

NAB and the National Broadcast Association for Community Affairs will focus on why "Community Service Makes Good Business Sense," and includes Westinghouse's Goodgame as moderator, Senator Larry Pressler (R-S.D.); Joe Shamwell of WACR-AM-FM Columbus, Miss.; Norma Phillips of Mothers Against Drunk Driving; NBACA President Donna Gettens of WCVB-TV Boston, and Henry Osborne of WRC-TV Washington.

As for radio management sessions planned Sunday, MegaRadio with consultant Jim Hooker "explains the management strategies used by successful station turnaround artists." And radio operators can take a look forward with NAB's John Abel who has prepared "Gazing into the Crystal Ball: The Radio Station Manager's Technological Guide to the Future."

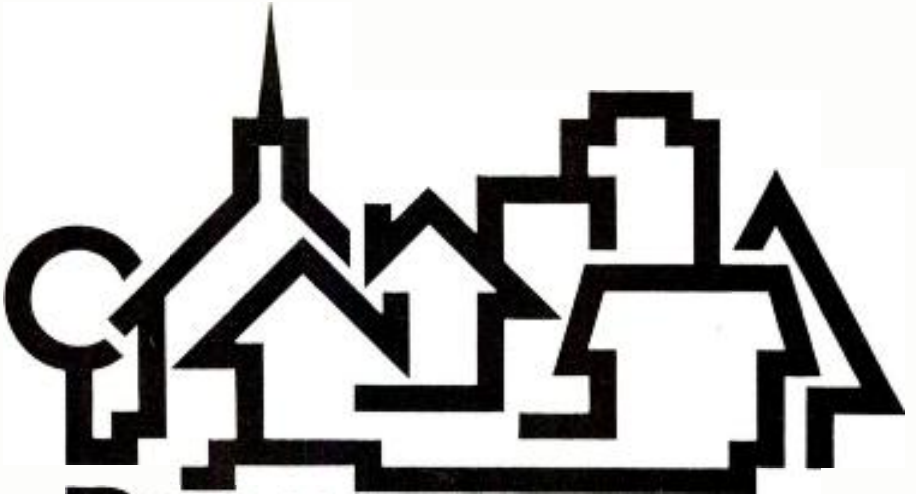
The television agenda for Sunday offers a panel on the international programming marketplace, moderated by William Baker of Westinghouse Broadcasting, with panelists Bert Cohen, Worldvision Enterprises, Colin Davis of MCA TV and Roy Gibbs of Lionheart Television.

And the Television Information Office will reveal the results of the 1987 TIO/Roper Report which examines the public's attitudes toward television. Television station values will be discussed by another panel featuring: Peter Desnoes of Burnham Broadcasting; I. Martin Pompadur, Television Station Partners/ML Media Partners; Erwin Krasnow, Verner, Liipfert, Bernhard, McPherson & Hand, and Frederic Seegal, Shearson Lehman Brothers.

On Monday morning, March 30, an examination of tax reform and its effects on broadcasting will be examined. Later on, FCC Mass Media Bureau Chief Jim McKinney appears on a panel. Television broadcasters can choose from a series of sessions on Monday including: "The New World of Broadcasting," which looks at local sales development, "Getting Along with Your Cable Operator," and "People Meters: A New Look at the Television Audience." Panelists Dan Gold of Knight-Ridder Broadcasting, Harold Protter of Gaylord Broadcasting, Warren Hoppel of Scripps-Howard, and Dr. Masao Sugimoto, Japan Broadcasting Corp., (NHK) will discuss high-definition television. Spot advertising will be the focus of a Television Bureau of Advertising panel Monday afternoon.

Radio holds its luncheon Monday with keynoter Marshall Loeb, commentator and managing editor of *Fortune Magazine*. Also during lunch, Gordon McLendon, Robert Todd Storz (both posthumously) and Robert Trout will be inducted into the Radio Hall of Fame. Highlights of Monday's radio agenda include an overview on obscenity, indecency, libel, and other issues that radio news, talk and personality shows face. A session on the "Do's and Don't's of Radio License Renewals" is slated. Radio sales is a topic for Tuesday's Radio Advertising Bureau panel.

FCC Chairman Mark Fowler will address the convention Tuesday morning. (FCC Commissioners Dennis Patrick [chairman-designate], James Quello, Mimi Dawson, and Patricia Diaz Dennis are also attending the convention. They'll



BROADCASTERS

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appear on a panel with Al Sikes, head of the National Telecommunications and Information Administration.) Fowler's remarks will be followed by a discussion on condom advertising by moderator J. Spencer Kinard, KSL-TV Salt Lake City; Ralph Daniels, NBC; Sturges Dorrance, KING-TV Seattle, and Anthony Iezzi, Cleveland Catholic Diocese, Cleveland.

On Tuesday, Larry Speakes, former White House deputy press secretary, now with Merrill Lynch & Co., is speaking at the television luncheon. Television operators may also participate in a Tuesday afternoon session concerning legal strategies for gaining cable carriage. The convention closes Tuesday evening with a gala dinner with entertainer Ray Charles.

More than 40 congressmen, mostly members of the House and Senate Commerce and Judiciary Committees, are expected to attend the meeting. They'll be involved in nu-

merous panel discussions including one on the fairness doctrine with Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), Senators Charles Grassley and Richard Shelby (D-Ala.), and Representatives Henry Hyde (R-Ill.), Bruce Morrison (D-Conn.) and Larry Smith (D-Fla.). "Advertising—A Legal Product and a Truthful Message" is the title of another congressional session featuring Senator J. James Exon (D-Neb.) and Representatives Tom Bliley (R-Va.), Norman Lent (R-N.Y.), ranking minority member on the House Energy and Commerce Committee, Harold Rogers (R-Ky.), and Mike Synar (D-Okla.).

Television music licensing reform will be debated by Senators Dennis DeConcini (D-Ariz.), chairman of the Senate Copyright Subcommittee; Senators Howell Heflin (D-Ala.) and Strom Thurmond (D-S.C.), and Representatives Rick Boucher (D-Va.), Mike DeWine (R-Ohio) and Romano Maz-

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