

Broadcasting Jul 25

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Broadcasting Jul 25

Swift compromise deregulation bill coming to fruition □ Election coverage, copyright dominate Hill hearings □ A year of local TV journalism □

SWIFT ON PAPER □ Washington state congressman and staff are putting together compromise broadcast deregulation bill with quantification. **PAGE 23.**

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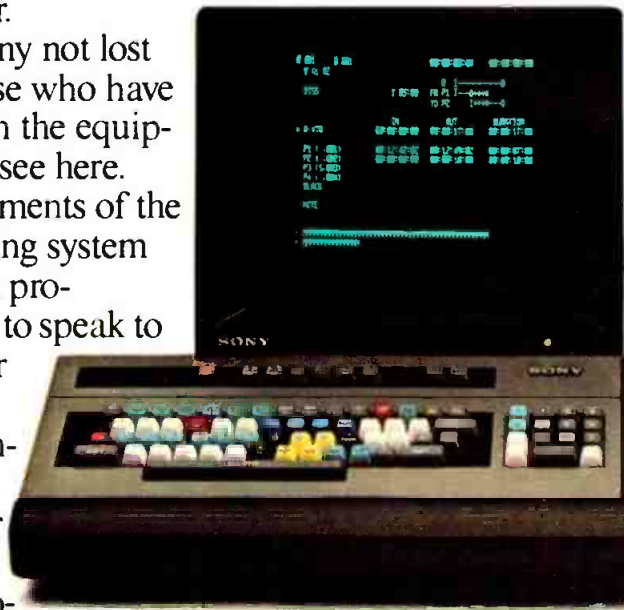
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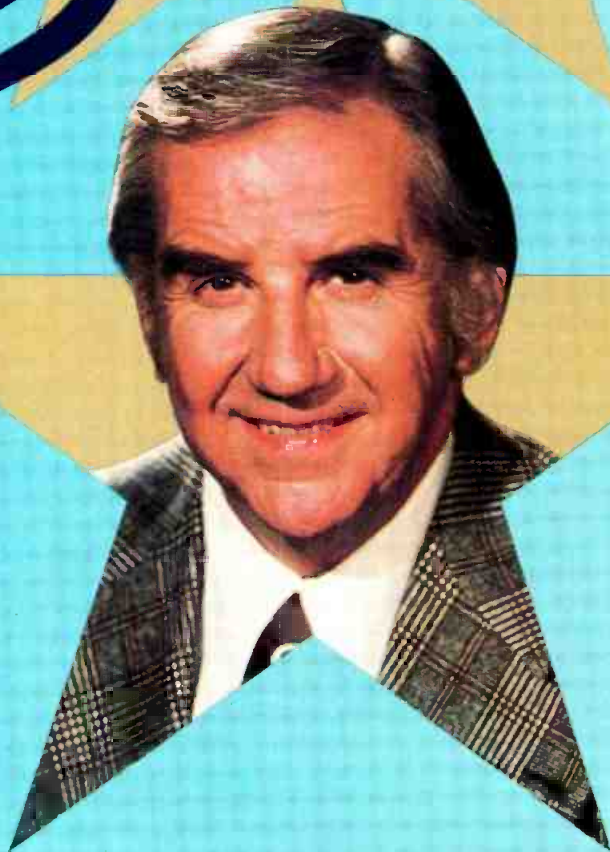
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Patrick leads list

White House reportedly has not forgotten about vacancy at FCC, and word last week that a member of White House personnel staff, Dennis Patrick, is emerging as leading contender. Patrick, whose name keeps surfacing in speculation over successor to resigned Commissioner Anne P. Jones, is described as bright, Reagan-type conservative.

His responsibilities had included FCC appointments, but since he has been under consideration for commissioner's job, he has recused himself from that. There is no definite word on when White House will make decision, but word last week was that it wants to move soonest.

Red hot networks

Advertisers and agencies are continuing to view network radio as positive investment. According to data to be released this week by Radio Network Association (RNA), business for June was up solid 26%, thus putting advertising sales on networks for first half of 1983 at \$123.4 million—ahead by brisk 24% over same period last year. That information comes just three weeks after industry earned that business for May was up record-breaking 35% ("Riding Gain," July 1). RNA relies on sales information collected confidentially and compiled by accounting firm of Ernst & Whinney.

Innovation

Metromedia Inc. is likely to announce major addition to its plans for fourth network soon, in form of two-hour, weekly, prime time entertainment series. Project is first-run, according to insider, and will be produced by team of well-known producers brought together from several different Hollywood studios. Reaction from stations given peek at program proposal has been "extremely positive," according to insider, who said project is "like nothing ever done on television before." Metromedia is also said to be considering purchase of number of theatrical films for fourth network, all of them from independent producers.

Ready for repeal

National Association of Broadcasters is expected to ask FCC this week to launch rulemaking to eliminate regional-concentration-of-control rule, which

prohibits ownership of three broadcast stations where any two are within 100 miles of third. According to NAB official, association thinks rule is "most arbitrary" of all commission's ownership rules and need not be considered in context with more controversial proposals, such as loosening rule of sevens, which limits ownership to seven AM's, seven FM's and seven TV's (no more than five of them VHF's). "It's ripe for repeal now," official said.

Fading compromise

National League of Cities may have reaffirmed support of compromise with National Cable Television Association on federal legislation deregulating cable (see story, page 91), but exactly what compromise is apparently hasn't been settled. Cynthia Pols, legislative counsel, NLC, said S. 66, which was passed by Senate last month and which was supposed to have reflected compromise, still has at least four provisions that either misinterpret or are not addressed in compromise and have to be changed. According to Pols, de novo review of cities' franchise renewal decisions will have to go, requirement that cities and cable systems go to arbitration before latter can drop services will have to be added and definitions of franchise fees and basic service will have to be revised.

Jim Mooney, executive vice president, NCTA, said all points raised by Pols were addressed and resolved during lengthy compromise negotiations. But he was not surprised NLC is still seeking changes: "This kind of wriggling has been going on since March."

Queering Cuban talks

National Association of Broadcasters' opposition to administration-backed Radio Marti legislation is now focusing on fact U.S. and Cuba are scheduled to resume talks next month on efforts to resolve problems of present interference to each other's AM stations. NAB's point is that congressional approval of Radio Marti legislation, now pending in Senate and House, would eliminate any hope of success for those talks. NAB lobbyists are taking that message beyond Capitol Hill. NAB President Edward O. Fritts made point last week in letter to Deputy Secretary of State Kenneth W. Dam, thanking him for meeting earlier this month with broadcasters on Radio Marti issue ("Closed Circuit," July 11).

Doldrums

HBO continues to discount significance of audience ratings as measure of subscriber satisfaction, but latest figures from A.C. Nielsen Co. indicate continued shrinkage of HBO audience. Total-day ratings last month for HBO in homes subscribing fell 22% below June 1982—from 5.8 average to 4.5. In prime time, where three major broadcast networks combined lost eight-tenths of rating point in June from same month last year, HBO dropped 2.5 rating points, from 11.5 average to 9.0 for weekdays from 8 to 10 p.m. In daytime, (Monday-Friday, 9 a.m. to 3 p.m.), HBO slipped only slightly, from 3.6 to 3.2, while in late night (M-F, 11:30 p.m. to 1 a.m.), decline was from 7.5 to 6.4. Saturday prime time average (8 to 10 p.m.) saw drop from 16.9 to 11.3 and Sunday's (7-10 p.m.) from 13.8 to 12.4.

Self starters

Look for Don Curran, president of Field Communications, and Herb Victor, executive vice president, to set up their own broadcasting-communications company after they wrap up liquidation of Field's last station, WKBS-TV Philadelphia (see story, page 89). Curran said formal plans aren't drawn up but include possible equity interest in broadcasting stations, consulting, and utilizing their backgrounds in program distribution and production.

Musn't touch

A.H. Belo Corp., mentioned as possible buyer for *Houston Post*, morning newspaper now on block, is not interested. That's word from James H. Moroney Jr., Belo's president and chief executive officer. Belo, which owns *Dallas Morning News* and several community newspapers in Dallas-Fort Worth area, got KHOU-TV Houston as part of \$606-million acquisition of six Corinthian TV's (BROADCASTING, June 27), and would have to sell it, to comply with FCC crossownership rules, if it purchased *Post*. Though Moroney says company "would have been interested" in paper prior to Corinthian deal, Belo wants to hold onto what it considers "plum" of Corinthian group.

In announcing availability of *Post*, Hobby family that owns it emphasized its KPRC-TV Houston; KVOA-TV Tucson, Ariz.; WTVF(TV) Nashville, and WTOK-TV Meridian, Miss., are not for sale.

One step closer

Franchise agreements with six cable companies to wire the four outer boroughs of New York were signed by Mayor Edward Koch last Tuesday (July 19). The Bronx will be constructed by Cablevision, which has negotiated an eight-year franchise fee deferral from the city to ease the burden of financing the build. At the end of that eight-year period, however, Cablevision will pay 8% of its revenues in franchise payments until it has paid up all deferred fees, and then revert to a 5%-per-year franchise fee schedule. Cablevision will also build most of Brooklyn, while the remaining part of that borough has been awarded to Warner Amex. Queens is divided three ways, among Warner Amex, ATC and Queens Inner Unity, a minority-controlled company headed by Percy Sutton, chairman of the New York-based radio group owner, Inner City Broadcasting. Cox Cable and Vision Cable, a subsidiary of Continental Cablevision, Boston, were each awarded a franchise for Staten Island.

The signed agreements now go to the state's cable commission for approval, which will likely come in September, according to the commission chairman, William Finneran. The commission's initial study of the contracts, Finneran told BROADCASTING, "would seem to indicate that no major surgery would be required" at the state level. Although there may be some changes required, he described them for the most part as "procedural," and that in any

event, "we'll do everything in our power to expedite the approvals."

