Cudabac, David Hughes, Jack Calaway.

**Quantel 3171**  
655 Washington Blvd., Stamford, Conn. 06901

Encore and mirage with starlight special effects, digital production center, Harry video editor, paintbox digital graphics art system, Cypher special effects machine, Satin standards converter, digital library system. **Staff:** Richard Taylor, Howard Shephard, Hugh Boyd, George Grasso, Steven King, David Dever, Larry Biel, Paul Fletcher, Janice Haigney, Tom Carrigan, Roy Varda, Mike Connell, Bart Kulesz, Kevin Prince, Deborah Lines.

**Quantum Audio Labs 3446**  
1909 Riverside Dr., Glendale, Calif. 91201

On-air production consoles.

**Quickset 3380**  
3650 Woodhead Dr., Northbrook, Ill. 60062  
Support equipment including tripods, flu-

id heads, dollies. **Staff:** Tom Oxley, Barry Kipnis, Brenda Sabin, Rudy Merz.

**Radiation Systems 2929**  
1501 Moran Rd., Sterling, Va. 22170

Laux/Kenwood TVRO package\*, 5 meter motorized ESA C/Ku-band\*, 5.5 meter remote steerable ESA, SNG antenna.

**Radio Resources 2833**  
Box 8782, BWI Airport, Md. 21240

1987 catalog\*, equipment rental program, turnkey installation, equipment financing plans, used equipment program. **Staff:** Ashley Scarborough, Bernie O'Brien, Gerry Ridgeway, Peter Kovalski, Dan Weathers.

**Radio Systems 2680**  
Box 356, Edgemont, Pa. 19028

Custom studio cabinetry, console tables, turntable pedestals, storage units, CD and cart racks, ESA-10 console, phono preamplifier, audio distribution amplifiers, studio clocks and timers, Key/cart cart machines, LED metering systems, DCX studio products, turnkey services, pre-wired patch bays and SCA receivers. **Staff:** Daniel Braverman, William Wohl, Andy Lovell, Paul McLane.

**RAKS Corp. 216**  
5059 S. McCarran, Reno 89502

**Ram Broadcast Systems 3028**  
346 W. Colfax St., Palatine, Ill. 60067

On-air consoles\*, audio switchers, phase scopes\*. **Staff:** Ron Mitchell, Steve Gordon, Doc Masoomian, Dave Wolfe, Jim Burns.

**Rank Cintel 3066**  
260 N. Rte. 303, West Nyack, N.Y. 10994

Digital add-on for enhanced MkIIIc flying spot telecine\*, preprogramming system for ADS 1 CCD broadcast telecine\*, dual picture and transmission display capability for slide file still store\*, telecines, file still store systems, slide capacity library systems, film-to-digital tape demonstration. **Staff:** C. J. Waldron, Colin Brown, Jack Brittain, Graham Barber.

**RCA American Communications 3298**  
Four Research Way, Princeton, N.J. 08540

C- and Ku-band television distribution services, digital audio and SCPC radio program distribution services.

**RCA New Products Division 3292**  
New Holland Ave., Lancaster, Pa. 17604

Color cameras, VHF power tetrode tubes, VHF power tubes and amplifier cavities for use in internally diplexed TV service. **Staff:** Carlton Rintz, Gerald Grill, Dan Thoman, Fred Hughes, Don Carter, Gene Dymacek, Steve Smart, Leon Barbara, Luis Vera, Bob Mazeski, Dick Klein, Oscar Goedecke, Raleigh Nelson.

**R-Columbia Products 2671**  
2008 St. Johns Ave., Highland Park, Ill. 60035

Ultralight sports broadcaster and cameraman headphones, telephone communication headphone, head worn microphone, condenser lapel microphone, five-channel switchable FM wireless in-

tercom headphone, wireless to wired base station interface". **Staff:** I. Rozak, L. Rozak, S. Rozak, Ed Hill.

**Reach Electronics 2437**  
1600 W. 13th St., Lexington, Neb. 68850

SCA tone only pagers\*, Liaison dial access paging terminal\*, SCA tone and voice pagers and dial paging terminals, dial access paging terminals, keyboard and panel mount switches. **Staff:** Mike Sutton, Roger Teeters, Eddie Howerter, Keith Wycoff.

**Rees Associates 2500**  
4200 Perimeter Center Dr., Suite 245, Oklahoma City 73112

**Staff:** Frank Rees Jr., William Yost, C. Leroy James, Walter Gregg, Jim Little.

**Register Data Systems 2505**  
Box 1246, Perry, Ga. 31069

Business computer systems, music master music scheduling system. **Staff:** Lowell Register, Janice Register, Richard Spruill, Len Register, Wesley Shaw, Thomas Mead.

**Research Technology 3386**  
4700 Chase Ave., Lincolnwood, Ill. 60646

TapeChek Model 6120 one-inch videotape evaluator/cleaner, film editing, previewing and cleaning machines. **Staff:** Tom Tisch, Charlie Morganti, Tom Sanders, Larry Beilin, Steve Little, Ray Short, Howard Bowen, Tom Boyle, Jonathan Banks, Stephan Stahl.

**RF Scientific 2701**  
3030 Bay Front Rd., Mobile, Ala. 36605

Construction and engineering for transportable or fixed satellite earth stations.

**RF Technology 2809**  
145 Woodward Ave., S. Norwalk, Conn. 06854

RF-UPL series of ultra portable lightweight microwave transmitters from 1.7 to 2.7 ghz\*, RF series of medium power portable microwave transmitters\*, ENG repeater system\*, fixed link systems for STL/TSL, fixed and portable RF amplifiers, portable and fixed ENG and central receivers, portable microwave systems. **Staff:** Patrick Bradbury, Grady Jackson, Christopher Lay, Peter Burnage, John Clifford, Chuck Bobbins, John Timm, Drew Lance, Peggy Doty.

**Richardson Electronics 3343**  
40W267 Keslinger Rd., LaFox, Ill. 60147

Radio and TV tubes. **Staff:** Larry Broome, Tony Ianna, Hugh Mullins, Salvador Tejada, Ian Stewart, David Gilden, Bernie Fudim.

**Riviera Broadcast Leasing 2793**  
7400 Center Ave., Suite 102, Hollywood, Calif. 90028

Equipment leasing, lending and acquisition services.

**Robot Factory 2569**  
Box 112, Cascade, Colo. 80809

Robots for promotional use. **Staff:** J.F. Browning, David Colman, Mary Bolner.

**Rockwell Int. 3484**  
Box 10462, Dallas, Tex. 75207

Video STL microwave, lightwave transmission and video code equipment. **Staff:** Bill Shurtleff, Tom Noble, Les Fisher, Joe Cullinane, Joe Bass, Brad Wick, Bob Hicks, Bob Kellon.

**Roh Corp./Anchor Audio 2432**  
913 W. 223rd St., Torrance, Calif. 90502

Powered monitor speakers and battery-powered sound systems, accessories, series 100 audio line monitors with built-in bridging switchers, series 200 modular audio systems, series 300 intercom systems, 16-input expansion panel, Liberty and Orator self-contained battery-powered sound systems, enhanced version of AN-256M self-powered sound system. **Staff:** Dan Garrigan, Jim Van-Waay, Jon Peirson, Dick Blunk.

**Rodhe & Schwartz 3491**  
5 Delaware Dr., Lake Success, N.Y. 11042

Audio analyzer system, video/RF analyzer system, TV demodulators, video noise meters, group delay/sideband analysis with digital TV oscilloscope.

**Rohn 2449**  
Box 2000, Peoria, Ill. 61656

**Staff:** Mike Fleissner, Larry Grimes.

**Rosco Laboratories 3443**  
36 Bush Ave., Port Chester, N.Y. 10573

**Roscor Corp. 3404**  
1061 Feehanville Dr., Mt. Prospect, Ill. 60056

Star Fleet 21 satellite newsgathering van. **Staff:** Paul Roston, Phil Roston, Mitch Roston, Lee Ruber, Howard Ellman, Bennett Grossman, Yves Souvenir, Marc Grossman, Jim Pianowski, Ed Lamarre, Dave Karlman.

**Ross Video 2616**  
Box 220, 500 John St., Iroquois, Ontario KOE 1K0

Model 210A video production switcher\*. **Staff:** Jim Millard, Jack McQuigge, John Ross, Gordon Allison Jr., James Morrison, Tom McKereth, Brian Luscombe, Doris Ross.

**RPG Diffuser Systems 2633**  
12003 Wimbledon St., Largo, Md. 20772

Broad bandwidth wide angle sound diffusers, acoustical treatment systems\*. **Staff:** Dr. Peter D'Antonio, Dr. John Konert, David Sless, Heidi Martin.

**RTNDA 2405**  
1717 K St., Suite 615, NW, Washington 20006

**RTS Systems 3566**  
1100 W. Chestnut St., Burbank, Calif. 91506

Model MSA325 modular loudspeaker\*, model 927 reference tone generator\*, series 800 intercom system, IFB system, modular amplifiers, amplifier systems, TW intercom systems, computer assisted matrix intercom. **Staff:** Douglas Leighton, Shelley Harrison, Dave Richardson, Bob Ringer, Susan Seidenglanz, Stan

Hubler, Ed Fritz.

**Rupert Neve 3318**  
Berkshire Industrial Park, Bethel, Conn. 06801

V-series multitrack recording consoles with Necam 96, 5106/36 audio console for stereo TV, portable and tabletop consoles for remote broadcast and audio-for-video applications, digital transfer console, video post production and film consoles, automated mixing systems, other mixing consoles, mobile consoles, limiter/compressors, digital signal processing consoles. **Staff:** Barry Roche, Anthony Langley, Phil Wagner, Tom Semmes, Rick Plushner, Tim Mungovan, Geoffrey Langdon, Thomas Schlum, Lisa Vogl.

**Russco Electronics 3450**  
5690 E. Shields Ave., Fresno, Calif. 93727

**Sachtler Corp. 3419**  
55 N. Main St., Freeport, N.Y. 11520

Sachtler combi pedestal\*, OB-tripod system\*, Hot Pod dolly\*, Video 14 fluid head, video 20 ENG/EFP fluid head, 7+7 fluid head, Video 20, 25 and 30 fluid heads, hot pod, semi-dolly. **Staff:** Eric Falkenberg, Kurt Gunkel, Michael Accardi, John Gehrt, Juergen Nussbaum, Hardy Jauermann, Henry Kuss, Alex Froemel.

**Samson Music Products 2784**  
124 Fulton Ave., Hempstead, N.Y. 11550

Broadcast STD series 10-channel selectable VHF true diversity wireless system. **Staff:** Scott Goodman, Doug Bryant, Kevin Moran, Chuck DiModica, Jim Greenhill, Joe Martin, Chip Sampson, Bob Brennan, John McFadden, William Ray, Randy Fuchs, Ron Tunks, Alan Hyatt, Bob Rufkahr, John Amstadter.

**Sanken Microphone 206**  
Azabu Heights, suite 607, 1-5-10 Roppongi, Minato-Ku, Tokyo 106

Stereo portable microphone.

**Schafer World Comm. 3353**  
Hwy. 16 South, Box 31, Marion, Va. 24354

Random access compact disk equipment for live and automated operations, audio consoles, digital audio equipment, automation equipment including random access cartridge playback equipment and compact disk player, stereo digital reproduction, telephone equipment. **Staff:** Bob Dix, Kevin Soos, Walter Bumbalo, Ann Dix, Myrtle Vest, Don Wimmer, Pat Dix, Kerby Sneed, Ed Reames, Larry Williams.

**Schmid Telecommunication 2462**  
Rieterstrasse 6, CH-8002, Zurich, Switzerland

**Schneider Corp. of America 3321**  
400 Crossways Park Dr., Woodbury, N.Y. 11797

TV zoom lenses for ENG, EFP, studio and OB cameras.

**Schwem Technology 2553**  
3305 Vincent Rd., Pleasant Hill, Calif. 94523

Gyrozoom 60/300 image stabilizing zoom lens for ENG/EFP cameras, wide angle attachment, remote control system. **Staff:** Clayton Sylvester, Katherine Metrolas, Michael Salit, Holt Johnson, Gerry Greenlaw.

**Science Applications/IDS 2485**  
1710 Goodridge Dr., McLean, Va. 22102

Eidophor large screen display projectors, sales, rentals, leases and engineering services for projectors, design, engineering, integration and installation of broadcast, industrial, educational and CCTV video systems, model 5177 high definition projector\*. **Staff:** David Caruso, Scott Williams, Len Blascovich, Henry Johannes.

**Scientific-Atlanta 3272**  
Box 105600, One Technology Pl., Atlanta 30348

Ku band video exciter, video receivers, video receiver with low noise block converter for SNG trunks, Ku band LNAs 302A and 304, digital audio terminals, B-MAC equipment, video/studio equipment, enclosure cabinets.

**Selco Products 2450**  
7580 Stage Rd., Buena Park, Calif. 90621

Snap-action industrial thermostats, analog panel meters, national modification center. **Staff:** Bill Wilkinson, Diane Duquette, Bill Keneipp.

**Sennheiser 2664**  
48 W. 38th St., New York 10018

UHF and VHF wireless microphones, headphones and microphones.

**Sescom 3445**  
2100 Ward Dr., Henderson, Nev. 89015

AG-1 audio generator\*, PG-1 TV pattern generator\*, SAT-2 audio leveler for satellites\*, MLD-6 dual mic-line driver\*, TR and IL series\*, PO-44 thru PO-52 portable line\*, audio transformers, modules and electronic products. **Staff:** Franklin Miller.

**SG Communications 2535**  
3444 N. Dodge, Suite A, Tucson, Ariz. 85716

**Staff:** Douglas Gratzler, Wallace Steiger, Thomas Leschak, James Meehan, Troy Kyman, Stan Klebe.

**Shima Seiki U.S.A. 2573**  
440 Forsgate Dr., Cranbury, N.J. 08512

Computer graphics paint system.

**Shively Labs 2442**  
86 Harrison Rd., Bridgeton, Me. 04009

Half-inch wave spaced broadcast antennas\*, vertically polarized FM broadcast antennas\*, special FM broadcast antennas designed to provide custom horizontal/vertical ratios for special situations, circularly polarized FM broadcast antennas, horizontal-only antennas, rigid coaxial transmission line and coax components, branched and balanced FM combiners, RF patch panels, AM/FM isolators, hybrid power combiners, harmonic filters, directional couplers, pressurization equipment, FCC directional

pattern and omnidirectional pattern studies, VSWR monitoring, display and protection systems, TV antennas. **Staff:** Paul Wescott, D. Steve Collins, Charles Peabody, Gary Somers, Robert Surette, Jonathan Clark, George Harris, Elwyn Wheaton.

**Shook Electronic Enterprises 3222**  
6630 Topper Pwy., San Antonio, Tex. 78233

22-foot, five camera mobile TV production system. **Staff:** Edwin Shook, L. James Beckman, Stuart Shook, Patrick McCafferty.

**Shure Brothers 3320**  
222 Hartrey Ave., Evanston, Ill. 60202

SM89 shotgun microphone\*, FP51 compressor/mixer\*, VHF wireless microphone system\*, broadcast standard phono cartridges, other studio microphones, field production equipment, AMS automatic microphone system mixers and microphones. **Staff:** John Phelan, Chris Lyons, Michael Pettersen, Al Hershner, Dick Murphy.

**Sigma Electronics 2905**  
1184 Enterprise Rd., East Petersburg, Pa. 17520

Test and sync generators, audio, video and pulse switching and distribution equipment. **Staff:** Sue Huber, Deb Sheppard, Jim Izydorczyk, Jerry Wingle, Bob Hivner, Joe Donches, Kent Porter, Wade Walburn, Errol Moyer, Jeff Spittle.

**Singer Broadcast Productions 2584**  
1840 W. 49th St., Suite 402, Hialeah, Fla. 33012

AM and FM transmitters and antennas, antenna tuning units, stereo and SCA generators, antenna towers, hardware, warning lights, baluns, insulators, coax connectors, coaxial cables, automatic pressurization/dehydration systems, STL link equipment, remote pick-up systems, RF wattmeters/dummy loads, coaxial switches, field strength meters, tape cart machines, open reel tape machines, cassette decks, duplicator systems, turntables/turn arms/cartridges, preamps, microphones, consoles, headphones, DAs, control room monitors, speaker systems, audio processors, limiters, modulation monitors, automation systems. **Staff:** Timothy Hillman, Lawrence Mild, Carl Glazer, John Hillman, Jaime Rojas, Severino Rivano, Orlando Sanchez.

**Stokel Corp. 2738**  
1445 Provencher, Brossard, Quebec J4W 1Z3

Model 132 VITC/LTC time code reader\*, other LTC time code readers. **Staff:** Stephen Scott, Martin Callan, Gilles Therriault.

**Leonard Sloan & Assoc. 2621**  
109 Manufacturing St., Dallas 75207

Promotion items.

**SMPTÉ 2501**  
595 W. Hartsdale Ave., White Plains, N.Y. 10607

Technical test materials, membership information. **Staff:** Blaine Baker, Janice

Baio, Si Becker, Anne Cocchio, Barry Detwiler, Stan Dickinson, Harold Eady, Maurice French, Jeffrey Friedman, Lynette Robinson, Richard Stumpf, Irwin Young.

**Solid State Logic 3560**  
220 W. 57th St., New York 10019

Audio mixing systems and studio computers. **Staff:** Colin Sanders, David Collier, Michael Guthrie, Richard Houghten, Grey Ingram, Piers Plaskitt, Doug Dickey, Andy Wild, Sarah Baker.

**H.A. Solutec 2530**  
4360 Iberville St., Montreal, Que. H2H 2L8

SOL 2221 stereo VU/PPM meter and phase indicator\*, SOL ADA stereo DA\*, SOLVDA video DA\*, SOL-6800 commercial spots network automation\*, micro-automated broadcasting systems for commercial inserts, SOL AD.ID/Q generator for spts ID and log output. **Staff:** Gilles Fortin, Michel Beland, Gerald Garon.

**Sono-Mag 3480**  
1833 W. Hovey Ave., Normal, Ill. 61761

Broadcast automation programs and systems for radio, compact disk-based automation program for live assist and random access of CD disks.

**Sony Broadcast Products 3100-01**  
1600 Queen Anne Rd., Teaneck, N.J. 07666

¾-inch U-matic and U-matic SP videotape recorders\*, DXC-3000 and DXC-M3 CCD and tube cameras, high resolution and multiscan video projectors, PVM-2530 cubic monitor\*, BVE-900 high performance editing system, 8 mm video products, digital audio products PCM-3324 digital multitrack, PCM-1630 digital audio processor, PCM-3401 twin speed DASH two-track digital recorder\*, MXP-2000 and MXP-29 mixing consoles, ADS-3000 automation system, studio, lavalier and wireless microphones, wireless mic Betacam adaptor systems, analog recording products, APR-5000 two track recorders, TC-D5Proll portable cassette recorder, CDK-006 auto load changer, Betacam SP production models\*, BVW-35 field recorder/reproducer, BVW-75 studio recorder/player, BVV-5 Betacam SP recording unit, BVW-505 CCD camcorder\*, BVW-503 Saticon camera/Betacam SP recorder unit\*, portable field players, studio editing deck, BVX-10 color corrector, one-inch VTR's\*, DVR-1000 component digital VTR, BVP-360 studio/field production camera, BVP-350, BVP-3A and BVP-30 cameras, BVP-3000 super motion system, betacart multicassette system demonstration, library management system, BVE-9000 editing system, 20-inch and 25-inch cubic monitors, BVM-1310 14-inch color monitor, BVM-1900C, high-definition video system. **Staff:** William Connolly, William Powers, Charlie Taylor, Richard Wheeler, John McPherson, Jerry Smith.

**Sony Information Systems 3100**  
Still imaging devices, MVR-5500 pro ma-

vica recorder/player, MVP-2500 play-back-only unit, battery operated still video recorder/player, recordable write-once laser disk system.

#### Sony Magnetic Products

One Sony Dr., Park Ridge, N.J. 07656

Betacam SP U-matic and D-1 digital video-cassette products\*, high definition video-tape recording products. **Staff:** John Hollands, Nick Hudak, Ken Wiedeman, Marc Feingold.

#### Sound Ideas 2561

86 McGill St., Toronto M5B 1H2

Sound effects library.

#### Sound Technology 3328

1400 Dell Ave., Campbell, Calif. 95008

Audio test equipment, distortion analyzers, tape recorder and transmission test systems, multichannel switching systems, test tapes and records.

#### Soundcraft USA 2770

8500 Balboa Blvd., Northridge, Calif. 91329

Professional audio mixing consoles, multitrack tape recorders, 200 EBU mixing console\*, SAC 2000 on air stereo console\*, TS 12 in-line recording/production console\*. **Staff:** Ron Means, Ken Lopez, Steve Romeo, David Kimm.

#### Soundmaster International 2780

306 Rexdale Blvd., Unit 5, Rexdale, Ont. M9W 1R6

Soundmaster control software for electronic audio post production, Syncro\* totally programable machine synchronizer. **Staff:** Andrew Staffer, Robert Predovich, Peter Moore, Wes Dooley, Lee Murphy, Doug McKenzie.

#### Soundtrack/Aircraft Music 2554

77 N. Washington St., Boston 02114

Custom, syndication and production music service.

#### Soundtracs 2454

77 Selleck St., Stamford, Conn.

Audio mixing consoles. **Staff:** Todd Wells, John Carroll, S.R. Rabich, Dave Talbot, Derek Pilkiyton, David Ogden, Rowland Powers.

#### Stainless 2735

Third & Montgomery Ave., North Wales, Pa. 19454

Guyed and self-supporting towers, design, fabrication and installation services.

#### Standard Communications 2709

Box 92151, Los Angeles 90009

**Staff:** Mason Truluck, Diane Hinte, Warren Davis, Roland Soucie, Doug Sherar, Steve Higgason, Tom Hill, Bob Lewis, Chris Fabien, Gary Shimko, Tom Cameron, Keith Peterson, Scott Grossman, Sid Boyer.

#### Stanton Magnetics 3331

200 Terminal Dr., Plainview, N.Y. 11803

Broadcast turntable cartridges and styli, turntable slip mats model 30M/SR single cup or shoulder rest headphones. **Staff:** Pete Bidwell, Joseph Woodstock, Jack

O'Donnell, Walter Stanton, John Kuykendall.

#### Stantron 2911

6900 Beck Ave., N. Hollywood, Calif. 91605

Desk consoles, VTR/VCR racks, duplication racks and cabinet consoles. **Staff:** Guy Tessier, Tom Grant Jr., John Crockett, Lem Pinkowski, Dave Comstock, Dick Turchen, Bruce Dawson.

#### Star Case Manufacturing 2503

648 Superiro, Munster, Ind. 46321

**Staff:** Dennis Toma, Bernard Fryman, Al Novak, Bill Coffel, David Athans.

#### Status Cabinetry 2909

615 S. State College Blvd., Fullerton, Calif. 92631

Studio furnishings, racks, consoles, client tables. **Staff:** Keith Hughes, Joe Bilotta, Mike McIntyre, Randy King, Ron Welsh, Lisa Wallace, Randy Miller, Michael Fellner, Mark Ostrowski, Mark Wallach, Burt Yale, Mike Pierce, Dan McKecknie, Bruce Mueller, Ken Crease-man.

#### Steady-Film 2648

707 18th Ave., South, Nashville, Tenn. 37203

Steady-Film system retrofitted to Rank Cintel Mark IIIC with microprocessor controller which interfaces with Ampex VPR-III and Sony BVH-2500 or Abekas A-62/64 and Harry digital disk colors, increased recording speed rate with Sony BVH-2500. **Staff:** Wayne Smith, Gail Smith, Donna Reid, Phil Kroll.

#### Steenbeck 2749

9554 Vassar Ave., Chatsworth, Calif. 91311

#### Storeel 3322

2050-C Chamblee-Tucker Rd., Box 80523, Atlanta 30341

High density storage for compact disks, MII, VHS, versatile units for 3M snap cap tape. **Staff:** Carolyn Galvin, Robert Lauter, Michael Plaut, Robert Gargus, Mort Press, Tom Esposito, Paul Galvin.

#### Straight Wire Audio 2518

4611 Wilson Blvd., Arlington, Va. 22204

CDQue II professional compact disk player\*, Speed demon varispeed controller for CD players\*, E-Z Wider stereo spatial expander\*, phono and mic preamps, line and distribution amps, ITC cart machine upgrade cards and matrix amps, scamp rack processors, vocal stresser, transdynamic compressor expander, digital mixer, pro digital processor. **Staff:** Bill Sacks, John Kirkland, Rob Forden, Ninh Tong.

#### Strand Lighting 3024

18111 S. Santa Fe Ave., Rancho Dominguez, Calif. 90221

Dimming, control and fixtures, lighting equipment. **Staff:** Marv Altman, Lin Beard, Jim Crooks, Susan Dandridge, Franc Dutton, Harry Forman, Bob Fugate, Bill Groener, Vito Kowalchuk, Lee Magadini, Kam McCormick, Anne Morris, Jon Pavacic, Bob Schiller, Leonard Wittman.

#### Strata Marketing 2689

403 W. North Ave., Chicago, Ill. 60610

Copmputer software to analyze radio ratings.

#### Studer Revox America 3048

1425 Elm Hill Pk., Nashville 37210

A807 professional recorder\*, C279 compact mixer\*, A820 multichannel recorders, other multichannel recorders, two-track recorders, compact recorders, professional cassette decks, CD players, mixing consoles, audio/video/film synchronizers, studio monitor speakers, telephone hybrid systems. **Staff:** Thomas Mintner, Doug Beard, David Bowman, Chris Ware, Anne Whedbee, Joe Bean, Brian Tucker, Nick Balsamo, Thomas Jenny, Vencil Wells, Peter Kehoe, Fred Layn, Ken Burnett, J.P. Ruch, Clary McDonald.

#### Studio Technologies 2514

5520 Touhy Ave., Skokie, Ill. 60077

Stereo recognition/simulator system\*, AN-2 stereo simulator, Mic-PreEminence two-channel mic preamplifier. **Staff:** Gordon Kapes, Carolyn Cashel.

#### Sunspot 2679

2440 San Mateo Pl., Albuquerque, N.M. 47110

IBM compatible traffic/accounting system, Sunspot broadcast industry bulletin board electronic forum\*. **Staff:** Joshua Wesley, Maggie Wesley, Jerry Littenberg, John Flint, Arland Hensler, Art Soto.

#### Swintek Enterprises 2413

587 Division St., Campbell, Calif.

Wireless microphone and intercom systems.

#### Switchcraft Inc. 2711

5555 N. Elston Ave., Chicago 60630

Phone jacks and plugs, audio and general purpose connectors, jack panels and connectorized jackfields, molded and nonmolded cable assemblies. **Staff:** Terry Leen, Bill Kysiak.

#### SWR Inc. 3350

Box 215, Goffstown, N.H. 03045

Hi-power coax for total systems and system components, TV and FM antennas.

#### Sylvania Lighting 3327

Sylvania Lighting Center, Danvers, Mass. 01923

Standard and tungsten halogen incandescent, fluorescent and HID lamps for studio, theater, television and video lighting applications. **Staff:** Bob Shay, Don Richardson, Arnie Westlund, Ray Fleming, Pat Basile.

#### Symbolics Graphics 2646

1401 Westwood Blvd., Los Angeles 90024

Integrated paint and animation systems. **Staff:** Ann Newman, Tom McMahon, Beth Fraikorn, Andy Kopra, Anoosh Mostowfi, Ken Brain, Bob Stone, Tom Parish, Jay Sloat, Lynnette Freemantle.

#### Symetrix 2519

4211 24th Ave., West, Seattle 98199

109 auto-nulling hybrid interface\*, 104

and TI-101 single-line telephone interface, 108 broadcast telephone interface, voice processor. **Staff:** Dane Butcher, Lavinia Speer, Doug Schauer, Vasco Rubio.

**System Associates 3392**  
5801 Uplander Way, Culver City, Calif. 90230

Brokers of used TV equipment. **Staff:** Billy Seidel, Walter Shubin.

**Systemation 2458**  
337 N. Water, Decatur, Ill. 62523

Complete random access 8 mm digital cassette computerization\*, remote control\*, SuperTrack satellite computerization\*, PC playlist\*, electronic validator\*, satellite/cassette computerization, full stand alone cassette computerization, live assist cassette computerization, automatic telephone record/play, time announce and temperature announce, sales tracking, logging, invoicing. **Staff:** Steve Bellinger, Maureen Bellinger, Roger Pogue, David Webb, Bob Wille, Mark Goodman, Monte Throneburg, David Gerety, Jerry Bassett, Tom Butler, Jay Mitchell, Al Moll, Sandy McKenzie.

**Taber Manufacturing 3333**  
1880 Embarcadero Rd., Palo Alto, Calif. 94303

1500 automatic degaussers, erasers, audio replacement heads, refurbishing services. **Staff:** Veldon Leverich, Eugene Gottesman.

**Tamron Industries 120**  
24 Valley Rd., Port Washington, N.Y. 11080

Autom film feeder\* and VideoTrimmer editor\* accessories for Fotovix film video professor. **Staff:** Jeff Buchman, Hank Nagashima, Ted Tysuchyia, Brad Swain.

**Tapscan 2821**  
2100 Data Park, Suite 202, Riverchase, Ala. 35244

**Tascam 3416**  
7733 Telegraph Rd., Montebello, Calif. 90640

ATR-80 24/32 two-inch analog multitrack, M-600 audio console, CD-501 CD player, SMPTE/EBU synchronizer and controller, laser disk-based optical recorder, broadcast quality cassette recorder. **Staff:** Bill Mohrhoff, Gregg Hildebrandt, Jim Lucas, Bill Stevens, Ziggy Haspod, David Oren, Jimmy Yamaguchi, Hal Onda, Vince Basse, Jon Bliese, Sue Osborne, Anders Madsen.

**TDK Electronics 2834**  
12 Harbor Park Dr., Port Washington, N.Y. 11050

**Teatronics 2756**  
3100 McMillan Rd., San Luis Obispo, Calif. 93401

Genesis 660 six-channel 6000 w per channel SSR dimmer\*, 1224 12-channel 1200 w per channel SSR dimmer\*, DPI 624 six-channel 24000 w per channel SSR dimmer\*, DPI 1212 12-channel 1200 w per channel SSR dimmer, tech director manual console\*, computerized lighting control\*. Producer II 24, 36 or 48-channel

computer assist console\*. **Staff:** Roger Volk, Randy Pybas, James Mitchell, Mike Griffen, Gary Henley.

**Technov Industries 148**  
3974 Amboy Rd., Staten Island, N.Y. 10308

JNB-400 edit expander, CSG-110 sync generator, MDA-310 video/hifi DA. **Staff:** Nigel Redman.

**Tekno/Balcar 2472**  
100 W. Erie St., Chicago 60610

Tungsten video lighting equipment, lights and lighting kits.

**Tekskil Industries 2570**  
108-15290 103A Ave., Surrey, B.C. V3R 7A2

909 camera prompter, 909C computerized camera prompter. **Staff:** Rick Jones, Rick Anselmo, Fred Butler, Ron McLean, Jim Morisson.

**Tektronix 3214**  
Box 500, Beaverton, Ore. 97077

Automated video measurement equipment\*, 1705 spectrum monitor\*, 1735 dual standard waveform monitor\*, 1480F30 noise measurement kit\*, component analog waveform monitor, test signal generator, composite picture monitor, waveform and vector unit, synchronous changeover unit, stereo audio monitor, BTSC aural modulation monitor/decoder, analyzers.

**Telemet 3396**  
185 Dixon Ave., Amityville, N.Y. 11701

Stereo modulator, video and pulse DAs, A/V routing switchers, envelope delay test sets, sideband analyzers, stereo and mono modulators, video test generators, video signal enhancement and correction equipment, chroma keyers, decoders, video equalizers, fiber optic transmitters and receivers, claspers, passive transmitters, thermal equalizers, switcher controllers. **Staff:** Robert Griffiths, Seymour Hamer, Leo Lazarus, Alex Kwartir-off, Ivan Slovak, Tony Silva, Eugene Murphy, Robert Sanator.

**Telemetrics 2608**  
7 Valley St., Hawthorne, N.J. 07506

Camera remote-control systems triax or coax cable connector, remote pan/tilt heads standard and miniature with programmable presets, remote controlled trolley assembly for pan/tilt head\*, custom designed camera control panels\*. **Staff:** Anthony C. Cuomo, Anthony E. Cuomo, Haig Soojian, Albert Chan, Frank Cusano.

**Telepak San Diego 2566**  
4783 Ruffner St., San Diego 92111

Carrying cases.

**Telescript 3351**  
445 Livingston St., Norwood, N.J. 07748

Monitor prompting systems, telecue and telescriptor transports, hi-resolution lightweight monitor/prompters, computer prompting programs. **Staff:** Bob Swanson, Jim Stringer, Rich Mergner, Kay Hyde, Jerry Swanson, Dean Rogich.

**Teletech 2762**  
23400 Michigan Ave., Dearborn, Mich. 48124

**Television Engineering 3400**  
580 Goddard Ave., Chesterfield, Mo. 63017

Electronic newsgathering vans. **Staff:** Jack Vines, John Kull, Gary Warnecke, Linda Vines.

**Television Equipment Associates 3342**  
Box 393, S. Salem, N.Y. 10590

Matthey zero-loss video delay\*, Brickwall video filter\*, Elcon tape cleaner/profilers\*, other video delays, video filters, headsets for intercom and sports commentator applications, tape cleaner/profilers. **Staff:** Bill Pegler.

**Television Technology Corp. 3580**  
2360 Industrial Ln., Broomfield, Colo. 80020

**Telex Communications 3370**  
9600 Aldrich Ave., South, Minneapolis 55420

HT-400 two-channel handheld wireless microphone\*, 6120 XLP pro series duplicator\*, wired and wireless microphones, headsets, headphones, audiocom intercom systems, copiers and duplicators, MagnaByte electronic imaging system\*. **Staff:** Claude Kleiman, Don Mereen, Rick Peterson, Joel Johnson, Gary Fisher, Dan Paulnock, Wes Alderson, Jim Arrington, Bill Bencsik, Mike Unzicker, Rick Moore, Steve Lichtenauer, Jerry Loomis, Gary Bosiacski, Ron Taylor.

**Telnox 3414**  
55 Montpelier Blvd., St. Laurent, Quebec H4N 2G3

Telnox L-O, Telnox 10.2\*. **Staff:** Jacques Coutellier, Michel Ponton.

**Tennaplex Systems 2812**  
452 Five Farms Ln., Timonium, Md. 21093

FM and TV broadcast antennas with ideal vertical patterns\*, multistation combiner\*, panel antennas, combiners, associated equipment. **Staff:** Marvin Crouch, Les Lear, Manfred Muenzel, Bob Paradise.

**Tentel 3326**  
1506 Dell Ave., Campbell, Calif. 95008

Video recorder test instruments for diagnosing VCR and VTR mechanical problems and performance, Tentelometer tape tension gauge\*, test instruments for magnetic tape tension, video head tip protrusion, elevator latch, spindle height, VCR torque measurements. **Staff:** Wayne Graham, John Chavers, John Bonn, Chris Lui, Lorrie David, Bev Zern.

**Texar 2571**  
616 Beatty Rd., Monroesville, Pa. 15146

**TFT 3420**  
3090 Oakmead Village Dr., Santa Clara, Calif. 95051

Aural STL systems and accessories, BTSC aural modulation monitors, remote control systems, FM modulation monitor, AM stereo exciter, EBS systems, AM monitor. **Staff:** Joe Wu, Henry Wu, Jesse

Maxenchs, Malcolm Furfly, Herb Didier, Kevin Tam, Joe Borgonia, Terry Peterson, John Stannard, Ron Neilson, Ed Fong

**Theater Service & Supply** 2917  
1792 Union Ave., Baltimore 21211

Staff: Richard Antisdell

**Thermodyne** 2824  
20850 S. Alameda St., Long Beach, Calif. 90810

Shipping cases, rack-mounted instrument cases.

**Thomson-CSF, LGT and Video** 3190  
17 rue du Petit-Albi, 95801 Cergy Pontoise Cedex France

Low, medium and high-power TV transmitters, FM transmitters, TVRO equipment, component digital switcher, digital video effects system, digital slide scanner, converters, ENG/EFP cameras.

**Thomson Electron Tubes** 3422  
550 Mount Pleasant Ave., Dover, N.J. 07801

High power tetrodes for FM radio transmitters, air-cooled UHF-TV tetrodes, high powered Hypervapotron-cooled tetrodes for 50 kw UHF broadcasting\*, power grid tetrodes, other radio and TV tetrodes, satellite ground station klystrons and TWT's for C band Ku band, 100 kw FM tetrode\*, Ku band 300 2 conduction cooled TWT\*. Staff: Victor Pastore, D. Kleim, J. Dehayne, G. Gerlach, C. Kal-fon, J. Boulange.

**Tiffen Manufacturing** 2736  
90 Oser Ave., Hauppauge, N.Y. 11788

Filters and lens accessories, special effect viewing kit. Staff: Nat Tiffen, Ira Tiffen, Steve Tiffen, Jack Bonura, Tom Grosso.

**Timeline** 2684  
270 Lafayette St., Room 1300, New York 10012

Time code and synchronization products.

**TMD, the Will-Burt Co.** 2587  
Box 900, 401 Collins Blvd., Orrville, Ohio 44667

Pneumatic telescoping masts to position communication and broadcast antennas. Staff: David Davis, Donald Barlow, Jeffrey Milligan.

**TOA Electronics** 2498  
480 Carlton Ct., S. San Francisco 94080

Studio reference monitors, electronic music mixing systems, microphones. Staff: Terry Taylor, Bill Eskew.

**Torpey Controls** 2906  
98-2220 Midland Ave., Scarborough, Ont. M1P 3E6

Hi-styled, low profile illuminated analog clocks to operate from impulse drive, master clock systems, digital and analog slave clocks, central temperature display systems, timers, central timing systems with remote readouts, video time display, video temperature display, video stopwatch, video/audio routing switchers.

**Toshiba America** 3302  
2441 Michelle Dr., Tustin, Calif. 92680

**Toshiba Corp.** 3302  
1-1 Shibaura 1-Chrome Minato-Ku, Tokyo 105

**Townsend Associates** 3305  
79 Mainline Dr., Westfield, Mass. 01085

30 kw VHF transmitter\*, 60 kw UHF klystron amplifier\*, 10 kw multiplexed klystron amplifier\*, driver/controller for 60 kw UHF transmitters\*, VHF/UHF exciter\*, transmitter test and measuring system\*, DC-80 EP automatic video cart machine\*, high tech television consoles, custom cabinetry, automatic video signal processors B series audio jack panels, IFP series audio/video interfact panels. Staff: Howard McClure, Robert Anderman, Don Forbes, Ray Yirga, George Townsend, Tom McDonald, Jim Rogers, Harry Craig, Chuck Balding, Byron Fincher, Jim Gimbel, Richard Abbunante, Art Smith, Allan Wheeler, Mike Brunsky, Fred Scott, Sarah Salisbury, Mike Butterfield, Vincent Elder.

**Transformations** 2631  
5 Moulton St., Portland, Me. 04101

EFX 3-D animation workstation\*. Staff: Thomas Bryand, David Gaines, Dana Hutchins, Lori Dombeck.

**Transmission Structures** 2623  
Box 907, Vinita, Okla., 74301

**Trimm Inc.** 2649  
400 W. Lake St., Libertyville, Ill. 60048

Audio and coaxial plugs, patch cords and jacks, jack and fuse panels, terminal blocks. Staff: Wallace Newton, Richard Sinclair, Aurel Seiceanu, Nancy Calkins, Harry Lewis, Len Jackson, Stuart Young.

**Trompeter Electronics** 3346  
31186 La Baya Dr., Westlake Village, Calif. 91362

Coax connectors, cable assemblies, patch panels, patch cords and accessories. Staff: E. Trompeter, H. Gladish, B. Byers, Frank Miles, Jeannette Miles, Sam Jones, Arnie Stryk.

**TSM (Total Spectrum Mfg.)** 3534  
20 Virginia Ave., West Nyack, N.Y. 10994

HS-110P studio camera automation system\*, Sportsfocus automatic focus system, HS-100P pan/tilt, VS-200M pan/tilt, Uni-II SND uniplexer, FCS-30/C graphic stand, FCS-20 title stand. Staff: Bob Gonnelli, Nick Glade, Bob Scotto, Gary Rotondelli, Pat Ryan.

**TVI** 2555  
5426 Fair Ave., N. Hollywood, Calif. 91601

Noram portable stages, platforms and floors, Colortran six-inch fresnel, Altman baby zoom, LTM fixtures, Strand Par 64 holder. Staff: Richard Medvitz, Luis Walsh, Dietmar Domkowiedki.

**TWR Lighting** 236  
1630 Elmview, Houston 77080

Lighting equipment, beacons, obstruction lights, controllers. Staff: George Jackson, Jack Byers, Mike Elledge, Beth Malek.

**Ultimate Corp.** 3552  
18607 Topham St., Reseda, Calif. 91335

Newsmatte 2, Ultimate 200, Ultimate 4, Ultimate 5, high definition Ultimate, compositing devices. Staff: Paul Vlahos, Pat Smith, David Fellingner, Mary Zaller, Richard Patterson, Ron Ungerman, Arpag Dadourian, Tung Le, Mary Prevelianakis.

**Unicol Products** 2474  
74 Fourth St., New Rochelle, N.Y. 10801

**Uni-Set Corp.** 2806  
449 Avenue A, Rochester, N.Y. 14621

Direct satellite broadcast cabinets, modular studio setting systems. Staff: Ronald Kniffin, Mary Lesczinski.

**Union Connector** 2923  
300 Babylon Tpke., Box H, Roosevelt, N.Y. 11575

Multiphase outdoor portable electrical distribution equipment\*, power connectors, Unitrol lighting control system. Staff: Richard W. Wolpert, Richard A. Wolpert.

**United Ad Label Co.** 2459  
10035 S. Greenleaf Ave., Box 2165, Whittier, Calif. 90610

Custom printed and blank pin feed, face, spine and reel labels for AV port production facilities, custom printed and black audio cassette labels. Staff: Les Redewill, Bill Tangalos, Shelly Apoian, Al Brown.

**United Media** 3036  
4075 Leaverton Ct., Anaheim, Calif. 92807

Comm-ette videotape editor, mini-comm A/B/C roll editor, Commander II eight machine edit controller, time code generators, readers and character generators, audio router/dissolver.

**United Ropeworks** 2420  
20 Commerce Dr., Montgomeryville, Pa. 18914

Phillystran HPTG, electrically transparent, maintenance-free tower guys and specially designed systems for high power applications.

**UPI** 3374  
1400 Eye St., NW, Washington 20005

Radio and television wire service, Pyxys picture service\*.

**UREI** 2727  
8500 Balboa Blvd., Northridge, Calif. 91329

Signal processing equipment including power amplifiers, graphic equalizers, electronic crossover, dividing network, 7922 digit delay\*, time align studio monitors, on air broadcast consoles. Staff: Ron Means, Ken Lopez, Steve Romeo.

**U.S. Tape and Label** 2630  
1561 Fairview Ave., St. Louis 63132

Bumper strips, window labels and concert patches. Staff: Byron Crecelius, Audrey Moore, Jim Eiseman.

**Utah Scientific** 3128  
1685 W. 2200 South, Salt Lake City 84119  
Routing switchers, station automation

hardware, video and audio distribution amplifiers, master control switchers, machine control systems.

**Utility Tower** 3485  
3200 NW 38th, Box 12369, Oklahoma City 73157

Tower sections for AM, FM, TV, CATV and MW communications. **Staff:** R. Nelson, Rick Bales, Joe James, Chris Payne.

**Valentino Music Library** 3465  
151 W. 46th St., New York 10036

Production music and sound effects libraries, direct licensing of performance rights.

**Valley International** 2747  
2817 Erica Pl., Nashville 37204

Comander compressor/expander\* and Leveller audio level control module\* for 800 series powered racks, Autogate two-channel frequency selective noise gate/expander\*, keyable program expander/noise gate, variable ratio limiter, power rack, microphone processor, dual dynamic sibilance processor, limiter/compressor/noise gate/expanders, audio level controller. **Staff:** Norman Baker, Tom Irby.

**Valmont Industries** 224  
Hwy. 275, Valley, Neb. 68064

Antenna support equipment. **Staff:** Tom Kyle, John Horacek, Larry Hibler, Al Kraft, Mike Brogan.

**Varian Associates** 3206  
611 Hansen Way, Suite 111, Palo Alto, Calif. 94304

Varian EIMAC, microwave equipment and microwave tube divisions—High power electron and high voltage planar tubes, RF cavities, power grid tubes, FM and TV amplifiers, UHF-TV klystrode, klystrons high power amps, low and medium power amps, super components, switching system module, modular replacement unit, UHF-TV high efficiency klystrons, electromagnets for UHF-TV transmitters, integral and external cavity klystrons. **Staff:** Susan Adamo, Ken Peterson, Stacy Oresman, Beth Corman, Mike Wytshyn, R. Shuken, George Badger, John Bulton, M. Loring, W. Nanney, Colin Erridge, Earl McCune, G. Huffman, J. Ahern, W. Brunhart, S. Paul, J. Aurand.

**Veam/Litton Systems** 123  
100 New Wood Rd., Watertown, Calif. 06795

Electrical multipin quick disconnect metal shell cylindrical connectors, fiber optic single and multichannel connectors and splices, Active Interconnect. **Staff:** Hubert Dumas, Al Bernardini, Dennis Kohanek, Jim Coffey, Rich Schwartz, Doreen George.

**Vector Technology** 2477  
203 Airport Rd., Doylestown, Pa. 18901

Directional antenna phasing equipment, antenna tuning units, duplexers, combiners, dummy loads, filters, toroidal transformers, RF coils, contactors, jacks, capacitors and related components.

**Vertex Communications** 2447  
2600 Longview St., Kilgore, Tex. 75662

1.8 meter fly away portable antenna. **Staff:** Bob Scott, George Gilbert.

**Vertigo Systems** 225  
Suite 221, 119 W. Pender St., Vancouver, B.C. V6B 1S5

V-2000 series 3D computer animation systems. **Staff:** Sheila Ross, Marly Frange, Domenic Iaia, Paul Wagschal.

**Video Aids of Colorado** 2910  
Suite H, 2450 Central Ave., Boulder, Colo. 80301

Audio, video, pulse, video stereo and universal DAs, cross pulse generator, video line isolator, DA assembly, color pattern generator, sequential switcher, audio and video power switch, video squelch, audio and video activated power switch, color Genlock sync generator, color sync generator, burst phase meter, electro-optical isolators, black burst generator kit, RF alarm and power switch. **Staff:** Eric Benson, Kirk Fowler.

**Video Associates Labs** 3330  
4926 Spicewood Springs Rd., Austin, Tex. 78759

**Video Brokers** 204  
5000 St. Denis Ct., Orlando, Fla. 32812

**Video Communications** N229  
1325 Springfield St., Feeding Hills, Mass. 01030

VCI television management systems.

**Video Design Pro** 2634  
749 Carver Rd., Las Cruces, N.M. 88005

**Video International** 208  
1280 Sunrise Hwy., Copiague, N.Y. 11726

Standard converters, digital comb filter decoder, time base correctors, frame store synchronizer.

**Video Services** 2436  
2720 E. Thomas, Bldg. A, Phoenix 85016

Jimmy Jib, The Scout motorized scooter. **Staff:** James Stanton, Ron Olson, Keith Richy.

**Videolab** 138  
1978 B Del Amo Blvd., Torrance, Calif. 90501

TCR-6 time code retrofit\* for Sony VO6800, TCR-5 time code retrofit\* for Sony type 5 VTR's, after market retrofit kits for Sony VTR's. **Staff:** Tom Anderson, Kevin Meyer, Kevin Ireland, Maya Ziglar, Chris Douglas, Todd Munro, Kelly Williamson.

**Videomedia** 3558  
211 Weddell Dr., Sunnyvale, Calif. 94089

Eagle I, II and III editing systems, Magnum editing system, Mickey I and II editing systems, Q-Star II automated playback, VMC-3000 traffic control. **Staff:** Bill Stickney, Hank Wilks, Jim Thibodeaux, Herb Kneiss, Steve Crawford, Stewart Earnest, Jim Sugg, Karen Francetic, Dick Dorsa, Tim Andrew.

**Videotek** 3316  
243 Shoemaker Rd., Pottstown, Pa. 19464

TVM-620 combination waveform monitor/vectorscope\*, DM-140s stereo tuner/demodulator\*, Times Six and Times Six Plus blackburst generators\*, VPH-360 SC/H phase indicator\*, AVM-19s 19-inch color monitor with audio\*, high resolution broadcast color monitors, rackmount color monitors, waveform monitors, vectorscopes, sync generator, routing switchers, distribution amplifiers, demodulators. **Staff:** Phil Steyaert, Peter Choi, Rick Hollowbush, Eric Wahlberg, Emery Grady, Barry Gardner, Bill Boxill, Jay Trunzo, Dave Ritter, Don Taylor, Jim Mauger, Karen Smaltz, Denise Borchelt.

**Videotelecom** 2683  
1041 N. Highland Ave., Hollywood, Calif. 90038

**Viking Cases** 2915  
10480 Oak St., NE, St. Petersburg, Fla. 33702

Heavy duty shipping cases and lightweight carrying cases. **Staff:** Art Stemler, Bruce Stemler, Jeff Shacter, William Strickland, Robert Stemler.

**Vinten Equipment** 3579  
275-C Marcus Blvd., Hauppauge, N.Y. 11788

3286-3 midiped demountable lightweight studio and field pedestal\*, Vision 20 system\*. **Staff:** Joanne Camarda, Greg Reilman, Rudy Zadwarny, Robert Polan, Richard Cooper, Alan Clark, Mike Martin, Peter Wayne, Adrian Matthews, Chris O'Neill, Keith Takenaka.

**Vital Industries** 3191  
3700 NE 53d Ave., Gainesville, Fla. 32601

Video production switchers, on-air master control switchers, AV routing systems, DAs, digital effects.

**Ward-Beck Systems** 3060  
841 Progress Ave., Scarborough Ont. M1H 2X4

R1000 R1400 and R2200 stereo radio consoles, WBS ST series stereo audio consoles, WBS MicroCom communication system, D8212 distribution amplifier assembly, M405D rack mount extended range VU/PPM meter. **Staff:** Ronald Ward, Rodger Beck, Arthur Schubert Jr., Eugene Johnson, William McFadden, Duke McLane, Jorge Fernandez, Claude Grech.

**Wavefront Technologies** 2590  
530 E. Montecito St., Santa Barbara, Calif. 93103

Enhancements to 3D dynamic imaging system, software and systems for modeling, motion description and realistic image rendering. **Staff:** Larry Barels, Bill Kovacs, Larry Schnur, Lani Ridley, Ken Duckworth, Lauri Kelly, Scott Stein, Andy Rosen, Mike Gadler, John Grower, Mark Sylvester, Joni Brooks, Richard Taylor, Debbie Phalen, Roy Hall.

**Wegener Communications** 2491  
150 Technology Park, Norcross, Ga. 30092

Stereo STL equipment, satellite audio and data transmission systems, SCPC and subcarrier radio network downlink systems, digital program and transmission systems.

**Wheatstone Broadcast Group 2400**  
6720 VIP Pkwy., Syracuse, N.Y. 13211

SP-6 radio production console\*, other audio, stereo production, on air and reinforcement consoles. **Staff:** Gary Snow, Andrew Calvanese, Michael Shane, Ray Esparolini.

**Wheelit 2478**  
Box 7350, Toledo, Ohio 43615

Video transportation carts, video production carts. **Staff:** Thomas Skilliter.

**Whirlwind 2643**  
100 Boxart St., Rochester, N.Y. 14612

Audio and video cable and interface products, custom patch bays, panels and installation systems, cable reels, Duracell battery distributor. **Staff:** Michael Laiacona, Carl Cornell.

**H. Wilson Co. 2757**  
555 W. Taft Dr., S. Holland, Ill. 60473

**Winsted 3424**  
9801 James Cr., Minneapolis 55431

BVE-900 editing console\*, modular editing and post production consoles, space-saving tape and film storage systems, vertical equipment cabinets, duplication racks, tape trucks. **Staff:** Gerald Hoska, Judy Ruzek, Randy Smith, Kent Lilja.

**Wireworks 2401**  
380 Hillside Ave., Hillside, N.J. 07205

Multipin-based, multipin-compatible professional audio cabling products, stage-boxes, racks, transformer isolated mic splitters, multitrunks, multitails, chassis mount multipin connectors, microphone cables, coaxial cables, cable tester, A/V interconnect system. **Staff:** Gerald Krulewicz, Mary Krulewicz, Angela Di-Cicco, Bill Hogan, Larry Williams.