If the contracts are approved in September, construction could begin later this fall, with initial service available 10 to 15 months later.

The outer borough systems will pass a total of 2.2 million homes. Basic service (40 channels) will cost \$12.95, and, while the cable companies will be free to package pay services in any fashion, they are also required to make available to subscribers each of the systems' pay channels as a stand-alone offering.

PPV partners

Convinced that pay-per-view can be an important source of revenue to cable operators, three major cable MSO's and Caesars World Productions Inc. have formed a joint venture (25% each) to produce and market pay-per-view events for pay television. The formation of EventTeleVision (ETV) was announced last week along with the news that its first production will be a two-fight boxing card from Caesars Palace in Las Vegas on Friday, Sept. 9.

The three cable operators involved in the joint venture: Tele-Communications Inc., American Television & Communications Corp. and Group W Cable Inc., the nation's first, second and third largest cable MSO's. Caesars World Productions, headed by former CBS sports announcer Bob Halloran and based in Los Angeles, is a subsidiary of Cae-

sars World Inc., owner of several hotels at casinos, including Caesars Palace.

For the first event, Warner Amex Cable Communications, the fifth largest MSO, and Main Event Productions Inc., the promoter of the two fights, will join the four ETV venturers as equal partners. (As a result, each partner will hold a 16.66% interest in the event.)

ETV is giving STV and cable operators that sign up for the event a much larger cut of the revenues than other PPV producers have given. What's more, it is giving operators an incentive to market the service aggressively by increasing their share of the revenues—up to 70%—as penetration increases.

ETV has high hopes for its premiere event and its incentive plan. According to Si Amira, managing director of new program development, ATC, the event should attract more than three million viewers and could generate \$10 million in television revenue alone. (A spokeswoman for Main Event said the total take, including the gate at Caesars Palace and foreign and delayed television sales, could surpass \$15 million. Although the joint venture owns the closed-circuit television rights, Main Event is charged with closed-circuit television marketing. It hopes to have about 125 closed-circuit exhibitions.)

The experience of ETV will go a long way in determining whether PPV can be a viable source of revenue for cable operators. Much of the evidence gathered so far indicates: it is not—at least not now. RSVP, the joint venture of Getty Oil and ABC Video Enterprises, lost a reported \$3 million on a four-fight boxing card last May.

The card is first class. The main event features Alexis Arguello's attempt to recapture the junior welterweight title from Aaron Pryor. It will be preceded by a super welterweight title match between champion Thomas Hearns and James Green. (The action is scheduled to begin at 9 p.m. NYT.)

ETV was designed to help cable operators profit from PPV, and it plans to assist the operators to see that they do. According to Arima, ETV is offering cable operators bill stuffers, ad slicks and television spots. It will also train local cable marketers in how to sell PPV events to their subscribers. "We are not walking away from a system after we have sold the event or after the event," he said. "A post-event analysis will be conducted to review results and recommend improvements. The main objective is to make each ensuing event more successful than the last."

Merger meeting

Representatives of the five companies proposing to merge Showtime and the Movie Channel—MCA, Paramount, Warner Bros., American Express and Viacom International—met with Assistant Attorney General William Baxter last Monday (July 18). The representatives proposed modifications to an initial merger plan that Baxter indicated



Cable to the core. New York signed contracts awarding cable franchises for its four outer boroughs to six cable companies, including Cablevision Systems. New York Mayor Ed Koch (seated, center) congratulates John Tatta, president of Cablevision, which receives franchises for the Bronx and part of Brooklyn. Koch is flanked by David Dinkins, city clerk. Standing alongside Tatta are (l-r) Morris Tarshis, director of the city's bureau of franchising and Charles F. Dolan, Cablevision chairman.

several weeks ago would be opposed by the Justice Department on antitrust grounds. The modified plan would take the form of a consent decree, said a source close to the talks, and would guarantee that the partners licensing product to the merged services would not do so exclusively and would offer the product to competing cable services at similar rates.

The representatives ruled out one concession, however, that the venture would purchase product from outside movie studios. Having to do so under the structure of a consent decree, they said, could subject the venture to unfairly high rates. Baxter said he would consider the plan and get back to the proposed venturers within a "few weeks," the source said.

Peace treaty

John Coleman, president and 20% owner of The Weather Channel, and Landmark Communications, owner of the other 80%, announced an out-of-court settlement of their "contract dispute" (BROADCASTING, July 11). Earlier this month, a Cobb county, Ga., superior court judge issued a temporary restraining order preventing Landmark from trying to oust Coleman as president and buy his 20% interest. According to the settlement, Coleman has obtained from Landmark an option to purchase the assets of TWC and Coleman will continue as president and chairman of TWC during the option period. If the buy-out does not occur, ownership reverts to Landmark. Neither Landmark nor Coleman would comment further or specify when the option period expires. Landmark reportedly tried to replace Coleman and buy his interest because it was disappointed with the performance of TWC; which lost \$7 million last year and was losing, at the time of the injunction, more than \$800,000 per month.

Borrowing time

Valley Cable Television, which serves the 165,000-home West San Fernando Valley franchise in suburban Los Angeles, has asked city officials for a six-month extension to complete the underground construction of the system. The firm was fined \$120,000 last year by the city for failing to meet a projected timetable and a new deadline of Aug. 31, 1983, was set.

In its letter to the city's Department of Transportation, Valley said "a substantial adjustment to the rates will be required" if the company is to meet the current deadline, which involves about 100 miles of underground plant estimated by Valley to cost \$6.3 million to construct.

If the extension is granted, an additional fine may be imposed.

CableShoppers

CableShop, the interactive cable-based advertising service devised by the Adams-Russell Co. of Waltham, Mass., has lined up cable systems serving 250,000 households for its planned November launch. According to A-R vice president for corporate development, Trevor Lambert, several national advertisers—including at least two that took part in CableShop's Peabody, Mass., trial run in 1982—have signed contracts to participate in the service, which transmits

three-minute to six-minute "infomercials" to subscribers 24 hours a day. Lambert would not disclose which advertisers have been signed for the national roll-out, but among those participating in the initial experiment were Sears, Eastman-Kodak, Reynolds Metals, Kraft and Merrill Lynch.

"A new system has been developed using two channels and improvements over the Peabody prototype," Lambert told members of the Southern California Cable Association in a Los Angeles presentation. The Massachusetts test made use of four cable channels, one used as a programming menu and the remainder for viewing advertisements selected at will by viewers using a code dialed on a regular telephone line. The programming is generated by a computer-based character generator and video playback unit installed at the cable operator's headend by A-R.

CableShop has reached agreements with several MSO's, including ATC, Maclean-Hunter, Cablenet and Times Mirror, as well as A-R's own systems. In its initial phase, said Lambert, the service will only be offered to systems serving between 10,000 and 20,000 homes. Systems with more than 20,000 homes would be required to make a second channel available and install additional equipment.

Bowl brouhaha

United Video Cablevision of St. Louis Inc., one of three cable systems NBC has alleged had "knowingly and willfully" intercepted a satellite feed of its Super Bowl coverage (BROADCASTING, May 16), said the "facts" of the case do not justify any action against it.

In a filing at the FCC, United Video Cablevision said NBC contributed to the unauthorized transmissions of its offerings, in that the feed was inserted on a satellite transponder normally used for the transmission of the Modern Satellite Network and the Daytime network. "Any distribution of the Super Bowl feed over the cable system occurred without the knowledge of United Video Cablevision or any of its employees," it said. "If United Video Cablevision had been given notice prior to the Super Bowl of the clean feed transmission over the MSN/Daytime satellite transponder, that signal certainly would have been deleted from the cable system," it said.

Adjacent award

United Cable Television has been awarded the 18,000-home Whittier, Calif., franchise, adjacent to the firm's existing Hacienda Heights franchise in the eastern suburbs of Los Angeles. Construction of the proposed 108-channel system is expected to begin in 1984. Also bidding for the franchise were Group W Cable, Falcon Cable, Buena Vista Cable and U.S. Cable Systems.

Rate drop

The FCC has started calculating the interest to be applied to pole attachment complaint refunds at 11% as of July 1. Before, the rate was 16%. The commission uses the same rate that the Internal Revenue Service uses for federal tax refunds and additional payments. The IRS cut its rate on the same day.

When the subject is
rail freight, call
this line before you
write one.
202-835-9555.

This press hotline is presented by the rail supply companies of the American Railroad Foundation.

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TV ONLY

Dynascan □ Current campaign for Cobra telephones will run through second week of December in 27 markets. Flight is running four weeks on, four weeks off in top-20 ADI's and seven other markets during all dayparts except daytime. Target: adults with income of \$25,000 or more, who have attended college or better, urban, suburban in orientation, white-collar employed and owning own home. Agency: Robert L. Cohen, Northbrook, Ill.

Ginsu Products □ Campaign for Ginsu steak knives began July 16 and is scheduled to break into top 20 ADI's next two to three months and continue in ongoing manner. All dayparts will be used. Target: all individuals, 18 and older. Agency: Dial Media, Cranston, R.I.

Skinner Macaroni □ Various pasta products will be advertised in nine-

week flight to start in late August in approximately 34 markets. Commercials will be scheduled in daytime, fringe and prime-access periods. Target: women, 25-54. Agency: Creamer Inc., New York.