**Wold Communications 2606**  
10880 Wilshire Blvd., Los Angeles 90024

Satellite telecommunications services and facilities, three television operations centers, mobile satellite and microwave services fleet, studio, Ku- and C-band transmission services, taped playback or live uplink, space and downlink service. **Staff:** Chuck Conaty, Robert Williams, Scott Tipton, Paula Aldridge, Ron Maestri, Ted Sobel, Keitha Fairhurst, Bob Wean, Steve Ludwig, George Geesey, Maxine Jordan, Robert E. Wold, Robert N. Wold, Bill Hynes.

**Wolf Coach 3541**  
7 B St., Industrial Park, Auburn, Mass. 01501

B-series vehicle type for ENG/EFP. **Staff:** Richard Wolf, Mark Leonard, Stephanie Ambulos.

**World Tower 2814**  
Box 405, Mayfield, Ky. 42066

AM, FM, TV, cable and microwave towers. **Staff:** M. Sholar, Jeff Sholar, Jim Wilson, Ron Williams.

**WSI 2642**  
41 N. Road, Box B, Bedford, Mass. 01730

Superseer\* weather graphic, Astrographics, high resolution satellite images, weather graphics and database. **Staff:** Alan Riley, Dave Miller, Steve Vandegrift, Roy Reiss, Maureen Condon, Deb Turner, Dan Bellas, Ron Strahm, Dave Devlin, Rick Curtis, Don Freeland.

**Yamashita Engineering 2766**  
559-1, Funako Atsugi-Shi, Kanagawa, Japan

TV sync and test generator NTSC/PAL, dual sync generator, frame memory and synchronizer, video and digital process equipment, video memory equipment, remote control system, hard disk evaluator and software development.

**Zephyr Weather Information Service 2759**  
40 Washington St., Westborough, Mass. 01581

NWS domestic data service difax service, FAA604 service, public product service, international data service, Zephyr domestic plus service, ESD digital satellite views, weather graphics.

**Zonal Limited 2586**  
Holmethrope Ave., Redhill, Surrey, England

Acetate and polyester-based magnetic sound recording film, audio tape and cassette products, multitrack audio tapes.

## Outdoor

**Advent Communications 6**  
Watermeadow House, Watermeadow Chesham, Buckinghamshire, England HP5 1LF  
Satellite newsgathering systems.

**Aerospatiale Helicopter Corp. 23**  
2701 Forum Dr., Grand Prairie, Tex. 75053

**Andrew Corp. 19**  
10500 W. 153rd St., Orland Park, Ill. 60462

**BAF Communications 15**  
17 Everburg Rd., Woburn, Mass. 01801  
Ku-band portable satellite newsgathering equipment.

**Cavalier Computer Services 5**  
5354 N. High St., Columbus, Ohio 43214

**Centro Corp. 34**  
369 Billy Mitchell Rd., Salt Lake City 84116

**Comtech Antenna 17**  
3100 Communications Rd., St. Cloud, Fla. 32769

C and Ku band antenna systems.

**Conus Communications 16**  
3415 University, Minneapolis 55414  
Satellite newsgathering services and equipment.

**Cycle Sat 11**  
1100 S. Van Buren, Box 1183, Mason City, Iowa 50401

**Dalsat 1**  
1205 Summit, Plano, Tex. 75074  
Satellite newsgathering vehicles.

**Ethereum Scientific Corp. 9**  
7641 Clarewood, Suite 336, Houston 77036

**Hubbard Communications 18**  
12495 34th St., North, St. Petersburg, Fla. 33702  
Satellite newsgathering vehicles.

**IDB Communications Group 3,4 & 7**  
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Satellite transmission and distribution services.

**Kavouras Inc. 20**  
6301 34th Ave., South, Minneapolis 55450  
Weather graphics systems.

**MCL Inc. 8**  
501 Woodcreek Rd., Bolingbrook, Ill. 60439

**Microdyne Corp. 12**  
491 Oak Rd., Ocala, Fla. 32672

Transportable Ku- and c-band vehicles, descrambling systems, receivers.

**Midwest Communications 10, 13 & 14**  
One Sperti Dr., Edgewood, Ky. 41017  
Satellite news systems.

**Musco Mobile Lighting 22**  
100 First Ave., West, Oskaloosa, Iowa 52577  
**Staff:** David Crookham, Terry Haskell, Leann Wilsey, Jerome Fynaardt, John Denney.

**Pinzone Communications Products 21**  
14850 Cross Creek Pk., Newbury, Ohio 44065

Satellite uplinks, downlinks and turnkey systems, receivers, diagnostic services, refurbishment services.

**Radiation Systems 32**  
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Satellite newsgathering packages, antennas.

**RCA Americom Division 29**  
4 Research Way, Princeton, N.J. 08540

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**Spectra Communications 2**  
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**United Satellite Systems 28**  
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## Networks

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Gerry Philpott, Bryce Rathbone, Nancy Smith, Peter Zobel. **Research:** Marvin Mord, Murray Rosenblum, Paul Sonkin. **Meetings and special events:** Cathy Carr, Hortense Noble. **ABC News:** David Ahrendts, Bill Applegate, Roberta Bravman, Ron DePaolis, Paul Dolan, Don Dunphy, Mary Frost, David Glodt, Jeff Gralnick, Rex Granum, Mimi Gurbst, Bill Lord, Bob Murphy, Tedy Newhall, Stan Opatowsky, Andy Porte, Bruce Soloway, Stephanie Steiger, Dave Tabacoff, Dick Wald, Tami Wilson.

#### Capcities/ABC Radio

##### Loews Honeysuckle room

1330 Avenue of the Americas, New York 10019

**Staff:** Jim Arcara, Aaron Daniels, John Axten, Darryl Brown, Stu Krane, Susan Moran, Richard Carr, Sam Patterson, Maurice Tunick, Kent Coughlin.

#### CBS Inc.

51 W. 52d St., New York 10019

#### CBS/Broadcast Group Fairmont 2300

**Staff:** Thomas Leahy, Tony Malara.

#### Affiliate Relations

**Staff:** Scott Michels, Neil Baker, Siggy Raible, Don Clancy, Bob Shelland, Fran Eigendorff, Joe Eustace, Preston Farr, Jeff McIntyre, Jay Nordby, Dave Olmsted, Heather Regan, Diane Quinzi.

#### CBS Radio Loews Anatole 1134

**Staff:** CBS Radio Networks: Robert Hosking, Robert Kipperman, Frank Murphy, Suzanne Sack, Helene Blieberg, Joseph Dembo, Steve Peppard, Larry Conti. **CBS Radio Network:** John Burrows, Peter Acquaviva, Anne Murray, David Kleinbart, Michael Connolly. **CBS RadioRadio:** Larry Cooper, David West, Susan Jacobi, Nick Kiernan, Robert Leeder, Steven Epstein. **CBS Radio Representatives:** Donald McFarlane.

#### CNN Television Loews Anatole

1050 Techwood Dr. Box 105264, Atlanta 30318

**Staff:** Charles Hoff, Tim Wilson, Jon Petrovich, Paul Amos, Bob Rierson.

#### Mutual (see Westwood One)

#### NBC Inc.

30 Rockefeller Pl., New York 10020

**Staff:** Irwin Segelstein, Tom Rogers.

#### NBC-TV Network Fairmont 2500

**Staff:** Ray Timothy, Pierson Mapes, George Hiltzik, Joe Iaricci.

#### NBC-TV Affiliate Relations

**Staff:** Tony Cervini, John Damiano, Bill Fouch, Bill Kelley, Erik Bennorth, Mort Dillon, Arlene Engleman, Peter Flynn, Mike Levine. **NBC-TV Sales Services:** Ric Quackenboss, Brad Joblin. **Operations & Technical Services:** Michael Sherlock, Steve Bonica, David Baylor, Anthony Pedalino, Arthur Digman, John Weir, Henry Kanigsberg, Joseph Ulaszewicz. **TV Stations Division:** Duffy Sasser, Paul

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**Staff:** Randall Bongarten, Robert Mounty, Nicholas Schiavone, John Bailie, Craig Simon, David Bartlett, Steve White, Jerry Green, Rick Greenhut, Bob Wogan. **The Source and NBC Radio Entertainment:** Willard Lochridge, Andy Denemark, Nancy Cook, Gig Barton, Patti Le Mon, Angela Becker. **NBC Radio News:** James Farley, Frank Raphael, Kevin Roche. **NBC Radio personalities:** Dr. Ruth Westheimer, Bruce Williams, Sally Jessy Raphael, Don Pardo. **NBC Radio Networks Engineering:** Warren Vandevor, Jay Schneider. **NBC Owned Stations:** Bill Kraus, John Irwin, Mark Olkowski, Mike Lonke, Mike Bock, Mike Donovan, Charles Pickering, James Howard, Bartley Walsh, Scott Standiford, William Newbrough, Terry DeVoto, Walt Ellis. **Advertising and promotion:** Joan Voukides, Tracey McCarthy. **Press:** Cathy Lehrfeld.

#### NBN Broadcasting Loews Anatole 934

10 Columbus Cr., New York 10019

**Staff:** Sydney Small, Jack Bryant, Joan Logue-Kinder, Del Raycee

#### Satellite Music Network Anatole 1672

40655 N. Central Expwy., Suite 600, Dallas 75243

**Staff:** Marianne Bellinger, Boobie Bondage, Bob Bruton, Jackie Butler, Pat Clarke, Bill Cook, David Corning, Ken Crosthwait, Mel Diamond, Thom Gatewood, Pat Griswold, Robert Hall, Gary Hamilton, David Hubschman, Carlos Hurd, Bob Jones, J.J. Jordan, John Krogstad, Buddy McGregor, Ron Nickell, Jay Noble, Sheila Quisenberry, Wild Bill Scott, Ralph Sherman, Roy Simpson, Kristine Sites, Tim Spencer, Charlie Strickland, Jerry Thomas, John Tyler, Walter Vaughan, Shirley Ware, Larry Watts.

#### Sheridan Broadcasting Anatole 1110

411 Seventh Ave., Pittsburgh 15219

**Staff:** Ronald Davenport, Jay Williams, Thad Hill, Connie McDaniel.

#### Transtar Radio Networks/CNN Radio

##### Loews Anatole 2172

620 S. Pointe Ct., Suite 185, Colorado Springs 80906

**Staff:** Terry Robinson, Gary Fries, Gary Taylor, Ron Ruth, Mike Harvey, Carl Goldman, Tom Page, Larry Wilson, Ken Harris, Clark Jones, Lee Arbuckle, Penny Tucker, Carolyn Metheny.

#### The United Stations Loews 2372

1440 Broadway, New York, 10018

**Staff:** Bill Hogan, Ed Salamon, Charles King, Ruth Presslaff, Bob Bartolomeo, Denise Oliver, Tony Garcia.

#### Wall Street Journal Report

##### Loews Anatole 1865

200 Liberty St., New York 10007

**Staff:** Robert Rush, Ken Martin.

#### Westwood One/Mutual Broadcasting

##### Loews Anatole 1034

9540 Washington Blvd., Culver City, Calif. 90230

News, talk, sports and entertainment programming. **Staff:** Norm Pattiz, Bill Battison, Jack Clements, Ron Nessen, Peggy Solomon, Ben Avery, Esther Bernard, Lynn McIntosh, George Barber, Barbara McMahon, Gordon Peil, Mary McCarthy, Eric Weiss, Tom Evans, Thom Ferro, Steve Jenkins, Jim Brown, Mark Feldman, Penny Yamon, Craig Whetstone.

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**Staff:** Eric Neuman, Brad Bulkley.

**R.C. Crisler & Co. Loews Anatole 2365**

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**Staff:** Phil Hogue, Bruce Cranston.

**Charles C. Earls & Assoc. Wyndham**

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**Gammon & Ninowski Media**

**Investments Loews Anatole 1689**

Suite 306, 1925 K St., Washington 20006

**Staff:** Ron Ninowski, James Gammon, Donald Russell, Jack Satterfield, Al Perry, Richard Wartell, Carl Fielstra.

**Wilt Gunzendorfer & Assoc. Hyatt**

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**Staff:** Wilt Gunzendorfer.

**Hogan-Feldmann Loews Anatole**

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**Staff:** Arthur Hogan, Jack Feldmann.

**The Holt Corp. Loews Anatole 1123**

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**Staff:** G. Arthur Holt, Bernhard Fuhrmann, Gary Kirtley, Mark O'Brien, Arthur Holt, Leigh Moylan, Christine Berger, Mary Radakovits, Don Sailors, Carl Haynes, Bruce Earle, John Caso, Carlton Holt.

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**Staff:** William Rice.

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**Staff:** Ralph Meador, Randy Meador.

**George Moore & Associates**

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Radio audience measurement, micro computer generated rating analysis system.

**Staff:** Bill Livek, Craig Harper, Larry Gorick, David Kabakoff.**Broadcast Investment Analysts****Loews Anatole 1682***Box 17307, Washington 20041*

Investing in Television 1987, Investing in Radio 1987, fair market valuations, asset ap-

praisals, acquisition consulting. **Staff:** Tom Buono, Jon Intrater, Robert Sleight, Frank Higney, David Matthews.**Firstmark Financial Loews Anatole 884***110 Washington St., Indianapolis 46204*Financial services company. **Staff:** Ed Brubeck, Bill Kennedy, Mike Lewis, Rob West.**Frazier, Gross & Kadlec****Adolphus 1020***4801 Massachusetts Ave., Washington 20016***Staff:** Charles H. Kadlec, John Kane, Norval Reese, Sandra Freschi, Janice Orman, Elisabeth Swanson, Patricia Schinzing, Donald Schroeder, John Fedak, Arthur Dietz.**MCA Radio****Anatole 1210***90 Universal City Pl., East Penthouse, Univer-**sity City, Calif. 91608***Staff:** Bob Kardashian, Bill Barnett, Lance Robbins, Barbara Nadler, Roxie Myzal, Lynn Dillard, Dan Moomaw, Lisa Frias, Anna Pepper, Karen Grinthal, Susan Luigs.**Ward L. Quaal Co. Loews Anatole 523***401 N. Michigan Ave., Suite 3140, Chicago 60611***Staff:** Ward L. Quaal.**SESAC****Loews Anatole 353***10 Columbus Cr., New York 10019***Staff:** Jim Myers, Mac Allen, Debra Houghton, Greg Riggie, Mitzi Barnes, Al Altman.**T.A. Associates****Loews Anatole 1889***45 Milk St., Boston 02190*

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Program consulting firm. **Staff:** Ronald Krueger.

**Turner Program Services**  
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The Goodwill Games, Cousteau and nature specials. **Staff:** Bob Schuessler, Bob Rier-son, Paul Amos, Carol Bomberger, Jon Petrovich.

**Vidcom International**  
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Business computer system. **Staff:** Tony Too-good, Mark Custer, Warren Middleton, Mari-lyn Hentz.

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**Durpetti & Associates** **Anatole 784**  
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**Staff:** Tony Durpetti, Pat Byrne, John Fa-bian, Bruce Pollock, Patty Riegor, Ines Stolpe.

**Eastman Radio** **Anatole 1472**  
1 Rockefeller Pl., New York 10020

**Staff:** Bill Burton, Dave Recher, Jerry Schubert, Carl Butrum.

**Hillier, Newmark,**  
**Wechsler & Howard** **Anatole 1272**  
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**Staff:** Dick Sharpe, Jacqui Rossinsky, Joi

Christo Schlapp, Ira Wechsler, Chuck Hil-lier, Mark Masepohl, Rocky Crawford.

**Independent TV Sales**  
437 Madison Ave., New York 10022

**Staff:** Bill Bee.

**Interep**  
100 Park Avenue, New York 10017

See Durpetti & Associates; Hillier, New-mark, Wechsler & Howard; Major Market Radio; McGavren Guild Radio, and Group W Radio Sales.

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One Dag Hammarskjold Pl., New York 10017

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**Katz Television Group**

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**Major Market Radio** **Anatole 1023**  
100 Park Avenue, New York 10017

**Staff:** Dave Kaufman, Austin Walsh.

**Masla Radio** **Anatole 923**  
41 E. 42d St., New York 10017

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**McGavren Guild Radio** **Anatole 734**  
100 Park Avenue, New York 10017

**Staff:** Les Goldberg, Gary Ahrens, Pame-la Little, Kay White, Ellen Hulleberg, Tom Poulos, Michael Rich, Tom Dolliff.

**TeleRep** **Fairmont**  
875 Third Ave., New York 10022

**Staff:** Sandra McCourt, Merritt Rose, Ed Kroninger, Jay Isabella, Larry Goldberg.

**Adam Young**  
3 E. 54th St. New York 10022

**Staff:** Susan Clair Wagner.

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The FCC is expected to be represented at the NAB convention by all of its com-missioners—Chairman Mark Fowler; James Quello; Mimi Dawson; Dennis Patrick, and Patricia Dennis. Also ex-pected to be in attendance; Jerald Fritz, chief of staff to Fowler; Dale Brown, spe-cial assistant to Fowler; David Donavan, legal assistant to Quello; Bob Pepper, senior adviser to Dennis; John Kamp, director, Office of Congressional and Public Affairs; Sally Lawrence, chief, news media division; Diane Killory, gen-eral counsel; Edward Minkel, managing director; Tom Stanley, chief engineer; Robert Cleveland, OET physical scien-tist; Richard Smith, chief, Field Oper-ations Bureau; James McKinney, chief, Mass Media Bureau; William Hassinger, engineering assistant; Brad Holmes, chief, policy and rules division; Roy Stewart, chief, video services division; Charles Kelley, chief, enforcement divi-sion, and Larry Eads, chief, audio ser-vices division.

## Public service

Air National Guard Department of the Air Force—2308; Broadcast Financial Management Association and Broad-cast Credit Association—2306; Broad-cast Technology Society/IEEE—2309; Bureau of the Census, Department of Commerce—2303; FCC—3433; The Marine Corps—2310; Miller, Kaplan, Arase & Co. East Concourse, level 3; Museum of Broadcasting—West Lobby, level 3; National Oceanic and Atmo-spheric Administration—2302; National Telecommunications and Information Administration—2301; Society of Broadcast Engineers—2307; United States Army Reserve—2304; U.S. Na-val Reserve—2311.

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TV Network	Plaza of Americas 1524	Reggie Martin & Assoc.	Loews Anatole 710
Capitol Magnetic Products	Loews Anatole 372	Masla Radio	Loews Anatole 923
CBS Inc.		MCA Radio	Loews Anatole 1210
RadioRadio and Radio Network	Loews Anatole 1134	McCurdy Radio Industries	Plaza of the Americas
Television Network	Fairmont 2300	McGavren Guild Radio	Loews Anatole 734
Century 21 Programing	Loews Anatole 7172	McGrath and Associates	Adolphus 1227
Chapman Assoc.	Loews Anatole 984	Ralph E. Meador & Associates	Loews Anatole 6182
Chrysler Capital Corp.	Loews Anatole 510	Media Capital	Loews Anatole 1582
Churchill Productions	Loews Anatole 810	Media General Broadcast Services	Loews Anatole 9172
Donald K. Clark Inc.	Loews Anatole 1265	Midwest Communications Corp.	Hyatt Regency 718
Cohn & Marks	Hyatt Regency 1818	George Moore & Associates	Loews Anatole 1989
Coleman Research	Loews Anatole 9189	Mullin Rhyne Emmonds & Topel	Loews Anatole 3165
Comark Communications	Hyatt Regency 518	Al Ham's "Music of Your Life"	Loews Anatole 1772
Communications Equity Associates		Musicworks	Loews Anatole
	Fairmont 801, Adolphus 625, Loews Anatole 772	Mutual Broadcasting/Westwood One	Loews Anatole 1034
Connecticut Radio Network	Wyndham	National Black Network	Loews Anatole 934
Otis Conner Cos.	Loews Anatole 453	National Broadcasting Co.	
Convergence Corp.	Adolphus 724	Radio Network	Loews Anatole 1234
R.C. Crisler & Co.	Loews Anatole 2365	Television Network	Fairmont 2500
CSI Electronics	Hyatt Regency 1517	Operations & Technical Services	Hyatt Regency 2766
Custom Audience Consultants	Loews Anatole 1589	Nightingale-Conant Co.	Loews Anatole 8165
Daniels & Associates	Hyatt Regency 1118	Paltex	Loews Anatole 834
Denon America	Fairmont 1700	C.R. Pasquier Associates	Loews Anatole 6189
Dielectric Communications	Sheraton-Dallas 519	Pepper & Corazzini	Loews Anatole 9165
Digital Equipment Corp.	Fairmont 1621	Performance Group	Hyatt Regency 2018
Drake-Chenault	Loews Anatole 1872	Peters Productions	Loews Anatole 2389
DSI Communications	Fairmont 1500	Pierson, Ball & Dowd	Loews Anatole 472
Dunbar & Associates	Loews Anatole 2289	Pioneer Communications	Marriott Mandalay Las Colinas
Durpetti & Associates	Loews Anatole 784	Jeff Pollack Communications	Loews Anatole 1465
Charles C. Earls & Associates	Wyndham	Programming Consultants	Loews Anatole 484
Eastman Radio	Loews Anatole 1472	Ward L. Quaal Co.	Loews Anatole 523
Elcom Bauer	GreenLeaf 1115	Radiation Systems	Hyatt Regency 1718
William A. Exline Inc.	Loews Anatole 710	Stan Raymond & Associates	Loews Anatole 1489
Fairwest	Wyndham	RCA American Communications	Hyatt Regency 1018
Film House	Loews Anatole 8172	Cecil L. Richards	Loews Anatole 1665
Firstmark Financial Corp.	Loews Anatole 884	Thomas L. Root, P.C.	Loews Anatole 9182
Norman Fischer & Associates	Loews Anatole 723	Robert W. Rounsaville & Assoc.	Loews Anatole 7189
Fisher, Wayland, Cooper & Leader	Loews Anatole 753	Salmon Systems	Fairmont 1521
Fletcher, Heald & Hildreth	Loews Anatole 553	Satellite Music Network	Loews Anatole 1672
Milton Q. Ford & Assoc.	Loews Anatole 1765	Ron Schiller Associates	Loews Anatole 1882
Frazier, Gross & Kadlec	Adolphus 1020	SESAC	Loews Anatole 353
Gammon & Ninowski Media Investments	Loews Anatole 1689	Sheridan Broadcasting Corp.	Loews Anatole 1110
Greenwood Performance Systems	Loews Anatole 1789	Barry Sherman & Associates	Loews Anatole 7182
Group W Satellite Communications	Hyatt Regency 1417	Burt Sherwood	Loews Anatole 1282
Grumman Electronics	Fairmont 1801	SISCOM	Fairmont 1621
GTE Spacenet	Fairmont 1021	Society National Bank	Loews Anatole 384
Hillier, Newmark, Wechsler & Howard	Loews Anatole 1272	Spencer Broadcast	Loews Anatole 8182
Hogan & Hartson	Loews Anatole 910	Stainless Inc.	Adolphus 525
Holt Corp.	Loews Anatole 1123	TA Associates	Loews Anatole 1889
ITS Corp.	Dallas Hilton 1767	TDK Electronics Corp.	Hyatt Regency 2118
JAM Creative Productions	Loews Anatole 423	Telerep	Fairmont 1221
Jamar-Rice Co.	Loews Anatole 2289	Television Technology	Hilton 2038
Joint Communications	Loews Anatole 2165	Texar	Hilton 2028
Kadison, Pfaelzer, Woodard, Quinn & Rossi	Loews Anatole 2089	Thoben-Van Huss & Associates	Loews Anatole 623
KalaMusic	Loews Anatole 2282	TM Communications	Loews Anatole 2072
Kalil & Co.	Loews Anatole 1982	Townsend Associates	Hyatt Regency 2622
Lester Kamin & Co.	Fairmont 1401	Transmission Structures Ltd.	Hilton 2051
Kaye, Scholer, Fierman, Hays & Handler		Transtar Radio Network	Loews Anatole 2172
	Adolphus 1220, Fairmont 1421	Twentier Systems	Hyatt Regency 1117
Kline Iron & Steel Co.	Hyatt Regency 918	Unidyne Direct Mail	Loews Anatole 2272
H.B. LaRue	Loews Anatole 1289	United Stations Radio Networks	Loews Anatole 2372
LeBlanc & Dick Communications	Dallas Hilton 1768	Wall Street Journal Report	Loews Anatole 1865
Leibowitz & Spencer	Loews Anatole 323	Jim West Co.	Loews Anatole 1772
Leitch Video of America	Adolphus 733	Western Union	Fairmont 1121
		Ronald Wooding & Assoc.	Wyndham

## Senate Commerce Committee approves fairness bill

### Legislation moves on to floor where fight is expected

Legislation that would codify the fairness doctrine is headed for a showdown on the Senate floor after the Senate Commerce Committee's 14-4 vote last week on the bill. It's on a fast track and could get to the floor as early as next week where a lively debate is likely.

The measure sailed through the committee despite objections raised by Senators Robert Packwood (R-Ore.) and Ted Stevens (R-Alaska). Stevens, who feels the bill "goes too far," said he'll fight it on the floor. And Packwood announced he was re-introducing his "Freedom of Expression" legislation that would repeal all content regulations imposed on broadcasters.

Packwood's bill would eliminate Section 315 of the Communications Act, which guarantees rival political candidates equal opportunities in broadcast exposure, assures them of paying the lowest unit rate for purchased time and includes the general fairness doctrine. It also repeals Section 312 (a) (7) which guarantees candidates for federal office the right of "reasonable access" to broadcast time. The new version of the bill, however, does not include a former provision that said nothing in the bill would affect the FCC's ability to regulate indecency, profanity and obscenity. That provision, in the bill last year, was added at the request of Senator Barry Goldwater (R-Ariz.), who retired after the last Congress.

It was anticipated that most Commerce Committee members would support the measure, which was introduced last month (BROADCASTING, March 16) by Commerce Chairman Ernest Hollings (D-S.C.), Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and John Danforth (R-Mo.).

Supporting codification of the doctrine were Democrats Hollings; Inouye; Wendell Ford (Ky.); Donald Riegle (Mich.); J. James Exon (Neb.); Al Gore (Tenn.); John D. (Jay) Rockefeller (W.Va.); Lloyd Bentsen (Tex.); John Kerry (Mass.); Brock Adams (Wash.), and Republicans Danforth; Nancy Kassebaum (Kan.); Larry Pressler (S.D.), and Paul Trible (Va.). Joining Packwood and Stevens against the bill were Robert Kasten (R-Wis.) and John McCain (R-Ariz.). Not registering a vote were Pete Wilson (R-Calif.) and John Breaux (D-La.).

Stevens indicated he'll offer legislation that would direct the FCC and the courts not to act on the doctrine immediately, allowing lawmakers the chance to study the matter further. Congress, in an appropriations measure last year, directed the agency to reopen its fairness inquiry with an eye to examining alternative ways of administering and enforcing the doctrine and report back to Con-

gress its findings (BROADCASTING, Sept. 29, 1986).

He urged his colleagues to delay action until the FCC reports back. "Give us a chance to look at it [the doctrine] so we'll know whether or not there are flaws," the Alaskan senator said.

But Stevens's plea was ignored. And as Hollings noted, the FCC has "done absolutely nothing about the report. That's why we're moving now." Inouye, who chairs the Communications Subcommittee, promised to hold hearings if such a report ever emerges. But "why act today?" Stevens asked. Otherwise, responded Inouye, "we may find ourselves without a doctrine."

Hollings expects the FCC to try to repeal the doctrine. He noted that although Congress thought it had codified the doctrine, the court has determined otherwise. "Now we have an FCC determined to set aside the doctrine," he told committee members.

But Packwood argued that the doctrine

was not needed. "It does chill broadcasters. Because of this doctrine, they're avoiding covering controversial issues," he said. If broadcasters had the same First Amendment protections as the print press, the senator from Oregon asserted, "there would be as many voices as there are in the print press."

Packwood later told reporters he recognizes his legislation doesn't have the votes to pass, but Stevens's approach, he said, "might have a chance." Asked if he expected broadcasters to wage a major campaign to stop the bill, Packwood said it was his understanding that fairness was not the industry's highest priority—that license renewal reform legislation was. It's "very clear they're not going to use all their effort to lobby," against the bill, Packwood said. "We'll continue to resist this at every turn," said John Summers, senior executive vice president of government relations for the National Association of Broadcasters. "But we may be up against overwhelming odds," he stated. □

## High court upholds ruling striking down Utah indecency statute

### Supreme Court summarily affirms lower court ruling that cable law violates First Amendment

Utah's effort to enact a statute that would prevent cable systems in the state from transmitting what the state regards as indecent programming has failed again. The Supreme Court last week affirmed a lower court ruling that the state's 1983 statute aimed at limiting the sexual content of cable programming violated the First Amendment. At issue was a district court ruling that the Cable Communications Policy Act of 1984 preempts the state regulation of cable programming, except that held to be obscene. And Utah's Cable Television Programming Decency Act, a federal appeals court noted, is not limited to obscene material as defined by the Supreme Court in its landmark *Miller v. California* decision in 1973 (BROADCASTING, Sept. 15, 1986).

The high court last week did not issue an opinion. It simply summarily affirmed the decision of the U.S. Court of Appeals for the 10th Circuit. Two of the court's nine members, Chief Justice William H. Rehnquist and Justice Sandra Day O'Connor would have supported a finding of probable jurisdiction and set the case for briefing and oral argument. Four votes are needed to assert jurisdiction. Despite the lack of an opinion, the high court's decision is binding on lower courts.

The Utah law struck down last week was the second crafted by the state legislature in an effort to screen out "indecent" cable pro-

graming. A 1981 law was thrown out by a U.S. district court on the ground that it was overbroad in its definition of the material that would be banned. The state did not appeal; instead, the legislature drafted a new law designed to avoid the constitutional defect of the original. The state attorney general attempted to protect the law against a court challenge by interpreting it as applying only to material shown between midnight and 7 a.m.

But again, the district court found the Utah effort unconstitutional—overbroad and invalid on its face because it "regulates 'indecent' material and does not limit itself to material that is legally obscene," as required by the Cable Act. The court noted that the state attorney general or county or city attorney would be permitted to bring a public nuisance action against anyone who "as a continuing course of conduct . . . knowingly distributes indecent material within this state over any cable television system or pay for viewing television programming." But the definition of "indecent" would include programming that does not depict sexual conduct, one of the standards laid down by the high court in *Miller*. And a three-judge panel of the 10th circuit affirmed the district court's decision that the state lacks the authority to regulate nonobscene speech on cable television. It issued its finding in a brief, unsigned opinion that relied on the reasoning of the district court.

The state, in appealing that decision to the Supreme Court, argued that the case presents the question of whether the First Amend-

**On the stump.** Congress should revisit the Cable Communications Policy Act of 1984. That is the message that Preston Padden, president of the Association of Independent Television Stations, is taking on the road. It was the theme of speeches he made last week in Cincinnati before the National Association of Telecommunications Officers and Advisers, an organization representing local cable and telephone regulators, and in Indianapolis before the Indiana chapter of American Women in Radio and Television.

In INTV's judgment, he told the regulators, Congress must decide what cable is. "If Congress determines that cable is a monopoly service, then it must re-regulate the industry to insure against abuses of that monopoly status. If, on the other hand, the Congress finds that cable can become a competitive medium, then it must strip away the monopoly privileges and subsidies currently contained in the law so that cable will compete in the marketplace on a playing field which is not tilted against the other players."

Furthermore, Congress must move quickly, Padden said. "The cable giants are expanding horizontally through acquisition at an alarming rate," and what's more, he said, cable is also "moving rapidly to integrate vertically into programing ventures."

These investments combined with the advantages cable has gained through legislation and in the courts, Padden asserted, have put cable in an "unprecedented position to flex its monopoly muscle, exclude competitors and advance the interests of its own programing channels." He urged the local regulators, who are affiliated with the National League of Cities, to join independent television in persuading Congress to revisit the cable act.

Padden's speech before the AWRT audience was equally critical of cable. "Cable's duplicity is unbounded. Cable fought a massive legislative battle for the right to charge consumers higher prices without rate regulation by local governments. And it risked the enmity of important legislators by scrambling all cable program services to protect the exclusivity of its product," he said. But when it came to the FCC's proposal for "a modest proceeding recently to assure the exclusivity of broadcasters' programing" (referring to a move to reinstate the FCC's syndicated exclusivity rules), the cable industry, he said, quickly labeled the proposal "anticonsumer." Cable, he continued, is to consumers "what the Boston Strangler represented to the ladies of Boston."

ment denies government any power to restrict the public dissemination of indecent material in any circumstances. The state relied heavily on the *Pacifica Foundation* case, in which the Supreme Court in 1978, in a 5-4 decision, held that the commission could regulate the broadcast of indecent material without violating the First Amendment. Utah's position was supported by 10 other states in a friend-of-the-court brief.

The cable interests and viewer groups that had brought the case argued that the law should be overturned simply because it was constitutionally vague. "It offers no guidance as to applicable standards in an area where precision of regulation is required," they said, in opposing the appeal. They also cited the conclusion of the district court, affirmed by the appeals court, that Congress, in the Cable Act, had preempted Utah's ability to control the content of cable programing. And they rejected the argument that *Pacifica* could provide a legal basis for action against cable programing. They noted that cable systems are not subject to FCC licensing and are subscribed to by those seeking a greater variety of programing than is available "from governmentally licensed broadcasters" and whose defining characteristic is virtually unlimited choice.

The statute represents the fourth time the state or one of its subdivisions had attempted to enact legislation banning indecency on cable television. All attempts have now been declared unconstitutional. And the one struck down by the Supreme Court last week was passed by the legislature over the governor's veto.

The National Cable Television Association expressed pleasure with the court's action. "This case underscores the futility of legislatures trying to use so-called 'indecent-

cy' statutes to prevent people from watching in their own homes what they can see in their neighborhood movie theaters," said NCTA president James Mooney. "What's involved here is not obscenity; it's mainstream movies for grown-ups who want to make their own judgments about what they can watch."

Despite the victory of the cable interests, there was no certainty some state or local community would not attempt to draft another statute banning "indecent" cable programing that would pass constitutional muster. The Utah attorney general, David Wilkinson, expressed the view that most states would wait to see "what changes take place on the court in the next two or three years" before making another such effort. Rex E. Lee, the former solicitor general who represented the state in the case, noted that states could, under the ruling, ban obscene material.

But there were those who thought the decision would make states consider such legislation long and hard—and not only because of the obvious difficulty of prevailing in court. (The Utah case, lawyers noted, followed one in which the 11th circuit had thrown out an ordinance enacted by Miami to ban cable programing deemed indecent.)

George Shapiro, the counsel for one of the plaintiffs in the case, Home Box Office, noted that the district court has ruled that the plaintiffs are entitled to reimbursement of legal costs by the state.

And now that the state has exhausted its possible judicial remedies, a hearing on the amount that the state will be required to pay the plaintiffs—Community Television of Utah and viewer groups, as well as HBO—will be held. And Utah is understood to have spent \$250,000 on its own legal fees. □

## FCC lawyers see appeals court defeat as victory too

**Procedural setback in decision on authority over cable signal requirements seen as upholding FCC's authority over decisions by local governments**

An FCC order prohibiting preempting local franchising authorities' power to adopt technical requirements governing the signal quality of cable television systems was in the main struck down by a three-judge panel of the U.S. Court of Appeals in Washington. But FCC attorneys regard the opinion as a victory in affirming the commission's authority to preempt the regulatory decisions of local governments.

The panel, in a 2-1 decision in a case brought by New York City, was seen as handing the commission a setback on procedural rather than substantive grounds. The panel affirmed the commission's preemption of technical requirements dealing with Class I standards—those affecting channels devoted to delivery of standard broadcast signals. The panel majority said the commission's decision to substitute for franchisers' regulations its own technical standards—"minimal though they may be"—cannot be said to exceed its [the commission's] statutorily delegated preemption authority; that broad authority allows the commission to decide . . . that a certain level of regulation is all that is desirable."

Judge Laurence H. Silberman, in the opinion in which he was joined by Judge Ruth B. Ginsburg, thus accepted the commission's argument that Congress did not intend to modify the commission's existing preemption regulation—at least with respect to Class I channels—when it enacted the Cable Communications Policy Act of 1984. "Since Congress legislated against the back-drop of the commission's preexisting preemption regulation without criticizing that regulation, we infer that Congress endorsed it, except where the Cable Act explicitly or implicitly modified its provisions."

But the panel found that the commission's failure to adopt standards for three other classes of cable channels—those involving cablecast programing, encoded cablecast programing and two-way transmission service—was in conflict with the requirement of a section of the cable act setting out procedures that franchisers are to follow in renewing cable licenses. The commission's refusal to enact technical standards for those classes, combined with the policy of barring franchisers from doing so, Silberman wrote, "seems to put franchisers in a 'Catch-22' position." The majority sent the case back to the commission to remedy that defect.

Judge Abner Mikva concurred in the opinion to the extent that it struck down the commission's effort to forbid local franchisers

**Fracas over FCC form.** The National Association of Broadcasters has asked the Office of Management and Budget to rescind its approval of a special minority ownership form the FCC is asking all broadcast licensees to fill out (BROADCASTING, March 23). The four-page form, aimed at helping the agency generate statistics for its pending reexamination of the constitutionality and advisability of preferential policies for minorities and women, asks for information on station ownership and programming. In a letter to OMB last week, NAB said it had not opposed the form as originally proposed because licensee participation would have been voluntary. Yet NAB said the form, without public notice, had been changed into a mandatory exercise that would require information on station programming. "Had NAB (or other broadcast interests) received notice of this radically different reporting form, we surely would have opposed it as unduly burdensome and without relevance to any current or lawful regulatory purpose," NAB said in a letter to OMB. "Because of these factors, we would have opposed, as well, the now mandatory filing requirement and the apparent absence of confidential treatment that would be given station responses by the agency."

from imposing technical standards on Class II-IV cable channels. But he dissented from the majority opinion regarding Class I channels. Mikva contended that the majority "commits a serious error... in sanctioning preemption in the absence of a clear congressional mandate."

The National Cable Television Association took a relaxed view of the case. NCTA president James Mooney said in a statement: "At best, it involves a procedural defect in the FCC's rulemaking. At worst, it would require the FCC to establish signal quality standards. In either event, the problem can be cured at the FCC, and we shall urge the commission to do so."

## Petition to deny GE purchase of WTVJ(TV) Miami filed by Sunbeam

**Owner of NBC affiliate asks FCC for full hearing**

Sunbeam Television Corp., licensee of WSVN(TV), the NBC affiliate in Miami, filed a petition to deny that network's parents' purchase of co-located WTVJ(TV), currently the CBS affiliate. The petition requests that the FCC designate the issue for a full hearing.

The petition cites three grounds for its request. First, it said that the transfer of WTVJ to NBC, which will continue to run the station as a CBS affiliate for the time being, "...will facilitate anticompetitive conduct in the Miami market and has disrupted an otherwise economically efficient marketplace."

As evidence of this disruption it said that WTVJ's current management is already damaging the CBS franchise in Miami by preempting, "CBS network programming of new series pilots, and is not broadcasting 'sizable chunks' of CBS prime time fare." Among the preemptions cited were that of the new series, *Spies*, and a network prime time movie. A CBS executive, who asked not to be named, told BROADCASTING that since NBC's purchase was announced, "it is fair to say that preemptions have increased." The network official declined to comment on the preemptions, except to note there could be several reasons for WTVJ's increased pre-

emption of the network schedule: the station's purchase by NBC; public affairs commitments, and "economic" reasons.

Sunbeam's owner, Edmund Ansin, in a deposition attached to the petition, said that WSVN's advertising sales have already suffered because of the affiliation uncertainty. That uncertainty, he said, had been cited by advertisers as a reason for their holding back orders for the 1988 summer Olympics telecast (WSVN is scheduled to carry the NBC coverage): "they do not know WSVN will, in fact, be broadcasting the programming."

The second argument in the petition is that the application "raises the issue of a network purchasing a station not affiliated with it, an issue the commission has already indicated that absent a compelling showing, would be prima facie inconsistent with the public interest." The petition makes reference to a citation in the commission's memorandum and order on multiple ownership concerning cases where: "networks would seek to acquire independent stations and maintain affiliation with other stations in those markets."

The Justice Department, which the petition cites as having also raised fundamental questions about the idea of a network's purchase of a station in a market where it already had an affiliate, recently allowed the established waiting period on antitrust review of a purchase to expire, according to an NBC official.

Sunbeam's third argument is that "NBC, as well as CBS, are using their market power in making affiliation awards when attempting to acquire stations, to the detriment of the public interest." The petition said "CBS is now seeking to apply its squeeze on WSVN."

In his deposition, Ansin said that he had previously been told by a CBS executive (Anthony Malara, senior vice president, distribution, CBS television network) that the network would begin affiliation discussions once Taft Broadcasting had completed the sale of the co-located VHF independent, WCIX(TV)—which CBS had previously expressed an interest in buying.

Ansin said he requested on March 11 that CBS make a public declaration of no interest in WCIX: "The CBS representative indicated that he would have to obtain higher management approval to do so. I have not since heard from CBS."

He told BROADCASTING last week that he has still not heard from CBS.

In addition to petitioning the FCC, Sun-

beam has already enlisted some political support, including that of Dante B. Fascell, (D.-Fla.), who two weeks ago sent a letter to FCC Chairman Mark Fowler requesting a full hearing by the commission. □

## FCC report favors market forces in dish industry

**Full report of FCC-NTIA study concludes that no intervention is necessary; sees healthy market for scrambled cable programming**

Certain factions of the home satellite industry will continue to push for federal intervention in the home satellite marketplace, arguing that, as broadcast and cable networks scramble their satellite feeds, intervention needed to guarantee the 1.6 million owners of backyard earth stations (TVRO's) access to the feeds at "fair and reasonable" rates.

Those factions led by the Satellite Viewing Rights Coalition, a group of dish manufacturers and distributors, may yet be able to persuade Congress to take action on their behalf, but it's unlikely that they'll get much help from the FCC.

The FCC, following an inquiry conducted in conjunction with the National Telecommunications and Information Administration, decided last month that no intervention was warranted at this time (BROADCASTING, Feb. 16). The inquiry, the full report of which was released just last week, found that a healthy market for the distribution of scrambled cable programming to what it calls home satellite dish (HSD) homes is developing, insuring HSD homes access to the programming at reasonable prices—comparable to what cable subscribers pay. And it concluded that there are "valid policy reasons" for the broadcast networks not to make their feeds available to dish owners.

In related matters, the inquiry also concluded that the home satellite industry has little to fear from a possible migration of cable programming from C-band to Ku-band satellites and that the FCC may examine the communications policy ramifications of Satellite Broadcast Networks' retransmission of network affiliate signals to dish owners if the courts don't declare the service illegal on copyright grounds ("Closed Circuit," March 23).

In deciding to take no action, the FCC rejected proposals that it regulate the distribution and rates of scrambled cable programming in the home satellite market, that it set a standard for the scrambling of television feeds and that it prohibit broadcast networks from scrambling.

Because the market created by scrambling and sale of cable programming to dish owners "is still in the early stage of development, information on such matters as pricing and distribution...is still limited," the report said. "Nevertheless, we believe that the market is developing, and will continue to develop in a manner that will provide...HSD owners with reasonable access at competi-

tive prices."

Cable programmers are distributing their scrambled programming directly to dish owners nationwide as well as through cable operators within the operators' franchise areas, the report said. Some of the programmers and operators have put together packages of programming, it said, permitting dish owners to subscribe to several services at one time at a discounted price.

"The record in this proceeding has not disclosed evidence that cable MSO's have exercised market power with regard to HSD distribution or pricing practices," the report said, answering charges raised in trade press reports and leveled by proponents of government intervention.

"The decisions made by programmers have efficiency explanations, and the programmers all state that they were not coerced into adopting any particular practices by cable MSO's."

The FCC said it may revisit the matter if the Justice Department's antitrust investigation of cable's role in the market turns up evidence of coercion.

The report acknowledged that there are no third-party distributors of scrambled cable programming without connections to either cable programmers or operators, but noted that the National Rural Telecommunications Cooperative has said it "could start" providing a third-party package by April 1.

The report said that there is no need for the FCC to set a scrambling standard because the industry already has a de facto one—General Instrument's Videocipher II, which was designed to allow dish owners to receive the service.

Despite claims to the contrary, the report said, GI has "appropriate means and incentives to insure an adequate supply of VC II units at competitive prices." The stand-alone Videocipher II descrambler is not "unreasonably high," it said, given the descrambler's redundant electronics to make it compatible with most existing TVRO's. What's more, the report said, the standalone unit is a "transitional" product. Eventually, descramblers will be incorporated into satellite receivers. According to General Instrument, the report said, the incremental cost of the descrambler in integrated receiver/decoders will be just \$175.

Recapping the various methods that have been found to override Videocipher II's security and GI's legal and technical countermeasures, the report said, "we deplore these attempts to gain illegal access to scrambled satellite cable programming... In addition to weakening the [telecommunications] system, would-be 'pirates' also strike a blow at the HSD programming market. We concur with the view, expressed by Taylor Howard, president of the new Satellite Broadcasting and Communications Association, that, rather than forcing down the price of scrambled programming, efforts to break the VC II code "have the potential of destroying the home satellite industry" (BROADCASTING, Jan. 12).

The report concurred with the broadcast networks that they should be allowed to scramble all their feeds without making them available to dish owners. "First, it would likely be quite costly... to provide a

## Washington Watch

**EEO increase.** FCC figures show that equal employment opportunity performance of broadcast and cable industries appears to be on slight increase. According to figures, 40.4% of cable employees in 1986 were female and 18.5% were minorities; in 1982, 35.7% of cable employees were female and 15% were minorities. For broadcast industry, 37.4% of employees were female in 1986 and 16% were minorities, compared with 1982 numbers of 35% females and 15.1% minorities. In 1986, cable's top four jobs were 27.4% female and 15.4% minority; in broadcasting, top four categories were 29.2% female and 13.7% minorities.

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**Channel report.** FCC study shows that, as of Dec. 31, 1986, there were 11 open (vacant and unapplied for) commercial VHF channels and 21 open commercial UHF TV channels in top 50 markets, but all of those V's and 11 U's were more than 55 miles from ADI city. In markets 51-100, there were four open V's and 28 open U's, but all of those V's and 12 of those U's were more than 55 miles from ADI city. In markets 101-150, there were nine open V's and 23 open U's, but all of those V's and eight of those U's were more than 55 miles from ADI city. In markets 151-225, there were 19 open V's and 21 open U's, with six of those V's and eight of those U's more than 55 miles from ADI city.

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**Baseball players strike out.** Supreme Court has let stand lower court ruling that owners of baseball teams hold exclusive rights to games. Court's action constituted defeat for major league players seeking legal right to share in proceeds of revenue baseball earns from selling rights to broadcast games. Players had sought review of decision by U.S. Court of Appeals for Seventh Circuit, which had affirmed ruling of district court that team owners own broadcast rights. However, that court, as did appeals court, said players are not barred from seeking compensation from owners at bargaining table. While maintaining their ownership of rights, owners had shared proceeds with players for 35 years on basis of negotiations.

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**Money talks.** Federal Trade Commission Chairman Daniel Oliver and several FTC employees testified last Tuesday (March 24) before House appropriations subcommittee. FTC has proposed \$69.85 million budget for FY 1988, 2% increase over 1987 budget of \$65 million. Oliver said organization's resources "would continue to be directed against business practices that truly harm competition and injure consumers, such as horizontal restraints of trade and deceptive or fraudulent practices." FTC will continue to work with business community to bring about voluntary compliance with rules, he said. Oliver was questioned on proposed elimination of FTC cigarette testing lab in 1987, at savings of \$160,000. Representative Joseph Early (D-Mass.) expressed skepticism that cigarette industry would generate accurate information about tar and nicotine content if it were not being monitored by FTC. On issue of product liability complaints, Early said he had sense that "the FTC isn't doing anything new unless they get complaints and if they get complaints they just look at them." Oliver suggested that "if there were a problem in the marketplace, people would complain."

□

**Efficiency test.** Alfred Sikes, head of National Telecommunications and Information Administration, has recommended that FCC establish mechanism to insure that land-mobile operators are making "maximum practicable use" of channels already assigned before giving them more channels. In letter to FCC, Sikes also said land-mobile systems should be "strongly encouraged" to use "state-of-the-art, spectrum-efficient" technology. In addition, he urged FCC to test whether 40 db protection proposed in pending proceeding to reallocate UHF TV spectrum for land-mobile use is acceptable, and he said UHF TV licensees should be given "grace period" to increase transmitter power and antenna height before further land-mobile sharing is permitted in their market. "The present UHF 'taboos' that restrict the use of the UHF TV spectrum should be reviewed," Sikes added. "Conceivably, revision of these rules, which preclude usage of significant amounts of UHF spectrum, coupled with revised receiver designs, could provide a source of increased spectrum efficiency without material system degradation."

□

**MCAA on broadcasters' side.** Motion Picture Association of America has given support to petitions by broadcasters asking FCC to defer reallocating additional UHF TV spectrum to land mobile pending completion of inquiry into impact of high-definition TV on local broadcasting (BROADCASTING, Feb. 23). MCAA said that if FCC were to allocate entire 12.2-12.7 ghz band to services other than HDTV, that might foreclose opportunity to make broadcast HDTV available. MCAA also urged FCC to consider "possibility of reducing the separation between UHF channels, to permit allocation of additional bandwidth to existing UHF stations." In separate filings, Consumer Electronic Group of Electronic Industries Association and North American Philips Corp. also supported broadcast petition.

**Collins on EEO.** Congresswoman Cardiss Collins (D-Ill.) held press conference last Tuesday (March 24) to protest FCC's failure to enforce EEO regulations. Collins, author of legislation (H.R. 1090) that would strengthen FCC's enforcement authority, sent letter to FCC Chairman Mark Fowler and copy to incoming Chairman Dennis Patrick last week stating she is "deeply disturbed that minorities and women are grossly underemployed in the broadcasting industry." Citing recent study by FCC's EEO branch and cuts made by networks and stations, Collins asked FCC to provide her with list of radio and TV stations that did not meet FCC's EEO guidelines between 1984 and 1986; statement of action FCC is taking against stations that have failed to comply on regular basis; list of stations that have experienced decline in overall minority and female employment and decline in "top four" job categories, and comparative EEO hiring data for radio, TV and satellite networks. Collins was joined by Congressmen Charles Hayes (D-Ill.), Major Owens (D-N.Y.), Alfred Bustamante (D-Tex.) and Kweisi Mfume (D-Md.), and by Frank Maxwell, national president, American Federation of Television and Radio Artists (AFL-CIO); John Hall, AFTRA national executive secretary, and Jack Golodner, director of AFL-CIO Department for Professional Employees.

□

**Free for parties.** Senator Claiborne Pell (D-R.I.), author of "Informed Electorate Act," bill that would require television broadcasters to provide free air time to political parties (BROADCASTING, March 2), has argued for bill at Senate hearing. Measure has been referred to Senate Commerce Committee, although Pell intends to offer bill in form of amendment to legislation under consideration by Senate Rules Committee. "My amendment would require licensed television stations to provide free air time for the presentation of views by candidates for the U.S. Senate and the House of Representatives," senator told Rules Committee. "It expressly provides that the time be used to promote rational discussion and debate of the issues in time blocks up to 15 minutes. Hopefully it could thus be an antidote to slick advertising and TV gimmickry which all too often result in negative and distorted campaigning, as we saw in the 1986 elections." Bill would force broadcasters to turn time over to political parties that would then dole out time to individual candidates. Rules Committee is looking at number of campaign finance reform bills and is expected to hold several days of hearings during which National Association of Broadcasters plans to voice its objections to Pell amendment. Committee is not expected to act until early summer.

□

**Poll closing.** House Subcommittee on Elections passed legislation setting uniform poll closing time for presidential elections. Bill now goes to parent House Administration Committee where it is expected to pass without much opposition. House adopted identical measure in last Congress; it would close polls at 9 p.m. Eastern standard time in Eastern, central, mountain and Pacific time zones. (Alaska and Hawaii would be exempt from legislation.) Measure would extend daylight saving time for additional two weeks in Pacific time zone during presidential election, so that polls would close at 7 p.m. local time. Measure is designed to counter perceived effects of early television reports in East while polls are still open elsewhere.

□

**Certification checks.** FCC said it is going to begin randomly checking financial qualifications of applicants for new broadcast facilities. It also said staff may single out applicants with large number of applications for questioning. In public notice, FCC said it had become "clear" that "a number" of broadcast applicants have been certifying their financial qualifications without any "basis or justification."

□

**Maunawili AM.** FCC has granted application of Anita Levine for new AM station on 1460 khz in Maunawili, Hawaii. Levine is officer and director of Mount Wilson FM Broadcasters, licensee of KMGY-TV Honolulu and KRTR-FM Kailua, both Hawaii. Since signal of AM would overlap signal of UHF TV station, one-to-market rule would generally prohibit grant. But FCC afforded relief under exception that rule provides for consideration of creation of radio-TV combinations involving UHF's.

□

**Hilo FM.** In initial decision, FCC Administrative Law Judge Joseph Chachkin has granted application of Irving A. Uram for new FM in Hilo, Hawaii, denying competing applications of Southport Radio Inc. and Wailuku Radio Co. Uram prevailed on integration grounds. He is real-estate investor who has no other media interests.

□

**Reporting conditions.** FCC has subjected KWIC-AM-FM Beaumont, Tex., to short-term renewals and equal employment opportunity reporting conditions. FCC said record didn't indicate "overt discrimination." But agency also alleged stations had made "few efforts" to insure that potential sources of black applicants were informed of job openings. National Black Media Coalition had petitioned to deny.

clean network feed only to households without broadcast or cable service," it said. "Second, an unscrambled feed could and likely would be viewed by HSD's within network broadcast station service areas. The damage that this would inflict on the network-affiliate delivery system, a system whose efficiency we have long recognized, would outweigh any benefits of such a scheme."

The extent of the "white areas"—unserved or underserved by network affiliates—was "not substantial" enough to warrant action, the report said. Such areas, it said, encompass fewer than a half million homes.

Furthermore, the report said, the networks believe that the construction of translators to extend service into white areas is a "viable" alternative to any kind of direct-to-home service. CBS, it said, "appears to have an overall, aggressive plan to implement new translator service on a nationwide basis."

The report also said that, even if it wanted to, the FCC probably couldn't order the networks to serve the home satellite market. The networks' arrangements with the copyright holders, it said, don't permit the networks to distribute programming directly to homes. More important, it said, "Section 705 of the Communications Act prohibits unauthorized reception of satellite network feeds and, in light of such statutory protection, we do not believe that we have the authority, even should we wish to do so, to order the networks not to scramble and to authorize HSD viewing of their feeds."

Nonetheless, the report said, CBS and NBC should join ABC in at least considering serving dish owners in white areas by scrambling its feeds and authorizing reception only to those in white areas.

The report expressed concern about Satellite Broadcast Networks' new service, which involves putting the signals of three network affiliates on a satellite, scrambling them and selling them as a package to dish owners. So that it can offer its service under the compulsory license of the existing copyright law, SBN is defining its service as a kind of cable system in the sky.

The report said that it could find nothing in the "legislative history" of the copyright law "to suggest that Congress intended satellite distributors might themselves be defined as cable television systems under the compulsory licensing provisions of the law."

If the courts decide that SBN's service is not a violation of the law, it said, "it would be appropriate" for the FCC to scrutinize the service from a communications policy perspective. "The network-affiliate relationship plays an important role in supplying the public with television service. This system of distribution, which is based on program rights ownership and copyright protection, a system of exclusive broadcast outlets, and contractual relationships among the parties, is totally bypassed through the direct-to-home satellite distribution mechanism of the type proposed by SBN."

ABC, CBS and Gannett, the owners of the stations that SBN is distributing to dish owners, have sued SBN, alleging violations of copyright law.

That some programmers led by HBO may

move their feeds from C-band to Ku-band satellites does not mean the feeds will be unavailable to dish owners. Many of the new satellite receivers are capable of receiving either C-band or Ku-band signals, it said. What's more, regardless of what satellite frequencies they are using, programmers will have the same incentive to serve dish owners. "It seems unlikely that HBO's move to Ku band, or that of any programmer, would cause it to cede a potentially lucrative market to others," it said. □

## Simon introduces TV violence bill

Senator Paul Simon (D-Ill.) reintroduced a bill last week aimed at curbing violence on TV. The measure is virtually identical to one Simon introduced in the last Congress.

"The evidence is overwhelming: Violence on television has a harmful effect on viewers' attitudes and behavior, and especially on children," Simon said in a statement accompanying his bill. At the close of the 99th Congress, Simon's bill was adopted by a voice vote in the Senate but failed to move out of the House Judiciary Committee. The measure has been referred to the Senate's Antitrust Subcommittee, chaired by Howard Metzenbaum (D-Ohio), who is also a co-sponsor.

Under the Simon bill, representatives of the three television networks, program producers, network affiliate organizations, and the presidents of the National Cable Television Association, the Association of Independent Television Stations, the National Association of Broadcasters, and the Motion Picture Association of America, or their designees, would be exempt from antitrust laws so they could meet to draft and disseminate voluntary guidelines to suppress television violence. (The only change in the new version of the bill is that network affiliates were added to the group.) The antitrust exemption would expire after three years.

"Any suggested guidelines drawn by the industry could be voluntarily adopted by local broadcasters and other industry members," Simon said. Furthermore, he pointed out, the bill excludes boycotts from the exemption, "making it clear that we are not encouraging coercion." □

## Belt-tightening at USIA and BIB

**Authorization approved by House Foreign Affairs Committee puts 1988 budget below 1987 allocations**

The House Foreign Affairs Committee last week initiated the U.S. Information Agency and the Board for International Broadcasting into the world of Gramm-Rudman-Hollings. It adopted an authorization measure that limits those agencies to spending levels at or below those of 1987. One consequence is that neither will be given new funds to continue modernizing its broadcasting facilities

**Family affair.** One college student with an unusual vantage on telecommunications policy is Susan Quello, granddaughter of FCC Commissioner James H. Quello, who on assignment from the University of Detroit interviewed the commissioner and a number of his Washington colleagues. The resulting article, made available to BROADCASTING, quotes Quello voicing support for a bill introduced by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) that would eliminate comparative renewal. "Excellent legislation correcting a much abused process," says Quello. "Merits the support of all broadcasters and fair-minded legislators if, in return, demands on broadcasters as license trustees are reasonable."

Quello also endorses a bill introduced by Representative Al Swift (D-Wash.) to resurrect the FCC's antitrafficking rule, which required buyers to retain a station for three years before selling.

Moreover, he makes clear that he believes there are limits to what should be broadcast over the airwaves. "If obscenity on the air is proven, we should nail somebody with a license revocation proceeding or a \$10,000 fine," Quello says. "I'm a strong journalistic First Amendment advocate, but our founding fathers didn't guarantee freedom of speech for this repulsive purpose. FCC action would have a much needed deterrent on smut on the air."

And he also offers a bit of TV criticism. Says Quello of ABC's mini-series, *Amerika*: "In a free society we allow all types of social expression or TV productions. Networks and reporters even have the right to be wrong as long as they are not deliberately malicious or obscene. On a scale of one to 10, I give *Amerika* a weak four as a socially significant TV production."



Two generations of Quellos at INTV

Two generations of Quellos at INTV

in the next fiscal year, even though that is a project Congress regularly endorses. And in what appears to be a demonstration of a lack of confidence in USIA director Charles Z. Wick, the committee earmarked some funds in the USIA authorization measure for specific purposes—the Voice of America and VOA Europe, among them—to prevent him from shifting those funds to other USIA accounts. The committee also denied USIA the additional funds requested for Worldnet, the international television network that is Wick's favorite project.

USIA is in the authorization measure for \$820 million in 1988, and \$919 million in 1989. The 1988 figure is \$11 million more than Congress appropriated in unrestricted funds in the current year—but \$6 million less if a supplemental appropriation bill approved last week by the House Appropriations Committee is included in the 1987 figure. "The total [for 1988] is a disaster," said one USIA official on surveying the Foreign Affairs Committee's handiwork. The BIB, which funds and oversees the operation of Radio Free Europe and Radio Liberty, is in the bill for \$170,600,000 in 1988, about the level it would receive in 1987 if a \$33-million supplemental measure, approved by the House Appropriations Committee, makes its way through Congress. The supplemental is needed to make up for a severe currency-exchange loss. Without it, BIB says, it would literally run out of money in July. The Foreign Affairs Committee approved a \$219,424,000 authorization for BIB in 1989. "We'll have no operational problems in 1988 and 1987," said a BIB official.

But the modernization programs of both agencies would be slowed, if not halted. The Foreign Affairs Committee, in a demonstration of the seriousness with which it approached its task of keeping within budget-

mandated guidelines, would authorize no new funds for the project long heralded as essential to overhaul and replace obsolete equipment. BIB had hoped for \$41 million to complete a \$77-million program of refurbishing its transmitters and associated systems. The committee decided BIB would wait another year for the money. And the USIA would receive none of the \$90 million the administration is seeking in 1988 as part of the VOA's \$1.3-billion, multiyear modernization program; the committee approved \$66 million for the project in 1989. But USIA has \$142 million in unobligated modernization funds from prior years that it can spend. So the program need not be put on hold until 1989.

All told, \$192,852,000 would be authorized for the Voice of America. And the bill has been written in a way to insure the funds are spent as the committee prefers. Even VOA/Europe, one of the smallest items in the bill at \$3 million in 1988 and \$3.1 million in 1989, would be protected. The committee has shown more regard for the service, aimed at Europe's post World War II generation, than Wick, who helped bring it into being two years ago but whose enthusiasm for the project has waned. Another service for which funds have been specified is Radio Broadcasting to Cuba (Radio Marti), \$12,652,000 in 1988 and \$13.2 million in 1989. The bulk of the protected VOA account comprises salaries and expenses—\$177.2 million in 1988 and \$184.3 million in 1989. The bill specifies that the funds appropriated shall not be available for any purpose other than the Voice of America.

Representative Dan Mica (D-Fla.), chairman of the International Operations Subcommittee, which marked up the bill on Tuesday before referring it to the full committee on Wednesday, did not try to restrain

his satisfaction with the work on the bill's Title III, which deals with the VOA. "It's a wonderful title," he said. "For the first time, we've separated VOA into a separate title so VOA money stays there. It can't be shifted to other USIA programs."

Wick declined to comment on the markup. His office said such comment would be "premature."

The committee appears to believe Wick might be tempted to reallocate some VOA money to Worldnet, a service established in 1983 and whose advantages are not as apparent to some members as they are to Wick, who speaks of it as a highly cost-effective weapon in the arsenal of "public diplomacy." The bill would prohibit the reprogramming of funds "from any other account for Worldnet." There is no specific amount in the bill for the service; rather, it includes \$31.3 million for television and film in 1988, about the amount appropriated in 1987, and \$32.6 million in 1989. The administration had sought \$44 million for the service in 1988, an increase of \$6.7 million (out of \$32 million) for Worldnet. Wick said that would have permitted completion of the projected worldwide network, with satellite service to Africa and Asia.

Actually, the service will continue to grow in 1988. The head of the television and film service, Alvin Snyder, said the service in April would expand its daily service to Europe from two to four hours, as provided for in its 1987 appropriation, and would double its daily budget of one hour to Latin America if demand warranted it. He said the funds would come from a reallocation within the television and film service. Snyder also said

Africa could be served from the same Intel-sat satellite that carries Worldnet programming to Europe, although he acknowledged the African service would not be as extensive as had been planned. What's more, contingency plans have been developed for serving Asia, too, but again, not to the degree that would be possible with the additional funds requested. "We're moving forward," Snyder said, "but at a slower pace than we'd planned."

The committee may not be ready to authorize the funds Wick would like for Worldnet, but it feels the new service needs a charter—and has provided one. It lays out the "principles" it says "shall govern Worldnet broadcasts, and they echo the congressionally mandated charter governing the VOA. It says, "(1) Worldnet will serve as a consistently reliable and authoritative source of news. Worldnet news will be accurate, objective, and comprehensive. (2) Worldnet will represent America, not any single segment of American society. . . . Worldnet will present the policies of the United States clearly and effectively, and will also present responsible discussions and opinion on these policies."

One surprise in the markup of the bill as it emerged on Tuesday from the House International Operations Subcommittee was a kind of "buy America" provision designed to give an advantage to American firms bidding on projects of the VOA modernization program. Indeed, where projects require 500 kw transmitters, only one American company, the Varian Electron Device Group, is equipped to supply them. Its representatives have complained to USIA and VOA offi-

cial—and to members of Congress—about what they say is the unfair preference shown foreign manufacturers. VOA officials say they have been basing decisions on quality and price—and that the provision in the authorization bill would abrogate existing law requiring the agency to treat established trading partners on the basis of equality.

Under the "buy America" provision, "only United States persons" may bid on VOA modernization projects when "adequate United States competition exists." That means when there are two or more United States bidders. And in any case where only one of two or more qualified bidders is an American, the American's price would be considered 10% lower than it actually is. Wick dashed off a letter to the committee, expressing concern. He said the provision would place the agency "at the mercy of a U.S. sole source in terms of price and quality." He also said it would effectively torpedo an agreement with Morocco under which a transmitter would be located in that country and an agreement being negotiated with Israel under which a massive transmitting facility would be erected in the Negev, to be used by RFE/RL as well as VOA. In each case, the agreement assures the host country that its nationals would participate in the project. So in response, the committee adopted an amendment offered by Representative Larry Smith (D-Fla.) that would protect such agreements from the reach of the provision.

The bill is expected to go to the floor of the House this week. The Senate Foreign Relations Committee will mark its version of the measure on Thursday. □

## Programming 4

### NATPE left its heart in San Francisco

#### Association considering making city permanent site of annual convention

NATPE International will try to establish its annual programming conference permanently in San Francisco at the George Moscone Convention Center beginning in 1993, according to the association's executive director, Phil Corvo. The show's staying there depends on whether the 500,000-square-foot Moscone Center, that is currently being enlarged, will be completed by then. NATPE had originally planned to hold its 1988 and 1989 conventions in San Francisco until it discovered the existing Moscone space would not accommodate the convention's needs.

So as previously announced, the '88 and '89 shows will be in Houston (Feb. 26-29, 1988). Following that, NATPE will take up residence in Miami in 1990 and '91. In 1992 the show will return to New Orleans where it was held the past two years.

Corvo said that NATPE's conference committee gave the sites initial consideration during meetings at the last convention, Jan.

21-25. All of the sites, with the exception of the next two conventions in Houston, are tentative with details still to be worked out.

A number of exhibitors who tried to register in New Orleans this year at the last minute were turned away because all 200,000 feet of floor space was occupied. Corvo said that the demand for floor space should grow to about 225,000 square feet in coming years. Adding in the necessary extra floor space for aisles, that means that 400,000 feet are required to house a NATPE convention.

Faced with finding an alternative to San Francisco for 1988 and 1989 on short notice, and seeking a city in a warm climate and with reasonable costs, NATPE found Houston to be the only site not booked with conventions.

The move to Houston has already disrupted one tradition at the convention, exhibition by a few program distributors in hotel suites adjacent to the convention center. With a dearth of hotels near the Houston Convention Center, some companies not on the exhibit floor at NATPE 1987 are planning to

move to the floor in 1988. MCA-TV was the first to announce such a move and was followed by Worldvision Enterprises. Sources at several other companies that exhibited out of hotel suites at the last NATPE said that they would probably make the move as well.

According to one syndicator, the move to the floor could mean the elimination of hotel suites for many years to come. Jerry Rettig, Worldvision senior vice president of creative services, said that the materials necessary for a floor display would have to be amortized over several conventions unless they were rented.

Last weekend (March 28-29), NATPE's conference committee was to meet in Houston to begin planning the 1988 conference, which will celebrate the 25th anniversary of the organization. Included in the celebration will be the presentation of a film that NATPE will commission next month on the association's history.

Conference chairman J. Mark Doyle, director of program operations at WAGA-TV Atlanta, said that the theme of the 1988 con-

vention made "The Business of Doin' Business" its theme, and, said Doyle: "There is no reason to think that anything besides the business of the business will be more important" to station executives next year. □

## Diller previews Fox programing

**At gathering of reporters in New York, Fox executive estimates first-year revenue of \$125 million**

The Fox Broadcasting Co. will generate an estimated \$125 million in its first year on the air. That estimate came from Barry Diller, Fox Film Corp. chairman and chief executive officer, during an FBC presentation of new programs to reporters in New York last week. "We don't know really" when the company will turn a profit, Diller added, although the expectation is it will take less than five years. The company launched its first program, *The Late Show Starring Joan Rivers*, last October and is rolling out a five-hour slate of prime time shows starting next Sunday (April 5).

At the screening last week, the sense among reporters was that the one sitcom pilot shown was more permissive in content than would be tolerated on the three broad-

cast networks. The two stars of the program, Ed O'Neil and Katy Sagal, agreed, suggesting that was the intent, as an added drawing card for viewers. In the pilot there was a running gag about "Al," played by O'Neil who is always seen sitting around the house watching sports on TV with his hands in his pants ("that's because you always make it so cold around here, dear," he explains to his wife). At the end of the show, the couple make their way upstairs to the bedroom and just before the fade-out, Al plants his hand firmly on the buttocks of his wife, played by Sagal.

The two actors suggested last week that was pushing the envelope a little, compared to what the standards and practices departments of the three networks would allow. And, they said, the show's producers (Embassy) intend to maintain that level of permissiveness throughout the series. But Diller said he did not think the program was more permissive than other programs on the air, and added that he thought the pilot could have aired on any of the three networks. He also said that FBC was trying to offer more of the same types of programing already seen on the networks and syndication. "We view ourselves as alternative choice, not alternative programing," he said. "We want to entertain as best we can."

FBC has one executive in charge of monitoring program content, compared to whole departments at each network. Diller said

FBC expects producers to keep content within limits commonly accepted in the broadcast industry. "If they don't, we will," he said. And the company has invoked its right to censor. One example involved the pilot seen by reporters last week. There was a joke about what the initials PMS (pre-menstrual syndrome) stood for in the script: "Al" thought it stood for "pummel men's scrotums." That went too far in Diller's view. "We thought it was inappropriate," he said.

As to FBC's performance, Diller said he'd consider it a "very early beginning" if the FBC shows in prime time could generate one-fourth of the rating that similar shows on the three networks get. □

## Harmony Gold launches OPT for mini-series, made-for TV movies

**Venture, with foreign co-production, will get \$90 million in seed money**

When the company that produced and distributed *Shaka Zulu* launched a marketing campaign for the controversial 10-hour mini-series last year, its backers worried

## Business as usual: NBC wins the week

NBC took week 26 (ended March 22) with a 16.8 rating/27 share. CBS followed with a 14.2/23, and ABC with a 13.5/22. Last year the numbers were CBS 16.3/26, NBC 16.2/26 and ABC 14.3/23.

In evening news, NBC took week 26 with a 12.1/22 over CBS's 11.4/21 and ABC's 9.9/18. A year ago the news numbers ran CBS 12.3/22, NBC 12.2/22 and ABC 11.3/20.

The HUT level (homes using television) was down, standing at 61.8%. Week 25's HUT was 63.6% and a year ago, the HUT stood at 61.9%. This translates into 54.0 million homes tuned in during week 26, compared to week 25's 55.6 million and last year's 53.2 million for that year's week 25.

In the season to date standings, NBC is out in front with an 18.0/28, followed by CBS's 16.1/25 and ABC's 14.2/22.

For the evening finishes, CBS took Monday, Friday and Sunday. NBC took Thursday and Saturday, while ABC took Tuesday and Wednesday.

With President Reagan's press conference and the accompanying news analyses taking up the early part of Thursday evening, the averages closed out lower than usual. NBC won with a 25.6/39.2.

This was also the night for two NBC specials, *Roomies*, which followed immediately after *Cosby* and pulled a 28.9/42 to rank second for the week, and a *Bronx Zoo* special, which closed out the night and picked up an 18.4/32 and ranked 18th.

On Friday, ABC's premiere of *The Charmings* ran at 8-8:30 p.m. and scored an 11.4/19. The new sitcom ran against a repeat broadcast of *The Bugs Bunny/Road Runner Movie* on CBS (9.5/16) and NBC's *Family Ties* (19.3/32).

On Sunday, CBS's movie *Deadly Care* was tops from 9 to 11 p.m. when it racked up an 18.6/31. Part one of NBC's mini-series *Nutcracker: Money, Madness and Murder* pulled a 12.2/20. ABC ran a repeat broadcast of the theatrical "Rough Cut," and picked up a 13.9/23.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	32.6/47	23.	ALF	NBC	17.0/25	45.	Webster	ABC	13.5/22
2.	Roomies Special	NBC	28.9/42	24.	Dynasty	ABC	16.8/26	46.	Disney Sunday Movie	ABC	13.4/21
3.	Cheers	NBC	26.3/39	24.	Amen	NBC	16.8/29	47.	Colbys	ABC	12.8/19
4.	Murder, She Wrote	CBS	26.2/39	26.	Cagney & Lacey	CBS	16.7/28	48.	Our House	NBC	12.5/20
5.	Growing Pains	ABC	25.0/37	26.	Mallock	NBC	16.7/25	49.	Mike Hammer	CBS	12.2/19
6.	Who's the Boss?	ABC	23.9/36	26.	Monday Night Movies	NBC	16.7/27	49.	Sunday Night Movie	NBC	12.2/20
7.	Golden Girls	NBC	23.3/39	29.	Stingray	NBC	16.6/29	51.	Charmings	ABC	11.4/19
8.	Newhart	CBS	21.9/32	30.	Magnum. P.I.	CBS	16.1/25	52.	Ohara	ABC	10.9/19
9.	60 Minutes	CBS	21.8/36	31.	Amazing Stories	NBC	16.0/26	53.	NCAA Basketball, Thurs.	CBS	10.3/16
10.	Moonlighting	ABC	21.6/33	32.	Houston Knights	CBS	15.8/28	53.	NCAA Basketball, Fri.	CBS	10.3/20
11.	Designing Women	CBS	19.3/29	33.	Valerie	NBC	15.7/23	55.	Spenser: For Hire	ABC	10.2/20
11.	Family Ties Special	NBC	19.3/32	34.	Jack & Mike	ABC	15.4/27	56.	Bugs Bunny/R. Runner Movie	CBS	9.5/16
13.	Dallas	CBS	19.2/31	35.	Hunter	NBC	15.3/29	56.	News Special	NBC	9.5/17
14.	Highway to Heaven	NBC	19.1/30	36.	Perfect Strangers	ABC	15.1/24	58.	Outlaws	CBS	9.4/16
15.	Sunday Movie	CBS	18.6/31	37.	20/20	ABC	15.0/25	58.	Tuesday Movie	CBS	9.4/15
15.	227	NBC	18.6/32	37.	McGyver	ABC	15.0/22	60.	Friday Night Movie	ABC	9.3/15
17.	Night Court	NBC	18.5/28	37.	Rags to Riches	NBC	15.0/22	61.	Starman	ABC	9.2/16
18.	Bronx Zoo Special	NBC	18.4/32	40.	Hotel	ABC	14.6/26	61.	Spies	CBS	9.2/14
19.	My Sister Sam	CBS	17.7/26	41.	Hill Street Blues	NBC	14.3/25	63.	Monday Night Movie	ABC	9.1/14
20.	Kate & Allie	CBS	17.6/26	42.	Tortellis	NBC	14.0/22	64.	Reagan Analysis	CBS	8.7/13
21.	Miami Vice	NBC	17.3/28	43.	Sunday Night Movie	ABC	13.9/23	65.	Saturday Movie	CBS	8.6/16
22.	Facts of Life	NBC	17.1/30	44.	Harry	ABC	13.8/22				

\*indicates premiere episode

whether they would succeed. Harmony Gold eventually cleared the mini-series in 60% of the country and it into a ratings success. But to avoid those headaches in the future and insure domestic distribution for its upcoming mini-series and made-for-television movie projects, Harmony Gold has decided to take the guess work out of the first-run syndication market.

The company announced last week that it has entered a foreign co-production and financing deal that will provide \$90 million over the next three years for the establishment of the Harmony Premiere Network, a pre-sold network of stations similar in scope to Operation Prime Time.

United Television, Gaylord Broadcasting and the Group W Television Stations, representing stations reaching a combined 30% of the country, are the first broadcast groups to sign with the newly established network. A Los Angeles independent station and five network affiliates are covered by the deal, but negotiations continue in New York and Chicago. The only overlap will be in San Francisco, where both United and Group W operate stations.

Speaking at a Beverly Hills, Calif., press conference attended by executives of the companies involved in the venture. Robert Lloyd, president of domestic television for Harmony Gold, said HPN will sell each project on a cash-plus-barter basis, with the network retaining one minute per hour. The first two projects, each four hours long, will cost about \$8 million apiece, he said.

HPN projects will be international in scope and provide a two-run, 30-to-45-day window, Lloyd said. It will provide three to four mini-series or movies a year, with the first project, a four hour mini-series, *King of the Olympics*, to be released to tie in with the 1988 Olympic summer games. It will be followed by *The Man who Lived at the Ritz*, with a fall 1988 window.

Harmony Gold, a worldwide distributor and producer of television programs, has put up a third of the \$90 million in financing, with the remaining one-third shares coming from RetaEuropa (with three networks in Italy, one in France and one pending in Spain)

and Societe Francaise de Productions (SFP, Europe's largest TV and film studio and a leading producer for French television networks). Each partner will have an equal position in the profits derived from the U.S. market.

In discussing his company's involvement with the project, Charlie Edwards, executive vice president of Gaylord Broadcasting, said the scope of the project should increase pro-

duction values. "I don't think we have kept up with the sophistication of the audience and this gives us an opportunity."

Lloyd added that he is not concerned about undertaking such a massive effort at a time when the networks are backing away from long-form dramas. HPN will not produce mini-series that are longer than six hours, he said, and each will have a historical fiction plot similar to *Shaka Zulu*. □



Schwab, attorney Kenneth Ziffren, Thurston and Salhany

## Changes ahead for TV syndication

### Panelists at Los Angeles forum see major upheavals in licensing, block booking and sales in next few years

From block booking to barter, hour dramas to syndication licensing, program distributors, commercial broadcasters and advertisers face an uncertain future. That was the consensus of panelists who took part in an all-day symposium March 21 sponsored by the Los Angeles County Bar Association. Titled "Television Syndication: A Practical Guide to Business and Legal Issues," the forum examined syndication sales and financing, distribution licensing agreements and music concerns, enforcement and collection of syndication licenses and provided an overview of where the business now stands and where it is headed.

The panelists concluded that most of the changes are close at hand, especially when it comes to block booking—conditioning the licensing of one show or film on the purchase of others. "Don't be lulled into a sense

of security because the present administration is not enforcing the antitrust laws," said attorney Gerald F. Phillips, a former vice president of United Artists Corp. who is chairman of the American Bar Association's forum committee on the entertainment and sports industries. The pendulum, he said, may swing back to stricter controls in two years when President Reagan leaves office, so that "what you do today may be the subject of scrutiny."

To better understand the blurry line between illegal block booking and lawful sales pressure, Phillips advocated that television syndicators review court cases and their sales policies periodically, and have a "well-placed" antitrust compliance program that clearly sets out the policy of the company and lets the sales force know what is and is not legal.

While block booking drew a fair amount of attention at the symposium, so did the future of barter advertising. Panelists estimated that about \$1 billion a year now goes

## Syndication Marketplace

**MGM/UA** will join Paramount and Universal in a deal to distribute television programs and films to the People's Republic of China. Disney and Lorimar-Telepictures have also agreed in recent months to distribute programming to broadcasters there.

**Orbis Communications**, in association with *U.S. News & World Report*, is distributing a 13-week series called *The Next President*, beginning in late 1987 and leading up to the New Hampshire primary in February 1988. The series features interviews by David Frost with Gerald Ford and Jimmy Carter. The American International Group Inc., the largest underwriter of commercial and industrial risks in the U.S., will underwrite the series. The interviews will also be in *U.S. News*; syndicated to print media through the New York Times Syndication Sales Corp.; broadcast on radio by the Mutual Broadcasting System, and at the end of the series compiled in book form with a commentary by Frost. Orbis will also sell the series overseas. Domestically, barter distribution will give stations six minutes of advertising time, leaving two minutes for Orbis.

**USTV** reports that it has cleared the new home shopping service, *D-H Direct*, on 16 stations for its March 30 debut. Recent clear-

ances include WGBO-TV Chicago; WGBS-TV Philadelphia; WTTV(TV) Bloomington, Ind.; WUTV(TV) Buffalo, N.Y.; KDNL-TV St. Louis; KWTW(TV) Oklahoma City; WHI(TV) Cincinnati, and WPGH-TV Pittsburgh. USTV is distributing the new service for its initial 13-week test by buying time on stations. The program will run 53 minutes with stations getting seven minutes of advertising time. The 13-week test will allow USTV to test the fulfillment of product orders through Dayton Hudson department stores. USTV is intentionally keeping the station list for the program small for that reason and to ascertain the program's demographic delivery. A permanent marketing plan for the show is still being formulated. *D-H Direct* will stress consumer information and product demonstrations, in addition to selling items. The show's producers have signed Jim Peck to host; Dr. Alan Selnor, a member of the U.S. Olympic Committee, for sports and health merchandise advice; Charlene Tilton, formerly of *Dallas*, and Pam Roberts, a beauty and fashion consultant, for consumer information on beauty and health care products. *D-H Direct* is being produced by USTV, Dayton Hudson Department Store and PrimeNet Marketing Inc.

toward barter, with the revenue coming out of both spot and network sales budgets.

But Lawrence Fraiberg, president of MCA Broadcasting, charged that distributors have found a way to squeeze even more money from stations by selling 10-second promotional spots that are tagged onto the end of game shows at a cheaper price.

"If it's a hot show, you are really trapped" since more commercial time for the stations would lead to clutter, he said. "That's what we really have to be concerned about," he said.

However, Stan Moger, president of SFM Entertainment, said that barter could be one of the first victims of the people meter. If ratings decline substantially with the new system, he said, "there may not be any more barter programming" since advertisers will not want to put out the money for such shows.

Jack Wishard, vice president of Procter & Gamble Productions, appeared more concerned about declining network audience shares. He said he can foresee a "particularly attractive" game appearing on ESPN next season under its newly signed contract with the National Football League and the combined network audience share falling below 60%.

And three years from now, when the next

contract is signed, if advertising profits and network ratings continue to decline, and production costs for the games are still on the rise, Wishard said that pay cable may be the only entity left that will be able to afford to carry the contests. "It may be that in the future programming will have to go directly to pay per view and pay cable," he said. "That's a thought that scares the hell out of me and my company."

Wishard pinned much of the blame for rising program costs on unions, and faulted broadcasters and producers for leaving the advertiser out of the bargaining process. "It has always struck me as being unusual that in negotiations with guilds that contribute to the cost of programs, the ultimate funder—the advertiser—is never present... [The talks] are conducted between broadcasters and producers, who are really the middlemen in the economic string," he said. Wishard called for producers to find unusual ways to finance programs. "We simply cannot continue to look at double-digit inflation in entertainment programming year after year," he said.

One of the most expensive and least profitable ventures for syndicators these days is hour dramas. Shelly Schwab, president of MCATV Enterprises, said he still considers

action-adventures to be viable. He called syndication a "cyclical business" that will eventually see hours bring a decent return in the station market. But while Schwab gave assurances that MCA remains committed to action-adventure series, of which it is one of the largest producers, he said the company has also recently launched sitcoms in an effort to strike a "balance."

Barry Thurston, president, syndication, for Columbia/Embassy Television, cited the glut of hours in syndication as one of the reasons for their poor sales potential in the current market. In 1987-88, he said "there will be more hours available in syndication than during the last five years. It will drive down prices."

As for sitcoms, Schwab differed from Thurston's and Salhany's assessment of the impact that *The Cosby Show's* cash-plus-barter deals, in which Viacom retains one minute per episode, will have on future licensing agreements. Schwab said he does not think the *Cosby* plan will set a precedent. Thurston, however, said "every week we learn new things" from the marketing of *Cosby* as C/E prepares to develop a marketing plan for *Who's the Boss*. Lucie Salhany, president of domestic television for Paramount, agreed, predicting *Cosby* will start a trend. □

## Stay Tuned

NBC is renewing *Saturday Night Live* for the 1987-88 season, which will be the show's 13th season on the air. NBC Entertainment President Brandon Tartikoff cited the program's ratings resurgence, up 11% in the first quarter of 1987 to average 7.9/23, as well as improved cast performances and writing over a year ago.

NBC is planning to air the pilots of two potential western series. The first, *Independence*, from Sun Classics and MTM, is already in the can. The second, *Desperado* (Duell McCall Productions/Universal), with Robert Vaughn, Pernell Roberts and Gladys Knight, is currently in production. Neither has been scheduled for air.

■ CBS said *Magnum, P.I.* star Tom Selleck has agreed to return for an eighth season of the program, starting in fall. *Magnum* is produced by Universal Television in association with Belisarius Productions, Glen A. Larson Productions and T.W.S. Productions.

Sid Caesar will star in a new pilot, *Mr. Fixit*, produced for CBS by New World Television. The plot line has Caesar leading a pack of "comedian vigilantes" who decide to "buck the system after they gave up fighting 'city hall' through the normal red-tape channels." Sam Denoff and Andrew Smith are the writers-producers. Larry Spellman and Zev Braun are the executive producers.

Terri Garr, Ellen Burstyn and Alan Bates will star in *Pack of Lies* on CBS's broadcast of the 153d *Hallmark Hall of Fame* presentation, April 26. The drama concerns a suburban couple who allow British intelligence agents to use their home to spy on their neighbors. Anthony Page directs from a screenplay by Hugh Whitmore. The producer is Robert Halmi.

■ *Miami Vice* creator Anthony Yerkovich has begun production, with Universal Television, of a two-hour pilot for NBC, *Private Eye*, about a fired LA cop (Michael Woods) turned private investigator when he inherits his murdered brother's detective agency. Yerkovich is joined by *St. Elsewhere* producer Mark Tinker as director, Scott Brazil (*Hill Street Blues*), and *Miami Vice's* Frederick Lyle as co-producers. Blinn/Thorpe Production (*Our House*) and Lorimar Telepictures are at work on an NBC movie now filming in Australia, to star Merlin Olsen and Jessica Walter. *Aaron's Way* has Olsen playing an Amish grandfather-to-be who moves from rural Pennsylvania to northern California to help his expectant daughter-in-law harvest her grapes. The producer is Bonnie Raskin. The Australian connection continues in CBS's one-hour pilot *The Saint in Manhattan*, from

D.L. Taffner/Ltd.-Celtic Films Ltd.-TRI, starring Australian Andrew Clarke as detective Simon Templar. Director Jim Frawley is now shooting in Manhattan. Producers are Robert Baker and Dennis E. Doty.

■ Principal photography has begun on ABC's *Hollow Point*, a two-hour suspense drama starring Linda Purl as a woman who is terrorized by a murderer responsible for several killings. The two-hour film also stars Yaphet Kotto, Terry Lester and Billy Drago. Bruce Green is the director, Ron Gilbert the producer. Leonard Hill is the executive producer for Leonard Hill Productions. Filming is taking place on location in Los Angeles. *Hollow Point* will air some time this season.

■ Republic Pictures Corp. will produce movies again for the first time in three decades. The first two pictures, produced in association with Jaffe/Lansing Productions, will be *When the Time Comes*, starring Bonnie Bedelia and Brad Davis for ABC, and *Mistress*, written by Joyce Eliason for CBS. A third project remains to be announced. Each will have a budget of \$3 million, according to Russell Goldsmith, Republic chairman and chief executive officer. He added that Republic is also looking into production of movies and series for the networks, cable and first-run syndication.

■ Smithsonian World's one-hour documentary, *Voices of Latin America*, will run April 8 on PBS. Host David McCullough, using a format blending commentary, interview and drama, covers five Latin American writers, from the 16th century son of an Incan princess to contemporary novelist Jorge Luis Borges. Co-producer with Smithsonian is WETA-TV, Washington, whose *On Stage at Wolf Trap* features Broadway and film star Karen Akers, April 22.

PBS will air another new documentary, *The Mind's Eye: Black Visionary Art in America*, on its *American Masters* series this summer. Produced by J. Mitchell Johnson Productions and Southwest Public Communications, *Mind's Eye* focuses on eight black artists, and traces the integration of their art into the cultural mainstream. Artists featured in the production include some of those whose works were part of a 1982 exhibit at Washington's Corcoran Gallery of Art. The 1982 exhibit was titled "Black Folk Art in America 1930-80." A major collection of this art was acquired by the Smithsonian Institution's National Museum of American Art.

*Story of a Marriage* is a five-part, five-and-a-half-hour mini-series that will air on the PBS weekly series, *American Playhouse*.

## NBC, union clash

NBC and its 2,800-member technical union entered what could be decisive talks last week on a four-year contract that runs out at the end of March, still far from a resolution and sidetracked by a raucous dispute resulting in the likely withdrawal of the negotiation's federal mediator.

The union, the National Association of Broadcast Employees and Technicians (NABET), also wrote members of U.S. Congress last week to back next month's House hearings on network management and network news ("In Brief," March 23).

As the month-long negotiations were continuing in San Diego last week, NABET and NBC were still settling a dispute set off by company training of nonunion management personnel in the event a NABET strike requires them to take over union operational tasks. NBC maintains it is standard industry practice to conduct such training and, according to Eugene McGuire, executive vice president of personnel and labor relations, the company has already trained some 600 managers in NABET-covered technical operations.

When the network arranged, however, for a group of managers to conduct mock televised baseball games last week at Philadelphia's Veterans Stadium using local Catholic high school teams, 15 members of a NABET freelance film local showed up to pass out leaflets to participants. After union executives contacted officials of the Philadelphia archdiocese that runs the schools, the schools were withdrawn from the games apparently to keep the archdiocese from becoming part of the labor dispute.

NBC responded by filing on March 20 for a grievance over the leaflet distribution with federal umpire George Nicolau, who scheduled a hearing for Sunday, March 22. According to NABET negotiator John Krieger, when union officials learned of Nicolau's rapid response, they were angered because seven similar grievances filed recently by the union were still unscheduled. The union then notified Nicolau it was seeking his immediate resignation. An earlier correspondence from the union had already sought Nicolau's replacement under the newly negotiated contract, said NBC's McGuire.

At the March 22 hearing, Nicolau ruled in favor of NBC, preventing NABET from "interfering" with similar training sessions, and three mock baseball games were later played and taped by the trainees March 23-25 using local college teams. McGuire, who acknowledged that it would probably be "awkward" for Nicolau to remain as federal mediator assigned to the contract, said he believed NABET's request was related to its "frustration" over some 80% of recent arbitration disputes judged by Nicolau going to the company.

The network and NABET, which represents network engineers, news personnel and others at network facilities and owned stations, still have to tackle major jurisdictional and work rule issues, including tem-

porary hiring and jurisdiction over remote originations. An economic package was expected to be on the table as well by the time the contract runs out March 31.

Also at issue are clauses covering any future station purchases by the network, with the company seeking to loosen current language that automatically brings its technical employees under NABET jurisdiction. Even the length of the contract is an unresolved question, with the company seeking to replace the current four-year pact with a two-year agreement.

The company has withdrawn some proposals strongly opposed by the union, such as the establishment of separate seniority designations for radio and television network and owned stations in place of the master seniority now used in layoffs. NBC also withdrew a proposal to cut news writer jobs without basing the layoffs on seniority, a proposal at issue in the Writers Guild of America news writer walkout at Capital Cities/ABC and CBS.

In NABET's letter to U.S. congressmen last week, the union "applauded" the efforts of Representatives Dennis Eckart (D-Ohio) and John Bryant (D-Tex.) in prompting the scheduling of April 28-30 hearings on the impact of "mergers, acquisitions and changes in management" of broadcast networks and their news organizations.

"We are deeply concerned with the impact that the recent corporate restructuring is having on radio and television news," NABET officials wrote. "We heartily encourage Representatives Eckart's and Bryant's efforts to restore accountability to the network news operations. The corporate appliance salesman who are now running this company need to be required to maintain a viable news division, preserving the public trust and right to know."

## HDTV productions stateside

David Niles, whose Paris-based production company was the world's first to buy Sony's HDVS high-definition TV studio system in 1985, is opening an HDTV production facility in midtown Manhattan in May.

Mal Albaum, former executive in charge of production for Home Box Office, will be president of the new company, called 1125 Productions Inc. (named after the 1,125 lines of resolution in the leading HDTV system). Projects for the venture are to include theatrical and made-for-TV movies, commercials and high-end industrial videos. Albaum said several HDTV projects for the facility are already in the works, but he declined to name the participants.

The multimillion-dollar facility is now under construction, according to Niles. Both production and post-production capabilities in HDTV are planned, with staff numbering between 20 and 30. Post-production services in current TV standards will also be offered.

HDTV equipment purchased from Sony includes four HDTV videotape recorders,

two HDTV cameras, video switchers, digital effects and standards converters to transfer HDTV material to NTSC and PAL broadcast standards. Another three HDTV VTR's will be shipped later this year, Sony said.

According to Niles, savings of 10%-25% are being realized by current European customers shooting in HDTV rather than standard 35 mm film, although production costs are three times that of normal video shoots.

## Cooperative spirit

Commercial TV broadcasters in Los Angeles, in an effort to limit interference among ENG microwave transmissions on the 2 ghz band, have formally adopted a plan providing users of the spectrum with voluntary "home" channels ("Closed Circuit," Jan. 19).

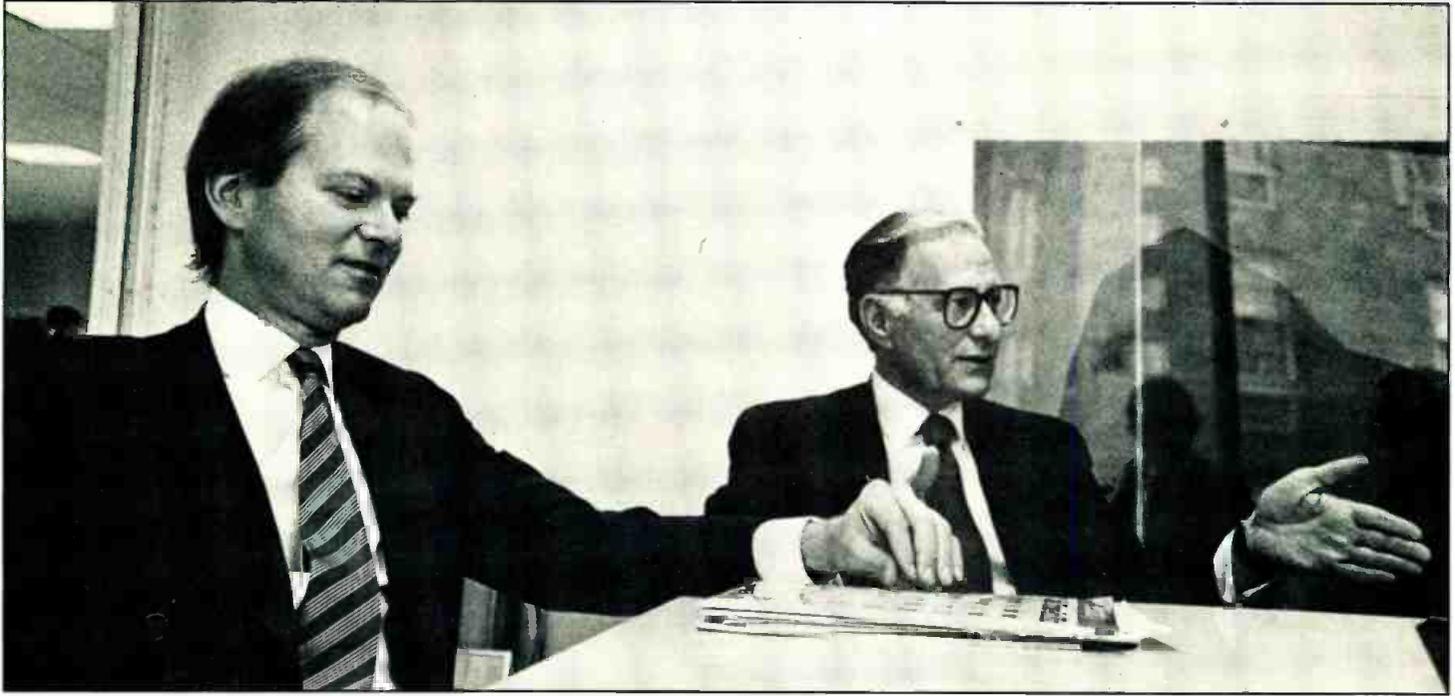
The home channel concept, first developed when the city hosted the 1984 summer Olympics, divides each of the seven lower and three upper 2 ghz channels into separate split channels and "assigns" them singly or in pairs to broadcasters and others, including Cable News Network, satellite services company World Communications and nontelevision users such as the Los Angeles Police Department. Members voluntarily remain on their home channel for most transmissions, although the program also allows them to request use of other, temporarily unfilled channels.

The plan was kept in place informally by a number of city broadcasters after it was first used in mid-1984, but last year, members of the broadcast group, the Southern California Frequency Coordinating Committee (SCFCC) that helped organize the sharing, sought to add participants to strengthen the program. With the signing last month of KABC-TV, all the market's 2 ghz ENG users, including 11 commercial broadcasters, have now agreed to participate.

SCFCC member Richard Rudman of Westinghouse's KFWB(AM) Los Angeles called the agreement a "major breakthrough" serving as a model for other markets which do not yet have frequency coordination plans to handle heavy ENG band use. According to Rudman, Washington is the only other major market with comparable frequency coordination.



Rudman



## Great oaks from little acorns

*While the still senior partner in the Fifth Estate gathers 40,000 strong in Dallas, a far more modest but equally absorbed group of media entrepreneurs will convene in New York's Waldorf-Astoria for the sixth annual advertising conference of the Cabletelevision Advertising Bureau. Their mission: to garner an ever increasing share of the pie—of which to date they've managed a \$1 billion annual slice. Anticipating that event, and cable's enlarging role in the media competition, BROADCASTING met with CAB Chairman Edward Bennett (executive vice president of Viacom Cable; at left above) and President Robert Alter to take this most recent measure of cable advertising.*

We're going to take you over the hurdles today on the subject of cable, and the dimensions of cable as they've grown to be, and the promise of cable in the future.

But before we jump into that, we'd like to talk about two issues of major interest to both broadcast and cable readers: must carry and channel repositioning. How do you read those two issues at the moment, in terms of the tug and pull between the industries and where they're going to come out?

*Bennett:* You have a major change in policy in the country regarding must carry, and in terms of the operator having the First Amendment right to realign his channels as he sees fit. I think the changes have not been that dramatic relative to the number of systems out there. Clearly there are changes. Operators are realigning channels, and there are issues with broadcasters regarding whether or not it's fair to them. However, what drives the decision from the operator standpoint is what's fair to the consumer. And because we are in a consumer usage business, and we are in the viewership business, it is our

intent to program our cable systems consistent with what viewers want.

How have the viewers been heard from in this?

*Bennett:* Well, speaking just for Viacom, we have done viewership surveys, and we have looked at ratings. We've looked at audience shares, and we have looked at where we see weaknesses in those numbers. We've also asked consumers whether they'd be interested in cable-originated programming as a substitute or as a supplement to what they're receiving now.

As a result of that, we have made very few changes in our markets. We've made some with duplication of networks. Long Island is an example; we've dropped three duplicated networks from Connecticut, and that helped us a lot in terms of putting on programming that we feel will in the aggregate provide greater viewership and greater satisfaction.

Do you have a guiding principle for allocating channels? For exam-

### ple, keeping television stations on channel?

*Bennett:* Yes. We want to keep local broadcast channels on their respective channel numbers. VHF stations have little or nothing to complain about, as the industry seems to be acting consistently with that. The UHF stations feel that if they had been on cable channel 3 and were moved to their respective location on channel 14 or 22, they may feel disadvantaged over the short term. Over the long term, I think they're better off to be co-located with the off-air channel designation.

*Alter:* Stations promote by channel number more than they do by call letters; thus being on an assigned number is helpful. A good example of what's happening is Los Angeles, the first major market where a cooperative of all the cable systems came together and agreed on a common channel alignment. And none of the VHF stations were taken off their assigned dial positions. There was some shifting around of alphanumeric channels on the lower end of the dial with cable programing substituted for that, and there was clustering in some cases.

For example, they clustered Arts & Entertainment and C-SPAN and Headline News around the PBS stations, and that's more toward the top of the dial, so there's a whole cluster of programing that's similar, for people with similar tastes.

Now, some of the other channels further down—the V spots on the V band—were filled with cable-originated programing. But if you look at the overall dial now as opposed to what it was before in those systems, it's a lot more viewer friendly in terms of being able to find where things are and having access to those channels.

We do know that given favorable channel positions, our audience numbers increased.

### Cable numbers?

*Alter:* Yes.

**Yet you say it's to the broadcasters' advantage to be put on their own channels—you seem to be disagreeing with yourselves. It's still to the advantage of the broadcaster to be placed in the VHF band.**

*Alter:* Well, keep in mind that a lot of the shifting that took place didn't involve moving a broadcast station; it involved in some cases dropping a duplicated station or it involved moving an alphanumeric channel to a different position, a less favorable position. So all that shifting around was not always based on moving an existing local television station off position.

**Is it all over? Has all the channel repositioning that's going to be done been done? And is this going to be an issue that blooms only this year and won't be heard from thereafter?**

*Bennett:* There will be future changes, but the majority is over with. For two reasons. One is that there was pent up demand on the part of the operators to make changes consistent with the way they saw their marketplaces. Second, they are raising their rates and as a result of raising rates, they want to add programing that increases and improves the value of cable in their marketplace. What you're seeing is changes in programing, additional networks added, cable networks added and price increases consistent with those moods.

**Let's turn to the Cabletelevision Advertising Bureau. What is your mission, how long have you been at it and how well are you accomplishing it?**

*Alter:* The CAB was founded six years ago by a group of MSO's and advertiser-supported networks. Our mission is to develop cable into a viable advertising medium, both at the national and local level. And we partake of all the activities necessary to accomplish that overall goal.

We're now supported by the MSO's who have about 70% of all the subscribers in the country—24 of the top 25 MSO's, 30 of the top 35, that type of support. Every advertiser-supported cable network is a member in addition to some associate members and reps. So the organization has very broad industry support. I think our first budget was \$350,000 six years ago; this year it will reach \$3 million.

**Do you operate as a competitor to TVB, the Television Bureau of**

### Advertising?

*Alter:* Only in the sense that all media compete at some time for the advertising dollar. But we don't run CAB with an eye on the other associations. We're sort of inventing the wheel in terms of the cable advertising dollar. I came out of radio, and at first I was told that a lot of what we would be doing could be transferred from radio. But we found very quickly that this is a different medium than radio, with different problems and different opportunities.

*Bennett:* I think we're competing with broadcast television; I think we're competing with newspaper advertising; we're competing with radio advertising, and it varies according to whether you're selling nationally or locally. You have different competitors.

### What has been the track record over the last six years, in terms of advertising growth?

*Alter:* In 1981, when CAB was started, total advertising revenues were \$122 million. This year we'll go to the billion-dollar level; we'll have \$1.1 billion in advertising revenue, of which \$895 million will be the national networks and about \$250 million will be local. So it's becoming a very substantial revenue stream for the cable industry. Moreover, it's supporting very attractive programing, attractive from a subscriber point of view, and it's also providing an additional revenue stream for the operator.

### Those numbers are impressive, but are they where you expected to be by now?

*Alter:* They're about right on projection. We might have expected to hit a billion a year ago or something like that, but it's within the range of where everybody thought we'd be.

### What are your current projections?

*Alter:* Current projections show the total, by 1990, approaching \$2 billion and, by 1995, somewhere around \$4 billion in advertising. By 1990 a billion and a half dollars will be national; that's going to provide an awful lot of attractive programing for system operators.

### Do you think that figure is high or low?

*Alter:* I think we can exceed that figure because we are not getting advertising dollars now in proportion to our share.

*Bennett:* Our performance is better than our advertising revenues.

*Alter:* These projections are all based on our continuing with the same proportionate share that we're getting now. If we can convince advertisers that cable deserves a larger share of the budget, more in proportion to the share of audience that we're developing and more in proportion to the value of that audience—because a cable household tends to be a better consuming household of most products and services—if we can do that and establish that sales point of view with the advertising community, I think we can exceed those numbers.

Right now if we were billing in proportion to our audience share, we would be doing almost double what we are now. Now there's a normal lag that takes place; the advertising community takes a while to catch on. AM-FM is a perfect example of that; FM grew and grew and now has 70% or 80% of the audience, yet I doubt if it's getting 70% or 80% of the dollars yet. When they were at 50% of the audience I think they were still getting something like 30% of the dollars.