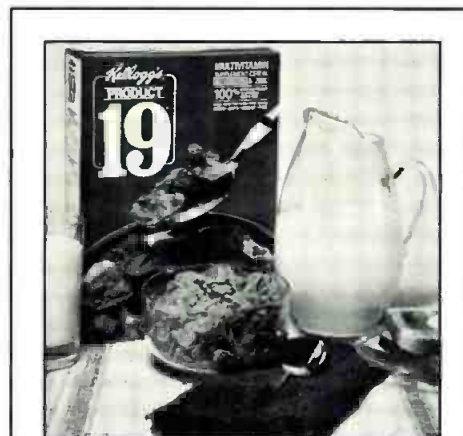
Calvin Klein Jeans □ Campaign will begin in mid-August for five weeks in 10 markets. Commercials will run in prime, news and fringe positions. Target: women, 18-34. Agency: Ally & Gargano, New York.

Country Pride Chicken □ Four-week flight is scheduled to begin in mid-August in nine markets. Commercials will be carried in daytime and fringe periods. Target: women, 25-54. Agency: Haworth Group, Minnetonka, Minn.

Martlett Importing Co. □ Campaign for Molson Golden Ale will begin in early August for seven weeks in ten markets. Commercials will be carried in fringe and prime periods and on sports and weather programs. Target: men, 18-34. Agency: Rumrill-Hoyt, New York.

RADIO ONLY

Levitz Furniture Corp. □ Retail furniture chain will begin one-week flight in early August in more than 40 markets. Commercials will run in all dayparts on weekdays and weekends.



New "Product" Kellogg's has launched 11-week, prime time network campaign announcing new look for its Product 19 cereal. Other aspects of campaign include direct mail delivery of 25-cent coupon for cereal, as well as back panel coupon worth 15 cents. Campaign is scheduled to begin in late summer for ongoing flight. Target is "health conscious adults," 18 and older. Leo Burnett, Chicago, is agency.

Target: adults, 25-54. Agency: Lovett Advertising, Miami.

State Farm Insurance □ Spot campaign will be conducted in 12 states, with starting dates in August, in flights from eight to 10 weeks. Commercials will run in day and evening periods. Target: men, 18-49, 25-54. Agency: Needham, Harper & Steers, Chicago.

Southland Corp. □ Chief Auto Parts Division has scheduled two two-week flights starting on Sept. 26 and Oct. 17 in four Western and Southwestern markets. Commercials will run in all dayparts during weekdays and

Rep Report

KNBQ(FM) Tacoma, Wash.: To Christal Co. from Weiss & Powell.

□

KQV(AM) Pittsburgh: To Christal Co. from Eastman Radio.

□

KZZI(AM) West Jordan, Utah: To Caballero Spanish Media (no previous rep).

□

WLLT(FM) Fairfield, Ohio: To Hillier, Newmark, Wechsler & Howard from Major Market Radio.

□

WYSL(AM) and WPHD(FM) both Buffalo, New York: To CBS/FM National Sales from Major Market.

□

KLVU(FM) Dallas: To CBS/FM National Sales from Hillier, Newmark, Wechsler & Howard.

□

Most recent rep. Throwing its hat into network advertising rep arena next month will be Group W Radio Sales. As alternative to market-by-market spot sales, rep firm will also offer advertisers and ad agencies opportunity to purchase time on all 11 Westinghouse-owned radio properties (6 a.m. and 5 p.m.) it represents nationally for single "premium" rate. Nonwired network approach to selling spot will be promoted by Group W Radio Sales as QURE (Quality Unwired Radio Environment).

□

In new quarters. Hillier, Newmark, Wechsler & Howard has moved its Chicago office to 230 North Michigan Avenue, 60604. (312) 372-9600.

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Rev. Harry G. Schlitt, Chairman

AdVantage

Cooperation on co-op. Cabletelevision Advertising Bureau and Standard Rate and Data's Co-op Advertising Division are teaming up on project designed to bring additional advertising dollars into cable. Program, which has been developed for CAB members, includes CAB's new Co-op Services Report, which is distributed monthly and contains co-op programs by product classification; toll-free number into SRDS's Chicago headquarters for additional information on more than 3,000 published co-op programs entered into SRDS's computer data base, and 25% discount on subscriptions to SRDS's Co-op Source Directory, published in September and March.

□

Overview: 12 years later. National Advertising Division of Council of Better Business Bureaus has issued report on its 12 years of operation as self-regulation mechanism of national advertising. Established in July 1971, NAD attempts to maintain high standards of truth and accuracy in national advertising through self-disciplinary process. From July 1971 through June 1983, 834 cases ended with NAD's agreement that advertising claims were substantiated. In 907 other cases, NAD successfully negotiated with advertisers to modify or discontinue their claims. National Advertising Review Board panels were selected to hear total of 38 appeals and, on 29 occasions, panels affirmed NAD's position. NAD reported that over past 12 years, 37% of cases originated from NAD's monitoring program; 23% from competitor challenges; 16% from referrals from Better Business Bureaus; 13% from consumer complaints, and 11% from additional sources.

□

Local connection. To persuade local unions to advertise on *America Works*, half-hour summer TV series covering key labor issues and developments, 30-second spot was produced for CIO's Labor Institute of Public Affairs in which Washington Redskins star, John Riggins, is featured. Riggins point out he's member of union, shows his card and says he "wouldn't go to work without it." LIPA is suggesting to labor unions they may want to advertise on local TV using Riggins spot with message at end from sponsoring union. Series of eight weeks has been sold in more than 35 markets. National sponsors of barter series, production of LIPA, include Pan American Airways and several national unions.

□

Lexington goes Golden West. Lexington Broadcast Services, New York, specialist in advertiser syndication, has signed agreement with Golden West Television, Los Angeles to sell national 30-second television spots for 1983-84 season in *Richard Simmons Show* and *Woman to Woman*. LBS is now selling both morning strips, totaling 25 30-second spots per week for *Simmons* and 10 30-second announcements for *Woman*. *Simmons* is half-hour series now in fourth year on 170 stations; *Woman to Woman* is new talk show offered to stations in either half-hour or hour format. It will begin Sept. 12 with projected lineup to reach 60% of U.S. homes by January, according to LBS.

□

Co-op courses. Radio Advertising Bureau plans to announce today (July 25) it will conduct 18 one-day retail and co-op workshops nationwide beginning Sept. 15 at Hilton Airport Plaza Inn in Kansas City, Mo., area and ending Nov. 3 at Amfac hotel and resort at Dallas-Fort Worth International Airport. According to Joe Vincent, RAB senior vice president, each workshop will be highlighted by manufacturers panel comprising co-op executives from such firms as Monroe-Walker, Kodak, John Deere, Wrangler Jeans, Lee Jeans, Osborne Computers, Commodore Computers, Levi-Strauss, Husky Oil, Sony and Olympus camera. Among other topics sessions will cover are: how store advertising programs work; how to start station co-op sales department including servicing manufacturers and retailers; identifying best retail and co-op categories for '80's, and how stations can put together different dealer groups to expand co-op revenue. Joyce Reed, RAB vice president who heads co-op services department will participate in all 18 meetings.

□

Turning to radio. Foreign car makers have spent more ad dollars on radio during the first quarter of 1983, investing \$6.1 million in medium—up 61.4% over same period last year when \$3.78 million was spent, reports Bruce Blevins, senior vice president/administration for The Christal Co. However, Blevins says, domestic automotive makers are advertising dramatically less on radio when comparing first quarter of 1983 to that of 1982—\$17.7 million, down 34%. Blevins, who bases his analysis on the all-advertiser estimated expenditure report compiled and distributed by Radio Expenditure Reports Inc. (RER), notes several foreign car makers new to radio advertising in first quarter including: Jaguar, Mitsubishi, Renault and Porsche/Audi. Which stations are benefiting from increase in foreign car advertising? Blevins, in memo to Christal client stations, says those stations whose primary demographic target is 18 to 34 are the beneficiaries. Overall, automotive industry, which includes accessories and parts sales as well as tire companies, was down 28% in radio advertising expenditures for first quarter of 1983 (BROADCASTING, July 18).

weekends. Target: men, 18-49.
Agency: Davis, Johnson, Mogul & Colombatto, Los Angeles.

Schieffelin & Co. □ Blue Nun wine which came back into radio in mid-June with four-week flight after absence of several years from medium, will begin another schedule for three weeks, starting in late July, in more than 30 markets. Concentration will be on drive times and Saturday. Target: adults, 25-54. Agency: Cunningham & Walsh, New York.

RADIO AND TV

Domino's Pizza □ Retail pizza chain, as part of national campaign, is launching advertising effort in 39 Southeastern markets, some using television only and some radio and television, for four weeks starting Aug. 29. Commercials will run in all dayparts on radio and in daytime, fringe, prime and prime-access on television. Target: adults, 18-34. Agency: Pringle Dixon Pringle, Atlanta.

Kinney Shoes □ Back-to-school advertising will be featured in three-week flight, starting in late August, in 55 markets on radio and television. Commercials will run in all dayparts. Target: individuals, 12-24. Agency: Sawdon & Bess, New York.

The information specialists at Phillips Petroleum will help you. Call us.

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BARTLESVILLE, OKLAHOMA 74004

A television news commentary from Charles Burke, University of Florida

The who, what, when, where, why and how of investigative reporting on local TV

I was told to expect a "poor" return on my survey on investigative reporting at TV stations. After all, TV news directors would sooner hire a gap-toothed anchor than fill out and return a questionnaire. Not necessarily.

Of the 299 network affiliates and O&O's contacted in the top 100 markets, 175 (59%) responded. That's a more than substantial return by any standard. And it reflects, I believe, the extent of interest in investigative reporting.

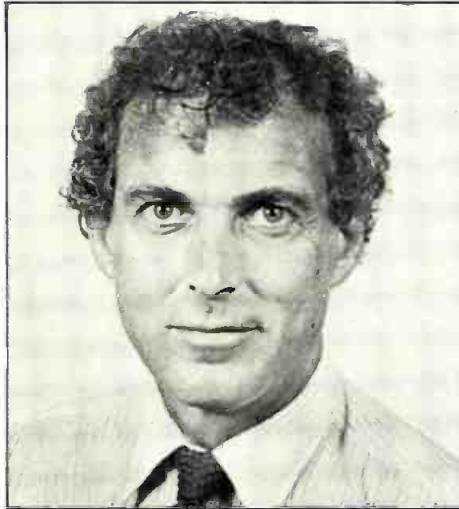
The survey took place last April and May. Several news directors and investigative reporters advised on the framing of questions. And the term "investigative reporting" was defined in the questionnaire according to the Investigative Reporters and Editors awards standard: 1. A matter that some person(s) would rather not see publicly revealed. 2. Substantially the own product of the reporter(s). 3. A matter of importance (usually significant improprieties of wrong-doing). 4. Directed to the public good. The results:

■ Who's doing it? The average number of full-time reporters at the 175 stations was 10.5. Of those, 3.14 (30%) were said to do investigative reporting "at least periodically." Put another way, 58 (33%) of the 175 stations had full-time investigative reporters. Twenty-three (13%) did no investigative reporting. Among the latter, 15 (65%) pleaded "lack of money." Thirteen (57%) lamented a "lack of qualified personnel." Only two (9%) cited "management preference" as direct cause. None felt "legal considerations (libel, etc.)" was a consideration.

Still, there's a relatively healthy supply of ongoing investigative units. Of the 58 stations with full-time investigative reporters, 49 (84%) had an "I-team or something similar." Two others professed to be gearing up I-teams; another is "hopeful" of doing so; and two reported scrapping their teams for "lack of productivity."

■ When are you gonna wrap up that story? The majority (66%) of news directors was less than enamored of the station's investigative output. Eighteen (12%) of the 152 doing investigative reporting said they were "extremely unsatisfied" with the quantity of such stories. Fifty-three (35%) were "unsatisfied" and 30 (20%) were "neutral." The remainder were either "satisfied" (30%) or "extremely satisfied" (3%).

The same group turned around on the question of quality. Sixty-four percent were either "satisfied" (49%) or "extremely satisfied" (15%) with the quality of their investigative stories. Only three percent registered "extreme" dissatisfaction.



Dr. Charles Burke is an associate professor of broadcast journalism at the University of Florida, Gainesville. He has taught at the University of Missouri School of Journalism, Temple University and Rider College and worked as a reporter and producer for National Public Radio, ABC News and radio and television stations in Pennsylvania and Ohio.

■ What are the numbers? Whatever their attitudes toward investigative output, news directors seem determined to keep plugging. Sixty-two percent intended having investigative reporter hours "stay about the same." Another 36% intended increasing the time investment, whereas less than 3% (2.7) foresaw any "decrease."

If that doesn't convince you that TV is taking its journalistic responsibilities more seriously, consider this: Fully half (51%) of the news directors with investigative reporting remained unconvinced that it "means higher ratings." (Let's hope station managers don't get wind.) Forty-one percent predicted increased "industrywide demand for TV investigative reporting." Another 46% saw overall demand leveling off. And 13% looked for a drop-off.

■ How do we get at the story? "Covert" techniques (hidden cameras or mikes) were employed by 96 (64%) stations doing investigative work. They used covert approaches in an average of 3.8 stories over the "last two years." One reported 22 such stories, whereas 51 (53%) used covert techniques in one or two stories. Twenty-nine (19%) weren't using any. Less common was the "undercover" approach, i.e., reporters "representing themselves as other than journalists." Forty (27%) reported going "undercover" at some point in the previous two years. Thirty-one of those (78%) did so in only one or two stories.

As a kind of technological aside, news

directors were asked: "How many reporter doing investigative stories use computers to store or tabulate information they have gathered?" Sixteen stations (11%) had reporter using computers in this way. The average number of reporters was two.

■ What do you hear from the lawyers? Investigative reporting necessarily invite subpoenas or search warrants. Forty-five (30%) of the stations reported demands over the previous two years, for outtakes. Eighty-nine (59%) were called on to produce "air pieces." Notes were "requested" of 31 (23%). And the news people at 52 stations (34%) were issued subpoenas.

Not that all of the above were forthcoming. A news director in a top 10 market allowed that "even though subpoenas for outtakes and air pieces happen with relative frequency, we have never had to produce outtakes." Another noted an injunction attempted to suppress a story. "The judge refused."

Libel suits were visited on 37 (24%) of stations doing investigative reporting. "Privacy" suits were filed against 16 (11%). Nine (6%) were cited for alleged "trespass." There is no suggestion that investigative reporter was chilled by such suits. But that may be a function of payout: It was relatively infrequent.

No station reported paying either "actual" or "punitive" damages. Seventeen (11%) paid "additional legal fees" as a result of suits. Two (1%) paid "court costs" and six (4%) thought it prudent to settle "out of court."

Still, not all the chips were in. Sixteen news directors said they were waiting for trial dates. Six were already in court. And four said they had been "threatened" with suits. As these particular comments came unsolicited, they apparently reveal only part of a legal iceberg.

Investigative reporting in TV is firmly rooted. And the prognosis for growth is good, because many news directors seem to want more and better. Credit should also go to those station managers willing to support investigative reporting. Obviously, the "bottom line" mentality need not undercut authentic "public service journalism."

This writer intends to refine and replicate this survey after a suitable lapse of time. Future results will likely reflect certain trends. The use of computers and data base seems bound to increase. So, too, does the number of legal suits. And, given the increasing mobility and sensitivity of TV equipment, the "covert" approach to investigative reporting promises to become more pervasive.

In sum: If management commits the resources, TV journalism at the local level could finally come of age.



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This week

July 24-26—California Broadcasters Association annual membership meeting. Speakers include Senator Barry Goldwater (R-Ariz.) and Representative Al Swift (D-Wash.) on "Broadcast Deregulation—Is the Price Spectrum Fees?" Hyatt Del Monte, Monterey, Calif.

July 24-26—Institute for Graphic Communication conference on optical and videodisk systems. Holiday Inn, Monterey Bay, Calif.

July 25—New York chapter of National Academy of Television Arts and Sciences dinner, "New York NATAS Salutes Nickelodeon." Copacabana, New York.

July 25-Aug. 12—New York University, School of Continuing Education, summer workshop, "Cable Television and New Video Technologies." NYU campus, New York. Information: NYU, School of Continuing Education, 2 University Place, Room 21, New York, 10003; (212) 598-2371.

■ Indicates new or revised listing

■ **July 26-28**—Jerrold Division of General Instrument Corp. technical seminar. Ramada Inn, Atlanta.

■ **July 26-29**—Florida Cable Television Association annual meeting. Innisbrook Resort, Tarpon Springs, Fla.

July 27—New York chapter of National Academy of Television Arts and Sciences luncheon. Speaker: Henry Siegel, chairman, Lexington Broadcast Services. Copacabana, New York.

July 27-28—Wisconsin Broadcasters Association annual summer meeting. Speaker: National Association of Broadcasters President Edward Fritts. Paper Valley hotel, Appleton, Wis.

July 28—Philadelphia Cable Club luncheon on sports on cable television. Adams Mark hotel, Bala Cynwyd, Pa.

July 29—Women in Communications meeting. Holiday Inn, Center City, Chicago.

July 29—Opening of Smithsonian Institution exhibition on *M*A*S*H*, with cast members present. Smithsonian, Washington.

July 29-31—"Economic Issues Conference for West Coast Journalists," sponsored by Foundation for American Communications and co-sponsored by California AP Broadcasters and AP News Executives Council. Asilomar Conference Center, Asilomar, Calif. Information: (213) 851-7372.

July 29-31—South Carolina Broadcasters Association 35th anniversary convention. Hyatt, Hilton Head, S.C.

July 31—Deadline for entries in 1983 World Hunger Media Awards, sponsored by singer Kenny Rogers and wife, Marianne Rogers, to "encourage, honor and reward those members of the media who have made significant contributions in bringing public attention to the critical issues of world hunger." Information: World Hunger Year, 350 Broadway, New York, N.Y., 10013.

July 31-Aug. 6—National Association of Broadcasters' 10th sales management seminar. The Wharton School, University of Pennsylvania, Philadelphia.

August

Aug. 1—Deadline for applications for Pulliam Fellowship Award for Editorial Writers, sponsored by Sigma Delta Chi Foundation. Information: Pulliam Fellowship, Sigma Delta Chi Foundation, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611.

Aug. 1—Deadline for entries in San Francisco Video Festival, funded in part by San Foundation, San Francisco Hotel Tax Fund, California Arts Council and National Endowment for the Arts. Information: 229 Cortland Street, San Francisco, Calif., 94110.

Aug. 2-3—"Communications Strategy in the Year 1 A.D. (After Divestiture)," sponsored by Yankee Group. Plaza hotel, New York.

Aug. 3—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Herb Granath, president, ABC Video Enterprises. Copacabana, New York.

Aug. 3-5—Arkansas Broadcasters Association convention. Camelot hotel, Little Rock, Ark.

Aug. 5—Kansas Association of Broadcasters sports seminar. Kansas City Royals Stadium. Kansas City, Kan.

Aug. 7-10—CTAM '83 annual convention. Town & Country hotel, San Diego. Information: (404) 399-5574.

Aug. 7-12—World Conference on Community Radio, sponsored by Association des Radiodiffuseurs Communautaires du Quebec (AROC). University of Montreal, Quebec. Information: AROC, Case Postale 250, Succursale DeLormier, Montreal, H2H 2N6, Canada.

Aug. 9-10—"Communications Strategy in the Year 1 A.D. (After Divestiture)," seminar, sponsored by Yankee Group. St. Francis hotel, San Francisco.

Aug. 9-10—Videotape editing seminar, sponsored by

Major Meetings

Aug. 7-10—CTAM '83 annual convention. Town & Country, San Diego. Information: (404) 399-5574.