### What numbers lead you to that conclusion? What are your dimensions?

*Alter:* The dimensions are that we're in 50% of the households, or will be by the end of this year. The last Nielsen audience, the last penetration estimate, was 48.7%, which is a jump since November of 0.6%—a half percentage point. If that continues, and if the kind of aggressive marketing continues that we're seeing from companies like Viacom in terms of driving up basic penetration, there's a good chance we'll be at 50% by the end of this year. So that's a substantial dimension—half of this country is cable.

The other part of it is the growing audience to cable programing. When you have the kind of shares we're developing in half of the households that are the better consuming half, there's a very strong

story to be told to the advertisers.

**In other words, you're saying that a cable cost-per-thousand is cheaper than a broadcast network's C-P-M? Do you have any numbers on that?**

*Alter:* Depending on daypart, it runs anywhere from 50% to 70% of network C-P-M's. There are exceptions; there are cable networks that can command a higher C-P-M than broadcast networks because of specialized programming and specialized merchandising opportunities.

Overall, I'd say it's about 60% to 70% of broadcast network C-P-M's. There are several factors involved; one, this lag time we're talking about and two, the fact that we have a tremendous amount of inventory, much, much more inventory than the broadcast networks have. Thus there's more room to play with rates.

**And you say cable is a harder buy?**

*Bennett:* It is more complicated. And we're trying to remove that complication. Bob's organization has been very diligent in working



with media planners to simplify that process, and also there is the issue of getting the rest of the country interconnected so that if you wanted to get some spot buys going around the country, you could remove that complication by buying into a spot area and not have to go to the individual cable operators in an ADI, you'd deal with more interconnects within that market. And these interconnects are growing rapidly right now.

So I think we're removing the barriers that are preventing us from reaching our full potential, given the performance levels we've already achieved.

**According to the CAB booklet there are 70 or 80 interconnects.**

*Bennett:* Many of these are brand new.

*Alter:* Yes, brand new and not yet totally complete. There's another thing here. I think it's interesting the way advertising and subscriber marketing are intertwining here. Interconnects came first because there was a need for coming together to make it easier for advertisers to buy cable in an individual market. I think once that

pattern was established—systems working together within a market—it's translated itself into marketing co-ops which result in things like the channel alignment project in Los Angeles and common promotional efforts. At one time each individual system would promote in its corner of town; now they're coming together and promoting as a unit.

So I think the interconnect and the co-op are working hand in hand, and bringing system operators together in usually beneficial projects.

*Bennett:* That's going to be a key to our growth—audience promotion going forward. I'm convinced of that. And we now have the tools and the mindset and the financial resources to conduct audience promotion, which is something that was not in our lexicon before.

I think the problem is fundamental. The cable industry does over \$10 billion on a retail level, from a consumer marketing standpoint, and spends perhaps 4% of its gross revenue on marketing. And of that 4%, or possibly 4.5%, half is spent on labor-related expenditures—direct sales, telemarketing, people answering phones, outgoing telephones. These people are used in the acquisition mode of our business.

The other half of the revenue goes toward direct mail, newspaper advertising, any local media advertising and radio support—and that probably works out to be about 1% of total revenues. We spend 1% of our revenues for promotion, which is woefully inadequate. Yet on the other hand, we've done well without well-thought-out and targeted audience promotion efforts on behalf of the industry. I really take my hat off as a cable operator to the basic cable network programmers that have done such a great job in spite of the lackluster support on the part of the operators—which is changing, by the way, very rapidly.

**What evidence do we have of that? I know that cable operators don't like to spend money for promotion. Can you give us a point of comparison with the broadcast networks and what they spend on program promotion?**

*Alter:* I think the networks put aside 20% of their avails for promotion. Given the cost of those avails, that's a substantial number of dollars. NBC-TV has been known to put a spot on *Cosby* pushing the early evening news because it wants to pump that rating.

In addition to that, look at all of the print they do—the dailies and guides and *TV Guide* and so forth. They spend a tremendous amount of money on audience promotion, which is the kind of marketing cost that the cable industry has not yet incurred.

*Bennett:* The quality of the programming has powered our marketing as well as consumer word of mouth; whenever you have a good product or a good service, it will reach its maturation point just based on word of mouth, if it's that good.

*Alter:* That's what we've been existing on so far.

**Are you saying that advertising is roughly 10% of cable's revenues?**

*Alter:* It's 10% of overall cable revenues, but not 10% of operator revenues.

*Bennett:* Cable takes in \$10 billion-\$12 billion on a retail basis, with advertising \$250 million on the local level. The billion dollars in advertising that goes to the networks is not included, because the consumer doesn't pay for that. And I think there is enormous upside potential there. I don't think we've reached what I would call a saturation point with local advertising.

**How many cable systems, either directly or through interconnects, are in the business of selling spots?**

*Alter:* We estimate about 1,400 systems are now involved in selling local advertising. Subscribers in about 70% or 75% of all cable households today are in systems that are involved in local advertising.

**Is advertising on cable different from advertising on conventional television? Is it a different kind of medium because of the way it's put together? Back when there was no advertising on cable, you got all your revenue from subscribers, which I assume means you were not quite as much of a head-counting medium. Now your head count**

**matters. Does that change cable programming?**

*Alter:* Advertising has helped focus the cable operator on the importance of promoting viewing to cable programming. In the process of that happening, the operator has found that increased viewing not only relates to advertising, it also relates to subscriber satisfaction. So more people are aware of the programming that's available to them. And the more they watch it, the more they tend to be satisfied with the expenditure they're making for the cable service.

**Is there a different pattern in the scheduling of commercials on cable?**

*Alter:* There are fewer commercial breaks than at almost all of the conventional networks—by maybe one-third. It's not just a matter of breaks. We don't have the affiliate problem, the commercial break with the local station identification and all those things that happen on station breaks on a network affiliate. The breaks are cleaner in that sense, so it doesn't give as much of a sense of clutter as perhaps you get with some broadcast stations.

Another difference is that the viewing patterns of the cable household are totally different from a noncable household. There are now two television universes in this country; there's a cable universe and a noncable universe. In a household that has seven or eight channels available to it, we use television differently—much, much differently than a household that has 36 channels available to it. We use it differently in terms of multiset usage with different members of the household spinning off into different places to watch programs. We watch a different variety of programming—just look at the shares between a cable household and a noncable household for independent and affiliate. In noncable households the network affiliates have an 84 share, while in cable households they have a 66 share and in pay cable households they have a 62 share. On a 24-hour basis, affiliates in noncable households get 77% of the viewers while in cable households they get 56%. That's an enormous change in viewing patterns, just from those two things.

It's the same thing with independents. There's a wide variance—there's a 37% difference in viewing. In other words, independents get 37% less viewing in cable households than they do in noncable households. So what cable has done in half of the households has really totally changed viewing patterns. And the advertiser must be aware of this. Television does not perform the same in this half of the universe as it does in the other half.

**But aren't you still saying that the television networks get more than 50% of the viewing in prime time?**

*Alter:* Yes, in prime time they do. But overall in a cable household, the networks don't get that high a percentage of viewing. The cable household spends 36% of its viewing time with broadcast network programming, and it spends 34% of its time with proprietary cable programming. It spends 12% of its time with indies and about 20% of its time with affiliates in nonnetwork time.

**Has any cable network ever whipped a conventional network with head-to-head programming?**

*Bennett:* I'm sure we could find some examples, but it wouldn't be in prime time.

*Alter:* I think we've been brought up to look at television in terms of which of the three networks is in first place in prime time. I'm not sure the viewer looks at it quite that way; I think the viewer says: "I have so many hours a day to watch television; how am I going to distribute those hours of use?" I'm not sure they're that concerned about who's one or two or three. I don't think they watch *Cosby* because he's number one. It's a good program, it appeals to a lot of people and they watch it. But the person that watches a cable program at the same time as a network program, there may not be as many of them, but they are just as interested in that program as the person watching the network program. In other words, people don't watch in a mass, they watch one by one.

**We understand that, but from a qualitative standpoint and a programmatic standpoint, as opposed to the selling of advertising, which is going to be the superior programming force in the country? The conventional network system? Or is cable going to overtake it? And is**

**that process taking place?**

*Alter:* Is it necessary for one to be superior over the other in totality? Doesn't it come down to the individual viewer?

Historically in this business, going back to the radio days, it was: "Big is better." If a lot of people are watching it, that must mean it's very good. If fewer people are watching it, that must mean it's not as good. Even if those fewer people who were watching were enjoying it more or were enjoying what they were watching, they were always disenfranchised because they weren't a part of the mass; they weren't a part of the group. That is the problem broadcasting has traditionally had in developing "better programming" with perhaps less mass appeal.

**But for the advertisers you're trying to appeal to more viewers are better. That's the bottom line.**

*Alter:* What we're saying to advertisers is that you can accumulate large audiences in cable, but you don't do it all at once. You don't do it with a 15 or 20 rating. You don't do it with those big double digit ratings. You do it by accumulating the audience, the same way radio accumulates an audience.

**Are you conceding that cable's future is just as a fill-in service, a collection of narrowcasting services to fill in those homes that the broadcast networks can't reach? Or can cable one day deliver the better programming in terms of the advertiser, more homes for the advertiser, at least in cable homes?**

*Bennett:* I think cable can do that. I think cable has the financial resources and also the attitudinal resources to be a major player in bringing blockbuster programs to ads for the networks. And whether it's the NFL or a super movie channel or whatever, I think it's evolutionary. It's not going to be here a year from now, but I would say over the next five years we could evolve into that type of medium if we put our resources and our thinking together and try to accomplish that goal.

**The NFL will indeed be here next year. What would that mean in terms of advertisers? What would that mean to you guys?**

*Alter:* There's a gradual progression in terms of the image that cable has as a programming force. You know, there was a time when sports on cable, for example, were oddball tiddley-winks contests—and Australian football and things like that. But you look at sports on cable today and you've got NCAA basketball on several networks, you've got NHL hockey, you've got CFA football, you've got the America's Cup, Wimbledon, Australian Open, tennis, major golf matches. Soon there will even be the NFL.

**But it's essentially stuff the broadcast networks don't want. ESPN is going to do NCAA basketball, but they're not going to do the finals.**

*Alter:* Is it a matter of what the broadcasters don't want or don't have the time to clear? There's a difference. Cable is a different kind of carrier.

*Bennett:* Cable's economics are different from broadcasting's economics, as our objectives overall are different from its objectives. That's because we are funded just as much, or more so, by people paying us monthly as we are from the advertising community. We have multiple objectives; we want to maximize the totality of programming, and I think it's very important to look at what cable is.

You're right, cable is an aggregate of narrowcasting channels. You look at each network and each channel; it's very hard to defend or compare cable to a broadcast network; you can't win that contest. But from my standpoint as a retailer of video programming, entertainment programming, I have on aggregate 20 channels in a market, the totality of which add up to a substantial share of viewing, for which that consumer is paying me. And my proposition to the consumer is that with cable, you get more sports, you get more movies, you get more documentaries—you probably get more documentaries on cable than you do on all the commercial networks combined. And you get more children's programming, you get more comedy, you get more news, you get more financial news, more rock music, you just get more. It's more by significant numbers.

So I am selling a package. I'm selling an aggregation of networks, and this is what's helping to drive our business, and it's important for

us as an industry to keep that focus as well as the advertising focus. I don't think we want to mimic one of the three networks.

**Ted Turner has been talking about another basic cable service for about a year now, ever since he took on the MGM movies. How do you think that would fly with the advertisers? Wouldn't that just make the problem that much greater, to have another cable service to deal with?**

*Alter:* I'm sure they would look at it that way—one more network making it that much more complicated. But if any new network were to come along I think it would be judged on its merits, what kind of audience it developed. Was the quality of the programming high, what was its value as a medium?

**Are you saying there's no limit to how many of these cable networks we can absorb?**

*Bennett:* Of course there's a limit. I think we're there. I would say there may be room for a few more. What amazes me, however, is the innovation that exists in this industry. Just when we think we've had enough, along comes something like home shopping, and it changes the rules around. Home shopping is not only a business, a direct-marketing business, but it's a major advertising vehicle. As a matter of fact, it's advertising infomercials, long-form commercials, with direct accountability for selling merchandise.

To come back to your question: How many of these will the advertisers support? There's another part to that question: How many networks will the operators support? There is a tremendous amount of support coming back to the networks now by way of subscriber fees.

I don't know of any network, particularly a startup network, that could survive today without those fees.

**How high is up in cable?**

*Bennett:* It has gained penetration every single year, and I think it will continue unabated, certainly into the '70's. A 75% penetration—I think that's what we're capable of doing.

**Is it beyond hope that you can reach 100% penetration?**

*Bennett:* I don't think so. But I recognize that there are people out there who don't have television sets, and there are certain groups of people, called the "cable resisters" and they are primarily light viewers of television, who see more television, even cable television, as being bad. I mean, they're antitelevision.

*Alter:* There are about 20% of the country that views almost no television—a couple of hours a week. That's the lightest quintile.

*Bennett:* Part of our potential is to go after the nooks and crannies of those nonsubscribing households and determine what special interest programming may be appropriate for them to consider important enough to subscribe. And it could be something as narrow as the Financial News Network or maybe news or some type of sports, or it may be educational programming.

**At what point do the tables turn? When does cable go up on top and become the primary television medium, while broadcast television becomes number two?**

*Alter:* I think we become the primary medium in our universe when our share of audience goes past 50%.

**At some point, I think there is a matter of perception as to who is on top. Do you think that is going to change?**

*Bennett:* I personally believe it will happen, yes. It's just like being on a basketball team, and we've got a group of strong players and we continue to win. We may win in overtime, but I think we're inexorably increasing the numbers in our business, our penetration levels, our cash flow, our investments in programming, our viewership. All the indicators and high leverage points in our business are going up. And those trends have been up.

Now, of course I'm very cautious, because what goes up goes down, and what's hot today could be cold tomorrow.

The broadcast networks are trending down now, so we're in a favorable position. It looks very favorable for us, and if those trends were to continue and given what we want to do with increasing investments in programming and audience promotion which in turn

fuels greater customer penetration, and then funds more investments in program and viewership that's served, we could be on a dramatic roll over the next 10 years.

*Alter:* A lot of it also depends on economics of the three broadcast networks. We're in a situation where two out of the three are losing money now, some substantially. What is that going to do to their ability to compete for programming? We see our cash flow increasing dramatically every year, we see a willingness on the part of the cable operator to divert a substantial part of that cash flow back into programming, and we see that we have a distribution system that has tremendous shelf facings—a great channel capacity to distribute that programming. And while no one channel might get the traditional network television share, collectively it's a lot of viewing.

So what you see is a changing dynamic in the television business, and I don't think it's just a matter of what cable can do. I think it's a matter of what the competitive forces will do, as well as how we affect the other media.

*Bennett:* What's also interesting about our business is that if you look at the current makeup of cable homes, it tends to be families with children, and once these children split up, the two kids in the household. They grew up on cable; to them television is cable and cable is television.

**You were talking a minute ago about the health of the broadcast networks. In general, what is the health of the cable networks? Are they all making it now?**

*Alter:* I think most of the cable networks that have been in business for the last four or five years are in the black or are about to tip into the black this year. And some of them are beginning to generate some very nice profits. The economics of those networks are good, and they are on a realistic base of operation in terms of expenditures, so they're building in a very healthy way. They're not overextending themselves, and as they build more audience, as they get more advertising dollars, as they get more sub fees back from the operators, that money is going back into the programming. So it's a very healthy kind of growth, it's a very stable kind of growth.

**How do you respond to the charge that cable is likely to keep broadcast competition out of its systems in order to avoid competition for advertising dollars. This charge is made openly and often by broadcasters who feel—now that cable is freed from must-carry obligations—that cable will keep them off because it doesn't want advertising competition.**

*Bennett:* No, I don't think there's a conscious effort on the part of the industry to do that. I think that we have to look at the dynamics of what motivates the cable operator. Right now he's motivated by the consumer; the consumer is the final judge. And the operator is very sensitive in dealing with questions of the total value of his cable system—value in terms of the programming, what he's offering and the prices he charges. And if he can improve his programming lineup, he will do so because the majority of the money that we collect, that \$12 billion, comes directly from the consumer.

From an operator standpoint, the leverage just is not there in the \$250 million that comes in locally from advertising.

*Alter:* You also have to look at it from the consumer point of view. Would somebody rather have Nickelodeon, or a startup independent station, or would they rather have C-SPAN, or CNN or Arts & Entertainment? There are choices there. There's a balance in terms of programming quality that the consumer perceives.

**It may come down to a choice like TCI's in Pittsburgh—they can either create their own independent station, built around the Pittsburgh Pirates, or they can pick up the second or third independent in the market. They may think they can do a better programming job, or they may not, but they're going to carry their own thing and they're not going to have this other service that's going to compete with it for advertising dollars. You don't believe that could happen?**

*Bennett:* That's a unique situation. It's hard for me to comment because we don't have anything like that operating within Viacom. And also, I feel strongly that if a local station came along and built an audience and put on quality programming, I as a cable operator would be at a disadvantage by not carrying it. I will have people out there

who would be very happy with that programing, and would say: "If I subscribe to cable, I'm going to miss this programing." And that's an important consideration for a lot of people.

**But Preston Padden and the INTV would say they're never going to have a chance to build that programing because if they don't get carriage and get it right away, they're just not going to have the economic muscle to buy the programing they need to make it attractive. They're going to lose before they get started.**

**There's some talk about advertising on the pay networks. Have you heard anything about this, and do you think that could happen?**

*Alter:* That's one of the most frequently asked questions, and we got the question a lot more frequently four or five years ago when the pay services had the dominant shares and the advertiser supported services were smaller. The fact of the matter is now, even in pay households, ad-supported cable has a bigger share than pay cable does.

*Bennett:* I don't think you will see advertising on a pay service. You may see a pay service convert to an ad-supported service, and if you take commercials on a pay service, then you might as well stop calling it a pay service and attempt to circulate it widely because now you're circulation driven rather than subscription driven. And if you're subscription driven, by carrying advertising, I think you're losing that unique point of differentiation.

With the exception of sports. Sports seems to be the only place where we have built a pay television business, mostly on a regional basis, and we carry commercials. It does not affect the numbers at all. They expect beer commercials with baseball.

**What are the biggest problems facing cable today? Generally speaking, in the context of this discussion, in terms of marketing and advertising?**

*Bennett:* I think improving our image is one of our problems. We have to educate a lot of people as to who we are and what we do. I think that it's time for us to be very pro-active in promoting and informing people about cable, because there is a lot of confusion about us as a medium and as a business.

That's one challenge. A second challenge is for us to make this transition into a marketing and programing industry, and to find effective ways to spend our marketing dollars and our audience promotion dollars so that we build viewership and increase our subscription sales, which then in turn funds more viewership. We are moving into a new phase; I think we have to manage that part of our business properly.

The other thing is: We can't fall asleep at the switch. I think that our business is changing; it's dynamic, and we can't be content with everything that we've accomplished for ourselves. We're moving into deregulation, there are a lot of favorable things going on right now, and I think the biggest danger is that we become complacent.

**Assuming these problems are surmounted, what's the reward?**

*Bennett:* There are obvious economic rewards, but I think we have a chance to be a major influence in the country in terms of providing quality programing, differentiated programing and programing that makes a difference. And when I say that, I'm really looking at not only improving the quality of traditional entertainment programing, but moving into the other categories of education, news, medical programing, childrens' programing—I think we can make a difference. I think we could perhaps promote better communication on a global basis.

For example, the Discovery Channel carried Soviet television for the month of February. This is something that only cable can do, and I think we're just beginning to learn that we have an obligation to use our medium to its fullest potential.

It's like anything else. Once you have a powerful medium or a powerful business, I think you also have an obligation to the public at large to return that in dividends for the public good. I think we have that potential, and I'd like to see us do that—to say that after being in this business for 20 years, we really made a difference in improving peoples' lives.

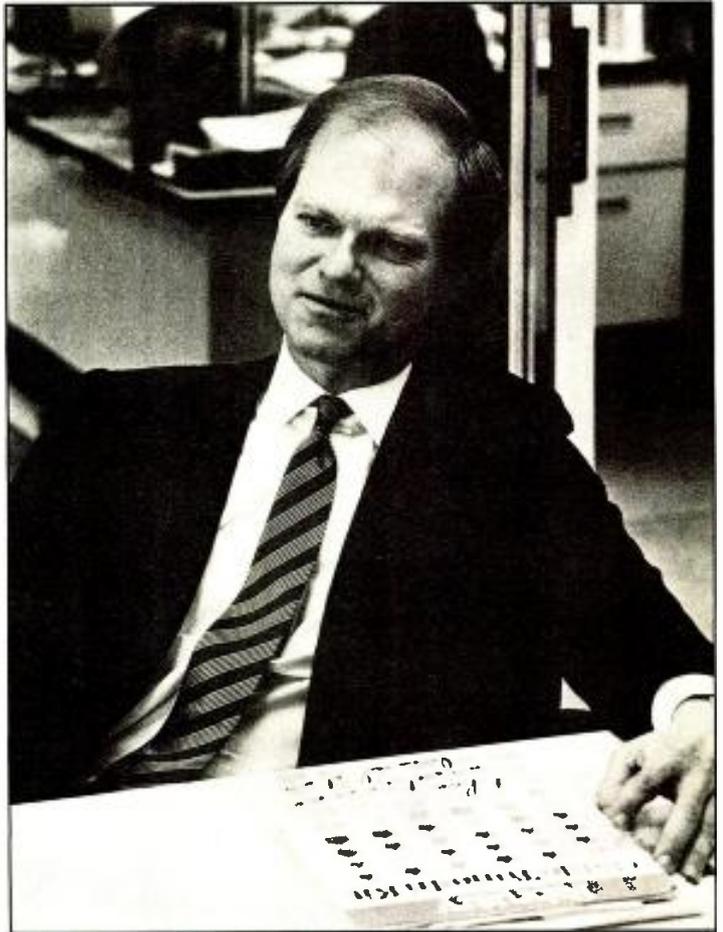
**Do you think cable people are different from broadcasting people?**

*Alter:* They come out of a much different discipline. As cable grows,

I think there will be a coming closer together in terms of the thinking between broadcasters and cable as the cable industry realizes that business is really the entertainment and information and distribution of that programing, and all that entails.

I think the thinking will come closer in terms of marketing at least, and programing with the broadcasters. On the other hand, I think cable is going to change the way broadcasters think. Broadcasters are going to think more about niche programing, more about where they can go to be different and how they can differentiate themselves. I think you're seeing it happening now with the three networks. They're not accepting old formulas; they're asking what they have to do not only to prosper, but to survive in the kind of competitive environment that we're facing today. Competitive in terms of attention, getting the attention of the viewer.

**Is there peculiarly in cable a pioneering spirit that may have passed**



**for some broadcasters. You know after 40 years or so, the industry is still only halfway there. And when you talk about cable operators coming together to help Ted Turner, it's almost like a barn-building—you know, we're not going to let this guy go under. Is there a greater camaraderie in your business?**

*Bennett:* From my perspective, yes, there is. It's a very entrepreneurial business. And there is a sense of cooperation that exists in this industry that I haven't seen anywhere else. You're right; there is a sense of camaraderie. You have the original entrepreneurs that started the business, and then you have the new entrants into the industry that come from very diverse backgrounds, and they have been welcomed by this initial entrepreneurial group, the pioneers.

It's a collection of such diverse people, and I think they're all attracted to the industry because it is still changing rapidly; it's still entrepreneurial; there is that sense of cooperation and spirit, and I think that's what makes it very gratifying.

*Alter:* And it's not that big a business, in the sense that everybody knows everybody else. It's like radio used to be. ✻

# RIDING GAIN

# O N R A D I O

## Duffy for sale

Dallas-based Duffy Broadcasting, the six-and-a-half-year-old, privately held radio group operation started by former Christal Radio Chairman Bob Duffy, is on the block.

Duffy told BROADCASTING that his decision to sell the company follows a number of acquisition inquiries, particularly in the past two months, from radio executives, brokers and investment bankers, an interest he attributes to a "lack of exciting inventory [available radio stations in growth markets] in the marketplace." Said Duffy: "We did not have a plan in 1987 to sell the group. But whether you're a private or public firm, you have a responsibility to your shareholders to evaluate any interest in your company and to determine if it's real. Thus far, I believe the interest is real."

Duffy is one of the first broadcast executives to be identified with radio's so-called "entrepreneurial era" of the 1980's. Duffy formed his radio group in September 1980 while serving as chairman of Christal Radio, the New York-based radio rep company. (At

that time, Duffy was also part owner of Christal along with Cox Communications, but over a five-year period he purchased Cox's share of the firm.) Duffy sold Christal Radio to Katz Communications in March 1984 and left as its chairman in December of that year to concentrate full-time on his radio group.

Duffy is chairman and chief executive officer of Duffy Broadcasting. Marty Greenberg, a former ABC Radio executive, joined Duffy Broadcasting in October 1983 as its president and chief operating officer.

The group comprises nine radio stations in six markets: KSMJ(AM)-KSFM(FM) Sacramento, Calif.; WORZ(FM) Orlando, Fla.; KONO(AM)-KITY(FM) San Antonio, Texas; KRZN(AM)-KMLJ(FM) Denver; KLZI(FM) Phoenix, and KBTS(FM) Austin, Tex.—the last two were purchased late last year. Collectively, the stations are expected to fetch at least \$100 million. (The record for a radio-only group sale was set earlier this month with Sconnix Broadcasting's purchase of John Blair & Co.'s eight-station radio operation for \$152 million cash [BROADCASTING, March 16].)

Duffy said Gary Bleimaster, managing director of Duffy Broadcasting's investment banking firm, Kidder Peabody & Co., is handling sales inquiries.

## Sales sounds off

A real-life soap opera, radio style, is unfolding at adult contemporary WNBC(AM) New York. Comedian and entertainer Soupy Sales, who was scheduled to host his final midday (10 a.m. to 3 p.m.) broadcast for NBC's O & O on April 3, abruptly left the microphone last Monday (March 23) at 11:40 a.m. after complaining about his status over the air, calling station officials "liars and hypocrites." (Three weeks ago, WNBC told Sales it wanted to reposition the offbeat comedy/music show by eliminating Sales's entourage, composed of his sidekick and program co-host, Ray D'Ariano, and pianist-voiceover artist, Paul Dver, from the broadcast. Sales refused and, as a result, said he would leave in early April ["Riding Gain," March 16].)

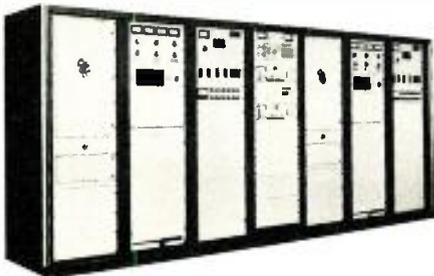
According to Dale Parsons, director of programming and operations for WNBC, Sales, in response to an on-air call from a listener, said D'Ariano had agreed to take over his time period, which angered the comedian reportedly because of his defense of D'Ariano when WNBC wanted to streamline the show. Parsons differed with Sales, saying that D'Ariano is "in the running" for the midday post, but that no final decision has been made. "We are in the middle of a two-year deal with Ray and we are looking at other options for him at the station," Parsons said.

While on-air, Sales also said the station reneged on an agreement to move him into the recently vacated afternoon drive-time slot. (WNBC did not renew the one-year contract for its afternoon personality, Joey Reynolds.) Parsons again differed with Sales, saying that station management discussed the possibility of shifting Sales to that period, but "never offered it to him." (Alan Colmes, WNBC's overnight personality, is moving to afternoon drive beginning today, March 30.)

After the on-air remarks, Parsons said he asked Sales to "take it [the show] up" to noon, but Sales left, ending a two-year stint at the station some two weeks early. Parsons took over the remainder of Sales's March 23 program. As of late last week, the station was not planning to air the final NBC network broadcast of *Soupy Sales Moldy Oldies*, slated for last Saturday morning, March 28.

## Harvey hits

Paul Harvey's news and commentary shows, distributed by the ABC Entertainment Network, and CBS Radio Network's news, are the most-listened-to network pro-



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## Signing On

**United Stations Programming Network**, New York, will introduce a new weekly, 60-minute broadcast, *Entertainment Express*, later this spring. Serving as the program's host will be music correspondent Nina Blackwood, a former VJ on MTV who currently files reports for the syndicated television shows, *Entertainment Tonight* and *Solid Gold*.

The new series, which is scheduled to premiere the weekend of June 6-7, will, according to a company spokeswoman, feature the latest rock music news and artist interviews as well as current hits. The show will be produced by United Stations in Los Angeles.

**Interstate Satellite Network**, a 24-hour, satellite-delivered, contemporary Christian music service for radio formed last August, has launched a new syndication arm, ISN Productions, that will produce and distribute Christian radio programming. Initially, three shows will be available on a barter basis beginning May 1. They are: *Celebration On Stage*, a weekly one-hour "simulated" concert; *The Celebration Special*, a weekly, one-hour artist profile series, and *Celebration Album Countdown*, a weekly, three-hour review of the most popular contemporary Christian albums.

"We believe Christian radio is going through a period of remarkable growth," said ISN founder Paul Toberty, in making the program announcement. The new shows, which, according to Dave Armstrong, ISN vice president and general manager, have already cleared religious stations in 85 of the top 100 markets, will be available via satellite and on cassettes.

ISN is based in Orange, Calif., and currently distributes programming to eight stations, including company-owned KYMS(FM) Santa Ana, Calif., via Satcom III-R. Other affiliates include KRDS(AM) Phoenix and KLTT(AM) Denver.

**MCA Radio Network**, the newly formed radio program supplier that acquired the three-and-a-half-year-old Barnett-Robbins Enterprises, an Encino, Calif.-based radio program distribution firm, late last year ("Riding Gain," Dec. 8, 1986), is readying a 90-minute

music/interview special on the rock group Boston for airplay during the week of April 20. The show is being produced and hosted by WNEW(FM) New York air personality Dan Neer.

Additionally, MCA Radio has unveiled plans to launch a two-minute, morning drive sports commentary program hosted by former football star and ABC Television football color commentator O.J. Simpson. *Breakfast With O.J.* is slated to debut in September.

MCA Radio Network has offices in both Universal City, Calif., and New York.

**ProMedia**, a Bronx, N.Y.-based radio program supplier, has been signed by the **ABC Radio Networks** to create a series of original comedy drop-ins for ABC affiliates. The first package is expected to be ready for April Fools Day, Wednesday, April 1.

This will not be the first such venture between the two companies. Last year, ProMedia produced the *Laughs On Us* comedy service—300 audio excerpts from television shows and movies from noted comedians—for ABC Radio.

**Associated Press Network News** is adding two new daily features to its weekday program lineup beginning Monday, April 6: *Real Life* and *Between The Lines*. The *Real Life* series is described as a program reflecting on the "human side of news." It will be hosted by AP Network News anchor Mark Russo. *Between The Lines* will feature interviews with best-selling authors, conducted by Bill Thompson, a reporter at WTOP(AM) Washington.

**Syndicate It Productions Inc.** will soon release a 12-hour special, *Roots, Rock & Rhythm*, designed for airing in June, which is designated as "Black Music Month." The show is billed as "the story of black music in America from its African origins...to the evolution of blues, gospel, jazz, rock and rap." The 12-hour special, which will be offered on a market-exclusive, barter-basis, will be narrated by radio personality Frankie Crocker. Syndicate It Productions, based in Burbank, Calif., primarily offers programming for black/urban contemporary-formatted stations.

grams among persons 12 and older (audience listening to commercials within programs), according to Statistical Research Inc.'s newly issued RADAR 34 (volume 3) report.

ABC's Harvey again emerged as the big winner, capturing four of the top five program spots with *Paul Harvey News*, Monday through Friday (8:30 a.m. NYT), topping the pack at 5,977,000 listeners. Harvey's 15-minute weekday news program (12:06 p.m.) was in second place and his weekend edition (11:10 a.m., Saturday) third, registering 4,383,000 listeners and 3,350,000 listeners, respectively. And Harvey's five-minute *Rest of the Story* broadcast (3:06 p.m., Monday through Friday) placed fifth with 3,059,000 listeners. Finishing fourth was CBS Radio Network's 7 a.m. weekday newscast anchored by CBS News correspondent Charles Osgood, which posted 3,205,000 listeners.

Rounding out the top 10 network radio programs in RADAR 34: CBS's 6 a.m. weekday news-on-the-hour anchored by CBS News correspondent Bill Lynch, at 2,570,000 listeners; ABC Radio's *American Top Forty*, the four-hour weekly rock music countdown broadcast hosted by Casey Kasem, at 2,467,000 listeners; CBS's *First Line Report* (6:30 a.m., Monday through Friday) with CBS News correspondent Judy Muller, at 2,447,000; CBS's *Newsbreak* (8:30 a.m., Monday through Friday) with 2,439,000; and CBS's 9 a.m. weekday newscast at 2,435,000—the last two anchored by Osgood.

RADAR is a 12-month rolling average of audience estimates distributed twice each year by SRI.

PRESIDENT GERALD FORD, LOU HOLTZ,  
DR. LAYNE LONGFELLOW,  
ABIGAIL VAN BUREN, AND ALL THE  
OTHER SPEAKERS AND RADIO STATION  
CLIENTS WISH TO SAY...

# Thanks



## MAJOR MARKET RADIO

△ AN INTEREP COMPANY

FOR THE FABULOUS 8th ANNUAL  
FLY-IN AT PALM SPRINGS

# Stock Index

	Closing Wed Mar 25	Closing Wed Mar 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities'ABC . . . . .	348	1/2 337	11	1/2	3.41	35
N (CBS) CBS . . . . .	159	159 1/2	-	1/2	- 0.31	30
O (CLCH) Clear Channel . . . . .	14	1/4 14		1/4	1.78	20
O (INFTA) Infinity Broadcasting . . . . .	16	16 3/4	-	3/4	- 4.47	84
O (JCOR) Jacor Commun. . . . .	7	3/8 7 1/8		1/4	3.50	41
O (LINB) LIN . . . . .	71	7/8 69 1/2	2	3/8	3.41	54
O (MALRA) Mairite . . . . .	12	1/4 11 3/4	1/2		4.25	14
O (MALRA) Mairite 'A' . . . . .	11	10 3/4	1/4		2.32	15
O (OBCC) Olympic Broadcast . . . . .	6	1/2 6 1/2				16
A (PR) Price Commun. . . . .	12	1/2 11 1/8	1	3/8	12.35	131
O (SCRIP) Scripps Howard . . . . .	80	83 1/2	-	3 1/2	- 4.19	29
O (SUNN) SunGroup Inc. . . . .	2	1/4 1 3/4	1/2		28.57	22
N (TFB) Taft . . . . .	155	1/4 154 1/2	3/4		48	127
O (TVXG) TVX Broadcast . . . . .	11	1/4 10 1/2	3/4		7.14	46
O (UTVI) United Television . . . . .	31	7/8 31		7/8	2.82	30

	Closing Wed Mar 25	Closing Wed Mar 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo . . . . .	64	3/4 62 1/2	2	1/4	3.60	33
A (AAR) Adams Russell . . . . .	23	1/8 23 1/4	-	1/8	- 0.53	19
A (AFP) Affiliated Pubs . . . . .	48	48 7/8	-	7/8	- 1.79	24
O (ASTVE) Amer. Comm. & TV . . . . .	1/16	1/16				4
N (AFL) American Family . . . . .	13	1/8 14 1/4	-	1 1/8	- 7.89	8
O (ACOMA) Assoc. Commun. . . . .	29	28	1		3.57	276
O (BMAC) Bus. Men's Assur. . . . .	28	1/2 30	-	1 1/2	- 5.00	17
N (CCN) Chris-Craft . . . . .	24	5/8 25	-	3/8	- 1.50	10
N (DNB) Dun & Bradstreet . . . . .	134	1/2 123 3/8	11	1/8	9.01	32
O (DUCC) Durham Corp. . . . .	44	43 3/4	1/4		5.7	11
N (GCI) Gannett Co. . . . .	48	1/2 46 1/2	2		4.30	30
N (GY) GenCorp . . . . .	114	106 1/2	7	1/2	7.04	27
N (GCN) General Cinema . . . . .	52	1/4 50 3/8	1	7/8	3.72	21
O (GCOM) Gray Commun. . . . .	223	222	1		4.5	38
N (JP) Jefferson-Pilot . . . . .	33	7/8 33 5/8	1/4		7.4	11
O (JSON) Josephson Intl. . . . .	14	1/2 14 1/4	1/4		1.75	68
N (KRI) Knight-Ridder . . . . .	54	3/8 55 1/4	-	7/8	- 1.58	24
N (LEE) Lee Enterprises . . . . .	26	3/4 26 3/4			22	677
N (LC) Liberty . . . . .	40	3/4 39 7/8		7/8	2.19	17
N (MHP) McGraw-Hill . . . . .	70	1/2 68 1/8	2	3/8	3.48	24
A (MEGA) Media General . . . . .	60	7/8 61 5/8	-	3/4	- 1.21	26
N (MDP) Meredith Corp. . . . .	37	1/4 35 7/8	1	3/8	3.83	15
O (MMEDC) Multimedia . . . . .	55	1/4 55 1/2	-	1/4	- 4.50	606
A (NYTA) New York Times . . . . .	46	5/8 44 7/8	1	3/4	3.89	31
O (PARC) Park Commun. . . . .	32	1/4 31 1/4	1		3.20	30
O (STAUF) Stauffer Commun. . . . .	135	135			22	135
A (TO) Tech/Ops Inc. . . . .	37	7/8 36 3/4	1	1/8	3.06	7
N (TMC) Times Mirror . . . . .	87	1/2 83 5/8	3	7/8	4.63	25
O (TMCI) TM Communications . . . . .	2	1/8 2 1/4	-	1/8	- 5.55	10
O (TPCC) TPC Commun. . . . .	7/8	3/8	1/2		133.3	9
N (TRB) Tribune . . . . .	78	1/2 75 1/4	3	1/4	4.31	25
A (TBS) Turner Bcastg. . . . .	21	1/2 21 3/4	-	1/4	- 1.14	48
A (WPOB) Washington Post . . . . .	184	190 1/8	-	6 1/8	- 3.22	23

	Closing Wed Mar 25	Closing Wed Mar 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (ALLT) All American TV . . . . .	3	7/8 4	-	1/8	- 3.12	4
O (BRRS) Barris Indus. . . . .	16	1/8 15 3/4	3/8		2.38	26
O (CMCO) C.O.M.B. . . . .	20	3/8 20 3/8			34	235
N (KO) Coca-Cola . . . . .	47	3/8 46 3/8	1		2.15	25
O (CLST) Color Systems . . . . .	13	1/2 13 3/4	-	1/4	- 1.81	9
A (DEG) De Laurentiis Ent. . . . .	11	5/8 11 7/8	-	1/4	- 2.10	111
O (DCPI) Dick Clark Prod. . . . .	6	5/8 7 1/8	-	1/2	- 7.01	11
N (DIS) Disney . . . . .	63	3/4 60 5/8	3	1/8	5.15	44
N (DJ) Dow Jones & Co. . . . .	54	1/2 52 1/2	2		3.80	38
O (FNNI) Financial News . . . . .	12	1/8 13 5/8	-	1 1/2	- 11.00	202
A (FE) Fries Entertain. . . . .	5	1/2 5 1/2			10	28
N (GW) Gulf + Western . . . . .	79	1/4 78 1/2	3/4		95	23
O (HRSI) Hal Roach . . . . .	10	1/4 10 5/8	-	3/8	- 3.52	57
A (HHH) Heritage Entertain. . . . .	9	1/8 9 1/2	-	3/8	- 3.94	10
A (HSN) Home Shopping Net. . . . .	20	7/8 21	-	1/8	- 0.59	47
N (KWP) King World . . . . .	21	21 7/8	-	7/8	- 4.00	39
O (LAUR) Laurel Entertainment . . . . .	4	3/4 4 7/8	-	1/8	- 2.56	18
A (LT) Lorimar-Telepictures . . . . .	19	3/4 19 7/8	-	1/8	- 0.62	19
N (MCA) MCA . . . . .	46	3/4 47 3/4	-	1	- 2.09	21
N (MGM) MGM/UA Commun. . . . .	12	3/4 13 1/4	-	1/2	- 3.77	651
A (NWP) New World Pictures . . . . .	12	3/4 11 5/8	1	1/8	9.67	24
N (OPC) Orion Pictures . . . . .	17	7/8 17 3/4	1/8		7.0	170
O (MOVE) Peregrine Entertain. . . . .	12	14 3/4	-	2 3/4	- 18.64	22
N (PLA) Playboy Ent. . . . .	13	1/2 12 3/8	1	1/8	9.09	126
O (QVCN) QVC Network . . . . .	13	1/2 15 1/2	-	2	- 12.90	88

	Closing Wed Mar 25	Closing Wed Mar 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (RVCC) Reeves Commun. . . . .	11	7/8 11 5/8	1/4		2.15	148
O (RPICA) Republic Plic. 'A' . . . . .	9	1/8 9 1/2	-	3/8	- 3.94	65
O (RPICB) Republic Plic. 'B' . . . . .	10	1/4 10 1/4			73	7
A (RHI) Robert Halmi . . . . .	4	4 3/8	-	3/8	- 8.57	36
O (SMNI) Sat. Music Net. . . . .	6	6 3/4	-	3/4	- 11.11	40
N (WCI) Warner . . . . .	32	1/8 31 1/4	7/8		2.80	21
O (WWTV) Western World TV . . . . .	1	1/2 1 1/4	1/4		20.00	9
O (WONE) Westwood One . . . . .	38	3/4 39 1/4	-	1/2	- 1.27	60

	Closing Wed Mar 25	Closing Wed Mar 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O (BSIM) Burnup & Sims . . . . .	4	3/4 4 1/4	1/2		11.76	-8
O (CVSI) Compact Video . . . . .	4	4 1/4	-	1/4	- 5.88	40
N (CQ) Comsat . . . . .	33	34	-	1	- 2.94	597
N (FCB) Foote Cone & B. . . . .	59	3/4 60 3/8	5/8		- 1.03	14
O (GREY) Grey Advertising . . . . .	125	121	4		3.30	17
N (IPG) Interpublic Group . . . . .	36	3/4 36	3/4		2.08	21
N (JWT) JWT Group . . . . .	32	3/8 33 5/8	-	1 1/4	- 3.71	14
A (MOV) MovieLab . . . . .	6	3/4 6 3/4				11
O (OGLI) Ogilvy Group . . . . .	36	1/4 35 3/4	1/2		1.39	17
O (OMCM) Omnicom Group . . . . .	25	3/8 23 7/8	1	1/2	6.28	22
O (SACHY) Saatchi & Saatchi . . . . .	32	1/4 32	1/4		7.8	20
A (TPO) TEMPO Enterprises . . . . .	9	7/8 8 3/8	1	1/2	17.91	25
A (UNV) Unitel Video . . . . .	9	3/8 9 1/2	-	1/8	- 1.31	20

	Closing Wed Mar 25	Closing Wed Mar 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A (ATN) Acton Corp. . . . .	2	7/8 2 3/4	1/8		4.54	-2
A (ACN) Amer. Cable Systems . . . . .	20	1/2 18 5/8	1	7/8	10.06	10
A (CVC) Cablevision Sys. 'A' . . . . .	26	1/8 25	1	1/8	4.50	-8
N (CNT) Centel Corp. . . . .	62	3/8 64 7/8	-	2 1/2	- 3.85	13
O (CCCOA) Century Commun. . . . .	22	1/4 22	1/4		1.13	445
O (CMCSA) Comcast . . . . .	22	7/8 22 5/8	1/4		1.10	30
N (HCI) Heritage Commun. . . . .	32	7/8 33	-	1/8	- 0.37	121
O (JOIN) Jones Intercable . . . . .	15	1/8 15 1/4	-	1/8	- 0.81	36
T (MHRJ) Maclean Hunter 'X' . . . . .	22	1/2 22 1/2				31
O (RCCAA) Rogers Cable A. . . . .	14	1/2 15	-	1/2	- 3.33	74
O (TCAT) TCA Cable TV . . . . .	21	3/4 22 1/4	-	1/2	- 2.24	37
O (TCOMA) Tele-Commun. . . . .	31	1/2 31 1/4	1/4		80	242
N (TL) Time Inc. . . . .	88	1/2 89 1/8	-	5/8	- 0.70	27
O (UACIA) United Art. Commun. . . . .	22	7/8 22 7/8			108	939
N (UCT) United Cable TV . . . . .	33	3/8 33 1/4	1/8		37	83
N (VIA) Viacom . . . . .	51	3/4 51 3/4			50	1,772
N (WU) Western Union . . . . .	3	3/4 3 3/4				91

	Closing Wed Mar 25	Closing Wed Mar 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N (MMM) 3M . . . . .	131	3/4 125 3/4	6		4.77	21
N (ALD) Allied-Signal . . . . .	47	3/4 47 1/4	-	1/2	1.05	-11
O (AMTV) AM Cable TV . . . . .	1	5/16 1 7/16	-	1/8	- 8.69	-1
N (ARV) Arvin Industries . . . . .	34	7/8 34 1/2	3/8		1.08	14
O (CCBL) C-Cor Electronics . . . . .	10	10 1/4	-	1/4	- 2.43	-6
O (CATV) Cable TV Indus. . . . .	2	3/4 3	-	1/4	- 8.33	-13
A (CEC) Cetec . . . . .	5	5/8 5 3/8	1/4		4.65	-9
A (CHY) Chyron . . . . .	6	1/2 6 5/8	-	1/8	- 1.88	30
A (CX) CMX Corp. . . . .	1	7/8 1 3/4	1/8		7.14	9
A (COH) Cohu . . . . .	7	1/4 7 1/8	1/8		1.75	14
N (CAX) Conrac . . . . .	28	3/4 22	6	3/4	30.68	26
N (EK) Eastman Kodak . . . . .	79	1/4 74 5/8	4	5/8	6.19	67
O (ECIN) Elec Mfg & Comm. . . . .	1	5/8 1 7/8	-	1/4	- 13.33	6
N (GRL) Gen. Instrument . . . . .	28	1/2 27 3/8	1	1/8	4.10	923
N (GE) General Electric . . . . .	110	1/8 105 3/8	4	3/4	4.50	21
N (HRS) Harris Corp. . . . .	37	7/8 37	7/8		2.36	25
N (MAI) M/A Com. Inc. . . . .	14	1/8 14 1/4	-	1/8	- 0.87	614
O (MCDY) Microdyne . . . . .	4	4 1/4	-	1/4	- 5.88	36
N (MOT) Motorola . . . . .	55	1/4 54 3/8	7/8		1.60	65
N (NPH) N.A. Phillips . . . . .	40	3/4 40	3/4		1.87	17,179
N (OAK) Oak Industries . . . . .	1	1/2 1 5/8	-	1/8	- 7.69	50
A (PPI) Pico Products . . . . .	4	3/4 6 1/8	-	1 3/8	- 22.44	16
N (SFA) Sci-Atlanta . . . . .	16	3/4 16 3/4				29
N (SNE) Sony Corp. . . . .	20	1/2 21 1/4	-	3/4	- 3.52	12
N (TEK) Tektronix . . . . .	39	3/4 38 1/4	1	1/2	3.92	13
N (VAR) Varian Assoc. . . . .	28	3/4 28 3/8	3/8		1.32	41
N (WX) Westinghouse . . . . .	64	3/4 62 1/4	2	1/2	4.01	17
N (ZE) Zenith . . . . .	24	1/2 24 5/8	-	1/8		

## Cable Value Network and COMB restructuring

**Proposal made to put complete ownership of CVN into COMB; in exchange, cable system operators would get additional warrants in parent company**

Cable Value Network, the second-largest teleshopping service, said last week it would restructure its present joint-venture ownership and become a subsidiary of half-owner COMB. The other half-owner, a group of 18 major cable operators, will exchange its equity in CVN for warrants in COMB. As recognition of the fact that the teleshopping subsidiary would contribute the majority of COMB's revenue, the Minneapolis-based company will also adopt CVN as its name, subject to shareholder approval.

The president of the service, Peter Barton, said the revised ownership structure will provide several benefits, including "giving the CVN equity holders a publicly traded vehicle, which creates some liquidity for their investment and will help finance the growth of the business."

The 24-hour service needs to make additional investments to keep pace with its rapid growth, Barton said. Earlier he had told BROADCASTING: "What we are doing is putting the pieces together to handle up to a billion dollars in business... We already have an enormous warehouse 22 football fields big, but we still need more. We also need more phone and computer capacity."

The agreement will also facilitate combining the expenses and facilities of CVN with COMB's mail-order and retail outlets. The advantages of combining the operations are

many, Barton said. "With a store, for instance, we don't have a problem of what to do with the onesies and twosies left. . . . It is such efficiencies which, when combined, become meaningful on the pre-tax line. The margins of the business aren't miraculous, and we have to pay attention to it."

Rearranging control of the service was not a reason for the ownership restructuring, said Barton. In fact, he said, although there is currently only one cable operator on the COMB board (John Malone, president of Tele-Communications Inc.), some others will soon join. "The question of control was a nonissue. Cable operators will maintain the same high level of input that they currently enjoy." The CVN president also said that consulting agreements the service has with several MSO's—Warner, TCI, American Television & Communications and Viacom—will continue. The 18 cable operators will probably agree to extend their commitment to carry the service beyond the current three-year agreement, he said.

The eight million warrants being offered to MSO's in exchange for their half interest

would be convertible at 18%, and are to expire in five years. Combined with the 6.5 million warrants MSO's already own to purchase common shares of COMB, mostly at 24%, and the 1.4 million warrants Warner Communications has to purchase stock at 17%, cable operators could potentially own 44% of COMB's 36 million shares, fully diluted. COMB stock closed last Tuesday at 20%.

## TV makes more gains in latest Roper TIO poll

**It stretches lead as primary source of news of U.S. public**

The Television Information Office is releasing this week the results of its 15th Roper Poll on public attitudes toward television. For the first time in the 28 years of the survey, half of the 2,000 people interviewed

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**Olympic hopefuls.** Sponsorship of NBC's coverage of the 1988 Olympic games in Seoul, South Korea, has reached more than \$300 million, or about 55% of available commercial time, NBC said last week. "Major commitments" have been received from Anheuser-Busch, Johnson & Johnson and Miller Brewing, with other sponsors including the Coca Cola Co., Eastman Kodak, Federal Express, General Motors, Hyundai Motor America, Isuzu Motors Inc., McDonald's and Visa U.S.A. Inc.

NBC Sports has planned 179½ hours of coverage (with more than 75% of it live), beginning with a special preview show Thursday, Sept. 15, followed by live coverage of the opening Olympic ceremonies during prime time on Sept. 16. Coverage of the events will run for 15 consecutive days, with prime time coverage of the closing ceremonies Sunday, Oct. 2, and a three-hour special recapping of the games on Oct. 4.

# Intermedia

**L.A.-bound.** Broadcast Promotion and Marketing Executives will move its headquarters to Los Angeles next year, according to Judy Horan, president of BPME, and promotion manager, wow-tv Omaha. Organization is currently based in Lancaster, Pa. Horan also said BPME plans to hire full-time executive director next year as well. Announcement came at ceremony in New York commemorating BPME donation of collection of on-air commercials, promos and print materials to Museum of Broadcasting archives. BPME and MOB jointly produced retrospective through April 1 at museum on broadcast advertising and promotion featuring ad and promo screenings.

□

**On board.** President Reagan announced last Tuesday (March 24) his intention to renominate William Lee Hanley to seat on board of Corporation for Public Broadcasting ("Closed Circuit," March 23). Hanley, chairman of board since November 1986 and board member since September 1983, would serve term expiring March 26, 1992. He is third Republican to be nominated by Reagan in past 60 days—others were Sheila Burke Tate, on Jan. 26, and former member Harry O'Connor, on March 11. There are currently six openings on CPB board following expiration of three terms last Thursday (March 26), and board comprises two independents, one Republican and one Democrat. Hanley is chairman of Hanley Inc., New York oil exploration firm.

□

**Worldwide marketplace.** FCC Chairman Mark Fowler took advantage of U.S. Information Agency's Worldnet interactive hookup with conference in Hamburg, West Germany, to call for competition in international trade. "The greatest benefit of enlightened regulation is its acceptance of international competition as the best discovery process for humankind," Fowler said, in addressing session of European-USA Consultation on Future of Audiovisual Industries. Fowler has taken prominent role in attempting to develop government policy of pressuring foreign governments to ease up on practices seen as discriminatory against U.S. telecommunications products. Some 60 senior executives of government and private industry from 12 countries attended the session. Its focus was on how European programers could improve their sales in U.S. Fowler said problem was not regulatory one but one of program acceptance in American marketplace.

cited television alone as their main source of news, according to the Roper Organization, which conducts the poll.