Aug. 28-31—National Association of Broadcasters' Radio Programming Conference. Westin St. Francis, San Francisco. Future conferences: Aug. 26-29, 1984, Atlanta Hilton and Towers, Atlanta, and Aug. 25-28, 1985, Opryland hotel, Nashville.

Sept. 8-10—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta. Future shows: Sept. 6-8, 1984 and Aug. 25-27, 1985, both Georgia World Congress Center.

Sept. 22-24—Radio-Television News Directors Association international conference. Caesars Palace, Las Vegas. Future conference: Dec. 3-5, 1984, San Antonio, Tex.

Sept. 25-28—Broadcast Financial Management Association 23rd annual conference. Hyatt, Orlando, Fla. Future meetings: May 20-23, 1984, New York; May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

Oct. 2-5—National Radio Broadcasters Association annual convention. Hilton hotel, New Orleans. Future conference: Sept. 16-19, 1984, Westin Bonaventure hotel, Los Angeles.

Oct. 2-5—Association of National Advertisers annual meeting. Homestead, Hot Springs, Va. Future meeting: Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

Oct. 29-Nov. 3—Society of Motion Picture and Television Engineers 125th technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 7-10—AMIP '83, American Market for International Programs, organized by Perard Associates with MIDEA and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

Nov. 14-16—Television Bureau of Advertising 29th annual meeting. Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Dec. 11-12—National Cable Television Association's National Cable Programming Conference. Biltmore, Los Angeles.

Dec. 13-15—Western Cable Show. Anaheim Con-

vention Center, Anaheim, Calif.

■ **Jan. 14-18**—Association of Independent Television Stations (INTV) annual convention. Biltmore hotel, Los Angeles.

Jan. 28-31, 1984—Radio Advertising Bureau's managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

Jan. 29-Feb. 1, 1984—National Religious Broadcasters 41st annual convention. Sheraton Washington, Washington.

Feb. 9-14, 1984—NATPE International 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

March 7-10, 1984—American Association of Advertising Agencies annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

April 8-12, 1984—National Public Radio annual conference. Hyatt Regency, Arlington, Va.

April 27-May 3, 1984—MIP-TV international TV program market. Palais des Festivals, Cannes, France.

April 29-May 2, 1984—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

May 30-June 2, 1984—American Women in Radio and Television annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

June 2-6, 1984—American Advertising Federation national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

June 3-6, 1984—National Cable Television Association annual convention, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 10-15, 1984—Broadcasters Promotion Association/Broadcast Designers Association annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas.

Errata

List of co-sponsors of Waxman-Wirth bill that appeared in July 11 issue, incorrectly identified David Bonior as a representative from Mississippi. He is from Michigan.

□

BROADCASTING's June 27 "Index to Independents" incorrectly listed WJTM-TV Winston-Salem, N.C., as carrying subscription programming.

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In the past 10 years, the Premium Line from ITC has seen refinements, but no major changes. Frankly, it hasn't needed any. The Premium Line has been a dependable workhorse that's found its way into more studios than its next two competitors combined.

But we couldn't leave well enough alone. So this year, the Premium Line gives way to the Delta Series, a new generation of cartridge machines that offers you more than ten years worth of improvements.

It's mechanically better. The cart guides are improved. There's a crystal-referenced servo capstan motor with a vapor-honed non-magnetic shaft. Modular construction makes alignment and service convenient. High-speed recue is standard. And the Delta III gives you three

independently removable decks.

It's electronically better. There are new, high performance components, including NE5500 Series amplifiers. There's an exclusive ITC/3M playback head for smooth frequency response and improved signal-to-noise. We've added a toroidal power transformer with fully regulated and protected power supplies. And a digital cue tone detector controlled by a powerful microprocessor.

And it's physically better because it's smaller. The whole unit is only one-third rack width (5 $\frac{5}{8}$ ""). The enclosure is made of $\frac{1}{4}$ -inch milled or cast aluminum, for stability. And the panel inserts are made of Lexan®.

Of course, we left in all the good things that made the

Premium Line so popular. The $\frac{1}{2}$ -inch tool plate aluminum deck. Durable, high quality switches. And a solenoid-actuated, chain-and-sprocket pressure roller assembly. All backed by our famous two-year warranty on parts and factory labor, plus a 30-day guarantee of satisfaction. If, for any reason, you're not completely satisfied, you can return the unit within 30 days of purchase and we'll refund your money in full.

The good things are still there. But what you'll notice are the improvements. We think they were worth the wait.

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A professional's guide to the intermedia week (July 25-31)

Network television □ PBS: (check local times) *Latinos: A Growing Voice In U.S. Politics*, Monday, 11 p.m.-midnight; *Summer of Judgment* (Watergate retrospective), Wednesday, 9-11 p.m.; *Marvin Hamlisch* (pianist), Sunday, 8-9 p.m.; ABC: *The Hamptons** (dramatic series), Wednesday, 9-10 p.m.; NBC: *Friday Night Videos** (rock music mini-features), Friday, 12:30 a.m.-2 a.m.; *Twilight Theater* (comedy special), Saturday, 11:30 p.m.-1 a.m.

Radio □ (check local times) NBC News: *Campaign '84: Financing the Candidates* (five-part series), Monday-Friday; CBS News: *Summer Among Friends* (exploring friendship), Friday, 9:15-9:40 p.m.

Cable □ Bravo: *Catulli Carmina* (dance), Monday, 8-9 p.m.; Arts: *A Christmas Carol* (play) [Charles Dickens], Tuesday, 9-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *The Early Days*, Beatles documentary, now-Sept. 17; *The Muppets: Past, Present and Future*, return of earlier exhibit, July 26-Aug. 6.

*indicates a premiere episode

JVC Co. of America and Convergence Corp. Brookhollow Hilton hotel, Houston.

■ **Aug. 9-11**—*Jerrold Division of General Instrument Corp.* technical seminar. Holiday Inn South. Denver.

Aug. 10-14—"CCOS '83" convention sponsored by *Community Antenna Television Association (CATA)*. The Arlington resort hotel and spa, Hot Springs, Ark. Information: CATA, 4209 N.W. 23rd, Suite 106, Oklahoma City, 73107.

Aug. 14-16—*Electronic Industries Association* "Professional Land Mobile Communications Showcase." Las Vegas Convention Center, Las Vegas.

Aug. 14-20—Fourth annual *Banff Television Festival*, international television program competition. Banff Center, Alberta, Canada. Information: P.O. Box 1020 Banff, Alberta, Canada, TOL OCO; (403) 762-6248.

Aug. 15—Deadline for programing entries for annual Women at Work broadcast awards. Sponsored by *National Commission on Working Women*, 2000 P Street, N.W., Washington, 20036. Information: Sally Steenland, (202) 872-1782.

Aug. 15-17—*National Satellite Cable Association* summer-fall convention titled, "The Entrepreneur's Place in the New Communications Industry." Regency, Denver. Information: Chery Grund, 5594 South Prince Street, Littleton, Colo.; (303) 798-1274.

Aug. 15-18—*Arbitron Radio Advisory Council* meeting. Shangri-La, Afton, Okla.

Aug. 16—*Southern California Cable Association* luncheon meeting. Speaker: Al Gilliland, chairman of Gill Cable and CCTA. Airport Hilton hotel, Los Angeles.

Aug. 16-18—Third annual *WOSU Broadcast Engineering Conference*. Fawcett Center for Tomorrow, Ohio State University, Columbus. Information and offer of papers: John Battison, director of engineering, WOSU-AM-FM-TV, 2400 Olentangy River Road, Columbus, Ohio, 43210.

■ **Aug. 17**—*Ohio Association of Broadcasters* "novice sales school." Columbus Marriott North, Columbus, Ohio.

Aug. 17—*New York chapter of National Academy of Television Arts and Sciences* luncheon. Speaker: Patrick Plevin, director, daytime programs, East Coast, NBC Entertainment. Copacabana, New York.

Aug. 17-20—*Michigan Association of Broadcasters* annual meeting. Hidden Valley Resort, Gaylord, Mich.

Aug. 18—*Major Market Television Caucus's* board meeting. Washington.

Aug. 18-21—*West Virginia Broadcasters Association* 37th annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 22-24—Fifth annual "Satellite Communications Users Conference," sponsored by *Satellite Communications*. Stouffer's Riverfront Towers, St. Louis.

Aug. 22-24—*Television Bureau of Advertising/Sterling Institute* performance management program for experienced account executives. Georgetown Inn, Washington.

Aug. 23-Sept. 2—*Edinburgh International Television Festival*. Edinburgh, Scotland. Information: Beverly Neill, EITF Picture Palace, 71 Beak Street, London, W1R 4HP.

■ **Aug. 24**—*Ohio Association of Broadcasters* "novice sales school." Marriott North, Columbus, Ohio.

Aug. 25-26—Libel workshop for media defense counsel, sponsored by *American Newspaper Publishers Association, National Association of Broadcasters and Libel Defense Resource Center*. Hyatt Regency O'Hare, Chicago.

■ **Aug. 27**—*Radio-Television News Directors Association* regional conference with *University of Oklahoma*. Ramada Inn, Norman, Okla.

Aug. 29-30—*New England Cable Television Association* annual convention and exhibition. Dunfey Hyannis hotel and resort, Hyannis, Mass.

Aug. 28-31—*National Association of Broadcasters'* Radio Programing Conference. Westin St. Francis, San Francisco.

September

■ **Sept. 1**—Deadline for entries in 18th annual Gabriel Awards competition, presented by *UNDA—USA* for television and radio programs that creatively treat issues concerning human values. Information: Rev. Harry Schlitt, awards chairman, (415) 673-9294.

Sept. 7—"Super Track Day," sponsored by Cable Television Administration and Marketing Society, Atlanta Hilton, Atlanta.