In the latest survey, TV was voted a primary source of news by 66%, giving it the longest lead yet over newspapers (36%). Two years ago, the Roper findings were 64% for TV and 40% for newspapers. This year, TV was named as the only source of news by 50% and newspapers by 22%. The TV figure as sole source was 46% two years ago; the newspaper figure was the same, 22%.

Other results indicated that most of those polled (43%) became "best acquainted" with candidates running in local elections through television; that a majority (54%) of those polled do not think there are enough "suitable" television programs for children and that three-quarters of those polled agree that "commercials on TV are a fair price to pay for being able to watch it."

Several of the questions dealt with the general theme of who should have the most to say about what is on TV. In all instances, including specific questions covering news, profanity, sex and violence, the majority of those polled said such decisions should be made by "the individual viewers by deciding what they will and will not watch." As for what children should see or hear on TV, nine out of 10 responses indicated the decision should be made by "parents by deciding what they will and will not allow their children to watch."

The next group that respondents felt should have the most to say about programming was the networks and stations themselves "by deciding what they will and will not put on the air." That view was expressed by 34% regarding news and 28% regarding entertainment. Thirteen percent of those polled said advertisers should have a say in news programming "by deciding what they will and will not sponsor," and 17% said advertisers should have a say in entertainment programming. Twelve percent of those polled said the federal government should have a say in news programming "by deciding what can and cannot be put on the air."

Most people associated television with positive attributes, and 43% would use only positive words or phrases, such as "entertaining" (61%), "informative" (58%), "interesting" (55%) and "generally good" (47%). Eleven percent of those responding said they would use only negative phrases such as "too simple minded" (25%), "in bad taste" (24%), "dull" (24%) and "programs all the same" (18%). In fact, positive attributes all ranked above negative ones except for "public spirited," which was next to the bottom, with 12%.

Local news reporters also were associated with positive attributes such as "hard working" (47%), "professional" (46%) and "intelligent" (42%). Positive attributes all ranked ahead of negative ones, such as "insensitive to people's feelings" (21%); "too sensational" (19%) and "biased" (16%).

Those polled said that on most types of news stories, they get most of their information from television. That was especially true of the weather (77%); "major events in the area, such as strikes, fires, accidents, etc." (59%); "environmental problems" (54%) and "what's going on in local government/politics" (52%).

□

## SOME EARLY 1987 TRANSACTIONS\*

WMRE-AM	Boston, MA	\$3,700,000
KBLQ (AM/FM)	Logan, UT	\$1,130,000
WSVA/WQPO-FM	Harrisonburg, VA	\$2,650,000
WKDW/WSGM-FM	Staunton, VA	\$2,330,000
WLCS-FM	Jacksonville, FL	\$6,500,000
WSDR-AM	Sterling, IL	\$1,600,000
WRIT-FM	Stuart, FL	\$3,500,000
WESR (AM/FM)	Onley/Onancock, VA	\$ 735,000
KCRF-FM	Lincoln City, OR	\$ 450,000

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# Changing Hands

## PROPOSED

**WIBA-AM-FM Madison, Wis.** □ Sold by Price Communications Corp. to LL Broadcasting for \$10.8 million. **Seller** is publicly traded New York-based group of nine AM's, nine FM's and four TV's headed by Robert Price. It bought station in August 1985 for \$6 million. **Buyer** is owned by Lee Leisinger, former general manager of WWJ-AM-FM Detroit. WIBA is on 1310 khz full time with 5 kw. WIBA-FM is on 101.5 mhz with 50 kw and antenna 450 feet above average terrain.

**WMYF(AM)-WERZ(FM) Exeter, N.H.** □ Sold by Porter Communications Inc. to Precision Media Corp. for \$5.2 million. **Seller** is owned by Winslow T. Porter, who also owns WWT-AM-FM Portland, Me. **Buyer** is headed by Donald F. Law, president. It also owns WKSS(FM) Hartford-Meridian, Conn. WMYF is daytimer on 1540 khz with 5 kw. WERZ is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Richard A. Foreman Associates.**

**WCVX(TV) Vineyard Haven, Mass.** □ Sold by Donald P. Moore to Metro Television Inc. for \$4,570,000. **Seller** owns low-power television station W67BA Dennis, Mass. **Buyer** is owned by Pamela K. Harris, Michael D. O'Neil, John W. Cathey and Donald P. Moore. It also owns WXJY(FM) Nantucket, Mass. WCVX is independent on channel 58 with 1,200 kw visual, 120 kw aural and antenna 470 feet above average terrain.

**WRIT-FM Stuart, Fla.** □ Sold by Nettare Broadcasting Co. to CRB of Florida Inc. for \$3.5 million. **Seller** is owned by Fred L. Nettare, who also owns WPOM(AM) Riviera Beach, Fla. **Buyer** is subsidiary of CRB Broadcasting Corp., New York-based group of five AM's and five FM's owned by Carter Burden, Ed Rogoff and Robert P. Connor. WRIT-FM is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Blackburn & Co.**

**WSVA(AM)-WQPO(FM) Harrisonburg, Va.** □ Sold by Gilmore Broadcasting Corp. to M. Belmont VerStandig Inc. for \$2,650,000. **Seller** is Kalamazoo, Mich.-based group of five TV's headed by James S. Gilmore. **Buyer** is owned by John VerStandig and family. It also owns WAYZ-AM-FM Cambridge, Md. WSVA is on 550 khz with 5 kw day and 1 kw night. WQPO is on 100.7 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: Blackburn & Co.**

**KBLQ-AM-FM Logan, Utah** □ Sold by Peoples Broadcasting Inc. to Logan Broadcasting Co. for \$1,130,000. **Seller** is owned by Dr. Brent W. Lambert and Dr. Eric J. Johnson, who also own WIKE(AM) Johnson and WSJT(AM)-WKNV(FM) Johnsbury, both Vermont, and KEVA(AM)-KOTB(FM) Evanston, Wyo. KBLQ is on 1390 khz with 5 kw day and 500 w night. KBLQ-FM is on 92.9 mhz with 50 kw and antenna 716 feet above average terrain. **Broker: Blackburn & Co.**

**WBLR(AM)-WKWQ(FM) Batesburg, S.C.** □ Sold by Wheeler Broadcasting Inc. to Columbia Christian Radio Inc. for \$1,032,655.

**Seller** is owned by Hugh J. Wheeler, who has no other broadcast interests. **Buyer** is Norfolk, Va.-based group of 14 AM's and four FM's principally owned by L.E. Willis. It is also buying WSRC(AM) Durham, N.C. (see below). WBLR is daytimer on 1430 khz with 5 kw. WKWQ is on 95.3 mhz with 3 kw and antenna 400 feet above average terrain. **Broker: The Thorburn Co.**

**KDMS(AM)-KLBQ(FM) El Dorado, Ark.** □ Sold by Lowery Broadcasting Inc. to Edward R. Partridge for \$950,000. **Seller** is owned by John T. Lowery and family. It has no other broadcast interests. **Buyer** is former partner in Jackson, Miss.-based Mississippi Outdoor Advertising. KDMS is daytimer on 1290 khz with 5 kw. KLBQ is on 99.3 mhz with 2.95 w and antenna 300 feet above average terrain. **Broker: Mitchell & Associates.**

**WSMB(AM) New Orleans** □ Sold by Norad Inc. to Elliot Media Co. for \$950,000. **Seller** is owned by Ken Olsen, who has no other

**Changes at CBS.** Eric Ober was named last week to replace Peter Lund as president of the CBS-owned television station group. Lund has been named president of Multimedia Entertainment, replacing Mike Weinblatt (BROADCASTING, March 23). Ober has been vice president, public affairs broadcasts, at CBS News since 1984, overseeing *60 Minutes*, *West 57th* and *CBS Reports*. Prior to that he was vice president and general manager of WBBM-TV Chicago for two years and before that served as vice president and station manager of WCBS-TV New York. He was vice president, news, for the owned station group in 1981-82. He joined CBS in 1966, holding a variety of positions within the owned station group before joining managerial ranks.

In other corporate news at CBS last week, the Broadcast Group consolidated its communications and publicity departments into one unit that will be managed by George Schweitzer, vice president of communications and information, CBG. Schweitzer has been in that post since 1982 and will continue to report to David Fuchs, senior vice president, corporate and broadcast affairs. CBS also said that as part of the restructuring, the position of vice president, press information, CBS Entertainment, was being eliminated. Barrie Richardson, 63, a 25-year CBS veteran who has held that post since 1972, was offered and has elected to take early retirement. There may be further layoffs to come as a result of the consolidation. "There probably will be," said Schweitzer last week. But he also noted that the publicity units have been trimmed from 132 positions in July of 1986 to the current 85 slots. "There's not a lot left to go, but if we find duplication we will eliminate it. The number-one priority is to publicize the on-air product."

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## Bottom Line

**Syndication scrap.** Hill Broadcasting's WFTY(TV) Washington has countersued Viacom International Inc. over station's right to broadcast material syndicated by Viacom. Syndicator has sought to terminate station's rights to series, claiming station has not maintained pace of payments to which it had agreed. It said seven-year contract called for payment of \$12 million in first three years. WFTY, in its suit, says it has paid \$3.1 million under contract that has five-and-a-half years to run. Station accuses Viacom of breach of contract, fraud, deceptive trade practices and violation of antitrust laws. It claims Viacom breached its contract licensing WFTY to broadcast *I Love Lucy* and required WFTY to license programs it did not want as condition of licensing programs it wanted. WFTY is seeking more than \$20 million in damages. □

**Ad vehicles.** National Association of Broadcasters is eyeing possibility of turning its in-house publications, *Radio-Active* and *NAB Today*, into advertiser-supported publications. Association has appointed working group of staff members to explore idea and report back to NAB's executive committee in April. Idea has generated some opposition from at least one board member. "My fear is that equipping and fielding a cadre of ad salesmen would change the dynamics of the relationship between NAB and the trade press," wrote radio director William O'Shaughnessy WVOX(AM)-WRTN(FM) New Rochelle, N.Y., to NAB President Eddie Fritts. Furthermore, O'Shaughnessy feels that such move might open "our books to taxation." □

**Satellite sharing.** British Telecom and Luxembourg-based SES (Societe Européenne des Satellites) have reached agreement under which BT would market in UK about 16 transponders on SES's Astra satellite. Agreement might help SES in efforts to secure coordination of satellite, which is to operate in fixed satellite service, with Eutelsat. SES hopes to launch Astra early next year, but thus far it has complained that Eutelsat has been intractable on coordination issue. BT, however, may be of some assistance; it owns 16% of Eutelsat. SES and BT say agreement will enable authorized telecommunications operators in United Kingdom to meet needs of program suppliers there. Like other European telecommunications organizations, BT now transmits television programs by low-power satellites to cable television networks. Parties say medium-power Astra satellite will permit direct-to-home broadcasting in most of UK and continental Europe.

broadcast interests. Buyer is owned by Marc Winston, New York-based investor with no other broadcast interests. WSMB is on 1350 khz full time with 5 kw. Sale was winning bid in auction conducted by Michael Fox Auctioneers.

**WRUM(AM)-WWMR(FM) Rumford, Me.** □ Sold by Western Maine Radio Inc. to Carter Broadcasting Corp. for \$587,000. Seller is owned by Arthur N. Field, who has no other broadcast interests. Buyer is Boston-based group of four AM's owned by Kenneth Carberry. WRUM is daytimer on 790 khz with 1 kw. WWMR(FM) is on 96.3 mhz with 30 kw and antenna 36 feet above average terrain.

**WSRC(AM) Durham, N.C.** □ Sold by Carolina Radio of Durham Inc. to Durham Christian Radio Inc. for \$450,000. Seller is headed by James H. Mayes, who has no other broadcast interests. Buyer is also buying WBLR(AM)-WKWQ(FM) Batesburg, S.C. (see above). WSRC is daytimer on 1410 khz with 5 kw.

## Rosenfield making play for Blair assets

**Former CBS executive heading company that would buy Blair TV rep business and entertainment arm; sale nearly completes divestiture of former media conglomerate**

The "spinning off" of John Blair & Co. is nearly complete, with the news last week of an almost certain sale of the company's name, its television rep business and Blair Entertainment. Proposing to make the acquisition, said to be over \$100 million, is James H. Rosenfield, whose 20-year career at CBS included posts as national sales manager for the television network, network president and senior vice president of the CBS/Broadcast Group, from which he took early retirement in 1985.

Proceeds from the proposed sale would go to Blair's current owners, Reliance Capital Group L.P., which purchased the former group owner, printer, station representation firm, and direct marketing firm after a lengthy takeover battle last year. Rosenfield himself was one of several interested parties that made an offer for the entire company at the time. Virtually all of Blair's operations have since been spun off by Reliance, except for its Hispanic-formatted television stations, which have served as the foundation of a new Spanish-language network, *Telemundo*.

The corporate entity proposing to buy Blair is JHR Acquisition Corp., of which Rosenfield would be chairman and chief executive officer. Also managing the company would be Burton Marcus, former vice president and general counsel of Columbia Pictures Industries. Investors in the new company include Saratoga Partners, a limited partnership managed by the New York investment banking firm, Dillon Read & Co. Saratoga's other investments include the Winston Network, an outdoor advertising company, and James Communications, a soon-to-be-sold cable MSO.

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Another investor in JHR is Washington National Investment Co., an affiliate of an investment entity, Sifcorp, which represents foreign and U.S. investors and is headed by Richard Bodman, former president of Comsat's Satellite Television Corp. Debt financing would come from "a major insurance company."

The release by Reliance said only that it would "consider" the offer but informed sources indicated the negotiations are almost completed.

Blair Entertainment offers several first-

run programs, including *Divorce Court*. As for any impact on the television representation business, by far the larger of the two operations, one informed person suggested that in balance a sale would be positive. It was suggested that while new ownership might provide a reason for a station seeking to dismiss the firm, there might be other group owners who are nervous about Blair's current owners.

Reliance has a reputation as an "aggressive" investor—it was recently named in a suit against Drexel Burnham Lambert filed

by one company which said Drexel "put it into play" by allowing Reliance to buy a large portion of its public offering. Thus the source reasoned, group owners would be glad not to have their stations' financial information available to a Reliance affiliate.

Following the proposed sale, the only remaining Blair operation still held by Reliance would be Blair's radio representation division—Blair Radio, Torbet Radio and Select Radio Representatives—whose imminent sale has been widely rumored ("Closed Circuit," March 16). □

## Satellite Footprints

**The plate.** Matsushita Electric and Comsat showed flat Ku-band antennas for satellite broadcasting at the Cable and Satellite '87 trade show in London last week, promising to bring them to market during the latter half of 1987.

The rectangular plate, which is about an inch thick, will be offered in several sizes. The smallest will be .35-meters square; the largest, 1.3-meters square.

The flat antenna can be set up or mounted less obtrusively than a conventional parabolic dish with feed horn. According to Comsat, the plate "blends easily with established architecture. It is thin, lightweight and compact enough to be installed on a roof, wall or a veranda or in a garden. Its surface can be colored or printed to order."

The plate's efficiency is between 60% and 70%. In other words, a plate will deliver about the same gain as a dish with the same area. Comsat's Washington office had no information on pricing.

The plate is far from perfect. Like a dish, the plate still has to be pointed physically toward the satellite. That means that it cannot be mounted flush against a wall or roof.



The Matsushita/Comsat flat antenna

Comsat began work on the plate antenna in 1983, developing a multilayer planar array technology that is the heart of the antenna. In 1986, recognizing that Matsushita had the manufacturing capabilities it lacked, Comsat licensed Matsushita to incorporate the Comsat-developed array into a line of antennas. Comsat and Matsushita also agreed to work together in further developing the technology.

Comsat and Matsushita will try to make the plate electronically steerable, but Comsat has acknowledged on more than one occasion that that development is still a few years off. The partners would also like to make plates that can transmit as well as receive, a capability required for two-way data communications.

Comsat and Matsushita see the first big market for the plates overseas in satellite broadcasting. According to Comsat, Japan has had a high-power direct broadcast satellite in orbit since 1984 and France and Germany plan to launch broadcast satellites later. Cable programmers in the U.S., led by Home Box Office, may offer a satellite broadcasting service via fixed Ku-band satellites.

**Remote sensing standards.** Broadcasters following the National Oceanic and Atmospheric Administration's rulemaking aimed at implementing the act to privatize remote sensing satellite systems are not sanguine about the chances of NOAA following their recommendations regarding First Amendment values. The Radio-Television News Directors Association, which has taken the lead on the issue, has called for specific standards—based on Supreme Court rulings in First Amendment cases—to be included in the guidelines. They would, among other things, restrict NOAA's authority to interfere with journalists' use of remote sensing. For instance, an application for a

remote sensing license could not be denied absent clear evidence that the grant would pose a "serious and immediate threat" to U.S. national security or foreign policy interests. The State and Defense Departments, however, say RTNDAs standards are not proper, but do not offer an alternative. And an NOAA administrator has expressed reservations about RTNDAs position. "It appears that they won't be incorporating our suggestions on First Amendment aspects," said counsel for RTNDA, Robert J. Aamoth. NOAA is expected to issue guidelines in next few weeks.

**Sensing trouble.** Mark Brender, an ABC News assignment editor who used photographs from foreign remote sensing satellites to enhance ABC News's coverage of the Chernobyl nuclear reactor disaster and the U.S. raid on Tripoli, will discuss the U.S. government effort to regulate television's use of satellite pictures at a meeting of the Washington chapter of the Society of Satellite Professionals this Thursday (April 2). For information: (703) 476-2675.

**Along the Potomac.** Starting this week, the Washington-based Potomac Telecommunications Group will produce and market the Local Program Network's live satellite-delivered interview service, One-On-One Exclusive. Since its debut in February 1985, the service has arranged live interviews with newsmakers ranging from President Reagan to Bob Hope for more than 100 stations.

**Along the Hudson.** Video Broadcasting Corp. of New York announced last week that the Local Program Network will be using VBC's Medialink National Satellite Advisory Newswire to send stations advisories on One-On-One Exclusive and other services. Group W's Newsfeed and Entertainment Report already uses Medialink to keep its member stations posted on what's coming up on the two video news services. VBC said it has installed more than 100 teleprinters to receive the Medialink wire. But year's end, it added, it expects to have installed more than 300.

**Conus in Japan.** NHK Japan Broadcasting Corp.'s owned and operated stations in Japan will participate in Conus Communications satellite news cooperative, Conus said, adding that live satellite transmissions between the two companies will be uplinked and downlinked from multiple locations around the U.S. According to Conus, NHK has "almost 50" TV stations in Japan. Charles H. Dutcher III, vice president and general manager of Conus, called the venture a "milestone in our organization's rapid growth. . . . It is an important step for Conus into the international arena and points toward the potential for Conus as a worldwide news cooperative operated by and for its membership," he said.

**C band or Ku band?** Cable programmers are now trying to decide whether they want to move their programming feeds to Ku-band satellites or stick with C-band birds for the next 10 years. And cable operators have a real stake in what the programmers decide. Not only will a move to Ku band make obsolete all of their C-band reception gear, but it will also open up the possibility of the programmers using the higher power of the Ku-band satellites to bypass cable systems and broadcast programming directly to homes.

To help the industry decide, the National Cable Television Association has scheduled a panel session at its annual convention to discuss the pros and cons of C band and Ku band. So far slated to appear of the panel: Andrew Setos, senior vice president, Viacom Networks Group, leading proponents of C band, and Paul Heimbach, vice president of engineering, Home Box Office, the cable programmer that is trying to lead the industry to Ku band. The NCTA convention will be held May 17-20 at the Las Vegas Convention Center.

## Bottom-line realities reflected at Taishoff journalism seminar

**Although some speakers say networks have, indeed, grown fat, others see emphasis on cost savings as having detrimental effect on newsgathering**

The realities of the television news business were evident at the fourth annual BROADCASTING-Taishoff Seminar, held March 21 at WWL-AM-TV New Orleans: Two of the 15 scheduled panelists were unable to attend because they had strike duty, and one panelist, news director of WWL(AM), found himself at the scene of a 30-car accident on a bridge on his way to the conference and stayed there the rest of the day to cover the story, using his car's cellular telephone.

For the 27 journalists who attended the all-day conference, designed to "identify and inspire future leaders of television news," not all was inspiring. There was as much realism as optimism in the words of the panelists and speakers, who presented their views of "bottom-line" journalism, described as "the income crunch felt in what has become a turbulent industry, and its effect upon the news product."

The conference, held in memory of the late Sol Taishoff, co-founder and former editor of BROADCASTING magazine and a president of the Society of Professional Journalists, Sigma Delta Chi, was sponsored by SPJ,SDX with an endowment from the BROADCASTING-Taishoff Foundation. It was moderated by Paul Davis, news director at WGN-TV Chicago, a former president of the Radio-Television News Directors Association and secretary of SPJ,SDX.

The seminar began with "Headlines of the Status Quo," brief commentaries on the state of the TV news industry. "The report of the death of any of the main news networks is greatly exaggerated," said Jim Farley, vice president, NBC Radio News, New York,

who admitted the networks "may have done some damage to our collective reputation out there." Farley questioned whether journalism's extensive daily coverage of the 500-person Writers Guild strike shows a loss of objectivity. "What must Joe Lunchbucket think out there when there are hundreds of thousands of Americans who have lost jobs at meat plants, iron factories, steel mills?" he asked.

Jim Topping, news director, KTRK-TV Houston, predicted that the industry would see increasing similarity in the content and the style of the country's TV stations, due to satellite exchange, syndication, news services and regional feeds; that reporters will become more specialized; that the general audience will be more critical, and that the networks will "remain the point source for national and world news."

Mel Martin, news director, WJXT(TV) Jacksonville, Fla., claimed the TV networks "did what they did to themselves" and "have been involved in the last couple of years in kind of a ritual suicide." The networks seem to have lost sight of their mission, he said.

Steve Ruppe, news director, KATC-TV Lafayette, La., gave a local station's perspective of the changes in the past few years. In 1985, he said, his 125-employee station had a news staff of 37 and produced four newscasts—six hours of news—a day. As of last week, Ruppe said, the station had 60 employees and a news staff of 22 that produces two half-hours a day with an overall news budget that has been cut in half.

In a session titled "Less People, Less Pay, Less News?," KTRK-TV's Topping and a Chicago attorney/talent agent, Paul Julian, painted a bleak picture of network television and stressed the need for journalists to protect their careers by developing a long-range plan. Topping said that, although he sympa-

thizes with the people affected by CBS News's budget cuts, he is "offended" by the excesses of the networks, including what he described as an increase in CBS News's budget from approximately \$80 million in 1978 to \$300 million in 1987. "For that group of people who want me to shed some large-size crocodile tears regarding the fact that there are now some serious efforts being made to introduce a tiny portion of reality into the organizations called CBS, ABC and NBC, I have not one whit of sympathy," he said. Julian said that the networks have been mismanaged, claiming they were "top heavy" with management, covered events simply because the competing networks were there and spent "tens of thousands of dollars" on stories that would never air. "Anyone who has worked within the networks or worked with the networks would have to have been blind not to see what was coming," said Julian. "There was a bottomless well and no one cared."

Topping and Julian shared tips on negotiating news contracts. "See if you can imagine a whole year ahead," said Topping, "and make some rational judgment about the direction that you need to go"—a difficult task for people who normally think only as far as the next day's newscast, he said. Julian presented a sobering picture of today's television news world. Jobs can end at any time and "options often are few and unpleasant," he said, while salaries will be dependent upon supply and demand, and salary increases will level off. "I think it's safe to say that the days of the million-dollar local anchor contracts that provided for beauty treatments and M&M's in dressing rooms are past," Julian said.

The changing network-affiliate relationship was discussed by representatives of CNN Headline News, the Florida News Network, NIWS and NBC Radio News in "Networking: Old Dogs, New Tricks." The panelists agreed that with the proliferation of alternative news services—they counted 13—stations have an independence they never had and are more valuable to the networks than the networks are to them. Paul Amos, vice president, CNN Headline News, Atlanta, said stations are beginning to regard his service as a way to save money rather than a way to augment network coverage, and CNN Headline is turning into a video wire service as exclusivity drops out. WJXT's Mel Martin, a founder of the Florida News Network, a regional cooperative, said his station has discovered that it can compete effectively with the networks and save money at the same time. "CBS set up this tremendous engine to deliver information we didn't want at great expense," he said. By working with other major stations in the state, said Martin, WJXT has access to the

**Third time's the charm?** *West 57th*, CBS News's hour-long evening news magazine will return to the network schedule Monday, April 6 at 10 p.m. (NYT), following an eight-month hiatus. *West 57th's* executive producer, Andrew Lack, said last week that he has received a firm 26-week on-air commitment, and that "enough material" has been shot for about 15 of those 26 hours. *West 57th* has aired 19 times in the past two years, first debuting Aug. 12, 1985, and running for six weeks, then again for 13 weeks beginning in April 1986. It will air this time in the Monday, 10 p.m. time slot for four weeks before moving to Tuesdays at 8 p.m., beginning May 5. (CBS said the program will be given a new summer time slot, although Lack said he did not know what time period that would be.)

The 10 p.m. time period is "a terrific place for us to debut," Lack said, adding that Mondays have "always been a big CBS night," and in previous scheduling, *West 57th* "seemed to do pretty well" at 10 p.m. As for the move to Tuesdays at 8 p.m. after four broadcasts, Lack said he "knew we wouldn't stay [at 10 p.m.] forever." He said that in the past, *West 57th* has received higher ratings airing at 10 p.m., but that "it is up to the network" to schedule programs.

Principal correspondents for the broadcast are Jane Wallace, John Ferrugia, Meredith Vieira, Bob Sirott and Steve Kroft. In preparation for its next launch, *West 57th* has expanded its staff "significantly"—up to 50 people—in the past six months, Lack said, including the addition of a fifth correspondent and more producers.

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most experienced reporter for each story. "The rules have changed, and [the networks] simply can't tell you what to do. To a degree, we are all independents," he said. Michael Bille, who handles sales for NIWS, a Tampa news producer, emphasized that his service is not a substitute for station personnel, but instead can increase the quality of a newscast by providing additional material and by freeing reporters for local coverage. NBC Radio's Farley pointed out that the number of radio stations that are network affiliates only recently passed 50%. The networks now realize that they must serve the needs of stations if they want to maintain their relationships, he said.

The cost-effectiveness of wire services was stressed by Washington representatives of Associated Press and United Press International—John Reid, director, broadcast services, AP, and Jim Hood, vice president for broadcast services, UPI—in "Wires and the Wireless." Reid described the wire services as having gone through the same technological revolution as the broadcast industry, and outlined a number of new services provided by AP. The wires increase a station's newsgathering efficiency, Reid said, and have allowed stations to do away with a "birdshot approach" to reporting the news. Hood agreed that the wires offer "a tremendous value" and said that using a wire service is efficient because the wires' many bureaus worldwide and nationwide can provide supplementary material not available otherwise. "In today's bottom-line world... the very first thing I would look at is my wire

service. I wouldn't look at it with an eye to cutting it, I would look at it with an eye to mining that resource and finding all the stuff that's there that I haven't been using," he said.

The most popular speaker of the day, judging by comments made during a post-conference wrap-up, was luncheon speaker George Gillett Jr., president of Gillett Group, Nashville, who offered the seminar's first optimistic view of the industry. According to Gillett, a group owner who recently applied to purchase WTVT(TV) Tampa (BROADCASTING, March 16), the broadcasting industry may have problems, but the solution is to be found in localism—which he defined as television news and information. Gillett stressed the need for stations to practice "anticipatory" journalism rather than "reactionary" journalism, and said he tries to set up a "ready reserve account" at each of his stations to allow them to "blow the budget over significant news stories." Americans have misplaced their priorities, said Gillett, and have "gotten the notion that size and expenditures equate to quality." At the National Association of Broadcasters convention, said Gillett, he is asked how many stations he owns rather than: "Are you doing a super job?" Gillett emphasized the importance of satisfying and serving the public. "I have never seen a business in my life that sets out to make money that in the long run survives," he said. "I've seen a tremendous number of businesses be phenomenally successful that set out to provide quality and service to their constituents."



Gillett

Stations need to identify what their audiences are looking for and then serve that need, Gillett said: "I think it's very difficult to try to create a need." Gillett identified four basics of running a TV station: (1) drive revenue, (2) increase ratings, (3) control costs and (4) "only after you've tried the other three," cut costs. Gillett praised Rupert Murdoch's approach to management, saying the owner of the Fox Broadcasting Network is not overly concerned with the bottom line and has shown a willingness to invest over the long run and in unproved concepts. "The concept of true genius makes him a very real competitor," Gillett said.

Following the luncheon address, the participants separated into radio and television groups to discuss "Bottom Line and the Product." (This was the first year the seminar offered a session covering radio news.) NBC's Farley led an informal discussion among eight radio journalists, counseling them to stay apprised of their station's budget, demand equal footing with program directors and general sales managers, make any necessary cuts in the news department themselves and search for new sources of revenue. "Stop acting like you're a kid and the station manager is a parent," he said. The participants in the radio group touched on issues ranging from station surveys that are biased against the news department ("Do you change the dial when the news comes on?") to how far to go in on-air dialogue with the station disk jockey. ("Never lose your news objectivity. The listener should never know your opinion.") One member asked how a station with a huge coverage area can decide which listeners to appeal to, and another member counseled: "You've got to fish where the fish are"—meaning ask the salesmen how far out they can expect to sell ads.

The television portion of "Bottom Line and the Product" addressed two sides of two subjects—technology and news service. WJXT's Martin argued that technology saves a station money by allowing it to operate more efficiently. Computers can store several years of scripts, providing access in as little as eight seconds, he said, or can file a year's worth of the *Washington Post* or an entire encyclopedia, giving reporters valuable background information. "You could



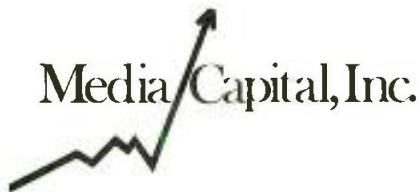
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Oregon Cablevision Company  
has sold its cable systems to  
Falcon Cable Systems Company

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the communities of Dallas, Monmouth  
and Independence, Oregon

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Creative Cablesystems of Oregon, Inc.,  
and Creative Cablesystems of  
Cottage Grove, Inc.  
has sold its cable systems to  
Falcon Cable Systems Company

Serving in excess of 3,300 subscribers in  
the communities of Creswell, Coburg, Brownsville,  
Drain, Yoncalla, Jefferson and unincorporated areas  
of Lane County, Oregon

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Communications General, Inc.  
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Insight Communications Company  
has acquired the assets of  
ACN, Inc. and Access Cable of  
Indiana, I

Serving in excess of 8,000 subscribers in the communities  
of Noblesville, Arcadia, Westfield, Cicero, Fishers, Tipton,  
Atlanta, Hamilton County and Tipton County, Indiana

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THOBEN-VAN HUSS  
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has assisted in arranging  
\$3,500,000  
senior secured financing for  
Aries Communications, Inc.  
KIKF-FM, Orange, CA  
and  
Marin Broadcasting Co., Inc.  
KTIM-AM/FM, San Rafael, CA

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THOBEN-VAN HUSS  
& ASSOCIATES, INC.  
has arranged senior  
debt financing for  
MOHR-ENGLEDOW  
BROADCASTING, INC.

Funds were provided by  
RHODE ISLAND HOSPITAL TRUST NATIONAL BANK,  
Providence, Rhode Island

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Bonney Lake Cable TV, Inc.  
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of Bonney Lake, Estacada, Carbonado and  
unincorporated areas of Pierce County, Washington

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November 1986

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THOBEN-VAN HUSS & ASSOCIATES, INC.  
has arranged senior debt financing for  
M.S.E. CABLE SYSTEMS-MICHIGAN, INC.  
a subsidiary of  
M.S.E. Cable Systems, Inc.

Funds were provided by  
The Indiana National Bank  
Indianapolis, Indiana

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THOBEN-VAN HUSS & ASSOCIATES, INC.  
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\$3,950,000  
senior secured financing for  
CMS/ACI Classic Cable  
Limited Partnership

Funds were provided by Merchants National Bank  
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Cable World, Inc.  
has sold its cable systems to  
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Perryville, Scott City, Illinois, Chaffee, Grant, Milesport,  
Mater, Morehouse, Charleston, East Prairie, New Madrid,  
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Doniphan County Cable TV, Inc.  
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actually have a reporter who is new to a market or doesn't know much about a subject ask intelligent questions," he said.

Reporter Tom Foreman, WWL-TV New Orleans, offered a negative perspective of satellites. At times "technology is just shoved down our throats that has nothing to do with what we need, and it doesn't help us," he said. "It ends up appearing to help us simply because we have no choice but to use it." Foreman suggested that station managers talk to their employees to find out what they really want and need.

The details of serving the public were provided by representatives of two stations that recently changed hands: Wayne Lynch, whose WMAR-TV Baltimore was purchased by The Gillett Group, and Steve Ruppe, whose KATC(TV) Lafayette, La., was purchased by Merrill Lynch Media Partners. Lynch said WMAR-TV moved its newscast to 5 p.m. to allow the audience to sample it, and "now that people are watching us and we're watchable, we need to take our product to a higher level." Lynch said his station was the only one in the market to carry senatorial debates during the 1986 campaign and the only one with live, "wall-to-wall" coverage of general election returns, the inauguration of a new governor and the inauguration of the city's first black mayor. The station is attempting to be "the most comprehensive, to be the station that people turn to when they want local news," he said.

Ruppe's station, on the other hand, was sold by a university to a limited partnership that has put emphasis on the bottom line, and Ruppe has worked with his employees to "cut back in every possible way that we can think about." KATC lost 16 news department employees, pared its news coverage from six hours a day to one, cut its use of satellite time, got rid of its funds for election and hurricane coverage, buys cheaper gas that it pumps itself, runs fewer and more fuel-efficient news cars, pays no overtime, uses syndicated services for weekend news and brings in college interns to answer its phones. The station's remaining 6 p.m. and 10 p.m. newscasts have improved, Ruppe said. KATC covers local news with "no frills, no series, no extra coverage, no real in-depth coverage, but we're covering the basic day-to-day, day-in-day-out news, and we're doing a pretty good job," he said.

The fourth annual BROADCASTING-Tai-

shoff seminar concluded with an address by John Spain, news director, WBRZ-TV Baton Rouge, immediate past president of RTNDA. Like Gillett, Spain proposed that broadcasters can solve their own problems by returning their attention to serving the public. "I think the answer today is let journalists be journalists," he said. "My years in the business tell me that if I just do what I believe is right and what I've been trained to do, things typically turn out pretty good, and surprisingly turn out a whole lot better than I generally thought they would." Investigative journalism and "long, solid pieces" are good for the bottom line, Spain said, and his station has found that special projects that aren't appealing to sponsors bring the station awards and recognition and are thus valuable anyway. Spain estimated his station outspends its competitors by 40% and said WBRZ-TV makes "a great deal of money" from its newscasts. "You've got to spend money to make money," he said.

According to Spain, it is time for stations to return to basics and to their commitment to doing the best job of informing viewers with the resources and time available. "I would rather control my own destiny with different kinds of news programs leading into my hard news programs than have to watch *The New Newlywed Game* or *Hollywood Squares* or all the other schlock that stations are buying at prices that are outrageous to put onto my newscast," he said.

He described news as "sounder" and "more mature" programming, and urged news directors to go to their general managers "and say, 'We have a solution.'" There are opportunities in the broadcasting business for good news people, Spain said. The stations that become number one will be those that "controlled their own destiny and did not sell out to the bottom-line, bean-counters' cheap type of come-and-go programming that is now being seen on more and more stations," he said. □

## Brokaw defends network mandate

**NBC anchor says local news, while spending more time on national and international stories, is in danger of neglecting more local news**

NBC News anchor Tom Brokaw is ready to acknowledge that the times are changing for network news operations—that, under the current economic order of things, some reordering of their priorities is necessary. But he remains convinced they can fulfill their "obligation to society and still not plunder the company coffers." What seems to trouble him is that affiliates and other broadcasters who appear to have the money and drive to use the technology that makes it possible for them to cover arms negotiations in Geneva and demonstrations in Manila—and thus meet the "holy cow" test of television journalism—lack the necessary ability. He also wonders who will cover city hall.

Brokaw, who addressed a luncheon meeting of the Federal Communications Bar Association in Washington, spoke against a backdrop of wrenching changes at CBS News, where hundreds were being fired in cost-saving efforts, and of expected cutbacks at the other networks. But he was not



Brokaw

ready to concede the day of network news is passing. For what has not changed, he said, is the ability of network news to provide a place where the nation can turn "to learn of common crises, celebrations, coming changes. If there were no network news," he asked, "what do you think would be the quality and quantity of the coverage of the Iran affair at the local level, especially after the local station manager read the Times Mirror poll on audience tolerance for the story?"

"The old days of throwing guilt money at the news divisions are over," he acknowledged. "Now the challenge is to demonstrate to our new owners that network news can fulfill its obligation to society... and still not plunder the company coffers." But, he said, that will require some reordering of battle plans. "Plainly, we can no longer be a self-contained, full-service newsgathering organization, prepared to cover every train wreck, three-alarm fire, shoot-out wherever they may occur in the world... We must decide what it is we do best and concentrate

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on that." And what that is, he said, is "to provide a coherent, analytical picture of overarching events"—arms control, the new economic order, AIDS, national elections and the like.

That kind of function, in turn, requires "a new breed of network news correspondent." The network news correspondent as generalist—with possibly a specialty in politics—is not equipped for the new responsibilities confronting network news operations, in Brokaw's view. Specialists in various fields are needed, he said, who can report on such things as the implications of an ever-aging population and the power and influence of American corporate entrepreneurs and the empires they are building around the world. "It adds up to a stratification for network news," he said, "specific layers reflecting specific areas of news and knowledge."

To Brokaw, the dazzling new technology is not an unmixed good. "If there is an undue emphasis on the speed of coverage, it will encourage what I believe is already a disturbing trend: the diminution of journalistic memory and accountability," he said. "We rush from event to event simply because we are able, too seldom pausing to reflect on what we have just witnessed." The passion for speed, he said, often means "too many developments are left unresolved or in a bewildering state." And with television journalists served by technology that enables them to talk to newsmakers, he said, there is a danger the journalists "will be tempted to become negotiators and arbiters, not reporters."

Brokaw feels the problems the new technology creates are particularly evident on the local level. Satellites, mobile uplinks and portable cameras, he noted, make it possible for news directors to send a reporter thousands of miles to the scene of a mass murder or a team of producers and reporters to Geneva for the arms talks or to Manila during the revolution that overthrew Marcos. He said such coverage fills "the 'holy cow!' test of journalism. 'Holy cow, Frank, look at that—channel 3 sent Tiffany Brown to cover the Geneva arms talks.' Never mind that Tiffany doesn't know an intermediate nuclear force missile from a carburetor. Geneva is where the action is. And it is highly promotable." What, he asked, rhetorically, about city hall and the court house? "Boring. That's old fashioned. That city hall and the

courthouse contain more information and stories of significance to the local audience than Geneva is beside the point. They are not as marketable."

Brokaw said he was not suggesting that local stations give up the Manila stories for Main Street. "I am suggesting the formula is out of balance," he said. He described the practice of sending a reporter "over the horizon" to prove he can get a picture back to the station as "parachute journalism." And "many local stations," he said, "see it as their future." Indeed, Brokaw said, some even suggest that "that network news is an anachronism in this era of new technology," and talk "of the image, the quick electronic snapshot at the scene and the image of the

station at home as a far-ranging, aggressive news organization. It adds up to a superficial impression in both places and it is a fraudulent premise on which to build a future."

In response to questions following his prepared remarks, Brokaw acknowledged a threat to network news that, he suggested, might be more significant than that of local news operations—game shows. They sure are a threat, he said, "no bones about it." He noted that the FCC had created prime time access to enable local stations to present "enlightened discussions about their community." But now, he said, "Savanna [sic] White is setting the agenda for the discussion across America. Do we go for the R or for the E?" □

## Whither network news?

**CBS colleagues Bettag and Hewitt disagree on budget cuts effect; Crystal, Westin say good old days of news will never return**

The debate over whether retrenchment in the network news operations will help or hurt the industry in the long run was played out by top news producers at a Fordham University seminar. Those debating—producers Tom Bettag of *The CBS Evening News with Dan Rather*, Les Crystal of *MacNeil/Lehrer NewsHour*, Don Hewitt of *60 Minutes*, and Av Westin, formerly with ABC's *20/20*—have been at the center of the storm and disagreed widely on what the surviving landscape will look like.

The panelists, moderated by Les Brown, publisher of *Channels*, agreed that it was time to define where network news was headed and where resources, technological facilities and reporters should be directed.

Crystal said that "one of the worst things that ever happened to us" was when news became a profit center. Once that happened, he said, "you can never turn back. That's part of where we are now." He added that "we're hearing a lot" about efficiency, profitability and being in a business, but not a lot "about public responsibility, and it may not be a given. The big test in the current upheaval," Crystal said, is "what is kept and what is shorn away. And obviously the verdict is not in yet."

Hewitt, who said he "doesn't know" how

much his *60 Minutes* budget is, said that "one of the most profitable businesses in America is the selling of news. There's nothing wrong with that."

The new emphasis on costs is "an appropriate concern" that "in the end, is making us as newsmen, more realistic, more thoughtful," said Bettag. "We're being held to the standards that our newspaper peers were held to. And in the end, I think it will make us better managers and better newsmen."

But Hewitt countered that "that's just not true. Fred Friendly's *See It Now* went off the air because it wasn't making enough money. It couldn't compete with the broadcasts that were opposite it. This is nothing new," he said, adding that "You can't spend \$300 million and not have some kind of accountability. It's crazy." There is "no shortage of money at CBS," he said. There is a shortage of "firing manners" and a shortage of air time. "They don't give Tom Bettag enough time to cover the news every night to justify the amount of money they've given him to spend. That's essentially the problem," Hewitt said.

Westin, former ABC vice president for programing development and executive producer of *20/20* and *Ow World*, said that network news divisions are "now at a cross-

**What's in the cards, and isn't.** NBC News President Lawrence Grossman last week denied BROADCASTING's report that the network was examining offers from U.S. cable operators and programmers to rerun NBC news-information programing on domestic cable services ("Closed Circuit," March 23). "It is unequivocally not in the cards" to put NBC broadcast programs on domestic cable, he said. According to another senior NBC News executive, there are discussions with cable industry companies, but they only address creation of original programing for cable. The considerations arose out of a separate network effort to bring NBC News programing to European hotels through the joint venture satellite channel, Anglovision, with the network reviewing the programing relationship with cable companies to build 24-hour daily overseas news service.

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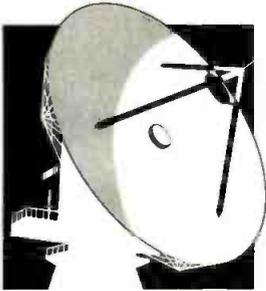
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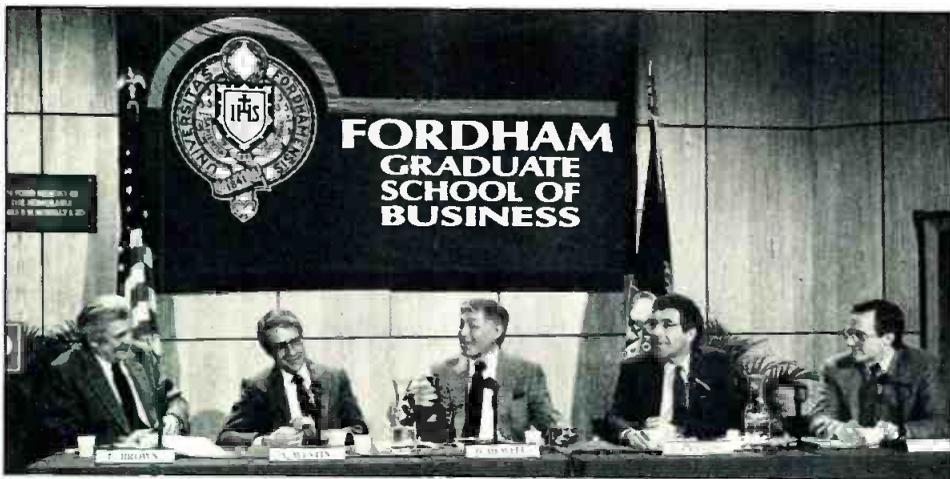
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Brown, Westin, Hewitt, Crystal, Bettag

roads." Westin, who was indefinitely relieved of his duties following a widely distributed 18-page memo criticizing the network's newsgathering operations (*BROADCASTING*, March 2, 9), said that following "a series of changes" in technology, local stations, network resources and competing news programming, there now exists opportunities to "restructure what the network evening news is and take advantage" of the new broadcasting environment.

Westin said also that the "largess that has come down now has essentially made it too comfortable to be an executive producer of the evening news and in so doing has essentially subverted what the evening news should be, which again, probably needs to be redefined. . . . This is one of those times when the answer is not at hand." He predicted that if network evening news "does not fundamentally reexamine itself" within the next two years, "we are going to find, by default, that it will disappear as an entity as we now know it."

Among the areas suggested for reexamination is the coverage of "mega-events," including conventions. Bettag said that CBS had, in the past, gotten caught up expending "enormous amounts" of money to cover an event which was, in essence, a way for the network to "flex some muscle." During the coverage of the TWA hijacking for example, Bettag said that "it became such an enormous force of 'who's the best network,' and played that way in the press. We went hook, line and sinker for that," going on the air "more than anybody should have," inter-

rupting programing with news briefs "that didn't advance the story." Bettag said that CBS spent \$6 million in the course of about three weeks of coverage. "That's a fifth of my budget," he said.

Coverage of political conventions has increased substantially as well, Hewitt said. With the large numbers of network staff covering them, catering trucks, and stages built by the networks that rival Radio City Music Hall, they have become "our conventions," he said. It's a time to "see all our friends. It is ridiculous."

#### Management's side of the story

Presenting management's perspective during the Fordham seminar was William Baker, president of Group W Television Inc., Ray Timothy, NBC group executive vice president, and Frank Stanton, president emeritus of CBS Inc. Merrill Panitt, editorial director of *TV Guide* moderated the session.

Stanton said that he always felt that the role of management was to "clearly define policy," have it understood by the people who were going to implement it, select "the most qualified people that could be found" to operate under the policies, and then "step back and monitor the performance of the organization in terms of the policies and the events in which they were operating. I never felt that the front office, so to speak, should be involved in the day-to-day operations of the news division. That was the job of the management of that division," he said.

Calling it a "serious time" in the television

business, Baker said that there was no "inherent conflict" between profit and operating in the public trust. "The two can and should co-exist," he said, adding that the



**Back to school.** Marvin Kalb, NBC chief diplomatic correspondent and moderator of *Meet the Press*, is leaving the network to join the faculty of the John F. Kennedy School at Harvard University. Effective June 1, Kalb will become the first director of the newly established Joan Shorenstein Barone Center on the Press, Politics and Public Policy and professor of press and public policy in an endowed chair, NBC said last week.

Kalb joined NBC News as chief diplomatic correspondent in July 1980, after 23 years with CBS News. The winner of dozens of broadcasting awards, Kalb worked for the U.S. embassy in Moscow and studied and taught Russian history at Harvard, where he also majored in Chinese history. He has authored or co-authored seven books, including a biography of Henry Kissinger.

Kalb said that although he is "sorry to be leaving my colleagues at NBC News, I look forward to my new responsibility with a sense of fresh adventure. More than ever, I'm convinced that to be a journalist in a democracy is a rare privilege and responsibility. But now the time has come to shift my professional focus—to continue to look at national and international politics but no longer as a day to day pursuit but rather through a larger lens, meaning for me, to teach, to write, and to do documentaries."

NBC News President Lawrence K. Grossman called Kalb's departure "bittersweet news for all of us at NBC. Marvin is not only a treasured colleague, but one of my oldest friends," Grossman said, adding that "Marvin has been an adornment to NBC News as he was to CBS earlier in his journalistic career. I know he will be an adornment to Harvard."



Panitt, Timothy, Stanton, Baker

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"real conflict" is between "responsibility and the frantic scramble after short-term profits."

Baker said that those in broadcast management positions must educate shareholders to "the necessity of the long-term view" of winning "the trust and loyalty" of the

community. Shareholders ultimately "will not be served by broadcast managers who see no further than the broadcast rating point," Baker said, adding that they need broadcasters "intent not on making a killing, but making a living along with a contributor."

One way to cut costs for network news-gathering, Timothy suggested, was pooling coverage of all the news bureaus. Instead of having ABC, NBC or CBS "each sending a crew to gather the raw material, you might just want to have one third or fourth independent party collect all the news." □

## Advertising & Marketing

### Harris survey shows viewers think contraceptive ads OK

#### Planned Parenthood-commissioned survey polls viewer attitudes about TV, sex and contraception

Armed with a survey conducted by Louis Harris & Associates and suggesting the vast majority of Americans favor contraceptive advertising to combat AIDS and teen-age pregnancies, Planned Parenthood (PP) took the broadcast networks to task last week, saying they were "out of step with the great majority of the American people."

The Harris survey, based on a national sample that was polled two months ago, reported that 60% of the respondents said contraceptives should be advertised on television. "It is interesting to note that there is more support for contraceptive advertising than there is for the advertising of beer and wine," said Planned Parenthood. The same survey found that only 53% of those responding favored beer and wine commercials on television, while 45% opposed such advertising. The majority favoring contraceptive advertising increased to 74%, versus 23% still opposed, said PP, when those surveyed were reminded that the surgeon general and the National Academy of Sciences have called for the use of condoms to reduce the spread of AIDS.

The perceived power of the television medium was indicated by the 82% majority who said they believed contraceptive advertising on television would encourage more teen-agers to use contraceptives. Just over 80% also said that television "influences the values and behavior of people who watch several hours of television each day." A ma-

majority of those polled (52%) rejected the argument that contraceptive advertising on television would encourage more teen-agers to have sex, although 42% agreed with that argument. But, said Planned Parenthood, "it is apparent that, for many people, the urgency of doing something to address the problem of widespread teen-age pregnancy and the prevention of AIDS is worth the risk that it might encourage some teen-agers to be more sexually active."

The survey also found that 72% would not be offended by contraceptive advertising on television, while 26% said they would be offended. "Large majorities of all the groups analyzed say they would not be offended by contraceptive advertising," said PP. The largest proportions of those who would be offended: those over 65 (42%), women (33%), those who did not graduate from high school (35%), people with household incomes of \$15,000 or less (36%) and evangelical Christians (36%). About 26% of Catholics in the survey said they would be offended by contraceptive advertising on television, the same proportion of Americans generally who said they would be offended.

The survey also explored perceptions about how television deals with sex in programs. Almost two-thirds (64%) said they thought "watching television encourages teen-agers to be sexually active," and 66% said they believe "there is so much sex and talk about sex on television that it's not surprising that so many teen-agers get pregnant." The poll also found that 83% of the respondents believe that television exagger-

ates the importance of sex in American life. About two-thirds of the sample said they disagreed with the statement that children and teen-agers get a "realistic understanding of the role of sex in life" from watching television. About two-thirds of the sample also said they believe that "most television programs give the impression that sex is all fun and no risk."

On the other hand, three quarters of those responding said they thought "if young people saw that the television stars they admire used birth control, they would be more likely to use contraceptives themselves." Almost 60% of those polled said they reject the argument that it would be offensive to indicate that the characters in television programs use birth control.

And almost 80% of the respondents said that "there are many things on television which are much more offensive than references to contraception."

In its analysis of the survey results, PP challenged the often cited network argument that the sizable minority opposed to contraceptive advertising under any circumstances (23%) justified the networks' self-imposed ban on such advertising. "If contraceptive advertising is not acceptable, then advertising for beer, wine or feminine hygiene sprays (39% opposed, according to the Harris survey) is even less acceptable. Furthermore, it is hard to justify the position previously taken by the television industry in opposing the ban on cigarette advertising when, by 2 to 1, most people are opposed to their being shown."

PP added that any argument "based on the need not to offend even minorities of the public should note the very large majorities which are critical of the way that many programs exaggerate the importance of sex, minimize its risks and, it is believed, encourage teen-agers to be sexually active. If there are grounds for not showing contraceptive advertising there are clearly much stronger grounds for changing the sexual content of television programs."

PP also contended that the Harris survey puts the "controversial nature" of contraceptive advertising on television "in a proper context. The overwhelming majority of Americans (87%) have no moral or religious objection to contraception and only small minorities even of Catholics and evangelical Christians take this view. If something is controversial because 11% of Americans object to it, then many of the

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subjects covered on television every night are surely much more controversial." There is, concluded Planned Parenthood, "a substantial mandate for contraceptive advertising on television. While one in nine Americans has a moral objection to contraception and between 23% and 37% are opposed to contraceptive advertising, the great majority clearly believe that contraceptive advertising is desirable and necessary to reduce teenage pregnancy and to contain the spread of AIDS."

The three networks were still studying the proposal at deadline. But a spokeswoman at NBC said, "We still think advertising of condoms is best left up to the decision of individual stations. There is a wide range of public opinion on the subject." She noted that while 60% may have said they approve of contraceptive advertising, as many as 37% oppose the idea. And, she noted, 42% said it would encourage sexual activity. As to contraceptive story lines, she said that is a creative decision that will continue to be left to the producers of individual programs. In recent months, several shows have incorporated such storylines into episodes, including *Valerie* on NBC and *Cagney & Lacey* on CBS. □

## Barter cautious on people meters

**ASTA members to stick primarily with Nielsen's Cassandra numbers in selling children's barter shows**

The Advertiser Syndicated Television Association, which claims membership of companies accounting for about 90% of barter syndication ad dollars, has recommended that children's barter shows continue to be sold on the basis of Nielsen Cassandra ratings for the 1987-88 season. While ASTA believes that people meters are the way to go in the future, company chairman Warren Boorom said that the current people meter technology is less reliable when it comes to measuring children and teen-agers because those groups have lower cooperation rates in pushing people meter buttons in an unsupervised environment. Nielsen acknowledges that problem and says it's working on solutions. In programs where adult demos are sold, ASTA has urged its membership to go by Cassandra numbers for at least the fourth quarter of next season (September through December 1987).

However, for the first quarter and beyond, ASTA says some syndicators may want to base cost-per-thousand rates "within a pre-agreed range" of audience delivery. According to Tim Duncan, president, Boston Media Consultants, which has advised ASTA on research issues since 1985, the big unknown is how the new people meter services of both Nielsen and AGB will perform next fall, the first quarter in which they will produce official numbers, and how those numbers will compare with ratings produced by the outgoing Nielsen Television Index system, as well as Cassandra. "Everybody is looking to a new set of numbers," said Duncan. "The question is: 'What do we buy on?'" By continuing to use Cassandra as the standard for

measuring demographics next fall, he said, "we can then look at the numbers of the new [people meter] sample base and make sure it is stable." Neither the AGB nor Nielsen people meter sample bases will be at full strength until the fall of 1988, noted Duncan. But both services say their samples will be at the 2,000-home level by September, larger than the NTI sample ever was.

To date there have been inconsistencies with diary data and data generated from people meter tests, with swings as high as 30% in some prime time demographics. In late fringe, Duncan said, the ratings swings have been two or three rating points and by next

fall the people meter sample bases may not be large enough to accurately measure the smaller audiences for that daypart. Next season, said Duncan, ratings for programs and stations "will change in ways we can't predict" as a result of the change to the new measurement technology. By using Cassandra to measure the fourth-quarter results, said Duncan, syndicators and advertisers alike will have some extra time to evaluate the demographic ratings produced by people meters. Both sides, he added, would also be protected by any wild fluctuations that emerge in the numbers throughout the season by setting ranges for audience delivery. □



As compiled by BROADCASTING, March 19 through March 25, and based on filings, authorizations and other FCC actions.

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

### Ownership Changes

- **KAAY(AM)** Little Rock, Ark. (1090 khz; 50 kw-U)—Seeks assignment of license from Sudbrink Broadcasting of Arkansas to Beasley Broadcasting for \$2.65 million. Seller is West Palm Beach, Fla.-based group of three AM's and four TV's owned by Robert W. (Woody) Sudbrink. Buyer is Goldsboro, N.C.-based group of six AM's and 11 FM's principally owned by George Beasley. Filed March 12.
- **KMBD(AM)** Thornton, Colo. (760 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Mountainview Broadcasting Co. to Sudbrink Broadcasting of Denver. Seller is principally owned by Susan M. Bechtel, who has no other broadcast interests. Buyer is West Palm Beach, Fla.-

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Left to right: Ron Ninowski, Jim Gammon, Don Bussell, Rich Wartell, Marc Hand, Al Perry, Jack Satterfield and Carl Fielstra.

based group of three AM's and four TV's owned by Robert W. (Woody) Sudbrink. Filed Feb. 19.

■ WRIT-FM Stuart, Fla. (92.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Nettore Broadcasting Co. to CRB of Florida Inc. for \$3.5 million. Seller is owned by Fred L. Nettore, who also owns WPOM(AM) Riviera Beach, Fla. Buyer is subsidiary of CRB Broadcasting Corp., New York-based group of five AM's and five FM's owned by Carter Burden, Ed Rogoff and Robert P. Connor. Filed March 16.

■ WDRW(FM) Eldorado, Ill. (102.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Gibson D. Kames, trustee in bankruptcy to S. Sargent Visser and his wife, Belle T. Choate, for \$121,000. Seller is trustee with no other broadcast interests. Buyer, Choate, is daughter of O.L. Turner, owner of WEBQ-AM-FM Harrisburg, Ill. Filed March 13.

■ WRUM(AM)-WWMR(FM) Rumford, Me. (AM: 790 kHz; 1 kw-D; FM: 96.3 mhz; 30 kw; HAAT: 36 ft.)—Seeks assignment of license from Western Maine Radio Inc. to Carter Broadcasting Corp. for \$587,000. Seller is owned by Arthur N. Field, who has no other broadcast interests. Buyer is Boston-based group of four AM's owned by Kenneth Carberry. Filed March 10.

■ WTHU(AM) Thurmont, Md. (1450 kHz; 500 w-D; 100 w-N)—Seeks assignment of license from Dean and Petrina Aubol to Jenifer Broadcasting Corp. for \$206,250. Sellers own WATN(AM) Watertown and WTOJ(FM) Carthage, both New York. Buyer is owned by David W. Weisman, Peter A. Greenburg and Morton E. Faller. It has no other broadcast interests. Filed March 16.

■ WCVX(TV) Vineyard Haven, Mass. (ch. 58; ERP vis. 1,200 kw, aur. 120 kw; HAAT: 470 ft.)—Seeks assignment of license from Donald P. Moore to Metro Television Inc. for \$4,570,000. Seller owns W67BA(LPTV) Dennis, Mass. Buyer is owned by Pamela K. Harris, Michael D. O'Neil, John W. Cathey and Donald P. Moore. It also owns WXJY(FM) Nantucket, Mass. Filed March 12.

■ WOOD-AM-FM Grand Rapids, Mich. (AM: 1300 kHz; 5 kw; FM: 105.7 mhz; 265 kw; HAAT: 810 ft.)—Seeks assignment of license from Grace Broadcasting to Ralph Guild Broadcasting for \$18,250,000. Seller has no other broadcast interests. Buyer is owned by Ralph Guild, chairman of Interep, New York-based station representative.

Guild also owns KFRE-AM-FM Fresno, Calif. Filed March 11.

■ WSMA(AM) Marine City, Mich. (1590 kHz; 1 kw-D)—Seeks assignment of license from Sommerville Broadcasting Co. to Frink Inc. for \$175,000. Seller is owned by Richard and Letty Sommerville, who also own WCEN-AM-FM Mt. Pleasant, Mich., and WADM(AM)-WQTZ(FM) Decatur, Ind. Buyer is owned by Jeanne M. Frink and her husband, Gary, who have no other broadcast interests. Filed March 17.

■ KRWC(AM) Buffalo, Minn. (1360 kHz; 500 w-D)—Seeks transfer of control from Donald Wolenhaus and his wife, Janel, to Kurt Weiche and his wife, Jayne, for \$178,884. Sellers have no other broadcast interests. Buyer is station's manager. Filed March 16.

■ WSRC(AM) Durham, N.C. (1410 kHz; 5 kw-D)—Seeks assignment of license from Carolina Radio of Durham Inc. to Durham Christian Radio Inc. for \$450,000. Seller is headed by James H. Mayes, who has no other broadcast interests. Buyer is Norfolk, Va.-based group of 14 AM's and four FM's principally owned by L.E. Willis. Filed March 17.

■ WLOE(AM)-WKLM(FM) Eden, N.C. (AM: 1490 kHz 1 kw-D; 250 w-N; FM: 94.5 mhz; 100 kw; HAAT: 980 ft.)—Seeks assignment of license from Colonial Broadcasting Co. to WKLM-FM Broadcasting Inc. for \$2.5 million. Seller is Montgomery, Ala.-based group of two AM's and four FM's owned by David Coppock. Buyer is subsidiary of Speed-O-Print Business Machine Corp., publicly traded, Chicago-based office equipment distributor headed by Peter Nisselson. It also owns WJYE(FM) Buffalo, N.Y., and WNNR(AM) New Haven, Conn. Filed March 12.

■ WTOF(AM) Canton, Ohio (900 kHz; 500 w-D)—Seeks assignment of license from Mortenson Broadcasting Co. to WTOF(AM) trust for no consideration. Seller is owned by Jack Mortenson. It also owns WTOF(FM) Canton, WHLO(AM) Akron, both Ohio; WBGR(AM) Baltimore and WEMM(AM) Huntington, W.Va., and WJMM-AM-FM Nicholasville, Ky. Buyer is owned by Dean Crawford, who also owns WMUZ(FM) Detroit. Filed March 13.

■ WEYE-TV Hillsboro, Ohio (CP)—Seeks assignment of license from Gary Boone to Gerald J. Robinson for \$130,000. Seller has no other broadcast interests. Buyer owns WMCC-TV Marion, Ind.; WSHM-TV Flint, Mich., and WYZZ-TV Bloomington, Ill. Filed March 16.

■ WERT-AM-FM Van Wert, Ohio (1220 kHz; 250 w-D;

FM: 98.9 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from WERT Radio Inc. to Atlantic Resources Corp. for \$1 million. Seller is Mattoon, Ill.-based group of three AM's and four FM's owned by J.R. Livesay and family. Buyer is owned by Paul E. Cheney and Chris Cage. Cheney is Cincinnati certified public accountant. Cage has interest in and is general manager of WKKI(FM) Celina, Ohio. Filed March 13.

■ WBLR(AM)-WKWQ(FM) Batesburg, S.C. (AM: 1430 kHz; 5 kw-D; FM: 95.3 mhz; 3 kw; HAAT: 400 ft.)—Seeks assignment of license from Wheeler Broadcasting Inc. to Columbia Christian Radio Inc. for \$1,032,655. Seller is owned by Hugh J. Wheeler, who has no other broadcast interests. Buyer is owned by L.E. Willis, who is also buying WSRC(AM) Durham, N.C. (see above). Filed March 17.

■ WCHU(AM) Soddy-Daisy, Tenn. (1550 kHz; 5 kw-D)—Seeks assignment of license from C. Alfred Dick to Ernest E. Boston for \$350,000. Seller has interest in WALI(AM)-WROG(FM) Cumberland, Md. Buyer has no other broadcast interests. Filed March 18.

■ KPLT(AM)-KTXU(FM) Paris, Tex. (AM: 1490 kHz; 1 kw-U; FM: 99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control from Clifford B. Marshall and family to Jeff D. Methven. Seller owns WFIG(AM)-WVDM(FM) Sumter, N.C. Buyer is station's manager. Filed March 11.

## New Stations

### New AM's

■ Winslow, Ariz.—Michael Venditti seeks 1590 kHz; 5 kw-U. Address: 321 Cliff Ave., Beverly, N.J. 08010. Principal has no other broadcast interests. Filed March 16.

■ Bow, N.H.—Joyce Carberry-Scott seeks 1390 kHz; 2.5 kw-D; 820 w-N. Address: 32 Parkway Crescent, Milton, Mass. 02568. Principal has no other broadcast interests. Filed March 12.

■ Highlands, N.C.—Mountain-High Broadcasters Inc. seeks 1390 kHz; 5 kw-D. Address: Box 81 Laurel St., Highlands, N.C. 28741. Principal is owned by Melvin C. Strum and William C. Maret. Filed March 13.

■ San Marcos, Tex.—Michael Venditti seeks 1400 kHz; 250 w-U. Address: 321 Cliff Ave., Beverly, N.J. 08010. Principal has no other broadcast interests. Filed March 16.

### New FM's

■ China Lake, Calif.—Sound Enterprises seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 2004, Ridgecrest, Calif. 93555. Principal is owned by John J. Perrige and Mark J. Allen, who have no other broadcast interests. Filed March 13.

■ Quincy, Fla.—Perfect FM Partnership seeks 102.7 mhz; 3 kw; HAAT: 269 ft. Address: 2121 Seasons Lane, Tallahassee, Fla. 32304. Principal is owned by Sally Todd, general partner, and 19 limited partners. It has no other broadcast interests. Filed March 13.

■ Quincy, Fla.—Quincy Broadcasters Inc. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: Route 4, Box 1550, Havana, Fla. 32333. Principal is owned by Harold Henderson. It has no other broadcast interests. Filed March 13.

■ Sparta, Ga.—Hope FM Partnership seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 219, 31087. Principal is owned by Betty W. Warren, general partner and 12 other limited partners. Filed March 13.

■ Beaver Dam, Ky.—Beaver Dam Radio Ltd. Partnership seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: Barnett's Station Rd., RR 1, Box 156, Hartford, Ky. 42347. Principal is owned by Alec C. Johnson and Francis L. Martin, who have no other broadcast interests. Filed March 13.

■ Beaver Dam, Ky.—Lloyd Spivey seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 1203 Charlotte Lane, Hartford, Ky. 42347. Principal has no other broadcast interests. Filed March 13.

■ Cumberland, Ky.—Cumberland City Broadcasting Inc. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: Keller St., 40823. Principal is Elmo Mills and four others. It also owns WCPM(AM) Cumberland, Ky. Filed March 13.

■ Hazard, Ky.—Perry Broadcasting seeks 104.7 mhz; 3 kw; HAAT: 800.9 ft. Address: P.O. Box 929, Gorman Ridge Rd., 41701. Principal is owned by Kenneth R. Combs and John E. Edwards, who have no other broadcast interests. Filed March 16.

■ Marion, Ky.—Christian FM Application Partnership seeks 102.7 mhz; 2.518 kw; HAAT: 328 ft. Address: 2423 U.S. Highway 41 South, Perry, Ga. 31069. Principal is owned by Brenda Rae Vance, general partner, and 23 others. Filed March 13.

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■ Marion Ky.—Crittenden County Broadcasting Co. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 68, 42064. Principal is owned by George Patmor, and Samuel L. Crawley and family. It also owns WMJL(AM) Marion, Ky. Filed March 13.

■ Webster, N.Y.—Webster Broadcasting Inc. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 67102, Rochester, N.Y. 14617. Principal is owned by Charice Chait and Jill L. Rygwalski, who have no other broadcast interests. Filed March 13.

■ Webster, N.Y.—Benjamin Macwan seeks 102.7 mhz; 3 kw; HAAT: 306 ft. Address: 47-01 Newtown Rd., Long Island, N.Y. 11103. Principal has no other broadcast interests. Filed March 13.

■ Webster, N.Y.—Anthony E. Trimble seeks 102.7 mhz; 3 kw; HAAT: 358 ft. Address: 2010 Five Mile Line Rd., Penfield, N.Y. 14526. Principal has no other broadcast interests. Filed March 13.

■ Lone Grave, Okla.—SSS Communications Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 907, 73443. Principal Scott A. Benton, Steve L. Sowers and Stephen E. Dyer, who have no other broadcast interests. Filed March 4.

■ Narragansett Pier, R.I.—Brenda R. Tanger seeks 102.7 mhz; 3 kw; HAAT: 309 ft. Address: 35 Fox Lane, Newton Centre, Mass. 02159. Principal is mother of Howard P. Tanger and wife of Alexander M. Tanger, who own WTMI(FM) Miami and WQRS-FM Detroit. Filed March 13.

■ Narragansett Pier, R.I.—Wiltshire Broadcast Co. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 29, Swarthmore, Pa. 19081. Principal is owned by Barton Peltzman; his father, Charles; Steve Chartrand; Michael Colby, and Lindsay Collins. Colby and Collins own WJYY(FM) Concord, N.H., and Chartrand has interest in WTIP(AM)-WVSR(FM) Charleston, W.Va. Filed March 13.

■ Narragansett Pier, R.I.—FM Narragansett Ltd. Partnership seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 19 Sunset Dr., 02882. Principal is principally owned by Winthrop B. Maddox and George Lindemann and family. Filed March 13.

■ Narragansett Pier, R.I.—Zachs Narragansett Broadcasting Partnership seeks 102.7 mhz; 3 kw; HAAT: 131.8 ft. Address: 40 Woodland St., Hartford, Conn. 06105. Principal is principally owned by Henry M. Zachs and family. Filed March 13.

■ Narragansett Pier, R.I.—C.G. Associates of Narragansett seek 102.7 mhz; 3 kw; HAAT: 286 ft. Address: 275 Shore Rd., Westerly, R.I. 02891. Principal is owned by Carl Grande and his wife, Patricia, who have no other broadcast interests. Filed March 13.

■ Narragansett Pier, R.I.—Lighthouse FM Partnership seeks 102.7 mhz; 3 kw; HAAT: 286 ft. Address: 2762 Norwich Dr., Montgomery, Ala. 36116. Principal is owned by Donald James Ritchie and 17 others. Filed March 13.

■ New Ellenton, S.C.—GRR Marketing seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1077, Aiken, S.C. 29802. Principal is owned by W. Greg Ryberg, Leslie Pope Garnett and Rebecca T. Robins, who have no other broadcast interests. Filed March 13.

■ New Ellenton, S.C.—Blessed FM Partnership seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 189, 29809. Principal is owned by Paul Hammond Bush, general partner, and 23 limited partners. It has no other broadcast interests. Filed March 13.

■ Tulia, Tex.—Spanish Aural Services Co. seeks 104.9 mhz; 3 kw; HAAT: 328 ft. Address: 17000 El Camino Real, Bldg. B, Suite 205, Houston 77058. Principal is owned by Roy E. Henderson, who owns KLEF(FM) Seabrook, and K051L(LPTV) Clear Lake City, both Texas. Filed March 13.

#### New TV's

■ Rocky Mount, N.C.—Family Broadcasting Enterprises seeks ch. 47; ERP vis. 1,500 kw, aur. 150 kw; HAAT: 546 ft. Address: P.O. Box 2453, 27802. Principal is owned by V. Bruce Whitehead and Robert M. Chandler. It also owns W47AG(LPTV) Rocky Mount, N.C. Filed March 17.

■ Sumter, S.C.—C. Fred McLaughlin seeks ch. 63; ERP vis. 5,000 kw, aur. 750 kw; HAAT: 1,780.5 ft. Address: North Main at By-Pass, 29150. Principal has no other broadcast interests. Filed March 17.

■ Sumter, S.C.—Tantamount Communications Inc. seeks ch. 63; ERP vis. 5,000 kw, aur. 750 kw; HAAT: 1,525 ft. Address: 14 Charles St., 29150. Principal is owned by Ross McKenzie and four others. It has no other broadcast interests. Filed March 17.

■ Sumter, S.C.—Sumter Television Inc. seeks ch. 63; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,188 ft. Address: 3111

NW Ninth Pl., Gainesville, Fla. 32605. Principal is owned by Harvey M. Budd, who also owns WTGS(TV) Hardeeville, S.C.; WSQY(TV) Forest City, N.C., and KOOG(TV) Ogden, Utah. Filed March 16.

■ Sumter, S.C.—Channel 63 Ltd. seeks ch. 63; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,512 ft. Address: 8904 Thousand Oaks Court, Tampa, Fla. 33634. Principal is owned by William J. McQueen and Larry Jay Herbst. It has no other broadcast interests. Filed March 17.

■ Janesville, Wis.—Tri-M Communications Ltd. seeks ch. 57; ERP vis. 1,000 kw, aur. 200 kw; HAAT: 1,000 ft. Address: 26546 W. Ingleside Shore, Ingleside, Ill. 60041. Principal is owned by Harry D. Monk, Edward Mazola and Jagan K. Mohan, who have no other broadcast interests. Filed March 17.

■ Janesville, Wis.—Harold Corp. seeks ch. 57; ERP vis. 600 kw, aur. 60 kw; HAAT: 473.1 ft. Address: P.O. Box 1883, Rockford, Ill. 61110. Principal is owned by Harold Froelich and Alfred J. Petzke. They have no other broadcast interests. Filed March 17.

## Facilities Changes

### AM's

#### Tendered

■ KTAN (1420 khz) Sierra Vista, Ariz.—Seeks CP to increase day power to 1.5 kw. Filed March 20.

■ KAFY (970 khz) Bakersfield, Calif.—Seeks CP to increase night power to 5 kw and change TL. Filed March 19.

■ WKVI (1520 khz) Knox, Ind.—Seeks CP to increase power to 2 kw. Filed March 23.

■ KBOA (830 khz) Kennett, Mo.—Seeks CP to increase power to 10 kw.

■ WNLR (1150 khz) Churchville, Va.—Seeks CP to increase power to 2.5 kw. Filed March 18.

■ WDUF (1120 khz) Duffield, Va.—Seeks CP to increase power to 1 kw and correct TL. Filed March 20.

#### Accepted

■ KPSSL (1010 khz) Thousand Palms, Calif.—Seeks MP to change TL and make changes in ant. sys. Filed March 23.

■ WALH (1340 khz) Mountain City, Ga.—Seeks CP to make changes in ant. sys. Filed March 23.

■ KKIC (950 khz) Boise, Idaho—Seeks CP to reduce day power to 3.5 kw and change TL. Filed March 20.

■ WCLU (1320 khz) Covington, Ky.—Seeks mod. of lic. to change SL. Filed March 23.

■ WFXZ (1030 khz) Sterling Heights, Mich.—Seeks MP to change TL. Filed March 23.

■ KCHG (810 khz) Somerset, Tex.—Seeks MP to reduce day power to 250 w and change TL. Filed March 23.

### FM's

#### Tendered

■ KXDZ (103.1 mhz) Anchorage, Alaska—Seeks mod. of CP to change ERP to 3 kw; change HAAT to minus 156.1 ft. and change TL. Filed March 20.

■ WQBA-FM (107.5 mhz) Miami—Seeks CP to change ERP to 95 kw; change HAAT to 1,002 ft.; change TL and make changes in ant. sys. Filed March 18.

■ WWAV (102.3 mhz) Santa Rosa Beach, Fla.—Seeks CP to change TL. Filed March 23.

■ WBZD (106.3 mhz) Cadiz, Ky.—Seeks CP to change HAAT to 321 ft. Filed March 20.

■ WSGS (101.1 mhz) Hazard, Ky.—Seeks mod. of CP to change HAAT to 1,462.9 ft. Filed March 18.

■ WDVR (98.3 mhz) Ocean City, N.J.—Seeks CP to change HAAT to 328 ft. Filed March 18.

■ WCVP (95.9 mhz) Robbinsville, N.C.—Seeks CP to change ERP 6 w; change HAAT to 2,008 ft. Filed March 23.

■ KCMX-FM (101.9 mhz) Ashland, Ore.—Seeks CP to change ERP to 50 kw. Filed March 18.

■ KBAL-FM (96.9 mhz) San Saba, Tex.—Seeks mod. of CP to change HAAT to 394.6 ft. and change TL. Filed March 20.

■ KEYG-FM (98.5 mhz) Grand Coulee, Wash.—Seeks CP to change ERP to 100 kw; change HAAT to 1,964.7 ft. and change TL. Filed March 18.

### Accepted

■ WLTB (99.5 mhz) Birmingham, Ala.—Seeks CP to change ERP to 100 kw and change HAAT to 1,000.4 ft. Filed March 23.

■ WDRM (102.1 mhz) Decatur, Ala.—Seeks CP to change HAAT to 977.4 ft. Filed March 23.

■ WHKW (98.1 mhz) Fayette, Ala.—Seeks CP to change TL; change ERP to 88.9 kw; change HAAT to 1,013.5 ft. and make changes in ant. sys. Filed March 23.

■ WBAM-FM (98.9 mhz) Montgomery, Ala.—Seeks CP to change TL; change HAAT to 1,095.9 ft. and make changes in ant. sys. Filed March 23.

■ WLAY-FM (105.5 mhz) Muscle Shoals, Ala.—Seeks mod. of CP to change TL; change ERP to 560 w; change HAAT to 718 ft. and make changes in ant. sys. Filed March 23.

■ WVNA-FM (100.3 mhz) Tusculumbia, Ala.—Seeks CP to change TL; change HAAT to 995 ft. and make changes in ant. sys. Filed March 23.

■ KWHL (106.5 mhz) Anchorage, Alaska—Seeks CP to change TL; change HAAT to 1,016.8 ft. and make changes in ant. sys. Filed March 23.

■ KASH-FM (107.5 mhz) Anchorage, Alaska—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,016.8 ft. and make changes in ant. sys. Filed March 23.

■ KGOT (101.3 mhz) Anchorage, Alaska—Seeks CP to change TL; change HAAT to 1,016.8 ft.; change ERP to 100 kw and make changes in ant. sys. Filed March 23.

■ KPXR (102.1 mhz) Anchorage, Alaska—Seeks CP to change TL; change HAAT to 1,016.8 ft.; change ERP to 100 kw and make changes in ant. sys. Filed March 23.

■ KWLF (98.1 mhz) Fairbanks, Alaska—Seeks mod. of CP to change ERP to 25 kw; change HAAT to minus 6 ft. and change TL. Filed March 23.

■ KQRZ (102.5 mhz) Fairbanks, Alaska—Seeks CP to change ERP to 100 kw; change HAAT to 436.4 ft., change TL and make changes in ant. sys. Filed March 23.

■ KZLE-FM (101.9 mhz) Batesville, Ark.—Seeks CP to change HAAT to to 984 ft. Filed March 23.

■ KHLS (96.3 mhz) Blytheville, Ark.—Seeks mod. of CP to change TL and change HAAT to 1,059.4 ft. Filed March 23.

■ KFIN (107.9 mhz) Jonesboro, Ark.—Seeks CP to

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change TL: change ERP to 97.67 kw; change HAAT to 1,020 ft. Filed March 23.

■ KJBR (101.9 mhz) Jonesboro, Ark.—Seeks CP to change TL: change HAAT to 1,059.4 ft. and make changes in ant. sys. Filed March 23.

■ KZLR (94.9 mhz) Pine Bluff, Ark.—Seeks mod. of CP to change HAAT to 1,843.4 ft. Filed March 23.

■ KMCK-FM (105.7 mhz) Siloam Springs, Ark.—Seeks CP to change TL: change ERP to 50.2 kw; change HAAT to 985 ft. and make changes in ant. sys. Filed March 23.

■ KAHM (102.1 mhz) Prescott, Ariz.—Seeks CP to change TL: change ERP to 50.2 kw and change HAAT to 2,551.8 ft. Filed March 23.

■ KFMI (96.3 mhz) Eureka, Calif.—Seeks CP to change ERP to 100 kw. Filed March 23.

■ KVIP-FM (98.1 mhz) Redding, Calif.—Seeks CP to change TL: change ERP to 28 kw and change HAAT to 3,608 ft. Filed March 23.

■ KNAB-FM (104.1 mhz) Burlington, Colo.—Seeks CP to change ERP to 50.7 kw. Filed March 23.

■ KMJI (100.3 mhz) Denver—Seeks mod. of CP to change TL: change HAAT to 1,705.6 ft. and make changes in ant. sys. Filed March 23.

■ KISF (96.1 mhz) Greeley, Colo.—Seeks CP to change HAAT to 1,482.5 ft. and make changes in ant. sys. Filed March 23.

■ KUNC-FM (91.5 mhz) Greeley, Colo.—Seeks CP to change HAAT to 1,195.4 ft. and make changes in ant. sys. Filed March 23.

■ WWUS (104.7 mhz) Big Pine Key, Fla.—Seeks CP to change HAAT to 984 ft. Filed March 23.

■ WOCL (105.9 mhz) Deland, Fla.—Seeks mod. of CP to change HAAT to 1,581 ft. Filed March 23.

■ WAIL (99.5 mhz) Key West, Fla.—Seeks CP to change HAAT to 1,020.8 ft. and make changes in ant. sys. Filed March 23.

■ WOWW (107.3 mhz) Pensacola, Fla.—Seeks mod. of CP to change TL and ant. sys. Filed March 23.

■ WQYK-FM (99.5 mhz) St. Petersburg, Fla.—Seeks mod. of CP to change TL; change HAAT to 984 ft. and make

changes in ant. sys. Filed March 23.

■ WSB-FM (98.5 mhz) Atlanta—Seeks CP to change TL: change HAAT to 1,020.1 ft. and make changes in ant. sys. Filed March 23.

■ WBYZ (94.5 mhz) Baxley, Ga.—Seeks CP to change TL: change HAAT to 1,020.1 ft. and make changes in ant. sys. Filed March 23.

■ WPIQ (101.5 mhz) Brunswick, Ga.—Seeks mod. of CP to change HAAT to 1,439.9 ft. and make changes in ant. sys. Filed March 23.

■ WDMG-FM (99.5 mhz) Douglas, Ga.—Seeks mod. of CP to change TL: change HAAT to 1,016.8 ft. and make changes in ant. sys. Filed March 23.

■ WDEN-FM (105.3 mhz) Macon, Ga.—Seeks CP to change HAAT to 1,335 ft. Filed March 23.

■ WQXI-FM (94.1 mhz) Smyrna, Ga.—Seeks CP to change TL: change HAAT to 1,020.1 ft. and make changes in ant. sys. Filed March 23.

■ WACL-FM (103.3 mhz) Waycross, Ga.—Seeks CP to change TL and change HAAT to 1,072.6 ft. Filed March 23.

■ KSTO (95.5 mhz) Agana, Guam—Seeks CP to change ERP to 25 kw. Filed March 23.

■ KJAN-FM (103.7 mhz) Atlantic, Iowa—Seeks CP to change TL: change ERP to 49.5 kw and change HAAT to 1,304.6 ft. Filed March 23.

■ KQCR (102.9 mhz) Cedar Rapids, Iowa—Seeks CP to change TL and change HAAT to 1,180.8 ft.

■ KQKQ-FM (98.5 mhz) Council Bluffs, Iowa—Seeks CP to change TL; change HAAT to 1,085.7 ft. and make changes in ant. sys. Filed March 23.

■ KATF (92.9 mhz) Dubuque, Iowa—Seeks CP to change TL: change HAAT to 999.7 ft. and make changes in ant. sys. Filed March 23.

■ KGLI (95.5 mhz) Sioux City, Iowa—Seeks CP to change HAAT to 984 ft. Filed March 23.

■ KOZE-FM (96.5 mhz) Lewiston, Idaho—Seeks CP to change ERP to 96.5 kw and change HAAT to 984 ft. Filed March 23.

■ WDNL (102.1 mhz) Danville, Ill.—Seeks CP to change ERP to 50 kw and change HAAT to 433 ft. Filed March 23.

■ WCNB-FM (100.3 mhz) Connersville, Ind.—Seeks CP to change ERP to 50 kw and change HAAT to 492 ft. Filed March 23.

■ KBUZ (106.5 mhz) Arkansas City, Kan.—Seeks mod. of CP to change HAAT to 1,278.2 ft. Filed March 23.

■ KHUT (102.9 mhz) Hutchinson, Kan.—Seeks CP to change TL; change HAAT to 1,033.2 ft. and make changes in ant. sys. Filed March 23.

■ KUDL (98.1 mhz) Kansas City, Kan.—Seeks mod. of CP to change TL: change HAAT to 1,000.4 ft. and make changes in ant. sys. Filed March 23.

■ KKOW-FM (96.9 mhz) Pittsburg, Kan.—Seeks CP to change TL and change HAAT to 993.8 ft. Filed March 23.

■ KGLS (93.1 mhz) Pratt, Kan.—Seeks CP to change TL: change HAAT to 1,039.8 ft. and make changes in ant. sys. Filed March 23.

■ KEYN-FM (103.7 mhz) Wichita, Kan.—Seeks CP to change TL: change HAAT to 1,033.2 ft. and make changes in ant. sys. Filed March 23.

■ WCVQ (107.9 mhz) Fort Campbell, Ky.—Seeks CP to change TL: change ERP to 100 kw and change HAAT to 903 ft. Filed March 23.

■ WGGC (95.1 mhz) Glasgow, Ky.—Seeks CP to change TL and change HAAT to 988.3 ft. Filed March 23.

■ WQHY (95.5 mhz) Prestonburg, Ky.—Seeks CP to change TL: change HAAT to 999.7 ft. and make changes in ant. sys. Filed March 23.

■ KYKZ (96.1 mhz) Lake Charles, La.—Seeks CP to change TL and change HAAT to 1,411 ft. Filed March 23.

■ WBYU (95.7 mhz) New Orleans—Seeks CP to change TL: change HAAT to 984 ft. and make changes in ant. sys. Filed March 23.

■ KXKZ (107.5 mhz) Ruston, La.—Seeks CP to change TL: change ERP to 97.7 kw and change HAAT to 1,066 ft. Filed March 23.

■ WMRQ (103.3 mhz) Boston—Seeks CP to change ERP to 16 kw. Filed March 23.

■ WHFM (93.1 mhz) Springfield, Mass.—Seeks CP to change ERP to 12 kw. Filed March 23.

## TV's

Accepted

■ WNIT-TV (ch. 34) South Bend, Ind.—Seeks CP to

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change ERP vis. to 1,360 kw and change HAAT to 918.5 ft. Filed March 18.

## In Contest

Review board made following decisions:

San Antonio, Tex. (Vela Broadcasting, et al) TV proceeding. Scheduled oral argument for April 3 on exceptions to the initial decision of ALJ Edward J. Kuhlman granting the application of Nueva Vista Productions, Inc. for new UHF commercial television station on channel 60, denying competing app. of Vela Broadcasting Co., San Antonio Video Corp., TV 60 Ltd Partnership. Amistsad Comm. of the Southwest, Pro 60 Comm., San Antonio Broadcasting Inc. Each party has 20 minutes for oral argument. Applicants denied may reserve part of their time for rebuttal. By letter, March 10.

Charlotte Amalie, V.I. (Full Minority Media, et al) FM proceeding. Granted request for settlement agreement between Trans Caribbean Broadcasting Co. and SDP Enterprises, a limited partnership, dismissing app. of Full Minority Media and SDP Enterprises; granted app. of Trans Caribbean Broadcasting Co. for a new FM station at Charlotte Amalie. By MO&O, March 12.

ALJ James F. Tierney made following decision:

Charlotte Amalie, V.I. (Franklin D. Graham and Broadcast International, Inc.) TV proceeding. Approved settlement agreement between Graham and Broadcast International, dismissing Graham's app. with prejudice; granted the app. of Broadcast International for new UHF station on channel 43 at Charlotte Amalie, and terminated proceeding. By MO&O, March 12.

ALJ Joseph Chachkin made following decisions:

Morehead City, N.C. (Local Television Associates, Inc. et al) TV proceeding. Approved settlement agreement and dismissed with prejudice applications of Wander Broadcasting of Morehead City, Dr. James E. Carson, and Pine Cone Comm., limited partnership; granted amended app. of Local Television Associates for new commercial television station on channel 8+ at Morehead City, and terminated the proceeding. By MO&O, March 12.

Longview, Tex. (Etex Telemedia adn Channel 54 Broadcasting Co.) TV proceeding. Granted motions for summary decisions by Channel 54 Broadcasting Co. and resolved the short-spacing of air hazard issues in its favor; approved settlement agreement between Etex Telemedia and Channel 54 and dismissed with prejudice app. of Etex Telemedia; granted app. of Channel 54 Broadcasting for new commercial television station on channel 54 at Longview, and terminated the proceeding. By MO&O, March 18.

ALJ John M. Frysiaak made following decisions:

Orlando, Fla. (Marlin Broadcasting of Central Florida, Inc. et al) Granted request by Reece Associates, and enlarged issues against Sunshine Television 27 Inc. to determine whether Sunshine misrepresented facts, exhibited a lack of candor, or was grossly negligent in certifying that it was financially qualified to construct and operate its proposed station. By MO&O, March 11.

Delhi, La. (Contemporary Communications, et al) FM proceeding. Granted request by Contemporary Comm. and dismissed its app. with prejudice. By MO&O, March 11.

ALJ Edward J. Kuhlman made following decision:

Andalusia, Ala. (Companion Broadcasting Service Inc. and Jackson-Purnell Broadcasting Co.) FM proceeding. Approved settlement agreement between Companion and Jackson-Purnell and dismissed with prejudice app. of Jackson-Purnell; granted app. of Companion Broadcasting for new FM station on channel 284A (104.7 mhz) at Andalusia, and terminated the proceeding. By MO&O, March 9.

ALJ Edward Luton made following decisions:

Guadalupe, Calif. (Armondo Garcia, et al) FM proceeding. Granted motion by SW/USA Broadcasting Co. and dismissed app. with prejudice. By Order, March 19.

Van Buren, Ind. (Charles J. Saltzman, et al) FM proceeding. By separate orders dismissed with prejudice the app. of Charles J. Saltzman and Marion College; granted motions for summary decisions by Umberger Radio and Altcom of Indiana Inc. and resolved the air hazard issues in their favor. By Order, March 19.

Atlantic City, N.Y. (ACTB, Inc. et al) TV proceeding. Granted motion for summary decision by Garden State Communications and resolved main studio location issue in its favor. By Order, March 19.

Brockport and Webster, N.Y. (State University of New York

and Mars Hill Broadcasting Co.) FM proceeding. Approved settlement agreement between State University and Mars Hill and granted State University's amended app. to modify the facilities of WBSU-FM at Brockport by changing from .13 kw to 7.34 kw; granted amended app. of Mars Hill for new noncommercial ed. FM station on channel 207 (89.3 mhz) at Webster, and terminated the proceeding. By MO&O, March 18.

Merkel, Tex. (Southwestern Bell Telephone Co. et al) PLMS proceeding. Granted request by Communications Sales and Service Inc. and dismissed with prejudice its app. for new two-base facilities in PLMS at Merkel; approved settlement between Southwestern Bell and Mobile Phone of Texas Inc.; granted amendment by Mobile Phone to remove the exclusivity; granted the app. of Southwestern Bell to establish additional two-way facilities and modify facilities for station KKJ443, 152.57 and 152.78 mhz near Cisco, Tex.; and station KTS227, 152.57 mhz near Sweetwater, Tex., in the PLMS, and terminated the proceeding. By MO&O, March 17.

Charlottesville, Va. (Central Virginia Educational Television Corp. and Shenandoah Valley Educational Television Corp.) ED-TV proceeding. Approved settlement agreement between Central Virginia and Shenandoah Valley and dismissed with prejudice the app. of Shenandoah Valley; granted app. of Central Virginia Educational Television for new noncommercial television station on channel 41 at Charlottesville, and terminated the proceeding. By MO&O, March 17.

ALJ Walter C. Miller made following decisions:

Harwichport, Mass. (Pilgrims Pride Broadcasting Co. Ltd. et al) FM proceeding. granted motion by Pilgrims Pride and dismissed with prejudice app. of Sound Media Ltd. for failure to prosecute. By MO&O, March 13.

Hardeeville, S.C. (Earl T. Brown, et al) FM proceeding. By separate orders, granted request by Radio Hardeeville Ltd. and dismissed app. with prejudice; granted petition by Vivian Lynn Bellairs to enlarge issues against Hardeeville Associates to determine whether Hardeeville Associates falsely certified, made misrepresentation, or lacked candor concerning publication of notice of its application. By MO&O, March 13.

Laramie, Wyo. (Stephen G. Kafka, et al) FM proceeding. granted motion for summary decision by Laramie Women's Hispanic Network and resolved the air hazard issue in its favor. By MO&O, March 19.

ALJ Richard L. Sippel made following decisions:

Bunnell, Fla. (Meredith Corp. et al) TV proceeding. Ap-

proved settlement agreement among Bunnell Communications Inc., Meredith Corp., Pollack Broadcasting Co., and Bunnell Broadcasting Corp., and dismissed with prejudice app. of Meredith, Pollack and Bunnell Broadcasting; the appl. of Bunnell Communications and Bunnell Television Co. are retained in hearing status. By MO&O, March 10.

Duluth, Minn. (Robin C. Brandt) TV proceeding. Granted motion by Brandt and conditionally granted her app. for new UHF commercial television station on channel 21 at Duluth, and terminated the proceeding. By Order, March 16.

Jackson, Wyo. (Teton Broadcasting Ltd. Partnership, et al) Granted request by KOVA Communications Ltd Partnership and dismissed its app. with prejudice. By Order, March 9.

ALJ Joseph Stirmer made following decision:

Ukiah, Cal. (Bott Communications, Inc., et al) FM proceeding. Granted motion for partial summary decision by Marilyn J. Johnson and resolved the air hazard issue in her favor. By Order, March 11.

## Call Letters

### Applications

Call Sought by

#### Existing AM's

KWOW KIZN Constant Communications Co. of Idaho Inc., Boise, Idaho  
 KWRO KBEY Coquille River Broadcasters Inc., Coquille, Ore.  
 KKMO KAMT KAMT, Tacoma, Wash.

#### Existing FM's

WWJV WLCS Win Communications Ltd. Partnership, Jacksonville, Fla.  
 WTKS WRXR Pyramid West Corp., Chicago  
 WMJC WMKG Liggett Broadcast Inc., Battle Creek, Mich.  
 WHTO WTPS-FM Pro Marketing Inc., Muncy, Pa.  
 WWOK-FM WJLC-FM South Boston, Va.

### Grants

Call Sought by

#### New FM's

\*KAXL Greenacres Educational Broadcasting Foundation, Greenacres, Calif.  
 \*WKTW Performing Arts Network of N.J., Dover Township, N.J.  
 \*WRVT Vermont Public Radio, Rutland, Vt.

#### New TV

\*KUVA Galveston Educational TV Inc., Galveston, Tex.

#### Existing AM's

WKNI WWLX Allen Carwile, Lexington, Ala.  
 WREZ WLSQ Brien Broadcasting, Montgomery, Ala.  
 KQMQ KKUA Northpark Media Inc., Honolulu  
 WKBF WHBF Roth Broadcasting of Quad Cities Inc., Rock Island, Ill.

#### Existing FM's

WREZ-FM WREZ Brien Broadcasting, Montgomery, Ala.  
 KLZZ KEDZ Diaz Broadcasting Co., Los Osas Baywood Park, Calif.  
 KRXQ KDJO Fuller-Jeffrey Broadcasting Corp. of Greater Sacramento, Roseville, Calif.  
 WPXR-FM WHBF-FM Roth Broadcasting of Quad Cities Inc., Rock Island, Ill.  
 \*WOLW WXYB Northern Christian Radio Inc., Cadillac, Mich.  
 WXLS WZKX Contemporary Communications, Gulfport, Miss.  
 WZKX WQLC Charles Dowdy and J. Morgan Dowdy, a Partnership, Poplarville, Miss.  
 WOIO WMVO The Mount Vernon Broadcasting Co., Mount Vernon, Ohio

## Summary of broadcasting as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

# **THE CABLE PROGRAMMING RESOURCE DIRECTORY 1987**

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Your Guide to:

- Community Programming Centers
  - Free & Low-Cost Programming Sources
  - Satellite Programming Services
  - International Cross-Cultural Programming
- 

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## RADIO

### HELP WANTED MANAGEMENT

**Wanted: S.E. group seeks general managers** for positions now and in the future. Call 912-264-6251.

**General manager:** Top fifty southern market. Major broadcast group. Previous experience as general manager or sales manager required. Send resume and references to Box R-119.

**General manager** for #1 rated metro FM in Indiana college town. Must have 3 years GM experience, college degree, CRMC, or equivalent experience. Need strong ability to hire, train, and motivate sales staff, with emphasis on increasing sales. Group ownership offers excellent compensation, and advancement possibilities. Rush resume, past earnings and compensation requirements to Box R-111. EOE.

**General manager wanted:** Tired of the big city? Northern Michigan opportunity. 100,000 FM, 5000 watt AM station. Call evenings: 517-321-1763.

**Sales manager/sales person:** Presently, female staff, dedicated leader, successful sales experience. Single market New York state. Salary plus override. Box R-131.

**Controllor:** Johnstown, PA. Prefer broadcast or media related experience. Minimum college degree with 5 years experience or 10 years experience in the broadcasting industry. Expertise in budgeting, cost control and receivables management. Send resume and salary requirements to Box R-127. Equal opportunity employer.

**Florida Gulf Coast,** Small market, country format needs GM to develop staff and station. Stock options plus, to right person. Seifert 904-498-5685 after 7 pm.

**Northern medium market AOR seeks sales oriented general manager.** We offer a great opportunity with this growing group-owned station. Excellent ratings in a good quality of life city. Perfect move up opportunity. All replies held in strictest confidence. Reply to: Broadcast Services Inc. 1255 23rd St., N.W., Suite 890, Washington, D.C. 20037.

**General sales manager,** Are you committed to success without compromise? Then we'd like to hear from you. We're a new company that's just bought a leading top-50 combo. Management experience; unparalleled leadership and training skills; sales software applications knowledge and the ability to describe your system of success are important. We're looking forward to making a significant investment in the right person. Include compensation needs and resume in your correspondence to John Kelly, President/General Manager, WPTR/WFLY, P.O. Box 12279, Albany, NY 12212. EOE, M/F.

**General manager** for small market AM/FM in south Mississippi. Great opportunity for strong sales and management person. Immediate opening. Owner, Box 351, Columbia, MS 39429. 601-731-2298.

**Sales manager:** Top 50 market FM station seeking aggressive, motivated professional to lead excellent sales staff in continued growth of revenue and broadcast expertise. State of the art resources and working environment. Excellent growth opportunity within group. Successful sales management track record required. Send resume and compensation history to Box R-151.

### HELP WANTED SALES

**Audio network, sales.** Excellent guarantee, fast growth. Experience necessary. Send resume: Box 10329, Minneapolis, MN 55440.

**Fort Wayne's** top radio property seeks regional sales person. Individual with minimum of 2 years experience including direct and agency sales. A strong presenter with good verbal and writing skills. Send resume to: Kurt Mische, WMEE/WQHK, P.O. Box 6000, Fort Wayne, IN 46896. EOE.

**Aggressive, experienced salesperson wanted.** Benefits and gas allowance included. Send resume to: Sales Department, Flint Metro Mass Media, P.O. Box 9100, Flint, MI 48501.

**Aggressive salesmanager,** strong on promotions. Sunbelt. Fulltime AM stereo. Salary plus percentage. Motown format. Please note this is an AM station. Box R-117.

**Openings immediately** in Northern Shenandoah Valley and on the Delmarva Peninsula near Ocean City, Maryland. Growing company: chance for advancement. Our sales people earn more because ownership/management is sales oriented and on the street. Replies to Bill Prettyman, Prettyman Broadcasting Co., Box 909, Salisbury, MD 21801. EOE.

**Southern California** medium market FM seeks aggressive salesperson with management potential to sell urban/CHR format. Contact Mike Thomas, KMYX, Box 1060, Ojai, CA 93023.

**Make \$50,000.00 plus** with number 1 list. Top rated 50kw FM in 40th ADI. Progressive company looking for stable professional Dynamic college town with solid economy/Apply: Gary Mallernee, WNWV/WHEZ, 9112 S. Westnedge Ave., Kalamazoo, MI 49002.

**25% commission.** You deserve more than 15%! With a 12% close rate, you'll make \$1,000 a week selling national quality custom jingles to retail chains, radio stations, and in-house agencies. No need to relocate. Sell within 1 1/2 hours of your home. Strong training program. \$60,000 potential first year. Letter and resume to Influence Creative Services, 1029 W. Lee St., Greensboro, NC 27403.

**Creative sales.** Sell CLIO quality audio and video production, to ad agencies and corporations in your state. One rep per state. We specialize in audio post production and original music and jingles for TV, radio and corporate video. Comprehensive training program. Closers and music lovers only. High income potential. Resume to Traxion Recording Studios, 701 Lexington Ave., Greensboro, NC 27403.

**Sales account rep** for dominant AM in county. Top list. Super opportunity for self starter. Resume to General Manager, WSCR, 1520 N. Keyser Avenue, Scranton, PA 18504.

**Sales manager** for AM station that's #1 in it's market, under new ownership with news and marketing resources. Let your ability to train and manage a sales force put you on a winning team in northeastern Pennsylvania, situated in a county which has seen over seven hundred million dollars in capital investment in the last two years. Market research comparable to any metro area just completed. Rush resume to Box R-138. EOE.

**Central Arizona:** Small but rapidly growing. Perfect climate. Sales experience, references, track record. Send resume to Box R-153.

**Sales manager.** New York City suburban combo. Presently a sales manager or seasoned account executive. Must handle some key accounts. Successful growing group. Good environment. Many great projects. EOE. Box R-145.

### HELP WANTED ANNOUNCERS

**Classical background?** Join fast growing classical format service run by renowned WFMT/Chicago. Beethoven Satellite Network, already heard in 23 states in first year of service, seeks knowledgeable announcer with warm, communicative sound. Commercial or public classical radio experience a must. Production experience desirable. World-class technical facility; extraordinary staff. Great career opportunity for talent seeking national network exposure. Fully competitive salary; generous benefits package. Send simple air-check or audition cassette tape to WFMT/BSN, 303 East Wacker Drive, Chicago, IL 60601, or call Tony Malatia, at 1-800-USA-WFMT; in IL, 312-565-5000.

### HELP WANTED TECHNICAL

**Chief engineer:** Southwest AM/FM. Experienced in transmitters, directionals, studio maintenance and remotes. EOE. Send resume and salary requirements to Box R-79.

**Live and work in Northern California's** beautiful wine country. Area's top station needs qualified engineer. Send detailed resume and salary requirements to Gordon Zlot, KZST FM, PO Box "SS", Santa Rosa, CA 95402. Will be interviewing at the NAB. M/F EOE.

**Chief engineer:** Formal electronics training and at least 2 years experience in maintenance of electronic/broadcast equipment required. Salary range \$1250.00 to \$1500.00 per month. Resume and salary history to: Manager, WJEQ, 1506 East Jackson Street, Macomb, IL 61455.

**Assistant chief,** NYC suburban combo. Experienced to set up and operate extensive remote schedule, plus assist studio transmitter operations, maintenance. Bill Draper, Chief engineer, WFAS, Box 551, White Plains, NY 10602.

### HELP WANTED NEWS

**News director.** This small market North Carolina station is a member of one of the nation's best groups. Local news is our strong suit. If you have a couple years experience and are looking to move to a good station and work hard send resume to Box R-139.

**Entry level newsperson,** North Florida. Must be able to cover meetings, write, edit and produce. Contact Harry Hagan, 904-584-2373, P.O. Box 821, Perry, FL 32347.

**News hound needed** to head up news dept. of top regional radio stations on the move in Columbia, MO ADI. Need pro to cover 20 plus counties and be involved in the community. If you love news, send tape and resume to: Chuck Thomas, PD, KWWR/KXEO, Box 475, Mexico, MO 65265.

**WMAS AM-FM/Springfield, MA:** seeking news professionals and some entry level newspeople for future openings. Tape and resume to Fred Snyder, Operations Mgr., P.O. Box 1418, Springfield, MA 01101.

**Full-time news director:** for A/C leader on Maryland's Eastern Shore. News experience in resume. Send T & R ASAP! Jay Dennis, P.D., WLWV-FM, 118 West Main St., Salisbury, MD 21801, EOE M/F.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Producer/announcer opportunities** (1) RADIO ANNOUNCER. Full-service public radio stations KUNI (100 kw FM) and KHKE (10 kw FM) need an announcer to host popular daily programs featuring contemporary rock, rhythm and blues, and folk music; gather and report news; and help acquire records. Broad liberal-arts background, solid knowledge of the music's leading edge and warm conversational style. Position requires Bachelor's degree in broadcasting, communication, speech, or related field, and 1-2 years professional experience as on-air host. Salary \$14,452 - \$16,101. Deadline is April 10, 1987. (2) SENIOR PRODUCER/ANNOUNCER. Host/producer of daily jazz-based music programs. Will produce remotes and features. Broad liberal-arts background, and ability to project bright, informed image in ad-lib situations. Highly developed professional production and interview skills a must. Minimum B.A. 3 to 5 years professional experience as producer/on-air host. Salary \$19,036 to \$21,358. Successful candidate will work with talented staff of radio innovators, enjoying Iowa's clean air, quality of life, informal lifestyle, and cultural and professional opportunities. Position is open until filled. Send letter of application, resume with references, and a recent audition tape with news and music to: Carl R. Jenkins, KUNI/KHKE University of Northern Iowa, Cedar Falls, Iowa, 50614-0359. UNI is an AA/EOE employer.