■ **Sept. 7**—*Ohio Association of Broadcasters* "Small Market Potpourri." Stouffer's Avalon Inn, Warren, Ohio.

Sept. 7-9—Second annual Great Lakes Cable TV Expo '83, sponsored by *Illinois-Indiana Cable TV Association and Michigan Cable TV Association*. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, 618-249-6263.

Sept. 8-10—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta.

Sept. 9—Deadline for entries in *International Film and TV Festival of New York*. Information: 251 West 57 Street, New York, N.Y., 10019; (212) 246-5133.

■ **Sept. 9-10**—*Radio-Television News Directors Association* region five meeting with *Mary College*, Bismarck, N.D. Mary College campus, Bismarck, N.D.

Sept. 10—Deadline for entries in sixth Tokyo Video Festival, sponsored by *JVC Co. of Japan*. Information: JVC Co. of America, 41 Slater Drive, Elmwood Park, N.J., 07407.

Sept. 10-13—*Nebraska Broadcasters Association* annual convention, celebrating its 50th anniversary. Holiday Inn Central, Omaha.

Sept. 11-13—*Illinois Broadcasters Association* annual convention. Abbey on Lake Geneva, Fontana, W.

Sept. 11-13—*New Jersey Broadcasters Association* 37th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 11-13—*Washington State Association of Broadcasters* fall meeting. Rosario Resort, Orcas Island, Wash.

Sept. 11-13—Western regional convention of *Nation Religious Broadcasters*. Los Angeles Marriott, Los Angeles.

Sept. 11-13—*Nevada Broadcasters Association* fall convention. Cal-Neva Lodge, Lake Tahoe, Nev.

Sept. 11-14—First International Cable and Satellite Television Exhibition and Conference (CAST '83), sponsored by *England's Society of Cable Television Engineers, Cable Television Association of Great Britain, Electronic Engineering Association and The Economist magazine*. National Exhibition Center, Birmingham, England. Information: 100 Gloucester Place, London, W1H3DA; telephone: 01-487-4397.

Sept. 12-13—*Alaska Broadcasters Association* convention. Captain Cook hotel, Anchorage, Alaska.

Sept. 13—"Overview of Cable Television," seminar sponsored by *Bay Area Cable Club and Northern California chapter of Women in Cable*. Gallagher Jack London Square, Oakland, Calif.

■ **Sept. 13**—*Ohio Association of Broadcasters* Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

■ **Sept. 14**—*Ohio Association of Broadcasters* Cleveland managers' luncheon. Bond Court hotel, Cleveland.

Sept. 14-16—*CBS Radio Network* affiliates board meeting. Waldorf Astoria, New York.

Sept. 15—Deadline for entries in 15th national Al Lincoln awards sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sprow, SBRTC, 6350 W. Freeway, Fort Worth 76150

Sept. 15—*Public Service Satellite Consortium* seminar, "Buying Your Earth Station: Making the Right Decision." Shoreham hotel, Washington.

■ **Sept. 15**—*Ohio Association of Broadcasters* Toledo managers' luncheon. Toledo Athletic Club, Toledo, Ohio.

Sept. 16—Deadline for applications for certification exams of *Society of Broadcast and Communications Engineers*. Information: Certification secretary, SBC, P.O. Box 50844, Indianapolis, Ind., 46250.

■ **Sept. 16**—*Ohio Association of Broadcasters* Akron-Canton managers' luncheon. Quaker Square hotel, Akron, Ohio.

Sept. 18-20—*National Association of Black Owned Broadcasters* annual fall conference. Sheraton Washington hotel, Washington.

■ **Sept. 19-20**—*Minnesota Broadcasters Association* fall convention. Sunwood, St. Cloud, Minn.

Sept. 19-23—Sixth International Conference on Digital Satellite Communications sponsored by *Comsat, International Telecommunications Satellite Organization, American Institute of Aeronautics and Astronautics, IEEE Communications Society, IEEE Aerospace and Electronic Systems Society*. Phoeer Hyatt, Phoenix. Information: Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024.

Sept. 19-23—Second annual *London Multi-Media Market*. Gloucester hotel, South Kensington, England. Information: London Multi-Media Market, 17 Great Pitney Street, London, W1R 3RG; telephone: 01-734765.

Sept. 19-28—*Western Public Radio* radio drama production workshop, part of National Radio Training Project, funded by John and Mary R. Markle Foundation WPR headquarters, Fort Mason Center, Building D, San Francisco, 94123.

Sept. 20-22—*Washington Journalism Center's* conference for journalists, "Politics '84: Issues and Candidates." Watergate hotel, Washington.

Sept. 21—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Waldorf-Astoria, New York.

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WOMEN 18-49	#1	#1	#1	#1	#1	#1	#1	#1	#1
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Sept. 21—*Women in Cable*, Washington chapter, charity event for Capital Children's Museum in Washington. Tom Wheeler, president. National Cable Television Association, to be roasted. Shoreham hotel, Washington.

Sept. 21-22—*Television Bureau of Advertising* sales advisory committee meeting. Indian Lakes, Chicago.

Sept. 21-23—Midwestern regional convention of *National Religious Broadcasters*. Hotel to be announced. St. Louis.

Sept. 22-23—*Institute of Electrical and Electronics Engineers Broadcast Symposium* 33rd annual broadcast symposium. Hotel Washington, Washington.

Sept. 22-24—*Radio-Television News Directors Association* 38th annual international convention. Keynote speech: ABC-TV's David Brinkley, NBC News's John Chancellor to receive 1983 Paul White Award. Other speakers include Paul Harvey, ABC commentator; Bill Moyers and Charles Osgood, CBS News, and Av Westin, ABC-TV. Caesars Palace, Las Vegas.

Sept. 22-24—*American Advertising Federation* district five conference. Sheraton, Columbus, Ohio.

Sept. 23—*Southern California Cable Club* third anniversary dinner/dance. Century Plaza hotel. Los Angeles.

Sept. 23—*Society of Broadcast and Communications Engineers* central New York regional convention and equipment show. Sheraton Syracuse, Syracuse, N.Y.

■ Sept. 23—*FCC*, in cooperation with *American Women in Radio and Television*, symposium, "Women in the Electronic Media." Ownership opportunities will be primary topic. FCC, Washington.

Sept. 23-25—*Maine Association of Broadcasters* annual convention. Sebasco Resort, Sebasco Estates, Maine.

Sept. 23-25—*North Dakota Broadcasters Association* annual meeting. Ramada Inn, Minot, N.D.

Sept. 24-27—*International Institute of Communications* annual conference. Discussions include international policies and development; space and technology; broadcasting, and communications issues and research. Americana Aruba, Aruba, West Indies. Information: IIC, Tavistock House East, Tavistock Square, London, WC1H 9LG.

Sept. 25—35th annual Emmy Awards, sponsored by *Academy of Television Arts and Sciences*, telecast on NBC-TV, from Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 25-28—*Broadcast Financial Management Association* 23rd annual conference. Hyatt Orlando, Kis-

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Copyright compensation

EDITOR: Your editorial supporting legislation to compensate copyright owners for home recording of broadcast programming ("The Legislators' Duty," BROADCASTING, July 11) adds a welcome voice to the debate. It is plainly in the interest of all concerned with the production and distribution of copyrighted audiovisual programming—producers large and small, labor unions and guilds, broadcasters, cable operators, advertisers, and many others—that a fair and equitable system be developed to exempt VCR owners from copyright liability while allowing program producers to share in the gigantic profits which Japanese manufacturers of VCR's and blank tape have reaped as a consequence of proliferating home video recording.

BROADCASTING expressed one reservation about the legislative relief proposed by Senator Charles McC. Mathias, Jr. (R-Md.) and Representative Don Edwards (D-Calif.). You suggested that the "defect" in the bills "is the carte blanche [they] would give the Copyright Royalty Tribunal to set royalties."

You were mistaken in including the CRT in the bill. While legislation introduced during the 97th Congress would have placed responsibility for setting royalty rates in the hands of the CRT, the bills introduced during the current session (S. 31 and H.R. 1030) would make the size of the royalty pool a subject of negotiation between copyright owners on the one hand, and manufacturers and importers of VCR's and blank tapes on the other. Failing agreement, the parties would be required to submit to binding arbitration, and the arbitrators would be required to consider several statutory criteria in establishing the royalty pool. With royalty rates being established through negotiation between adversaries, or by arbitrators in accordance with specific criteria, there is no risk

to the public of "overreaching" by copyright owners.

No "windfall" is anticipated or sought by copyright owners. The essence of the debate, both before the Supreme Court and in Congress, is the need to preserve the principle of copyright. The copyright owner's rights are diminished by the widespread copying of his creations without his consent or compensation. The public—VCR owners and nonowners alike—will be best served if the economic incentive to create quality motion pictures and video programs is protected.—*Jack Valenti, president, Motion Picture Association of America, Washington.*

Record straightener

EDITOR: I would like to thank you for the very flattering profile in your "Fifth Estate" column in the July 11 issue. The interview provided one of those rare opportunities to take time out to look back over many years in broadcast journalism, as well as ahead to the excitement of new ideas.

As a newsman most of my adult life, I have an uncontrollable habit of looking for anything that might not be exactly on target in any article, even one that is so positive about me. I noticed what seems to be a typographical omission, which might cause some confusion.

When I joined WINS(AM) New York in 1974, my charge was to help create a new format for all-news WINS, rather than create an all-news operation at the station. As is well known, WINS was the first all-news station in America, having taken that step in 1965, nearly a decade before I came on board. I would not want an impression created that in any way detracted from the remarkable and creative efforts of those who put that operation together in the mid-60's.—*S. William Scott, Satellite News Channels, Stamford, Conn.*

simmee, Fla.

■ **Sept. 27**—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

■ **Sept. 27**—Programming seminar sponsored by *Bay Area Cable Club and Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Sept. 28-30—Southeastern regional convention of *National Religious Broadcasters*. Stone Mountain Inn, Atlanta.

Sept. 29-Oct. 2—*American Advertising Federation* Western region conference. Vacation Village, San Diego.

Sept. 30-Oct. 1—*Massachusetts Broadcasters Association* annual convention. Sheraton Regal, Hyannis, Mass.

Sept. 30-Oct. 1—*American Advertising Federation* district nine conference. Holidome, Topeka, Kan.

October

Oct. 2-5—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va.

Oct. 2-5—*National Radio Broadcasters Association* annual convention. Hilton hotel, New Orleans.

Oct. 3-5—*Ohio State University's* third annual conference on videotext, "Videotext III: Implications for Marketing." Hyatt Regency hotel, Columbus, Ohio.

Oct. 3-6—*Southern Educational Communications Association* 15th annual conference, hosted by WKNO-FM-TV Memphis. Peabody hotel, Memphis.

Oct. 3-7—*VIDCOM/MIJID*, international conference and exhibition for cable, home video and video games. Old Palais and New Palais des Festivals, Cannes, France.

Oct. 4-6—*LPTV East* conference. Sheraton Washington hotel, Washington.

Oct. 6-8—*Women in Cable* national conference, "Cable in Context: The Challenge of Change." Colonnade hotel, Boston. Information: Charles Seif (202) 296-7245.

Oct. 8-11—*Texas Association of Broadcasters* fall engineering conference and convention. Hyatt Regency, Fort Worth.

Oct. 9-11—Southwestern regional convention of *National Religious Broadcasters*. Hotel to be announced, Tulsa, Okla.

Oct. 9-11—*Pennsylvania Association of Broadcasters* annual fall convention. Buck Hill Inn, Buck Hill Falls, Pa. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101; (717) 233-3511.

■ **Oct. 11**—Technical seminar sponsored by *Bay Area Cable Club and Northern California Chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Oct. 12-13—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus, Ohio.

Oct. 12-16—*Women in Communications* national conference, "Pro/Con: '83; Framing the Future." Bellevue Stratford hotel, Philadelphia.

Oct. 13-16—*Ohio Association of Broadcasters* fall convention. Epcot Center, Orlando, Fla.

Oct. 16-18—*North Carolina Association of Broadcasters* annual convention. Marriott hotel, Raleigh, N.C.

■ **Oct. 18**—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Oct. 18-20—*Mid-America Cable TV Association* annual meeting. Hilton Plaza Inn, Kansas City, Mo.

Oct. 18-20—*Washington Journalism Center's* conference for journalists, "Excellence in Education: How to Achieve It." Watergate hotel, Washington.

Oct. 19-20—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Lexington, Ky.

Oct. 19-21—Eighth annual conference of *Public Service Satellite Consortium* and its subsidiary, Services by Satellite Inc. (SatServe). Washington Hilton, Washington.

Oct. 19-22—*National Broadcast Association for Community Affairs* convention. Sir Francis Drake hotel,

San Francisco.

Oct. 20—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Oct. 20-21—*Pittsburgh chapter of Society of Broadcast and Communication Engineers'* 10th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 21—*Radio-Television News Directors Association* meeting with region 12. Sheraton Center, New York.

Oct. 23-25—*Televent U.S.A.* second international telecommunications conference. Montreux, Switzerland. Information: Marianne Berrigan, Televent executive director, Suite 1128, 1120 Connecticut Avenue, N.W., Washington, 20036; (202) 857-4612.

Oct. 23-25—*Canadian Association of Broadcasters/Central Canada Broadcasters Association* joint conference and trade show, "Communications Expo '83." Sheraton Center, Toronto.

Oct. 25—Marketing seminar sponsored by *Bay Area*

Cable Club and Northern California chapter of Women in Cable. Gallagher's, Jack London Square, Oakland, Calif.

Oct. 25-27—Telecommunications symposium sponsored by *American Newspaper Publishers Association* and *Newspaper Advertising Bureau*. Amfac hotel, Dallas-Fort Worth Airport.

Oct. 25-27—International Broadcast Equipment Exhibition sponsored by *Electronic Industries Association of Japan*, co-sponsored by *National Association of Commercial Broadcasters in Japan and NHK (Japan Broadcasting Corp.)* Tokyo Ryutsu Center, Tokyo.

Oct. 26-28—*National Cable Television Association's* second annual business development symposium, "Minorities and Cable: The Interconnect of the 80's." Ramada Renaissance hotel, Washington.

Oct. 29-Nov. 3—*Society of Motion Picture and Television Engineers* 125th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

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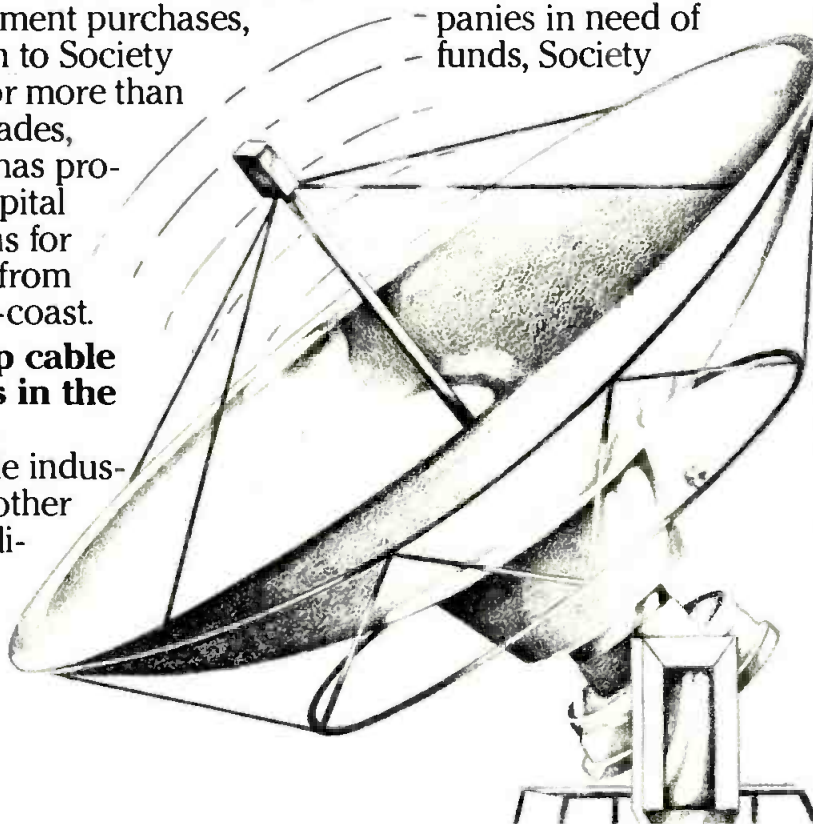
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TOP OF THE WEEK

Consensus deregulation bill begins to emerge in House

Swift draws together principal features of Tauke-Tauzin plus S. 55 and his own earlier draft to develop measure to serve as discussion guide on preparing new legislation for radio-TV

Despite continued skirmishing between the National Association of Broadcasters and House Telecommunications Subcommittee members over the collection of programming data progress on the development of broadcast deregulation legislation goes on. Representative Al Swift (D-Wash.), a key player in the drive to achieve the legislation, unveiled a compromise bill last week designed to further the process even more ("Closed Circuit," July 11).

The legislative process, in past weeks, seemed bogged down by the controversy over the subcommittee's request for data (see story, page 24). Swift, however, determined to get the process going, crafted a measure that will serve as a discussion vehicle in the meantime. Swift explained that the data collected "may very well be helpful but I don't think we have to wait to discuss the other aspects of the bill."

Swift's bill (which he has no plans to introduce and is for discussion only), contains key elements of the measure he introduced earlier, H.R. 2370, and of the Tauke-Tauzin bill, H.R. 2382, another deregulation bill that has strong backing from broadcasters, and the Senate broadcast deregulation bill, S. 55. All the measures include elimination of comparative renewals for radio and TV. The Swift draft also includes chief points of earlier negotiations between him and the NAB concerning quantification of a public interest standard for television. Visibly absent from his compromise bill are programming quotas for radio, an element Swift felt it was best to leave out.

Subcommittee Chairman Tim Wirth (D-Colo.) and other members, however, have stated a strong interest in establishing programming performance standards for radio. The political realities, Swift explained, persuaded him, however, not to press for quantification for radio. Both the NAB and the National Radio Broadcasters Association vigorously oppose the concept for radio. The NAB states that it will discuss quantification of television only in the context of a larger deregulatory package.

The bill's provisions that deal with quantification basically parallel Swift's earlier quantification discussions with the NAB. It would, a Swift aide said, permit the FCC to



Behind the bill. Representative Al Swift (D-Wash.) outlined the objectives of his broadcast deregulation "draft bill" last week in a letter to Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). Swift said the bill proposes to focus on some of the issues the subcommittee needs to "work through, most of which do not require the extensive information that the subcommittee has requested from the industry." The congressman explained that the quantification section of the measure "punts to the FCC in both setting the standard and how to measure performance. That was the most neutral way I could think of to put something in the bill and not prejudice either the information we will be receiving or favor one quantification approach over another."

Swift lists a number of questions the subcommittee should consider when addressing the concept of quantification. "Are there things other than the amount of local programming and the amount of informational programming that should be measured? Children's programming? Minority programming? Other programming?"

Swift also asks whether the FCC should revise the standards upward or downward and whether other specific deregulation should be included. "Although it takes bill form, this is by no means either a perfect product (from anyone's point of view, I suspect) nor a final product," he said in conclusion.

establish quantification standards and would codify the FCC's existing processing guidelines.