**Must be fluent in French:** Dream job - overall production/sales manager of new English language station in Nice, France. Able to do it all with experience/strength in copywriting and hands-on commercial production? Respond Box R-114.

**Afternoon drive.** AM stereo 56. WVOC in Columbia, South Carolina, is looking for a dynamic, high profile afternoon host who can blend music, telephone talk and interviews. We need someone who can continue our ratings strength and reputation achieved over 56 years of full service broadcasting. Females encouraged to apply. Rush resume, tape, salary requirement to Andy Thomas, WVOC Radio, P.O. Box 21567, Columbia, SC 29221. A positive growth experience is waiting for the right person-do it today. An EEO employer.

#### SITUATIONS WANTED MANAGEMENT

**AM management.** Have an AM needing a dynamic "Chrysler-turnaround" to successfully compete with FM or other foreign intruders? Have an AM "inferiority complex"? I have a winning "Lee Iaccoca attitude," experience, and the balanced all-division leadership know-how to pinpoint your people and powers. (One 5-step revitalization showed more than 10 times growth in less than 2 years!) The up-beat, successful AM person discovers a way: unsuccessful AM people find excuses, program syndicators, sell at less than equity, or shut down. Serious about zest? 305-942-8861. Free diagnosis. Carl.

**CRMC,** 7 years experience, seeks first sales manager position. Desires people oriented concept environment. Reply Box R-128.

**Complete management team.** Currently working in country looking for bottom line, team oriented situation. Experience in A/C, AOR, talk. Proven track record. We've turned two situations around and are looking to do it again for you! Serious inquiries only! Box R-133.

**General manager** 129% increase in sales - 94% increase in ratings. Management, sales, programming, computer experience. Currently VP/GM. Call Jay Martin 402-489-7241.

**Radio station doctor** seeks general manager post. Seventeen years experience in broadcasting sales and management. Diagnostic ability: solution skills; knowledge, communication skills; selling and marketing skills; management ability and experience; excellent personality characteristics; financial, strategic analysis and planning skills all pointing to bottom line management. Can recruit, teach, train, motivate, inspire and generate immediate results. Can start-up, turn-around, work-out. Am in California will consider West, Southwest and South. Others too. "Helping you reach your goals you'll help me reach my goals". Lets talk. Write Box R-144.

**GM** I have what it takes to get the job done. Bill Musser 914-651-7508. Call now.

#### SITUATIONS WANTED ANNOUNCERS

**Sports pro,** major market, doing radio anchoring and TV producing parttime. Considering all markets. Jim 718-836-5046.

**Talk host** wants to talk 412-321-2895.

**Put my mouth in the South!** Disc jockey with ten years experience in central Pennsylvania looking for warmer climate and morning team! I do super production. Prefer Southeast. Call Kris, 215-373-4181 after 3 PM EST.

**Three years experience** and ready for the next step, daytime, call Bill, 308-532-3344.

**Morning man** for AFRTS ready to join your team. Over five years of experience. In depth knowledge of classic rock and excellent production skills. Tape and resume ready to go. Call Jason Batey at 913-682-1095.

**Broadcast meteorologist.** Major market midwest based. Accurate and concise forecasts for your city. State of the art equipment. AMS seal. Reasonable cost. Box R-136.

#### SITUATIONS WANTED NEWS

**9 year small market news pro,** will accept rewarding challenge anywhere. Solid, aggressive reporting, good pipes...currently ND in Northwest. Box R-112.

**News:** 28 year broadcasting veteran wishes position as news director/anchor. Medium or small market. Midwest preferred. 319-524-3087 for tape and resume.

**Sports pro,** major market, doing radio anchoring and TV producing parttime. Considering all markets. Jim 718-836-5046.

**Creative, aggressive sportscaster** with 2 1/2 years practical experience in Chicago seeking entry level opportunity. Talk-show, play-by-play, sports reporting and production abilities. Degreed with honors (Columbia College, Chicago). Call Patrick McDermand 312-279-8729.

**News reporter/anchor.** 6 1/2 years professional experience at regional AM/FM stations with large audiences. Associated Press first place award winner, "Best Public Affairs Reporting" in the state. I produce well written, actuality-oriented local newscasts. Skilled interviewer and news gatherer. Recognized for consistency, immediacy, and accuracy. Seeking radio station with local news commitment and tradition, quality facilities, support staff, and competitive salary. Reply Box R-132.

**Award winning division one** college football and basketball sportscaster seeks free-lance work this spring and summer or full-time sports opportunity. Call Bob 717-523-0236.

#### MISCELLANEOUS

**Our monthly idea-letters** have it all --"Newsbeat" for story tips; "Feedback" for promotions, contests, talk, and more! Since 1966. 3-month trial, \$15. Newsfeatures, Box 14183, St. Louis, MO 63178.

**Telemarketing for radio stations.** Complete manager's manual. Everything you need to put new advertisers and money on your station. Includes audio cassette of installation seminar and a fresh campaign for every month. Money back guarantee. \$89.95 People Centered Programs. Box 612686-B Dallas, TX 75261-2686.

**Programing advisor** Is your station a diamond in the rough? Allow me to polish your product to the fine tuned gem it can be. My 26 years of experience, in all phases of broadcasting, is now available. As your advisor, I will work with your present "on air" and management staff to improve your market acceptability. If your format is talk or music, I can help. Isn't it worth the price of a telephone call? Mike Christian, Entertainment Communications of America. 813-956-4403.

## TELEVISION

#### HELP WANTED MANAGEMENT

**TV promotion manager:** ABC affiliate. News promotion experience a must. Strong creative copy and production skills required. Send tape and resume to Program Manager, KITV, 1290 Ala Moana, Honolulu, HI 96814. EOE.

**Director of development:** Supervises professional staff responsible for marketing, underwriting, planned giving, membership, and auction activities. Oversees planning and execution of various fundraising events and solicits community and corporate support through community involvement, professional contacts, and on-air appearances. Requires degree in communications, marketing, broadcasting, or related field; Master's preferred. Minimum of five years managerial experience with responsibility for fundraising, community relations, long-range planning, and revenue forecasting. Minimum of five years experience supervising other professional (management level) staff. Knowledge of issues affecting revenue sources for public broadcasting industry. Send resume and letter by April 15: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

**Design manager.** Management position supervising electronic, print, and set artists at San Francisco based television station. Work experience must include a minimum of two years supervisory experience in a graphics unit at a local/network television facility. Position requires a working knowledge of electronic graphic systems, as well as a comprehensive background of broadcast design including sets, print, and art direction for news and programing. Qualified candidates must exhibit a total understanding of the creative process which includes directing a staff of eight along with the ability to take a hands-on approach when necessary. In return, we provide excellent salary and benefits. Please send resumes, tapes, portfolios to: Lori Fava, KRON-TV, 1001 Van Ness Ave., San Francisco, CA 94109.

**National sales manager:** Small market affiliate in the Sunbelt needs a strong self-motivated individual with 3-5 years broadcast sales. rep experience very helpful. Ground floor opportunity. Send resume and salary requirements to Box R-107.

**President/chief operating officer.** New LPTV network seeks a day-to-day management talent who will endure long hours and lousy pay for a chance to play an integral part on our foundation, with upside payoff for success. Send resumes: Box R-124.

**Business manager.** Twenty year old east coast UHF independent station in top ten market seeks individual with experience in managing a business office. Must be knowledgeable in television broadcast accounting, computer systems, work well with department heads and possess strong budgeting techniques. Degree preferred. Send resume to R-147.

**Local and regional sales manager:** Network affiliate in a beautiful Sunbelt community near the national sea shore. This is a growth opportunity in an "up and coming" station and broadcast group. We are seeking an experienced (5-7 years preferably) aggressive leader in local and regional sales to motivate and direct an 8 person sales staff plus a regional office. Only candidates with demonstrated results in sales area will be considered. Send resume and letter in confidence to Box R-152. EOE, M/F.

**Promotion manager:** Prior experience and degree preferred. Must be able to write, produce and edit on-air material. Responsibilities include newspaper, outdoor and radio promotions. Flair for publicity important. Please send resume by 4/30/87 to Bill Evans, WPMI-TV, P.O. Box 2766, Mobile, AL 36602. EOE.

#### HELP WANTED SALES

**Leading top sixty market Sunbelt** independent in attractive market seeks addition to local staff. Concentration on more difficult agency and direct accounts. Management position possible. Competitive salary, excellent professional and personal environment. Confidential inquiries guaranteed. Address General Sales Manager, Tulsa 23, P.O. Box 33223, Tulsa, OK 74153. No phone calls.

**Senior account executive.** Excellent opportunity for experienced sales professional in the video production industry. Must have active contacts and knowledge of leads to pursue in the Baltimore/Washington area. Good draw, great commission. Call Gerard Ferri, Atlantic Video 703-823-2800.

**Account executive:** Nothern California CBS affiliate is looking for enthusiastic and aggressive individual to handle a partial list while willing to develop new accounts. Two years experience in local sales plus knowledge of regional accounts preferred. Box R-115.

**Marketing director:** This is an opportunity to work for two affiliate stations in the Northeast owned by a major broadcasting company. Responsibilities would include new business development, vendor supported business, co-op and research. Presentation skills plus experience with research tools a must; retail and or newspaper background an asset. Send resume and track record in confidence to: Box R-110. EOE.

**Account executive:** Midwest affiliate seeking aggressive professional with 2-3 years broadcast sales experience to take over major list. Send resume to: Jon Lahead, LSM, WAND-TV, 904 Southside Dr., Decatur, IL 62521. A LIN Broadcasting station. EOE.

**Aggressive, motivated,** success oriented salesperson needed. TV or radio sales experience desired. Send resume to Stan Kaye, GSM, KPEJ-TV, Odessa, TX 79761. EOE.

**General sales manager.** New TV station in Eureka ADI with potential as network affiliate has immediate opening for aggressive professional. Will consider high-billing TV account rep with national and local sales experience to be responsible for developing own department and working with national sales rep. If you are interested in working in a small market on the northern California coast, where the redwoods meet the Pacific, send resume with references and salary history to Lynn MacKay, Operations Manager, KREQ, P.O. Box 1116, Arcata, CA 95522-1116; or call 707-826-2323. EOE, M/F.

**Sales manager.** ABC affiliate, 34th market adding sales manager to staff. Looking for a well rounded manager with strong people and business skills. Several years of rep or station experience required. Resumes only: GSM, WTVN-TV, P.O. Box 718, Columbus, OH 43216. Equal opportunity employer.

**Local sales manager:** Minimum 3-5 years local sales experience. Management experience preferred. Knowledge of Greensboro market. Send resume to Bob Herron, General Sales Manager, WGHP-TV, P.O. Box TV-8, Greensboro, NC 27420-6088. An equal opportunity employer.

#### HELP WANTED TECHNICAL

**Engineer for CBS affiliate FCC first/general class license or capability Strong maintenance management and trouble shooting experience. Immediate opening in expanding progressive Southwest. Contact Willie 619-353-9990 or send resume to: 646 Main St., El Centro, CA 92243.**

**Maintenance technician** for WKRN-TV, Nashville, TN. Must be a component level troubleshooter, experienced with 3/4", 1" and quad tape. FCC license, electronics training, and four years experience desirable. Send resume to: Gene Parker, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EOE.

**Group TV and radio broadcaster** has opening for chief engineer in small Midwest market. Must have minimum of 2 years hands-on experience. Good benefits. Salary up to \$30,000 depending upon experience. EOE, M/F. Resume to Box R-126.

**Operations technician** for WKRN-TV, Nashville, TN. Four years experience desired in 3/4", 1", and quad video tape operations, master control switching, audio, and ENG remote operations. FCC license, and electronics training preferred. Send resume to: Gene Parker, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EOE.

**Maintenance engineer.** Come work in a fast growing central Florida market. We're looking for a self-starter who can approach problems with a professional engineering attitude. Applicant should have prior experience in all areas of studio maintenance. Expert knowledge is needed in all tape machine formats as well as state-of-the-art microprocessor based equipment. Salary commensurate with experience. EOE. Send resume to: Barry Edwards, WESH-TV, P.O. Box 7697, Orlando, FL 32854.

**Chief engineer** for LA-based basic cable satellite service with great working environment. Design and hands-on experience for studio and master control construction. Knowledge of component video, dve, A-B, and data transmissions in VBI/sideband helpful. EOE. Resume and salary history to Personnel Coordinator, MTC, 6611 Santa Monica Blvd., Hollywood, CA 90038. 213-460-6975.

**Broadcast installation technician (temporary).** For the installation of two television studio complexes. Must have minimum two years maintenance and installation experience. Resume to Irv Ross, Chief Engineer, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. EOE.

**TV maintenance engineer:** To maintain, install, and repair station equipment including, but not limited to Grass Valley switchers, 3/4" VCRs and edit controllers, studio cameras, 1" & 2" VTRs, DVE, Chyron 4200. Prefer four years technical experience in television broadcasting and an understanding of digital video and its applications. Please send resume to Michael Opauski, Engineering Supervisor, KTUL Television, Inc., P.O. Box 8, Tulsa, OK 74101.

#### HELP WANTED NEWS

**News reporter.** Fully bilingual Spanish and English. Degree in TV journalism in related field. Minimum 2 years TV or print experience. Resume and 3/4" demo tape, mail to Gustavo Pupo-Mayo, News Director, WLTW/23, 2103 Coral Way, Miami, FL 33145.

**Sports director:** Number 1 facility; number 1 in market. Main on-air position. Experience mandatory in live remotes, play-by-play and packaging. Resume and tape will include samples of all the above. No calls, please. News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702-0047. EOE.

**KARK-TV Little Rock** is seeking an experienced weathercaster for Monday through Friday frontline anchor position. We need a good communicator to join state's favorite news team. Degree in meteorology a plus. Familiarity with Colorgraphics III or similar experience is required. Excellent salary. Send tape and resume to Bob Steel, News Director, P.O. Box 748, Little Rock, AR 72203. No phone calls.

**Troubleshooter.** Experienced consumer/investigative reporter needed to join #1 troubleshooter team. Send resume and tape to News Administrator, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33907. EOE.

**Investigative unit producer.** Minneapolis base, extensive travel on stories of national scope. Great opportunity for someone now freelancing or associate producer/researcher looking to move up. Major market, network experience desirable. Box R-129.

**Broadcast image,** a news consulting firm, has two openings at its client station in a top 25 Midwest market. Female M-F co-anchor with a minimum of 5 years experience anchoring in major markets. Backup weathercaster. Meteorologist preferred but will consider anyone with a minimum of 4 years weathercasting experience. Send tape, resume, salary requirements, and references in first letter to: Talent Coordinator, 40 Deer Path, Short Hills, NJ 07078.

**Medium market affiliate** needs weekend meteorologist/reporter for new operation. 1 year experience in editing and reporting desired. If you want to get in on the ground floor with a state-of-the-art operation, send resume to Box R-134.

**One of the top local news operations** in the country. WJXT-TV is looking for a first rate news producer. Our ideal candidate is now producing weekends in a larger market, or is an executive producer in a smaller one. 3 years producing minimum, college degree required. Send tape and references to Nancy Shafran, Assistant News Director, WJXT, 1851 S. Hampton Rd., Jacksonville, FL 32207. EOE. We are a Post-Newsweek station.

**Weathercaster:** ABC affiliate in one of America's prettiest cities is looking for a weeknight weathercaster. Candidates should be personable, conversational and be able to make the weather forecast easy to understand. Meteorologists preferred. Send resume, tape and references to Michael Sullivan, News Director, WCBF-TV, P.O. Box 879, Charleston, SC 29402. EOE, M/F.

**Producer:** Gulf Coast network affiliate is looking for an innovative producer to handle both the 6 & 11 newscasts. Qualifications: experience, top-notch writer, love live shots and on-set reports, and can make the late news look different from the early news. Resume and letter describing your news philosophy to Box R-146. EOE, M/F.

**Sports director.** Anchor 6 & 11PM in the heart of ACC country. Cover local sports, college & high school. Must be upbeat & enthusiastic on-air & in the field. Send resume to Box R-143.

**Anchor:** Looking for mature anchor to complement female co-anchor weeknights at 6 & 10. Anchor experience and strong reporting skills essential. Producing know-how helpful. Send tape, resume, and salary requirements to News Director, WKBT, P.O. Box 1867, La Crosse, WI 54601. EOE.

**No. 1 affiliate** seeks experienced reporter who knows how to humanize a story. No beginners, please. Send tapes and resumes to Stephan Foust, News Director, WTVM-TV, Columbus, GA 31994.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Northern California post house** seeks experienced animation and graphic artist. Must have experience using the Dubner CBGII and paint box. Must be "client oriented". Send resume to Cal Image, 3034 Gold Canal Dr., Suite B, Rancho Cordova, CA 95670 or 916-638-8383.

**Commercial director** position available at strong award winning independent. If you can write, shoot, edit and direct and have 1-2 years commercial TV experience, send resume to Production Manager, WVAH-TV, 23 Broadcast Plaza, Charleston, WV 25526.

**Producer:** Major independent wants creative, organized leader to develop ideas/proposals and produce slick "hands-on" documentaries and presentations. Minimum 3 years producing experience. Complete knowledge of current production techniques. Excellent tape editing ability required. Deadline writing, researching and people skills also required. Send resume, examples of what you can do (DO NOT SEND TAPES) including budgeting abilities to: Box R-109. EOE.

**Talents:** Are you now announcing or performing in local television commercials for car dealers, banks, health maintenance, retail, etc.? Do your associates and friends call you off the wall, zaney, nutty, etc.? Well, we have a client who may be looking for you. Send VHS video tape to: Good Advertising, Inc., Communications Arts Building, Box 400, Olney, MD 20832. Phone calls welcome at 301-792-0982.

**Television program and creative service manager** wanted. Includes all on-air promotion. Send tape and resume to Frank Jonas, KOLN/KGIN, Lincoln, NE 68503. EEO employer.

**Producer/director:** New York Spanish language station seeks experienced television director. Responsibilities include production, editing and live directing. English/Spanish required. Send your resume to Osvaldo Onoz, WXTV, 24 Meadowland Pkwy., Secaucus, NJ 07094. Equal opportunity employer.

**Senior graphic artist:** Top 10 affiliate has immediate opening for talented and creative television graphic designer with at least 3-5 years experience in design. Must be strong concept person with unlimited energy. Responsibilities include: news graphics, electronic graphics, print and illustration. Experience with Still Store, Aurora or Paint Box helpful. Thorough knowledge of print and typography a must. Send tapes/slides/samples/resumes to: Bob Helsley, Design Manager, WJLA-TV, 4461 Connecticut Ave., NW, Washington, DC 20008. (No phone calls.) EOE.

**Producer/director.** Challenging PTV marketing position involves field and studio production, live and on tape. Tapes must show directing/editing skills and a variety of work. Salary commensurate with experience. Send resume immediately: Marketing Producer/Director, P.O. Box 24130, St. Louis, MO 63130. Equal opportunity employer.

**Marketing services director-WATE-TV, Knoxville, Tennessee.** Need energetic, highly organized and creative television specialist to head our marketing services department. Directing, writing and people skills required. Will work closely with sales department. Background in all phases of production necessary. Send resume, demo tape and salary requirements to: Jim Abbott, Station Manager, WATE-TV 6, P.O. Box 2349, Knoxville, TN 37901. No phone calls, please. WATE-TV/Nationwide Communications, Inc. is an equal opportunity employer.

**Director/producer,** GVG switching experience a must, minimum 2 years production; expertise: newscasts, special programming and commercials. Resume and tape to Stan Roman, WTNH, 8 Elm St., New Haven, CT 06510. EOE.

**Director,** WTVK-TV, Knoxville, TN. NBC affiliate. Main responsibility will be directing/switching newscasts with some commercial production. Knowledge of ESS and DVE helpful. Send resume to Production Manager, WTVK-TV, P.O. Box 1388, Knoxville, TN 37901. EOE, M/F.

**News promotion producer:** The write stuff! One of the country's best stations is looking for one of the country's best news promotion producers to become part of the best team ever. Writing and production skills must be tops. Send us your best! Reel and resume to WSOC-TV, Promotion, 1901 North Tryon St., Charlotte, NC 28206. EEO, M/F.

**Graphics artist WPEC TV-12** has immediate opening for news graphic artist. Position involves graphic design. Art or related degree preferred. Knowledge of computer graphics desirable, but will consider training. Send resume/salary requirements to: Personnel Manager, WPEC TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer.

#### SITUATIONS WANTED TECHNICAL

**15 years of experience** in all phases of television operations engineering. Contact Lillian Pierce, 1064 Kenmore Ave., Buffalo, NY 14216. 716-877-9102.

## SITUATIONS WANTED MANAGEMENT

**General sales manager:** Experienced in every area of television management with outstanding achievement with affiliate-indy station sales and major rep firm—seeks general sales management assignment that matches qualifications and potential. Extensive experience working/supervising all areas of television sales management with major companies. Presently employed Reply Box R-64.

## SITUATIONS WANTED NEWS

**Is business/financial coverage** in your future? Anchor/producer now with major business news broadcast operation seeks position with quality station or production company. #1 market/overseas background. Box R-123.

**Meteorologist** with AMS television seal and six years experience at network affiliates seeks position in larger market. 912—598-0071.

**Camerman/producer** seeks staff position. 12-years news experience with network affiliate. Ray Etheridge. 503—429-6945.

**Meteorologist.** Hard working and enthusiastic. Much small market experience. Seeking position in medium to large market. Box R-135.

**Meteorologist** seeking position in medium or major market. AMS seal, Masters degree, ten years experience all size markets. Box R-130.

**CBS correspondent** laid off after 10 years with company seeks local news job that combines anchoring and reporting. 202—544-0663.

**Here's a sporting proposition!** Award-winning newsman in 120s market wants to make his move to sports. Extensive sports background. Solid anchoring, writing, editing, shooting skills. Live-shot experience. Imaginative reporter. Call Gerry 817—692-4530.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Talented black male director/cinematographer** available. Shoots dynamite pictures, can also write and produce. 10 years experience, studio/location lighting for FFP, ENG, 16mm, Steadicam, Panacam, Betacam, live TV Film school degree. Several awards. Fast, creative, works well with clients, talent, crews. Take charge individual works well under pressure. Seeks move to production company/unit in a medium to large city with a good client list. References, reel. I'll help you create a contemporary, new look for your spots and specials, and have clients coming back for more. Box R-121.

## MISCELLANEOUS

**Covering New Hampshire Primary** or New England news. Two fully equipped broadcast quality ENG crews available with all bells and whistles and edit suite. Call 603—679-5648.

**Primo People needs specialists...** investigative, consumer, medical and feature reporters. Send tapes and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203—637-3653.

**Free joke packet.** Writers: R.T. Smith, Tony Allegretti, Danny Peterson. Contact: Robert Makinson, GPO, Box 3341-D, Brooklyn, NY 11202.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Two tenure track positions open.** Ph.D. (or candidate) and professional experience required. Must show potential as teacher and researcher. Rank and salary dependent upon qualifications. Duties include teaching in one or more of the following areas: television production, media graphics, photography and public relations. We will begin reviewing applications March 27, 1987 and will continue until an acceptable candidate is identified. Send letter of application, curriculum vitae, and three references to: Dr. Mary I. Blue, Chair, Search Committee, Department of Communications, Loyola University, Box 104, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

**Towson State University:** College of Fine Arts and Communication Department of Speech and Mass Communication. Assistant professor (tenure track) available August, 1987, depending on state funding. Salary range competitive. Ph.D. required; professional experience expected. Responsibilities include teaching courses in the area of television production and other media courses, continuing or developing a personal research program, and supervising of internships. Minorities and women are encouraged to apply. Submit curriculum vitae, transcripts, and 3 recommendations by April 30, 1987 to Dr. Ronald Matton, Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204. An equal opportunity, affirmative action employer.

**Instructor of communication** for broadcasting courses. Nine month renewable position requires MA with relevant teaching and professional experience. Courses include two writing, sales-management, social issues in broadcasting, two film production courses and some TV production. Close date May 8. Send resume, letters, transcripts to: Jack Heather, Director, Radio-TV-Film, Fort Hays State University, 600 Park Street, Hays, KS 67601-4099. AA/EOE.

**Communications.** Alfred University seeks applicants for a tenure-track position in a new communications studies program. Teach television production, mass communications, communication theory and research, media law, and other courses. Applicants must have a strong commitment to quality undergraduate education. Ph.D. preferred. Salary and rank dependent upon qualifications. Send vita, three letters of recommendation, copies of graduate transcripts, and other supporting materials to: Professor Frank Cornelius, Chairperson; Division of Performing Arts and Communication Studies; Alfred University; Alfred, NY 14802. Submit applications by April 15, 1987. Alfred University is an EO/AA employer. Women and minorities are encouraged to apply.

**Television and radio:** Cayuga Community College, located in the Finger Lakes Region of New York State, is seeking an instructional staff member to teach in its well-established and growing television and radio program. Applicants should be qualified to teach television production in an environment that stresses hands-on learning and close faculty involvement with student projects. Ability to teach audio and radio production also is desirable. Position begins September 1, 1987. Rank and salary commensurate with credentials and experience. Preferred qualifications are Master's degree or equivalent with industry and/or teaching experience. Send cover letter, resume and list of references by April 20, 1987 to: Personnel Office, Cayuga Community College, Auburn, NY 13021. Cayuga Community College is an affirmative action/equal opportunity employer.

**Assistant associate professor** to teach news writing and editing. Master's degree, 10 or more years of professional media reporting and editing required. Send letter, names or 3 references to Dr. Marlan Nelson, Director, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078-0195. For full consideration application should be received by 4-30-87. An affirmative action equal opportunity employer.

## EDUCATIONAL SERVICES

**On-air training:** For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Prepare for better career. Learn from former ABC Network News correspondent and New York local reporter. Call 212—921-0774. Eckhart Special Productions, Inc. (ESP).

## HELP WANTED SALES

**Broadcast station broker,** Thoben-Van Huss, an aggressive cable and broadcast station brokerage company, is seeking a sales professional to spearhead its brokerage activity in the broadcasting industry. The right individual will have experience in broadcast station operations, finance, marketing and possess national contacts. Excellent salary, commission and benefits for right candidate. For prompt, confidential consideration send resume to: Thoben-Van Huss & Associates, Inc., Suite 400, One Virginia Ave., Indianapolis, IN 46204. An equal opportunity employer.

## RADIO AND TV PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

## EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 805—687-6000. Ext. R-7833 for current federal list.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723—3331.

**Instant cash—highest prices.** We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303—665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301—845—8888.

**FM antenna(s):** will buy used FM broadcast antenna(s) - any make-any model - Call 806—372-4518.

## FOR SALE EQUIPMENT

**AM and FM transmitter** —used, excellent condition. Guaranteed. Financing available. Transcom 215-884—0888.

**25KW FM-Harris FM25(1986),** Harris FM25K(1983), CCA 25000DS(1972) CSI 25000E(1978)\*\*20KW FM-Harris 20H3(1970)-CCA 20KW(1973). Transcom Corp 215-884—0888. Telex 910-240—3856

**5KW/10KW FM \*\*RCA BTF 10D (1969)\*\*3KW FM-CCA 3000DS (1968) 5KW-RCA FM5B(1963)\*\*2.5KW FM-Sparta 602A(1977). ITA 1000C(1965). Transcom Corp 215-884—0888. Telex 910-240—3856**

**Harris 1KW AM\*\*SX-1A (1985)-MW1A (1983)** both in mint condition. Transcom Corp 215-884—0888. Telex 910-240—3856

**50KW AM Continental 317B (1964),** RCA BTA 50H\*\*10KW AM-RCA BTA10H on air\*\*5KW AM-RCA BTA5T(1965), Collins 21E(1964)\*\*1KW Am GatesBCIT-(1963)\*\*Collins 250G. Transcom Corp. 215—884-0888. Telex 910-240—3856.

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303—665-3767.

**New RCA 60kw UHF transmitter.** RCA closeout. Fast delivery. Price: \$325,000 - includes tubes. Bill Kitchen, Quality Media, 303—665-3767.

**Excellent equipment!** UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used: 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas - TX line; much more! Call Ray LaRue 813—685-2938.

**SMC automation system:** Nearly new ESP-2 with CRT. Five carousels, two 721 players, four Otari AR5100 decks. Contact 806-372—4518 for details and pricing.

**Ampex ADO-3000** perspective & rotation effects system interfaced to and including CMX-3400 editing, VPR-2 & 3s. Still store, and much more. Price range one half to 1 million. Serious inquiries only. Maze Broadcast. 205-956-2227.

**Over 100 AM-FM trans.** in stock. Welcome to our city "Dallas" for NAB. Come see our inventory. Y'all come ya hear! Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248 214-630-3600 new #214-276-9725.

**For sale:** 85 Sony 3/4" VCR's—consisting of: 51 BVU200, 5 BVU100, 8 BVU50, 19 VO2860A, 3 VO2600; 6 Ikegami HL77 cameras and 6 RCA TK76 cameras; 25 miscellaneous color monitors, 4 CVS520 TBC, 1 associated environmental chamber, 777 pieces of miscellaneous Kliegl, Colortran and Century studio lighting equipment. For further information contact Rick Melamed, ABC-TV, 2:2-887-4981.

**Two RCA TR800 type VTR's,** full consoles, all extras, excellent condition, also VR1200's and miscellaneous. D. Zulli, 213-466—5441.

**Silverline UHF transmitters** new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen. Television Technology 303—465-4141.

**AM transmitters:** 50, 10, 5, 2.5, 1, .5, and .25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664—4497.

## RADIO

### Help Wanted Sales

#### WANTED NOW

Sales people that are lean, hungry, aggressive, creative professionals. We offer opportunity in the toughest medium size market (300,000) in the Midwest. Sell in Combo. Bob Kranz. GSM. P.O. Box 707 Neenah. Wisconsin 414-722-6471. EOE.

### Help Wanted Announcers

## CAN YOU TALK?

Do you have a top notch track record as a major market or network radio talk show host?

Can you turn a general conversation telephone talk format into memorable radio night after night?

If you've got what it takes to make it in big time talk radio, you should be talking with us.



Send a resume and a recent aircheck to:

### SHANE MEDIA SERVICES

6405 RICHMOND AVE. SUITE 311  
HOUSTON, TX. 77057

an equal opportunity employer, M/F.  
Female applicants are encouraged to apply.

### Help Wanted Technical

#### ASSISTANT ENGINEER

Assistant engineer fulltime, FCC license, at least 2 years experience. Group owned Connecticut radio station, attractive salary, benefits and career growth. Equal opportunity employer. Send resume to: Box R-148.

#### DISPLACED RADIO STATION!!

Forced to move, "HUD" development project. If you've had similar move, we need your related experience. Call collect: Dick Radke or Howard Bill 507-288-1971 KWWK/FM Rochester, Minnesota.

### Help Wanted News

#### NFL FOOTBALL STATION

seeks dynamic young play-by-play person to do sportstalk, interviews, and be third person on broadcast team as you learn. When present voice "hangs it up" opportunity will open to do play-by-play. Once in a lifetime shot at greatest sports station in country. Send tape and resume to Rick Weaver, Vice President of Sports. WIOD Radio, Box 1177, Miami, FL 33138. No calls.

## TELEVISION

### Help Wanted Sales

#### REGIONAL SALESPERSON

Top list with #1 NBC affiliate; prefer 3-5 years experience; proficient in packaging and developmental sales; self motivated; We're a LIN Broadcasting station; Send resume to: Sue McDonnell, G.S.M. WOTV, 120 College, S.E. Grand Rapids, MI 49503. EOE. M/F.

### Help Wanted Technical

## VACATION RELIEF ENGINEERS

We're WABC-TV in New York.

Right now we're looking for experienced engineering personnel to fill vacation relief positions for:

**ENG  
Studio  
Videotape  
Maintenance  
Electronic Graphics**

Personnel will be selected by April 4, 1987. If interested, please send your resume to:

**Gus Spanos  
WABC-TV  
7 Lincoln Square  
New York, NY 10023**

No phone calls please.

**CAPITAL CITIES/ABC, INC.** 

Equal Opportunity Employer M/F/H/V

### Help Wanted Programing, Production, Others



#### TAMPA/ST.PETERSBURG

We're the newest PM station and looking for the best experienced PM staff. If you are ready to join the station committed to first class local production we want to talk with you.

**HOSTS  
SHOW PRODUCER  
FIELD PRODUCERS  
SHOOTER/EDITORS**

Send resume, tape and salary requirements in first letter to: Larry Cazavan, Program Director, WTSP-TV, Box 10,000, St. Petersburg, FL 33733. No telephone calls.

We are an equal opportunity employer.

**Radio and TV equipment**, all new, best pricing! ADC, AMP, Amphenol, Andrew, Anvil, audio cable, Audio Technica, Audio Pak, Belar, Belden, Beyer, Cabbage Cases, Cablewave, Cambridge, Canare, Cine 60, ClearCom, Comark, Comprehensive, Conrac, Crosspoint Latch, Crown, Datatek, Dielectric, Dynatech, Electro Voice, Electrohome, Farrtronics, Fedelipac, For. A, Gentner RF, Hedco, Ikegami, ITE, Jampro, JBR, Kings, Laird, Leader, Lenco, Luxo, M/A-Com, Magni, Marti, Mathey, Microtime, 3-M, Moseley, O'Connor, Panasonic, Peter Lisand, Porta-Pattern, Q-TV, QSI, Quickset, Renovox, RTS, Scala, Sennheiser, Sierra Video, Sigma, Sony, Strantron, TFT, Tektronix, Telemet, Telescript, Telex, TFT, Vertex, Videotek, Vinten, Wiko, Winsted, Ziemark, and more! National Television Systems, 800-531-5143. 800-252-8286.

**FM transmitters:** 25, 20, 15, 5, 1, and .25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**EMCEE TTU-1000** 1kw UHF translator. Tuneable output. Cost 60K in '82. Sell 25K. Maze Broadcast Inc. 205-956-2227.

**Sony BVU-800** low head hours \$8,900. Sony BVT-800 TBC like new \$7,900. 305-856-3607.

**3 Ampex ACR-25B** fresh from Ampex factory re-furb. Includes carts, parts, full Tektronix monitor bridge. Ready to go on-air. Two available as is without factory re-furb, but fully operational. Video BNokers 305-851-4595.

**50 kw Continental 317 - free.** Recently removed from service at KRLA, Los Angeles. Fully operational. You must disassemble and remove. Contact Dave Ping, Chief Engineer at 213-383-4222.

**Vital 114AZ** Audio switcher with dual channel. VMU squeeze zoom. \$30K. RCA TK-29C Saticon film camera with PA3000 auto color corrector. \$20K. RTI TV2000 film editor with quick-trac. \$7K. KHGI-TV, Jerry Fuehrer, 308-743-2494.

**Lapp base insulators:** New - never out of crates. 4 - 9004; 3 - 9006. Lapp Guy mast insulators - 6 - 8523. Pacific Tower Company, 6100 N.E. Columbia Blvd., Portland, OR 97218. 503-267-7303.

**Schafer 7000 automation.** 48 tray audiofile. 2 Otari reel-to-reels. 2 carousels. Only 1 year use. Asking price \$14,000. Located upstate New York. Call Dave Mance 716-335-2273.

**Used broadcast TV equipment.** Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

**New and used broadcast towers.** Custom designed for your needs. Call Tower Design and Fabrication for a quote. 314-687-3932.

**RCA TTU-60 UHF transmitter**, stainless G-7 936' tower and 1000' 6 1/8" transmission line. Will sell as package or piece mil. Maze Broadcast, Inc. 205-956-2227. Booth 107 at NAB.

**TK-29B film chain.** Excellent condition only \$39,000. Vital VIX-114s starting at \$8,000. Grass Valley routing switcher 32x48, 3 level \$69,000. BVH-1100, VTRs \$23,000. Vital squeezezoom \$5,000. RCA TK-46s with pedestals heads and teleprompters \$13,000 each. Call Media Concepts for more information 919-977-3600.

**Thomson 2kw transmitter.** Unused, never uncrated. 40% discount. Suitable full power/low power. 512/480-0084.

**Grass Valley 3252A** digital sync gen. with tests. Excellent. \$1,500. 212-265-3676.

**Fortel Y-688** digital time base corrector. Very good. \$3,000. 212-265-3676.

**Blank tape**, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training copying, etc. Field mini KCS-20 minute cassettes \$6.99. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

**THIS PUBLICATION AVAILABLE  
IN MICROFORM**

**University Microfilms International**

## NEWS PROMOTION WRITER/PRODUCER

Top 20 market ABC affiliate in Florida is looking for a top-notch News Promotion Writer/Producer for immediate hire. Applicant should be creative, energetic and aggressive. Strong writing/production skills and previous television news promotion experience a must. We offer competitive salaries, excellent facilities, and the opportunity to shine in the fast growing Tampa/St. Petersburg market. No phone calls please.

Send resume and videotape examples to:

**PROMOTION MANAGER  
WTSP-TV  
P.O. Box 10,000  
St. Petersburg, FL 33733**



An Equal Opportunity Employer.

## GRAPHIC DESIGN Paint Box Operator Immediate Availability

Experienced graphic designer wanted for television station art department. #1 station in the market. Excellent salary and benefits. Requirements: college degree preferred. Design skills and 1-2 years experience in electronic graphics. Machines to operate: Aurora 175, 220 and Chyron. Send resumes and tapes to: P.O. Box 4861, Baltimore, MD 21211. Equal opportunity employer.

## ENTERTAINMENT REPORTER

Entertainment Reporter wanted for Hollywood-based TV news gathering organization. We're looking for an enterprising, aggressive and committed reporter with great industry contacts and the ability to "hit home." with a highly personalized style of interviewing and reporting.

This full time job is as satisfying as it is demanding. Reply in confidence to: Box R-150. Equal Opportunity Employer, M/F.

## ATTENTION

### BLIND BOX RESPONDENTS

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.

## EXECUTIVE PRODUCER SPORTS

Raycom Sports, the leading independent sports network in the country seeks a qualified individual to lead its staff in the yearly production of over 250 live and taped sports programs. This person must be a self starter with the ability and desire to manage a large budget. While this is an administrative position, field experience is a must. Programming creativity is desirable. Please send resume and demo tape to Raycom, 801 E. Trade Street, P.O. Box 33367, Charlotte, N.C. 28233-3367, Attn: Pat Chavanne.

## Help Wanted Management

## Assistant Vice President for GW Television

This is a new position reporting to the Vice President for Academic Affairs. The television resources of the University include GWTV, a state-of-the-art, ITFS, multichannel broadcast facility, and a new teaching facility in the college of arts and sciences, as well as resources in the three major libraries. We are seeking a candidate who has demonstrated management abilities as well as technical skills in television production.

The person chosen will have responsibility for further development of campus-wide efforts in television instruction. Direct responsibilities include: (1) developing degree programs and continuing professional education programs in cooperation with academic departments for broadcast off campus; (2) developing video tapes for class use and for continuing professional education; (3) expanding a program of national and international teleconferences; and (4) managing the acquisition and maintenance of television equipment and facilities in various instructional units.

Qualifications: Master's degree required, doctorate preferred. Extensive experience in educational television in an academic setting and a record of working cooperatively with deans and faculties.

Position available July 1. Closing date for applications: **April 30.**

Please submit letter of application, resume and brief statement summarizing how the applicant's experience relates to the responsibilities of the position to:



Chair, Search Committee for Assistant  
Vice President for GW Television  
c/o Office of the Vice President for Academic Affairs  
The George Washington University  
Washington, D.C. 20052

An Equal Opportunity Affirmative Action Employer

## MANAGER BROADCAST ENGINEERING SERVICES (Search Extended)

Milwaukee Public Television Channels 10/36 have an opportunity for an accomplished professional to direct a 25 person staff in the operation of their technical facilities. Serving as the "Director of Engineering" under FCC rules, other key managerial accountabilities involve the selection and training of staff, the planning and managing of budgets and the forecasting and controlling of purchases.

Applicants must have an FCC radio-telephone general class license, a related technical bachelor's degree, an in-depth knowledge of TV engineering operations and a proven record of management skills. Experience must include three years of progressively responsible work in a supervisory capacity. The salary range is \$40,390 to \$53,190 with a \$40,390 to \$46,820 per year hiring range. Benefits include paid hospital-surgical, life and LTD insurances, four weeks of vacation, 12 holidays, 18 sick days per year and a noncontributory pension plan.

To be considered, please call 414-225-1800 for an application and job description. Letters of application or resumes will not be accepted in lieu of a completed application form. The closing date for filing is April 13, 1987. (Minorities and females are encouraged to apply.)

**Milwaukee Area Technical College  
1015 N. 6th Street  
Milwaukee, WI 53203**

An Equal Opportunity/Affirmative Action Employer

## ALLIED FIELDS Help Wanted Technical

### SATELLITE ENGINEERS & TECHNICIANS

IDB Communications Group, Inc. providing audio, video and data satellite transmission services needs experienced engineers and technicians with knowledge of the satellite transmission service business in both Los Angeles and New York. All levels considered with responsibilities of the design and implementations of broadcast and satellite technical facilities. If hard work and great opportunity are for you on either coast, send your resume to Dennis Feely, IDB Communications, 10525 W. Washington Blvd., Culver City, CA 90232 EOE



**IDB COMMUNICATIONS  
GROUP, INC.**

### Radio & TV Programing

#### ARMY SPORTS BROADCAST NETWORK

Army Sports Broadcast Network (ASBN) will broadcast via satellite all Army Football Games to audiences throughout the world. Fill up Saturday afternoons with new and premium income.

ASBN will broadcast eleven (11) of the most exciting football games broadcast this coming season. Call Gus Nathan, Network Coordinator at: 914-693-2400 or 212-538-9898 to become the ASBN Network affiliate in your market.

### Consultants Continued

#### CLOSING A STATION SALE?

Contact  
**BROADCAST MEDIA LEGAL SERVICES**  
a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

**1-800-433-2636**

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES

AMEX MC VISA CHOICE

### \$100,000 Buys Me What?

Broadcaster with business mind and love of radio wants to buy into a radio station as a working partner or owner/operator. Hal Slifer, 14 Lake Street, Boston, MA 02135 617-787-7910.

### STATIONS WANTED

Public company wishes to acquire additional stations AM-FM-TV. All market sizes and turnarounds will be considered. Reply in confidence.

**American Broadcast Associates**  
1416 Barton Drive, Ft. Washington, PA 19034  
215-646-4146



### Lum and Abner Are Back

... piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

**PROGRAM DISTRIBUTORS** ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

### Tillinghast Reid & Company

Broadcast Executive and Management Search

720 N. Woodward Ave./Box 451/Birmingham, MI 48012  
(313) 646-5666

### GROUP OPERATOR

wants to expand by mid 1987. Single stations or small groups west of the Mississippi. Cash or terms. Box R-137.

### Employment Services

#### JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P.O. Box 10167, Columbia, MO 65205-4002.



### Consultants

The "SAVE TIME!!!" computer system for logs, bills, affidavits and reports is NOW available for Commodore (C64, 64C) and IBM PC-XT (and compatible) computers! CUT YOUR WORKLOAD to 25%! Just \$950 (Commodore); \$1400 (IBM). Includes custom software and instructions. CALL NOW!!! 415-457-0303.

### Miscellaneous

**BRING 'EM BACK, ALIVE!**  
**PROMOTION - ACTIVITY -  
FORMAT BOOSTS**  
**WILLIAM N. UDELL  
ORGANIZATION**  
(publishers promotion newsletter)

Lets see what you are doing  
Free one-on-one consultation  
4:00 - 9:00 P.M.  
Dallas Embassy Suites - 357-4500  
Bill Udell makes house calls  
Box 50108, Lighthouse Point, FL  
33064

### WANTED

AM, FM, combo, or CP for an experienced owner/operator. Cash or terms. Ga., Fla., or Ala. Send full details and asking price. I am not a broker...confidentiality kept. Box R-149.

### VENTURE CAPITAL DEBT FINANCING

For broadcasters  
**Sanders & Co.**  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404-355-6800

### For Sale Stations

#### MIDWEST

Small market FM with lots of potential. Asking \$475,000 with \$150,000 down. Contact:

**BERNIE KVALE**  
**(312) 490-0470**



For fast  
Action Use  
**BROADCASTING'S**  
Classified Advertising

## ARIZONA & CALIFORNIA GOLD FOR SALE!!!

■ **CENTRAL CALIFORNIA "BLASTER"** This Class B FM has all new equipment... A mile high antenna that covers Fresno "like a bomb" - Priced well under "stick value" for market #73 at \$2,600,000 cash - Won't last long!

■ **"BEAUTIFUL MONTEREY CALLING"** Coastal AM/FM combo... great studios and transmitter sites with low overhead... Arbitron will increase metro population to 500,000+. Market is reranked to about #75; was #126... Competitive signals... Total turnaround ... For sale \$1,750,000 cash including non-compete.

■ **ARIZONA; AM + FM CLASS C-"SUN COUNTRY"** Located in large city... Great market... Stations have cash flow over \$180,000 with exclusive mass appeal format... Long, successful ownership, retirement sale for \$1,900,000 on terms/seller financing.

■ **NORTHERN CALIFORNIA; STRONG AM + CLASS C FM** Ideal owner/operator stations... Outstanding long history of profits... Excellent facilities... Neat area features invigorating climate with no snow... Strong economy, major shopping areas and colleges... FM covers several counties from mountain top... For sale \$750,000 with \$250,000 downpayment and very flexible seller financing.

**NAB '87 - DALLAS - BY APPOINTMENT ONLY  
LOEWS ANATOLE TOWER SUITE 1182**

CHESTER P. COLEMAN

G. WARREN EARL



**AMERICAN RADIO BROKERS, INC./SFO**

1255 Post St., Suite 625, San Francisco, CA 94109. 415-441-3377.

ALL STATIONS SUBJECT TO PRIOR SALE

## RELIGIOUS BROADCASTERS

AM with authority to dramatically increase power day and night. Fine dial position in 81st ADI, MO. Would make dominant religious facility. Turn-key at \$800K.

Also, FM's, Combos, Indy and network TV.

John Mitchell or Joe Miot  
**MITCHELL & ASSOCIATES**  
Box 1065 Shreveport, LA 71163  
318-868-5409 318-869-1301

## ROCKY MOUNTAINS

Class C FM with 50 kw AM in Top 50 market. Asking \$4.25 million. Contact:

**GREG MERRILL**  
(801) 753-8090



## VERMONT

Well-established AM/FM combination with all real estate included. Price of \$800,000 on negotiable terms with seller financing available. Contact the EXCLUSIVE broker  
Mel Stone

**KOZACKO • HORTON COMPANY**

Brokers & consultants to the communications industry  
638 Congress Street Portland, Me 04101 (207) 774-6561

## FOR SALE

AM station in small market near a major Tennessee city. Station's service area is experiencing tremendous economic growth. Price: \$400,000 cash. Reply Box R-141 for further information

- Fulltime in Nashville. \$700,000
- Several Class C 100,000 watt stations
- Many AM, FM, and TV's for sale nationwide. Call to get on our mailing list
- Buying or selling? See us at NAB by appointment only Loews Anatole Hotel.

**Business Broker Associates**  
615-756-7635, 24 hours

## Carolina Coastal Resort

Class A FM. Station priced to sell. Excellent opportunity for owner who would like to live on Hilton Head. No brokers please.

Box R-118

At last! An attorney who's been there 15 years' radio programming, sales and management

**BARRY SKIDELSKY Attorney/Consultant**  
132 E. 45th St., New York, NY 10017 212-370-0130  
See me at the NAB - at Loews Anatole

Full service assistance for station purchase sale start-up, profit improvement Flat rate new FM (Docket 80-90) package new buyer education, contracts arbitration, bkrcpy trustee

## FLORIDA MAJOR MARKET

Profitable fulltime AM. Priced at \$2 million. Qualified buyers only.

BOX R-142

California central valley AM. Center of dial. Daytime serves 500,000 within 5 millivolts. Nights 350,000 within 2 1/2 millivolts. Cash or terms. Principals only. Write Box 684, Lompoc, CA 93438.

## OHIO CANTON/AKRON 900AM

All new state-of-the-art equipment. in stereo. Daytime signal covers over 1 million, nighttime quarter of a million (non-directional). Outstanding opportunity Contact: Jack Mortenson. Mortenson Broadcasting Company, 333 West Vine Street, Suite 200, Lexington, KY 40507. 606-252-1000.

## ARKANSAS OZARKS CLASS "A" FM

Fastest growing area in region. Near University. First class studios and transmitter--all new. Real Estate. Ideal Owner-Operator or Group base of operations. \$425K. Lease assumptions, some terms. Owner, P.O. Box 6115, North Little Rock, AR 72116.

## FOR SALE

AM-FM combo in small Ohio market. Market area is growing as a result of industrial expansion. Firm price: \$600,000 cash, not including real estate. Real estate can also be purchased for reasonable price. Reply Box R-140.

## Media Brokers & Bankers

**GO PUBLIC**  
30 Day Quick Funding  
Up to \$5,000,000+ for Radio  
24hr Hotline (818) 918-3333

*R. E. Meador & Associates*

MEDIA BROKERS

**NAB CONVENTION DALLAS  
LOEWS ANATOLE HOTEL  
Tower Suite 6182**

Ralph E. Meador  
P.O. Box 36  
Lexington, MO 64067  
816-259-2544

Randy Meador  
Kansas City, MO  
816-455-0001

**MAJOR MARKET**

Fulltime AM;  
Asking \$750,000.

Contact:

**BILL LYTLE  
(816) 941-3733**



**BILL EXLINE ANDY McCLURE**

NAB ADDRESS:  
Loews Anatole Hotel  
Suite 710 Atrium  
214-748-1200

*William A. Exline, Inc.*  
Media Brokers

4340 Redwood Highway  
Suite F-121  
San Rafael, CA 94903  
415-479-3484

**NAB - DALLAS  
LOEWS ANATOLE  
214-748-1200**

**JACK FELDMANN - ART HOGAN**

*Hogan - Feldmann, Inc*  
MEDIA BROKERS - CONSULTANTS  
P.O. Box 148  
Encino, California 91426  
Area Code (818) 986-3201

**EASTERN ARKANSAS  
AM/FM COMBO**

**Class IV AM & Class A FM**

City of license pop. 18,000 and growing. Total population for county of license and adjacent counties: 190,000. \$685,000 cash includes real estate.

**P.O. Box 41372  
Memphis, TN 38174**

**BUYING RADIO???**

Feasibility studies--the station(s) you're looking at--make you a millionaire? Let us examine them for maximum potential. Documented opinions, non-tech talk, lotsa pics. Don't let hidden defects in operations kill your dreams!!! Brokers protected. Confidential conference at NAB.

**PROFESSIONAL BROADCASTERS  
718-347-2940 - 24 hrs.**

**CALIFORNIA FM/AM COMBO**

Excellent medium market; stations are underdeveloped. Priced to sell with \$250,000 down/terms.

Write to Box R-46

FLA Daytimer	\$580,000
NC Class B FM	2,000,000
GA Metro Daytimer	370,000
AL Fulltime AM	550,000
SE UHF TV	2,900,000
AL Class A FM	450,000
MS Class A Combo	360,000

**The Thorburn Company  
410 Sandalwood Drive,  
Atlanta, GA 30338  
Phone 404-998-1080  
Bob Thorburn, President  
Martha Thorburn, Associate**

**ATTENTION**

**BLIND BOX RESPONDENTS**

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.

**Broadcasting Classified Rates**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

Advertisers using Blind Box numbers cannot request audio tapes, video-tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

# Fates & Fortunes

## Media

**Jeff Davidson**, former president, Gannett Broadcasting Group, Atlanta, joins WPCQ-TV Charlotte, N.C., as VP and general manager.

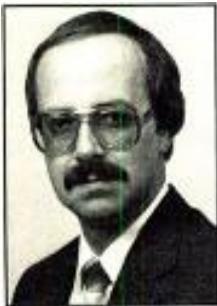
**Michael R. Ewing**, VP and general manager, CBS Radio Network, New York, joins KRLD(AM) Dallas as VP and general manager.

**Bill Burns**, VP and general manager, WWBA-FM St. Petersburg, Fla., joins KKBQ-AM-FM Pasadena, Tex., in same capacity.

**Stephen W. Dant**, former general sales manager, KTUL-TV Tulsa, Okla., joins WTOV-TV Steubenville, Ohio, as VP and general manager, replacing **Brett D. Cornwell**, who joins WNWO-TV Toledo, Ohio, as VP and general manager.

**Allan C. Buch**, news director, WTVJ(TV) Miami, joins KSNW(TV) Wichita, Kan., as VP and general manager.

**Tom Mochel**, from WAND(TV) Decatur, Ill., joins WRSP-TV Springfield, Ill., as general manager.



Mochel



Evans

**Sherry Evans**, general sales manager, WTIX(AM) New Orleans, named VP and general manager.

**Stephen E. Hattrup**, corporate VP, financial planning, American Television & Communications Corp., Englewood, Colo., named VP and treasurer.

**Edith Buchanan**, general manager, WGUS-AM-FM Augusta, Ga., named corporate operations coordinator of parent, Woolfson Broadcasting Corp.

**Bob Andrews**, general manager, announcer and chief engineer, WLBE(AM) Leesburg, Fla., resigns as general manager. He will continue as announcer and chief engineer. **John Fennessy**, independent consultant, succeeds Andrews as general manager.

**Paul Levesque**, general manager, WCOD-FM Hyannis, Mass., named VP, radio, of parent, Taylor Communications. **Bonnie McCarthy**, general sales manager, WSNE(FM) Taunton, Mass., succeeds Levesque at WCOD-FM.

**Jerry Dalrymple**, station manager, KWTW(TV) Oklahoma City, named VP and director, corporate operations of parent, Griffin Television. **Al Sandubrae**, news director, KWTW, succeeds Dalrymple as station manager.

**Kathy Dunlap**, business manager, WCFL(AM) Chicago, named operations manager.

**Mark Lapidus**, program director, KBAT(FM) Midland, Tex., joins WMJR(FM) Warrenton, Va., as operations director and announcer.

**Warren E. Canull**, corporate director, employe relations, Barry-Wehmiller Co., St. Louis, joins KSDK(TV) there as director, human resources.

**Linda Hill**, traffic manager, WCIX(TV) Miami, joins WDZL(TV) there in same capacity.

## Marketing



O'Donnell

**Joseph W. O'Donnell**, former chairman and CEO, J. Walter Thompson Co., New York, joins William Esty Co. there as chairman and CEO.

**Ralph Rydholm**, executive VP/chief creative officer and director, Ted Bates, Chicago, joins Tatham-Laird & Kudner

Advertising there as managing partner and chief creative officer. **Joe Burke**, art director, Hammerman & Morse, Chicago, joins Tatham-Laird & Kudner in same capacity.

**David Idema**, VP and group creative director, Geer, Dubois Inc., New York, named senior VP and group creative director.

**Sid Brown**, VP and office manager, Blair Television, Dallas, named VP and Southwest regional manager. **Cora Enriquez**, research manager, Blair Television, New York, named director, NBC research. **Neil Scher**, sales assistant, Blair Television, New York, named sports coordinator, marketing department.

**Mark A. Masepohl**, regional manager, Hillier, Newmark, Weschler & Howard, Houston,

joins Blair Radio there as office manager.

**Sharon Mancini**, office manager, Major Market Radio Sales, New York, named assistant VP. **Jeanne Williams**, from WHND(AM)-WMJC(FM) Birmingham, Mich., joins Major Market Radio, Detroit as account executive.

**Joseph W. Ostrow**, executive VP and director, communications services, Young & Rubicam, New York, joins Foote, Cone & Belding Communications Inc. there as executive VP and corporate director, media. **Richard Vaughn**, director, strategic planning, Foote, Cone & Belding, Los Angeles, named executive VP and corporate director, research and



Ostrow



Vaughn

planning, Foote, Cone & Belding Communications Inc. **Maryann Welker**, managing producer, Group W Productions, Hollywood, joins FCB/Telecom, Los Angeles, as associate director.

**Bruno C. Tomasi**, VP and director, art studio, Young & Rubicam Inc., New York, named senior VP. **Margaret A.R. Pizer**, supervising broadcast business manager, and **Lawrence R. Miller**, attorney, legal department, named VP's. **Chris Dickens**, Young & Rubicam, London, named worldwide media director, New York. Dickens was also named director, communications services, replacing Joseph Ostrow, who joins Foote, Cone & Belding (see item above).

Appointments at Earle Palmer Brown Companies, Washington: **Cindy Cole**, from Ketchum Advertising, Pittsburgh, and **Elizabeth**

## Investing In Radio 1987

The Market - By - Market Guide to the Radio Industry

Two-Volume Set Profiling all 259 ARB Markets listed by Market Rank for your comparable sales analysis

- Historic Financials
- Revenue Projections
- Ownership Data
- Station Sales
- ARB Rating Trends

and much more!  
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California and Alaska

Call collect (415) 366-1781



The Best Radio Investment Research Available

**Doyle FitzGerald**, VP and creative supervisor, Needham Harper Worldwide, Washington, to VP's and creative supervisors; **Nancy Eller Cramer**, director, management information systems, Earle Palmer Brown, to VP, management information systems; **David L. Page**, associate creative director, to VP and associate creative director; **Robin Sherman**, freelance producer, to VP and director, broadcast; **Mari B. Tuma**, management supervisor, Brown direct department, to VP and management supervisor; **Bonita Y. Samuels** and **Micheline N. Bast**, from J. Walter Thompson, Washington, to account executives; **Gil Jisino**, from J. Walter Thompson, to traffic manager; **Kathy Tinnen**, from Ogilvy & Mather, Atlanta, to account supervisor; **William D. Mitchell**, former VP and group head, DDB Needham Worldwide, Washington, to senior art director; **Dean Buckhorn**, from DDB Needham Worldwide, and **Sharyn Pangages**, from Mitchell & Associates, Bethesda, Md., to copywriters; **Suzanne E. Dilwig**, from R. Merriman Associates, Tysons Corner, Va., to creative group coordinator; **Margaret Bruce Wellington**, traffic manager, DDB Needham Worldwide, to broadcast business manager.

**Ken Hall**, former VP and station manager, WBBM-TV Chicago, joins WMAQ-TV there as director, sales.

**Charles Stuart**, national sales manager, KTTV-TV Los Angeles, named VP and local sales manager. **Hanna Gryncwajg**, account executive, replaces Stuart as national sales manager.

**Steven Brooks**, creative director, WEBS(FM) Westport, Conn., named marketing director.

**Carolyn Navarra**, regional sales manager, WCPX-TV Orlando, Fla., joins WCIX-TV Miami as local sales manager.

**John Howe**, account executive, KLZ(AM)-KAZY(FM) Denver, named local sales manager.

**Teresa Wright**, account executive, KXAS-TV Fort Worth, named local sales manager.

**Robert J. Murthum**, senior account executive, Midwest Family Stations' WITL-AM-FM Lansing, Mich., named local sales manager, co-owned WSJM(AM)-WIRX(FM) St. Joseph, Mich. **Rod Kackley**, former news director, WHFB-AM-FM Benton Harbor, Mich., and **Scott MacRae**, PSI Inc., Chicago, join WSJM-WIRX as account executives.

**Bob Silva**, VP and sales manager, Blair Television, Detroit, joins WXYZ-TV there as national sales manager. **Cynthia Koich**, retail marketing specialist, WXYZ-TV, named manager, market development.

**Kevin Cuddihy**, account executive, WCCO-TV Minneapolis, named national sales manager.

**Steve Lessman**, from WFLD-TV Chicago, and **Howard Wolpin**, from WCKG(FM) Elmwood, Ill., join WLS-AM-FM Chicago, as account executives.

**David McMurray**, from WRXR(AM)-WMET(FM) Chicago, joins WFMT(FM) there as account executive.

**Nancy Sickel**, from WHWH(AM)-WPST(FM) Trenton, N.J., joins KYW(AM) Philadelphia, as account executive.

**Marty Mitchell**, regional sales manager,

WCEE(TV) Mount Vernon, Ill., joins KDNL-TV St. Louis as account executive. **Rebecca Frost**, administrative assistant, Kerlick, Switzer & Johnson Advertising, St. Louis, joins KDNL-TV as sales assistant.

**Joseph Klein**, from KLIB-TV Davenport, Iowa, joins WDZL-TV Miami as account executive.

**Deborah Young**, manager and supervisor, software products, Beggars Video, Springfield, Mo., joins KOLR-TV there as account executive.

**Shawn Bartlet**, advertising sales manager, Storer Cable, Sarasota, Fla., joins WWSB-TV there as account executive.

**George E. Drymalski**, from WNRW-TV Winston-Salem, N.C., joins WGGT-TV Greensboro, N.C., as account executive.

**Byron Palmer**, from WENY-TV Elmira, N.Y., joins WBNG-TV Binghamton, N.Y., as account executive.

**Mary Cancassi**, from KTLA-TV Los Angeles, joins KSRF(FM) Santa Monica, Calif., as account executive.

## Programing



Getzler

**Melvin (Bud) Getzler**, chairman, Viacom Entertainment Group since 1985, resigns effective March 31. He will continue with Viacom as senior VP and consultant.

**Keith Samples**, VP, perennial Western sales, Lorimar Domestic Television Distribution, Culver City,

Calif., named senior VP and general sales manager. Appointments in reorganization, Midwestern regional operations, Chicago: **Mark Robbins**, senior VP, first-run Midwest sales, to senior VP, Midwestern region; **Jeff Hufford**, VP, first-run Midwestern sales adds duties as VP and sales director, Midwestern region, first-run syndication; **Steve Knowles**, VP, perennial Midwestern sales, to VP and sales director, Midwestern region, perennial sales; **Casey Lanken**, trainee, off-network Midwestern sales, and **Chris Smith**, trainee, first-run Midwestern sales, to account executives. Appointments in Eastern region, New York: **Rob Barnett**, VP, perennial Eastern sales, to VP, off-network Eastern sales; **Damian Riordan**, account executive, first-run Eastern sales, to director, perennial Eastern sales; **Eric Strong**, trainee, first-run Midwestern sales, to account executive, first-run Eastern sales. Appointments in Western region, Culver City: **Vince Messina**, account executive, first-run Western sales, to VP, off-network Western sales; **Jim Burke**, account executive, off-network Western sales, adds duties as account executive, perennial Western sales.

**Anne S. Atkinson**, deputy general counsel Coca-Cola's Columbia Pictures Industries Inc. and CPT Holdings Inc., and VP, legal affairs, Columbia Pictures International Corp., New York, adds duties as secretary of

several units of Coca-Cola's Entertainment Business Sector Inc. Units will include Columbia Pictures Industries, CPT Holdings, Embassy and Merv Griffin Enterprises. Atkinson has also been assigned responsibility for East Coast legal department, Entertainment Business Sector. **Andrew Susskind**, senior VP, comedy development, Embassy Television, Los Angeles, joins Weintraub Entertainment Group there as president, television division, effective May 1.

**David Friedman**, senior VP, sales, commercial syndication division, Lionheart Television, Los Angeles, named senior VP, network and group development. **Richard Golden**, VP, sales, West Coast, named VP and general sales manager.

**Thomas C.N. Evans**, director, research, Westwood One Radio Networks and Mutual Broadcasting System, Los Angeles, named VP, research, Westwood One Inc. **Andrew Epstein**, writer, *Entertainment Tonight*, Los Angeles, syndicated TV show, joins Westwood One as writer and producer, *Off the Record with Mary Turner*.

**Paul J. Brousseau**, former sales executive, Capitol Records, New York, joins G.G. Video, Boston program distributor, as president.

**Gerald Long**, from ARGO Communications, New York, joins Private Satellite Network Inc. there as VP, network operations.

**Mary Mazur**, manager, drama development, NBC Entertainment, Los Angeles, named director, drama development.

**Rich McAvoy**, controller, Aaron Spelling Productions, Los Angeles, joins Peregrine Entertainment Ltd. there as chief financial officer.

**Richard Zimmer**, director, research, Orion Television Syndication, Los Angeles, named executive director, research.

**Jolene Victor**, television sales administrator, Samuel Goldwyn Co., Los Angeles, named manager, television and ancillary sales.

**Michael Portney**, sales executive, Television Program Enterprises, Los Angeles, joins Coral Pictures Corp., San Diego, as Western regional sales manager.

**Clyde Formby**, corporate director, programming, Rollins Communications Inc., Atlanta station owner recently acquired by Heritage Communications Inc., Des Moines, Iowa, named director, programming, Heritage's group of seven TV stations.

**Eamon Harrington**, associate producer, MTV Networks' VH-1, New York, named supervising producer. **David B. Cohn**, unit manager, MTV, named production manager, VH-1.

**Francine Leader**, manager, affiliate sales, Southeast region, Financial News Network, joins The Travel Channel, Washington, as director, affiliate sales, Southeast region. **Patti McCaskill**, advertising product manager, Southwestern Bell Publications, St. Louis, joins The Travel Channel there as director, affiliate sales, Mid-America region. **Edward Cuttle**, former tourism sales manager, St. Louis Convention and Visitors Commission, joins The Travel Channel, St. Louis, as regional director, travel sales, Midwest.

**William Murtough**, producer/director, Everett

Studios Inc., White Plains, N.Y., joins Praxis Media Inc., South Norwalk, Conn., production company, in same capacity.

**Red Koch**, VP and promotion manager, WESH-TV Daytona Beach, Fla., joins KPRC-TV Houston as program manager.

**Dave Young**, announcer and production director, KMPS-AM-FM Seattle, joins KSEA(FM) there as production director.

**Stephanie Edwards**, freelance announcer, joins KHJ-TV Los Angeles, as host, *Mid-Morning Los Angeles*.

**Myra Lowrey**, recent graduate, University of Charleston, W. Va., joins West Virginia Public Radio, operator of eight noncommercial FM stations, Charleston, as overnight jazz host.

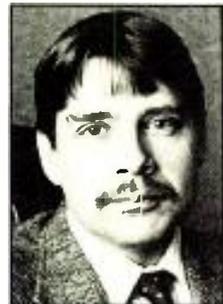
**Dan Murphy**, from KLBQ(FM) El Dorado, Ark., joins KIXK(FM) there as afternoon announcer.

## News and Public Affairs

**Phil Bremen**, correspondent, NBC News, London, joins New Jersey Network, Trenton-based operator of four TV stations, as senior news correspondent.

**Carolyn Skinner** and **David Hoffman**, associate producers, NBC Sports, New York, named feature producers for NBC-TV's coverage of 1988 Seoul Olympics.

**Nicholi Flynn**, assistant news director, KWTW(TV) Oklahoma City, named news director. **Mike Sims**, assignment editor, named managing editor.



Zimpher

**Bill Zimpher**, morning anchor, WIP(AM) Philadelphia, named news director.

**Ellen Beth Levitt**, director, *Health Newsfeed*, daily radio medical program distributed by Johns Hopkins Medical Institutions, Baltimore, named news director, Johns Hopkins University's noncommercial WJHU-FM.

**Dave Paull**, reporter and anchor, KGW(AM) Portland, Ore., joins KKL(FM) there as news director.

**David Grayson**, program director, KZIQ-AM-FM Ridgecrest, Calif., named news director.

**Jim Wallace**, reporter, WWVA(AM) Wheeling, W. Va., named news director, WWVA and co-located WOVM(FM).

**Rick DeLisi**, anchor and reporter, KPRC(AM) Houston, joins WGBB(AM) Freeport, N.Y., as news director.

**Terrence Oprea**, documentary producer and writer, WDIV(TV) Detroit, named executive producer, special projects, news.

**Fran Seeger**, former executive producer, *Panorama*, WTTG(TV) Washington, joins WJLA-TV there as editorialist and public service producer.

**Susan Cingari**, creative director, WTWS(TV) New London, Conn., joins KRDO-TV Colora-

do Springs as 5:30 and 10 p.m. news producer.

**Lee Brown**, assignment editor, WYFF-TV Greenville, S.C., named managing editor.

**John Hertel**, professor of government, environment and technology, Lawrence Institute of Technology, Southfield, Mich., joins WXYZ-TV Detroit as public affairs producer.

**Marc Levinson**, from WYFF-TV Greenville, S.C., joins KRIV-TV Houston as director, midday and 7 p.m. news.

**Shawn Briggs**, Capitol Hill reporter, Post-Newsweek Stations, Washington, joins WCJB(TV) Gainesville, Fla., as managing editor and anchor.

**David K. Nixon**, news director, KPAX-TV Missoula, Mont., adds duties as 5:30 p.m. anchor.

**William E. Flower**, United Technologies Corp., Stratford, Conn., joins WSNB(AM) Torrington, Conn., as VP and managing editor.

**Jim Dyer**, anchor, 10 p.m., weekend newscast, WCIX(TV) Miami, named anchor, nightly 10 p.m. newscast.

Appointments at WKYT-TV Lexington, Ky.:

**Bill Bryant**, regional reporter, to noon anchor; **Dan Desjardins**, chief photographer, to news operations manager; **Jim Guthrie**, from WHAS-TV Louisville, Ky., to noon associate producer; **Dan Dickson**, from WTVW(TV) Evansville, Ind., to regional reporter; **Jodie Klein**, from WOAY-TV Oak Hill, W. Va., to reporter; **Jeff Fossett**, from WTVQ-TV Lexington, and **Jeff Meyer**, from WSET-TV Lynchburg, Va., to pho-

tographers.

**Randy Wright**, weeknight weather anchor, KOMU-TV Columbia, Mo., joins KTUL-TV Tulsa, Okla., as weekend weathercaster, replacing **Travis Meyer**, named 10 p.m. weeknight weathercaster.

**Arlene Ross**, former producer, WCIX(TV) Miami, joins WINZ(AM) there as afternoon anchor and reporter. **Lorri Sheffield**, former executive producer, WIOD(AM) Miami, joins WINZ in same capacity.

**Terry Gilmore**, sound person, WPVI-TV Philadelphia, named photographer.

**Joel Sanders**, photographer, WTAF-TV Philadelphia, named chief photographer, 10 p.m. newscast.

## Technology



Smith

**Jerry E. Smith**, VP, marketing, RCA Broadcast Systems, New York, joins Sony Professional Audio, Teaneck, N.J., as division VP.

**Tom Bradshaw**, chief engineer, WPTZ(TV) North Pole, N.Y., adds duties as corporate director, engineering, television group, for parent, Heritage Communications Inc.

**Marty Meyer**, assistant manager, post-produc-

# Broadcasting

The Newsweekly of the Fifth Estate

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tion, ABC-TV, Los Angeles, joins Digital Post, Los Angeles post-production facility, as director, client relations.

**Vinnie Sims**, videotape editor, Reeves Tele-tape, New York, and **Howard Williams**, videotape editor, news department, WOR-TV Secaucus, N.J., named CMX editors, post-production videotape department, WOR-TV.

**Charles R. (Randy) Price**, chief engineer, WGBO-TV Joliet, Ill., joins WDTN(TV) Dayton, Ohio, in same capacity.

**Philip Edward Frye**, engineer, electronic news, Hubbard Broadcasting's KSTP-TV St. Paul, Minn., named chief engineer, Hubbard's KSAX(TV) Alexandria, Minn., scheduled to begin operation this summer.

**Dick Kane**, from WNLC(AM)-WTYD(FM) New London, Conn., joins WLIS(AM) Old Saybrook, Conn., as chief engineer.

**Simon G. Shaw**, from F.W.O. Bauch Ltd., London, joins CMX Corp., Santa Clara, Calif., manufacturer of TV editing systems, as manager, Euroservice, Amsterdam.

**Bob Badaeux**, assistant chief engineer, KRIV-TV Houston, joins WFXT(TV) Boston, as chief engineer.

## Promotion and PR

**Hud Engelhart**, VP and account manager, and **Barbara Molotsky**, VP and consumer marketing specialist, Hill & Knowlton Inc., Chicago, public relations firm, named senior VP's.

**John I. Taylor**, manager, corporate public relations and communications, Zenith Electronics Corp., Glenview, Ill., named director, corporate public relations and communications, succeeding William A. Nail who died March 3 ("Fates & Fortunes," March 16).

**Ruth Snyder**, independent consultant, joins Bergelt Lichfield Public Relations, New York, as account supervisor.

**Norma Scheck**, production assistant, Lifetime Cabletelevision, New York, named associate producer, on-air promotion.

**Judy Selig**, campaign coordinator, Judge Tom Glaze, 1986 candidate for Arkansas Supreme Court, joins Cranford Johnson Robinson Associates, Little Rock, Ark., public relations firm, as administrative assistant.

**Laura Gaston**, publications editor, Greater Houston Builders Association, joins Gulf State Advertising Agency, Houston, as public relations account executive.

**Renee Casis**, coordinator, programing and promotion, WCBS-FM New York, named promotion director.

**Cris Chavarria**, news promotion director, WSVN(TV) Miami, joins WLS-TV Chicago as on-air promotion manager.

**Sheila Silverstein**, assistant, public affairs/promotions and sales department, WCAO(AM) Baltimore, named promotion director.

**Lisa Miller**, promotion producer, WISH-TV Indianapolis, joins WKRC-TV Cincinnati as news promotion producer. **Patricia K. Swanson**, promotion assistant, WKRC-TV, named entertainment promotion producer.

## Allied Fields

**Robbin Ahrold**, VP, communications, RCA/Ariola, New York, joins Broadcast Music Inc. there as VP, corporate relations. **Richard A. Kurtti**, from Bank of America, New York, joins BMI as director, data processing.

**Michel Nardi**, former assistant general counsel, Group W Cable Inc., New York, opens private New York practice specializing in communications, entertainment and corporate law.



LoFrumento

**John A. LoFrumento**, controller, American Society of Composers, Authors and Publishers, New York, named chief financial officer.

**John F. Fedak**, VP, engineering and systems operations, Ford Aerospace Satellite Services Corp., Washington, joins Frazier

Gross & Kadlec Inc., Washington communications consultant, as VP, engineering and technical services.

**Charles Kuralt**, correspondent, CBS News, New York, named second Josephine B. and Newton N. Minow Visiting Professor in Communications, Northwestern University, Evanston, Ill. Kuralt will give presentation, "America Behind the Headlines," on campus of Northwestern on April 1.

**Robert Leahy** has resigned as director of Intelsat's director of public and media relations. Reason for resignation—within days after board of governors selected Dean Burch as Intelsat director general (BROADCASTING, March 16)—was not clear; neither he nor John Hampton, acting director general would elaborate, although Leahy said he was "moving on to other things." Leahy has been in his job for year-and-a-half, but turnover in it has been heavy—eight directors in last three years.

**Albert Halprin** has announced intention to resign as FCC Common Carrier Bureau chief within next several months.

## Deaths

**Edward Oliver (Ted) Lamb**, 85, owner of WICU-TV Erie, Pa., died March 23 of heart attack at his Maumee, Ohio, home. Lamb opened Toledo, Ohio, law practice in early 1930's and often represented labor unions in civil rights cases. Case he won for Mount Clements Pottery Co., upheld by United State Supreme Court in 1946, set precedent in labor union rights claims to pay for time spent going to and from workplace. In 1945 he acquired *Erie (Pa.) Dispatch* and established WTOD(AM) Toledo, Ohio, year later. Lamb had built group of three AM and two TV stations by 1953, and was in process of buying WTVQ(TV) Pittsburgh, when charges that he was Communist sympathizer arose from Capitol Hill. Among reasons given for charge were Lamb's associations with allegedly Communist-dominated organizations, such as National Lawyers Guild, and his refusal to

allow speeches by Senator Joseph McCarthy (R-Wis.) to be aired on his TV stations. FCC hearing challenging Lamb's licenses began in October 1953 and dragged on until 1957 when issues were settled in his favor. Throughout proceedings, Lamb emphatically denied Communist sympathies. He is survived by his wife, Prudence, daughter and son.

**Bill Baird**, 82, puppeteer on several TV shows during 1950's, died March 18 of pneumonia associated with bone marrow cancer at his New York home. Puppet creations of Baird and his wife, Cora, appeared on CBS Saturday morning children's shows, *Snarky Parker* in 1950 and *The Wistling Wizard* in 1951-52. Bairds also appeared on 15-minute, Tuesday and Thursday morning program, *The Bil Baird Show*, on CBS in August-October 1953. In March-November 1954, Baird puppets were regular feature of CBS's *The Morning Show*, first hosted by Walter Cronkite and later by Jack Paar. Bairds again appeared with Paar when he became host of *Tonight* show on NBC. Baird is survived by son and daughter.

**Frank Sharp**, 83, former manager, WFBM(AM) (now WNDE) Indianapolis, died March 4 at St. Vincent's hospital, Indianapolis. Sharp was among original employees of WFBM when it signed on in October 1924. He was named assistant program director in 1928 and program director in 1930. During World War II he served as general manager. Sharp helped establish WFBM-TV (now WRTV) Indianapolis in 1948. From 1946 until his retirement in 1967 he was administrative assistant to VP and general manager of WFBM stations. Sharp was charter member of Broadcast Pioneers.

**Dennis Tugander**, 37, office manager, MMT Sales Inc., Miami, died March 18 of heart attack in Fort Lauderdale, Fla. Tugander joined MMT Sales in 1982 as account executive and was named office manager in 1985. He is survived by his wife, Diane, and three daughters.

**Robert Preston**, 68, actor famous for role as Professor Harold Hill in stage and film versions of *The Music Man*, died March 21 of lung cancer at Cottage hospital, Santa Barbara, Calif. On television, Preston played Hadley Chisholm in four-part series, *The Chisholms*, on CBS in March and April, 1979. He returned to role for few episodes in January 1980 when *The Chisholms* became regular series on CBS. Preston is survived by his wife, Catherine Craig.

**Dean Paul Martin**, 35, son of entertainer Dean Martin, died March 21 in plane crash in San Bernardino mountains, Calif. Martin, captain in California National Guard, was pilot of F4-C Phantom jet that crashed soon after taking off for practice bombing mission. During 1985-86 season, Martin starred on NBC-TV's *Misfits of Science*. He is survived by son.

**Richard C. Heyser**, 55, president-elect, Audio Engineering Society, New York, died March 14 of cancer at his Pasadena, Calif., home. Since 1956, Heyser had worked at Jet Propulsion Laboratory, California Institute of Technology, Pasadena, where his recent research was on techniques to improve underwater sound research and medical ultrasound imaging. He held nine patents in audio and communication techniques. Heyser is survived by his wife, Amy.

## A passion for public service

Representative Edward John Markey (D-Mass.) is an activist, as witness his championship of antinuclear and environmental causes and his record as a consumer advocate. It's a quality he can be expected to bring to the chairmanship of the House Telecommunications and Finance Subcommittee where, since January, the 40-year-old Malden, Mass., native has been at the helm. The passion and attention to detail that were the trademarks of his tenure on the Energy, Conservation and Power Subcommittee can now be applied to a new constituency.

He inherited his newest post from Tim Wirth, the Colorado Democrat elected to the Senate last fall. For the most part Markey, as a subcommittee member, strayed little from Wirth on issues before the subcommittee.

A 10-year-plus veteran of the subcommittee (he is now serving his sixth term in Congress), Markey is no stranger to the Fifth Estate, although he's been more active on telephone issues than on broadcasting or cable. But he is considered a quick study and is expected to exercise an aggressive oversight of his subcommittee's jurisdiction.

The Massachusetts congressman believes his congressional responsibilities encompass more than just putting laws on the books. "A respectable chunk of your time has to be spent in tending to what you've already done and making sure that it's being properly implemented," he said.

Markey has spent all his adult life as an elected official. His interest in public service stems from what he says stimulated most Irish Catholic youths growing up near Boston: John F. Kennedy. "There were a lot of people who said he couldn't be President because he was Irish Catholic. That meant that none of us could be full-fledged Americans either. So to that extent it was something that engaged all of us in the political process in an intense way. That, I think, touched me more than others."

Although not active in student politics, Markey, as a student at Boston College, campaigned for Eugene McCarthy in the 1968 presidential race. After graduating with a history degree in 1968, Markey joined the Army reserves, completed his basic training, then entered Boston College law school the following year.

During law school, his interest in government grew. How laws were made and the rationale behind them appealed most to Markey, and he decided to enter politics. He got his law degree in 1972 and was elected to the Massachusetts House of Representatives, a body described by Markey as "the best AAA farm system in the United States."

During his four years in the legislature, Markey exhibited a penchant for independent thinking. He had a major run-in with the Democratic leadership over a legislative



EDWARD JOHN MARKEY—Member, U.S. House of Representatives from Massachusetts' seventh district, and chairman, House Telecommunications and Finance Subcommittee; b. July 11, 1946, Malden, Mass.; BA, history, Boston College, 1968; JD, Boston College, 1972; member, Massachusetts state legislature, 1972-76; elected to U.S. House of Representatives, 1976; chairman, House Interior Committee's Subcommittee on Oversight and Investigations, 1981-1985; chairman, House Energy and Commerce Committee's Subcommittee on Energy, Conservation and Power, 1985-87; present chairmanship since January 1987; single.

initiative to prevent district court judges from maintaining a law practice. That situation, Markey said, "was loaded with built-in conflicts of interest." A tremendous battle ensued. On the last day of the session in 1975, at 4 a.m., the bill passed, but the victory lost the young lawmaker his seat on the Judiciary Committee. Even Markey's desk from the committee room was moved out into the hall, he says.

Unbeknownst to the speaker of the House, that same day Markey was being named legislator of the year by the Massachusetts Bar Association. The attendant publicity brought to light Markey's treatment by the speaker, and eventually resulted in curtailment of the speaker's power.

That incident propelled Markey into the public spotlight and helped send him to Washington. In 1976, he won a congressional seat despite a tough Democratic primary with at least a dozen candidates. One of his television commercials, according to Markey, showed a desk out in a hall, with a voice-over saying: "The bosses can tell Ed Markey where to sit but nobody tells Ed Markey where to stand."

In 1981, Markey took over the Interior Committee's Subcommittee on Oversight

and Investigations. During those years his critics often charged him with being more interested in grabbing headlines than in tackling issues. But his chairmanship of the energy subcommittee, which he assumed in 1985, not only impressed John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, but others as well. The once shaky ties between Markey and his former chairman are believed to have strengthened. Said one communications lobbyist: "He's demonstrated he can legislate effectively and has learned how to share credit and some of the limelight."

In 1984, Markey announced his candidacy for the Senate seat being vacated by Paul Tsongas (D-Mass.). By spring of that year, he had decided to pull out. "It was not the right time to run," he says.

As chairman of the Telecommunications and Finance Subcommittee, Markey is expected to devote considerable time to securities and corporate mergers and acquisitions. The impact of the latter on the broadcasting industry has already attracted his attention. He's calling for hearings at the end of April to examine the issue as it applies to the television networks and their news operations.

"My sense," says Markey, "is that there are many, many good broadcasters in this country. At the same time, there appears to be a trend that has some people increasingly looking at broadcast licenses as commodities. To that extent I think it's important for Congress to look at what trends are developing in the broadcast industry."

On other broadcasting topics: Markey has expressed outrage over the FCC's decision to sunset its must-carry rules. He also says there is keen interest among subcommittee members in hearings on children's television, looking at, among other things, interactive toys and cartoons. "That's the one issue that most members believe needs some attention," he said. A supporter of the fairness doctrine, Markey has scheduled a hearing April 7 on the matter, and will probably lead efforts, along with Dingell, to codify it.

On cable matters, Markey has sided with cable in its opposition to FCC proposals to resurrect the syndicated exclusivity rules and to require A/B switches in all new cable installations. He is also leery of any attempts to lift restrictions preventing the seven regional Bell operating companies from entering the cable television business.

Nevertheless, the chairman feels cable has been given opportunities that it ought not to abuse. He has said the subcommittee will hold general oversight hearings on the status of the cable industry this year.

In his free time, Markey, a basketball fan, still works on his "left-handed drive in the off chance that the Celtics might need me in a playoff game." On a more serious note, Markey says, he hopes that the Fifth Estate will find his tenure as chairman to be "vigorous, fair and progressive." ■

**Long-ensnared sale of WOR-TV Secaucus, N.J., from RKO General to MCA Inc. for \$387 million appeared freed late Friday when protesting parties withdrew petitions before U.S. Court of Appeals. FCC had approved sale last November.**

**Independent television operators** seem to be softening their stand on cable, at least as it applies to **Bell operating companies and whether they should be permitted to offer cable services.** Board of Association of Independent Television Stations last week issued statement saying it felt it was "premature" for INTV to file comments in court proceeding examining issue of allowing telco's to enter information services market (BROADCASTING, March 23). "In as much as telephone company provision of cable services is prohibited both by FCC rule and act of Congress, INTV would accomplish little by filing in this instance and fears its actions maybe misinterpreted as favoring a complete lifting of the ban on BOC provision of information services," said INTV statement.

Board of **Taft Broadcasting** decided Friday definitely to pursue sale of Cincinnati-based group owner, MSO and entertainment company and asked investment banking firm, Goldman Sachs, to "... explore other acquisition proposals," in addition to \$150 per share offer already made by Theta Corp., joint partnership between Narragansett Capital and Taft's founding families. Taft board also authorized management to provide more information to Theta, with which latter would make definitive proposal. Jonathan Nelson, managing director of Narragansett, told BROADCASTING.

**ABC News changes in works.** *In what one CapitalCities/ABC News official described as an effort to maximize efficiency, improve quality and cut costs, ABC News has begun implementing changes at its domestic news bureaus, with more changes expected in the coming months overseas. The news division is also developing a new format for World News Tonight, to further distinguish it from ABC's local affiliates' newscasts, an ABC spokeswoman said. She added that the format changes are in the "developmental process," no deadline has been set for their completion and "it is likely" that any changes made in the program will be implemented "gradually." Two sample pilots were produced last week, which included, among other things, longer pieces than usual. One proposal also said to be under consideration is to have Nightline anchor Ted Koppel contribute occasional pieces for WNT.*

According to Robert Murphy, vice president of TV news coverage, the news division has been involved "for some time in a fairly extensive redefinition" of how it covers the news, with an eye toward reductions in overhead. ABC will probably cease operations in some small news bureaus around the world, where ABC has not had correspondents or camera crews for some time, he said. ABC is expected to give up the lease of its one-person Bonn bureau, for example, where it has an office manager who will continue working for ABC from another location. There will also be some staff reductions at ABC's Cairo bureau, although it will remain open, Murphy said. He will visit the network's European bureaus in the next couple of weeks to discuss ways to make them more efficient. An ABC News spokeswoman said the network does not plan to close any bureaus "in places that are fully staffed with correspondents assigned to them."

Domestically, ABC News is reducing its Chicago bureau staff from 35 to 12 people, with reductions coming from open positions not being filled, transfers and the reassignment of 12 network people to ABC's WLS-TV Chicago station, the spokeswoman said. She added that no domestic or foreign correspondents will be let go before their contracts expire. While other layoffs are probable amidst ABC's restructuring, they are not expected to be on the scale of past staff reductions, in which 75 people were dismissed on two separate occasions.

"This is progress," and said there were no indications that any other parties were interested in making bid for company.

**National spot radio business** has broken out of long-term doldrums, posting **13.2% gain in February** sales (\$56,599,600) over February 1986. That's according to Radio Expenditure Reports, Mamaroneck, N.Y., which collects financial information each month from rep companies. Last time industry experienced unadjusted monthly double-digit percentage increase was in November 1984. Year-to-date (January and February), national spot business is up 8% over same period in 1986 to \$95,174,700.

**Office of Management and Budget has directed FCC to resubmit controversial minority ownership questionnaire for further scrutiny.** National Association of Broadcasters has asked OMB to rescind its approval of special form FCC is asking all broadcast licensees to fill out (see page 145). Four-page form, aimed at helping agency generate statistics for its pending reexamination of constitutionality and advisability of preferential policies for minorities and women, asks for information on station ownership and programming. NAB had not opposed form originally because licensee participation would have been voluntary and form wouldn't have solicited information on programming. Those additional requirements, according to NAB, were added without public notice. In letter to FCC, OMB, noting NAB's concerns, told FCC to resubmit form by today (March 30) for review. OMB specifically asked commission to justify request for programming information and why form is mandatory instead of voluntary.

FCC has put out for public comment previously undisclosed internal studies that appear to undermine rationale for **proposal to reallocate UHF TV spectrum for land-mobile use** (BROADCASTING, March 16, March 9). In public notice last week, FCC also requested comment on requests of broadcasters to defer reallocation of UHF-TV channels pending inquiry into effect that such action might have on broadcast high-definition TV and to launch notice of inquiry on impact of HDTV on local broadcast services (BROADCASTING, Feb. 23). Comments for all will be due May 11.

**FCC last week said it will permit AM daytimers to begin presunrise operations at 6 a.m. local time with minimum power of 10 w from April 5 to April 30.** Commission said operations are subject to need to protect foreign stations against interference in accordance with international agreements. Agency also said power as high as 500 w will be authorized when it doesn't interfere with nighttime primary service of Class I clear channel stations. FCC said individual authorizations for April presunrise operations will be issued to daytimers that have not previously received than or who will be permitted to operate at greater powers.

Results of **survey commissioned by National Association of Broadcasters** on subjects including **condom advertising** will be used in several sessions at NAB convention. Survey of general managers, conducted by Donohue Research & Marketing, Dallas, found that of 187 TV and 445 radio stations, 86.6% of TV stations and 87.6% of radio stations carry public service announcements regarding AIDS epidemic, but only 19.7% of TV stations and 19.2% of radio stations accept condom ads. Of stations that do not carry condom ads, 67.1% of radios and 57.7% of TV's said they expected situation would change. Other areas addressed by survey included broadcasters' plans for political debates, views on new technologies, use of PSA's and perception of three biggest issues facing their communities.

**Lorimar Telepictures began mailing checks to stations carrying one-hour home shopping program, ValueTelevision,** last week, and, according to several general managers, **checks were lower than expected.** Stations carrying VTV receive percentage of gross sales generated by their markets. According to several of the general managers, all of whom asked not to be identified, checks, covering Jan. 19 (premiere) through March 1, represent only small share of revenue necessary to approach profitability in time periods in which show runs. VTV is being carried mostly during morning and

**Cable futurists.** A three-way coalition of major cable MSO's, the Tribune Co. and Tom Wheeler's NuMedia Corp. was formed last week to provide advertising and digital delivery services to the cable industry. The new company, NuCable Resources Corp., will take over where the Wheeler-Arthur Esch venture left off. (Wheeler was the former president of the National Cable Television Association; Esch is a pioneer in computer software.) Their four major activities: the Cable Ad Channel System, the Advertising Delivery Network, a high-speed satellite digital delivery service and affiliate marketing of the Movietime Channel. The MSO's—Heritage Communications, American Cablesystems, Continental Cablevision, Newhouse Broadcasting, Cox Cable, American Television & Communications, Times Mirror Cable, United Cable and Centel Communications—essentially bought half of Wheeler-Esch's interest in NuCable, and all then joined with the Tribune Media Services division to form NuCable Resources. Deal is considered significant not only for cash involved but for commitment to roll out the new technologies; among them, the MSO's represent one-third of the nation's cable subscribers.

afternoon periods. Downbeat news on revenue comes in addition to news on ratings delivery that has, as several general managers put it, been below expectations. VTV is now delivering between one and two rating points for most markets. Lorimar had no comment on revenue-sharing checks or on ratings of show.

**Gong Show's Chuck Barris has agreed to sell back his remaining 8% interest in Barris Industries**, which currently distributes *The New Newlywed Game* and *The All New Dating Game* and sells advertising time, for about \$9.6 million. He will sell back his 763,546 shares to company for \$12.50 per share, resign from its board of directors and terminate "first refusal" project deal. Barris, who received \$26 million from new management in December 1986, could not be reached for comment, but company officials say it was not result of dispute. Sale of shares gives company control of about 25% of 8.87 million outstanding common shares.

**NBC affiliate wolv-TV Detroit** became sixth top 10 market to purchase *The Cosby Show*, as of last week. Reserve price for Detroit was \$50,000. Viacom Enterprises did not receive bid on show in Madison, Wis. (where reserve price for show was \$3,000). Other recent clearances include CBS affiliate WREG-TV Memphis (\$10,000); CBS affiliate WMBD-TV Peoria, Ill. (\$2,200); ABC affiliate WPRI-TV Providence, R.I. (\$8,000); ABC affiliate KRDO-TV Colorado Springs (\$2,200); NBC affiliate WCMH-TV Columbus, Ohio (\$10,000); ABC affiliate KIII(TV) Corpus Christi, Tex.; ABC affiliate KUSA-TV Denver (\$26,000); NBC affiliate WITN-TV Washington, N.C. (\$2,200); CBS affiliate WJTV(TV) Jackson, Miss. (\$2,200), and NBC affiliate WECT(TV) Wilmington, N.C. Viacom will open Pittsburgh and Seattle next week.

**FCC Commissioner Patricia Dennis is not big fan of Sunshine Act** because it prohibits her from privately discussing substantive issues with more than one of her fellow commissioners at same time. "Although the intent of the Sunshine Act is laudable, in practice, we [she and her colleagues at commission] miss out on valuable interaction that only improves decisionmaking," she said in speech at NAB/ABA Communications Law Forum in Dallas last week. "Thoughtful discussion does not and cannot realistically occur in public," she added. "Think of conducting your partnership meetings in public and before the press and you will know what I mean." Dennis also said her "heritage and gender" made her "especially sensitive" to actions affecting minorities and women. "I want to see that all members of society have the opportunity to achieve their dreams without facing roadblocks based on immutable characteristics such as race, color, national background, religion or sex," Dennis said.

**Corporation for Public Broadcasting** may be operating at full force in near future. In addition to three names already submitted by White House for seats on board there are rumors that three more candidates will be announced once their background checks are completed—Democrat Marshall Turner, chairman of noncommercial KOEC(TV) and KOED-FM-TV, all San Francisco, and Republicans Charles Lichenstein, senior fellow, Heritage Foundation, and Archie Purvis, senior vice president, ABC Distributing. One source expressed belief that confirmation hearings for all six would be held at same time.

Several **Fifth Estate names surfaced in last week's indictment of three operators of limited partnerships**. Operators who were charged with tax fraud, ran investment company that allegedly allowed numerous investors to improperly deduct more than \$350 million from taxes. Among those reported to have been investors were CBS Chief Executive Officer Laurence Tisch (\$1.4 million in deductions from partnerships losses and expenses); brother and U.S. Postmaster General, Preston Tisch (\$480,508); actor, Lorne Greene (\$333,838), and producer, Norman Lear (\$1.5 million).

**NBC has awarded multimillion dollar contracts to Grass Valley Group, 3M and U.K.'s Dynamic Technology** in preparation for 1988 summer Olympics in Seoul, South Korea. Dollar amount of contracts was not disclosed by network, but NBC President of Operations and Technical Services Michael Sherlock, scheduled to announce awards during press conference at NAB convention in Dallas Saturday, told BROADCASTING awards mark "significant beginning" in NBC capital equipment expenditures expected to total between \$40 million and \$50 million for games.

**Media campaign against alcohol abuse saw personal note last Thursday with sentencing of drunken driver who 18 months ago killed son of I. Martin Pompadur**, general partner of M.L. Media Partners. Foundation was subsequently named after Rex Pompadur—who had been honors student at Miami University and general manager of campus radio station. Elder Pompadur told BROADCASTING that disposition of foundation proceeds had awaited outcome of trial, but added that some money had already been donated to Mothers Against Drunk Driving (MADD). "People should be made aware of the drunk driving issue, especially since it is spring vacation and families are home together," Pompadur said.

**Narrowing the field.** Ampex is expected to receive up to 10 bids in the half-billion-dollar range this Tuesday (March 31), the deadline for offers to buy the major video equipment manufacturer.

The company was put up for sale in December by parent Allied-Signal, along with six other electronics subsidiaries.

Ampex had hoped to announce a purchase agreement in time for the industry's largest annual equipment exhibit this week at the National Association of Broadcasters convention in Dallas, where the sale is expected to be a major topic of discussion. Original projections to complete the deal by midyear remain on track, Ampex officials said.

Ampex President Charles Steinberg, in Dallas last Thursday, would not identify bidders but told BROADCASTING the number of interested parties had been winnowed to between five and 10. Steinberg said the proposed sale has not affected the company's profitability and sales, which he said registered records last January and February. Ampex's Audio-Video Systems Division brought in approximately one-third of the company's \$550-million 1986 revenue as a leading manufacturer of videotape recorders, graphics, editing and video switching gear.

Both domestic and foreign companies are expected to participate in the bidding, and are all believed to be involved in the consumer electronics or communications industries. One company, \$1-billion-a-year test equipment manufacturer Tektronix, confirmed it had expressed an interest in Ampex, but two TV division executives could not say last week whether it was still in the bidding. Also among the rumored U.S. bidders is Eastman Kodak.

# Editorials

## Time to call it a victory

This is another good news/bad news story.

The good news is that, at long last, the FCC has passed a must-carry rule that most of the parties can live with—one that has the potential of assuring that most broadcasters will have a foothold in the ever-expanding wired nation, while at the same time giving the cable industry room enough to act as a First Amendment speaker on its own. Synergistically speaking, the FCC did a lot to amplify electronic media voices last Thursday.

The bad news is that the remarkable multimedia coalition that effected the must-carry compromise in the first place is in greater disarray at the finish than it was at the start. It had been hoped that agreement on must carry would be the balm to soothe the other injuries that had accumulated between broadcasters and cable over the decades. Instead, one of the broadcast associations that was signatory to the agreement now cannot speak of cable in any tongue but vitriol, and another has announced a study to denounce cable as an unregulated monopoly. On the broadcast side, only the Television Operators Caucus has maintained its composure and its cool.

It's worth remembering just how remarkable that compromise was in the first place. After the *Quincy-Turner* decision, which held that cable was subject to no must-carry obligation at all—a decision subsequently upheld by the United States Supreme Court—the cable industry leadership agreed to accept a limited must-carry obligation. It might have insisted that such an agreement be voluntary but instead agreed to make the compromise subject to FCC regulation. Pages and pages have been written about what followed, up to last Thursday, but it need only be emphasized that there would today be no must carry at all if cable hadn't agreed to sit down at the table.

(Granted, there were more motivations than potential sainthood behind the National Cable Television Association's decision to take the high road. Cable had been winning one big one after another for several years, and if there's anything official Washington can't stand more than a loser it's a too consistent winner. If ever there were a time to be gracious in victory, this was it.)

Cable's magnanimity was matched by broadcasting's statesmanship. Dealt a weak hand, its negotiators nevertheless forged a deal that would protect all elements of the over-the-air universe—although certainly not in as much depth as many would like. Nevertheless, the resultant compromise, on which the FCC's rule relies so importantly, is far more encompassing than is commonly recognized. Most stations that were carried under mandatory must carry will continue to be carried under limited must carry. Indeed, almost all of them will be, if perhaps by not as many systems as they would prefer. But considering the carnage in prospect immediately after *Quincy-Turner*, the survival rate is enormous.

Not to say that what's been wrought is perfect. But it's a remarkably good solution, and one worthy of rejoicing over by all the parties involved. The present five-year sunset aside, it will in all likelihood define the broadcast-cable relationship to the end of the century. The cooperating leaderships of the National Association of Broadcasters, the Association of Independent Television Stations and the TOC on the broadcasters' side, and NCTA and the Community Antenna Television Association on cable's side, did their memberships proud.

Now if only the hard-liners on cable's side could be persuaded to stay out of court long enough to give the new rule a chance. The last thing either of these industries needs is another postponement of its future.

## Strike four

The state of Utah, which must be awarded points for persistence if nothing else, last week was rightly rebuffed yet again in its attempt to restrict cable programming to state-sanctioned fare. This time the rejection came from the Supreme Court, whose word on the subject—a 7-2 summary affirmation of an appeals court's affirmation of a district court's decision—just may be the last word for the state's ill-fated Cable Television Programming Decency Act, itself a retooled reincarnation of a 1981 act that failed to pass constitutional muster in district court. (It often appears to this page that the words "decency" and "censorship" are interchangeable in titles associated with the minders of public morality.)

Other states should take note. Utah's attempts to regulate the content of cable programming on indecency grounds have been declared unconstitutional by courts of all shapes and sizes. (A U.S. Court of Appeals in 1985 also ruled a Miami ordinance prohibiting cable systems from transmitting "indecent material" to be in violation of the First Amendment [BROADCASTING, April 1, 1985].) The point the courts have been making, and that the state of Utah has been consistently missing, is that federal law—the Cable Communications Policy Act of 1984—preempts state regulation of cable programming that does not fall under the test for obscenity set down by *Miller v. California* in 1973.

Much to the relief of cablecasters, the decision puts a little more distance between the wired medium and the indecency standard that broadcasters have been held to since the *Pacific* case, adding to the scales another measure of case law weight on the side of broad First Amendment rights for cable. Now if only those scales could be made to weigh more evenly for broadcast-ers...

**Just a thought.** *The 40,000 delegates to this week's convention of the National Association of Broadcasters may expect to hear a lot about license-renewal reform and revival of obligations in the public interest. The former reflects the broadcasters' hopes for protection against rival applicants at renewal time, the latter the broadcasters' hopes for a federally regulated status that will give them an advantage during combat with others in the marketplace. Delegates with larger thoughts on their minds may wish from time to time to hear mentions of the media independence—however uncomfortable—contemplated by the First Amendment. Anybody going to Dallas with a speech on that?*

## ACADEMY AWARDS



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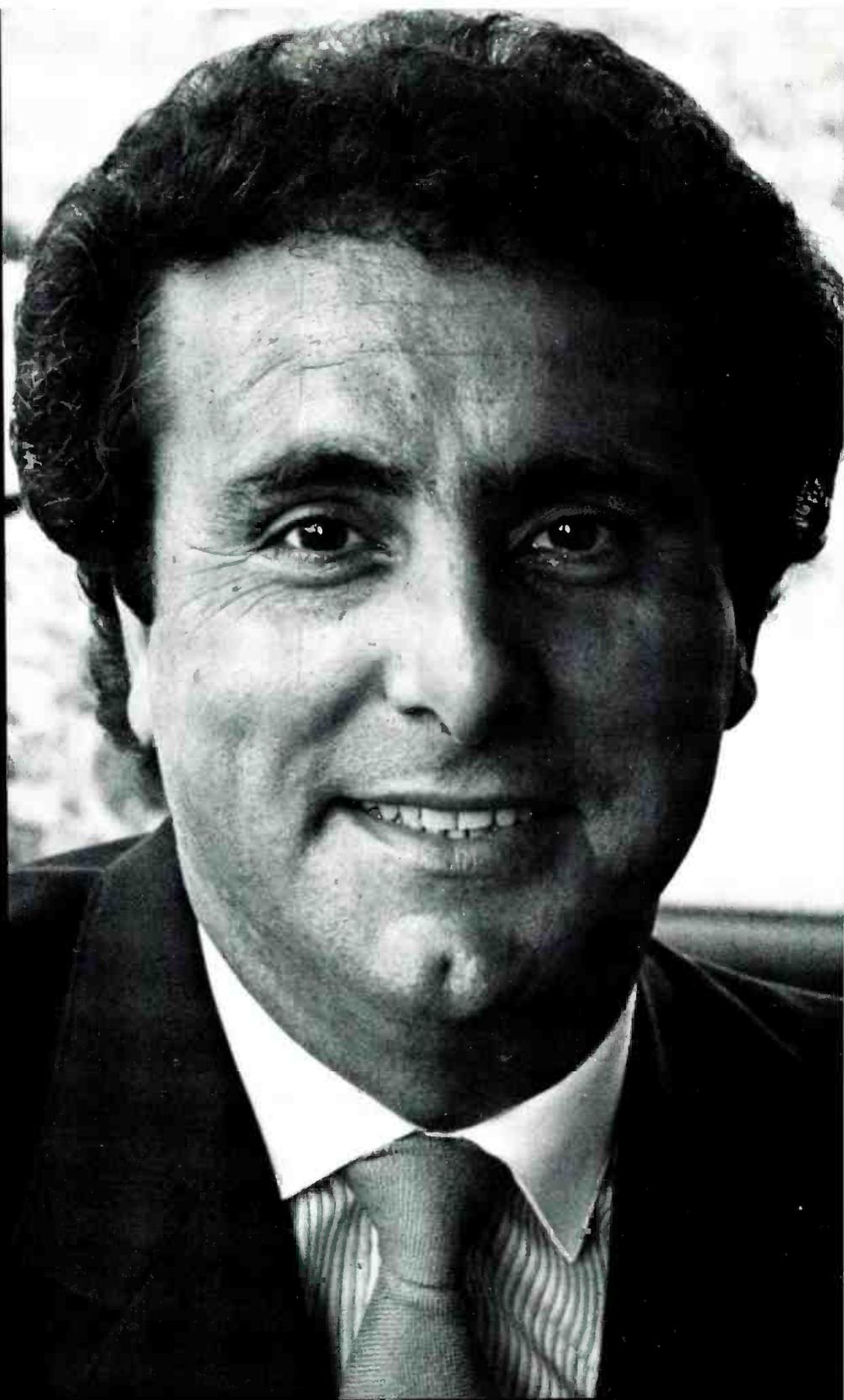
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