The section on quantification, Swift said, is not meant to prejudice any of the information received from the questionnaires and is a starting point for discussions. Currently, the FCC's processing guidelines don't apply to independent UHF stations. According to Swift's proposal, UHF stations would be required to meet half of the guidelines and the commission would be permitted to change the standards after a five-year period if it finds the video marketplace has developed to the point where the quantification approach could be modified.

Swift noted that both the NAB and Wirth are hesitant about delegating too much authority to the FCC. "They [the NAB] do not want to delegate too much authority to the commission. On the other hand they do not want the survey to gather information which is clearly necessary to gather the information needed to determine quantification levels in the legislation," Swift said. "I think there are ways, however, in which you can provide the stability the industry wants, and the flexibility I think the FCC should have."

The NAB views Swift's compromise proposal as a "step in the right direction," said its president, Eddie Fritts. In particular, he noted, the association is pleased that quantification for radio is eliminated from the bill. Swift's discussion sign bill is also viewed as an encouraging sign by Representative Tom Tauke (R-Iowa). Swift has incorporated key elements of the Tauke-Tauzin measure in his bill. Tauke noted that it is "appropriate to pull something together." It is a sign that things are moving, he said, and that there is a "serious attempt to develop a consensus bill."

The Swift bill would set up a two-step license renewal process like that contained in S. 55. According to the measure, the FCC shall renew a broadcast license if the agency finds that:

The operation of a radio or television station has been free of serious violations of the Communications Act and its rules and regulations.

The licensees have substantially met the problems, needs and interests of the residents of their service areas in their programming.

In addition, the measure:

Codifies the FCC's radio deregulation actions.

Permits the FCC not to consider rival applications for occupied facilities unless in-

cumbents' licenses have not been renewed.

□ Expands the present news coverage exemptions of the equal time law to discussions and debates, whether regularly scheduled or not.

□ Exempts broadcast documentaries about candidates and races including those, not now exempt, in which appearances of candidates are more than incidental.

According to Swift's bill the standards "shall provide for an overall, meaningful in-

crease from current levels in the amount of public interest programming broadcast by each category of broadcast licensee." The categories, the bill states, shall be based on whether a station is VHF or UHF, whether it is network affiliated or independent, and on market size. The bill also defines public interest programming as: locally produced programming, news and public affairs programming, and informational programming.

In addition, licensees would be required

to "maintain records which are sufficient indicate its compliance with the public responsibility standards. Each licensee, soon as practicable after the close of each annual period, shall certify to the commission [a] that its public interest programming sufficient for compliance with the public responsibility standards and [b] its performance under the criteria for programming during such year prescribed by the commission."

NAB negativism on Wirth survey draws fire from friends and foe

Wirth sends letter to Fritts deploring noncooperation, and Tauke, Tauzin send letter to broadcasters soliciting help in subcommittee's process toward deregulation; Swift and Dingell also numbered among concerned

The rift between the National Association of Broadcasters and the House Telecommunications Subcommittee over the latter's efforts to obtain data on present television programming widened last week. An NAB Mailgram that was widely interpreted as discouraging its members from responding to the subcommittee's questionnaire (BROADCASTING, July 18) drew fire from Chairman Tim Wirth (D-Colo.) and even provoked two of the association's staunchest congressional allies—Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.). That pair sent a letter to all television broadcasters last week urging them to complete the programming questionnaire mailed out by the subcommittee two weeks ago.

In its efforts to develop broadcast deregulation legislation the subcommittee is gathering programming data from television and radio broadcasters. The data, some subcommittee members argue, is necessary to devise the programming quotas that will serve as the centerpiece of the deregulation legislation reported from the subcommittee (BROADCASTING, July 4). The NAB opposes the data collection and when the subcommittee sent questionnaires to all commercial television stations asking for a variety of information on programming practices, the NAB sent off Mailgrams to alert its members that participation in the survey was strictly voluntary (BROADCASTING, July 18). NAB President Eddie Fritts emphasized last week that all the association was trying to do was to tell its members that they had a choice about responding. "If we had intended to urge them not to participate we would have said so straight out," Fritts told BROADCASTING last week. "We're not bashful."

A similar version of the survey is expected to be mailed to a sampling of radio stations this week. The NAB plans to send radio members much the same message that it sent to TV, although it will likely use the association's newsletter, *Highlights*, as its vehicle.

Last week's Tauke-Tauzin letter to broad-

casters underscores the urgency of cooperating with the subcommittee. "We strongly urge you to complete the survey and participate in the subcommittee's efforts to develop accurate data on today's television programming marketplace," the letter says. "We believe that an insufficient response to the survey request will play into the hands of those who would like to derail our deregulation efforts. It does not help our position or serve your best interests if we are faced with charges that the broadcasting industry would not cooperate with the subcommittee's attempts to gain information about the industry," they wrote.

Tauke and Tauzin are chief backers of the broadcasters' deregulatory push in the subcommittee—a fact pointed out in their letter. They are the principal co-sponsors of H.R. 2382, a comprehensive broadcast deregulation bill for which the NAB is vigorously lobbying. "We have worked hard to reach the point in the legislative process where we are today, and we believe we have a significant opportunity to enact broadcast deregulation provisions into law this year. We have assurances from Congressman Tim Wirth, chairman of the Telecommunications Subcommittee, that the subcommittee will act on broadcast deregulation legislation by Oct. 15, 1983, and that the concept of 'spectrum fees' will not be part of our deliberations or legislation," the letter said.

Tauke would not comment specifically about the NAB's Mailgram. However, the congressman told BROADCASTING he was "surprised" by it. Tauke repeated that it was in the industry's best interest to respond to the inquiry. He admitted that he opposes the concept of quantification, but felt hopeful that the final bill will have no more than minimum programming quotas. "The question is: 'Should Congress have the information?' And I think Congress should have the information," he said. Tauke explained that once the data is collected, the subcommittee can then "fight the battles of how the information will be interpreted. The survey is not onerous and broadcasters as a matter of courtesy ought to cooperate with Congress," Tauke said.

NAB's Mailgram also irritated Wirth. "I was bewildered when the Mailgram you sent to your television members, strongly discouraging them from answering our short programming questionnaire, and virulently at-

tacking even the idea of quantification, was brought to my attention," Wirth stated in letter to NAB President Fritts. Wirth noted that the subcommittee's efforts to achieve quantified public interest standard was a approach taken by the NAB earlier in its negotiations with Representatives Al Swift (D-Wash.) and John Dingell (D-Mich.), chairman of the Energy and Commerce Committee (BROADCASTING, May 9, 16, 2 and 30).

"Just as important, you personally assure me that you would cooperate with the subcommittee in our efforts to gather data, and to develop consensus legislation. What makes this particularly confusing to me is that all we are talking about here is getting data, not deciding specific policies," the subcommittee chairman wrote. Wirth's letter to Fritts underscored the necessity of obtaining the data. "We obviously cannot prepare responsible legislation using a quantification standard in the dark—without knowing what broadcasters are doing today."

Fritts responded quickly: "I appreciate your indicating that you might have misunderstood the 'motives' of the NAB in sending the Mailgram. This letter is designed to set the record straight." The NAB president defended the Mailgram and said it was not intended to discourage members from cooperating. "If it had been our intent to urge our members not to cooperate, we would have clearly said that in the Mailgram. Instead the NAB executive committee agreed that the Mailgram take no position on whether a television station should or should not complete the questionnaire," Fritts wrote.

He also pointed out that the NAB doesn't believe the questionnaire was necessary because existing data is already on file at the FCC. "Thirdly, we disagree with the subcommittee's attempt to gather information on narrow and content-based categories of programming (i.e., programs for children, minorities and the elderly). As I testified before your subcommittee on May 27, 1983, NAB has traditionally opposed the adoption of a quantified public interest standard but would be 'willing to discuss, in the context of a delicately balanced legislative package, the concept of quantification in broad categories of programming as a temporary approach to deregulating television.' All of our discussions with members of the Energy and Commerce Committee were limited to the possi-

Telcomsubcom dumps on Radio Marti

At markup, it adopts amendments to limit action on government station broadcasting to Cuba, then gives it an 'adverse recommendation' to full committee

The House Telecommunications Subcommittee last week left no doubt as to its feelings regarding the Reagan administration's Radio Marti legislation. In a markup of the bill (H.R. 2453), which has already been approved by the House Committee on Foreign Affairs and the Senate Foreign Relations Committee, it first adopted four amendments that would maim the legislation. Then, after working its way through the parliamentary mysteries involved, the subcommittee reported the bill to the full Energy and Commerce Committee with an "adverse recommendation."

The full committee is scheduled to take up the bill in a markup of its own tomorrow (July 26). If the scenario of a year ago, when Radio Marti legislation easily won full House approval, is followed, the administration will do better there than it did in the subcommittee. But a major difference this year is the active opposition of the National Association of Broadcasters. And NAB lobbyists appeared confident of victory at least on the major amendments approved by the subcommittee, including one limiting radio broadcasting to Cuba to the Voice of America station operating on Marathon Key, in Florida, on 1180 khz.

The bill would authorize the establishment of an AM station to broadcast news of Cuba to that country and, in the process, break what the administration says is the monopoly on news enjoyed by the Castro government. But the proposal has engendered the opposition of liberals who oppose it on policy grounds and, more important, broadcasters who fear the station's broadcasts would exacerbate the problem of Cuban-caused interference that has plagued AM stations in the Southeast and throughout the country for the past 15 years.

That combination was in evidence at the subcommittee markup, with Representative Tim Wirth (D-Colo.), chairman of the subcommittee, representing the liberal position, and Representative Tom Tauke (R-Iowa), a conservative carrying the fight for the broadcasters. Tauke's involvement traces directly to the administration's interest in the last Congress in 1040 khz as the frequency for Radio Marti. That frequency is home for WHO(AM) Des Moines, Iowa.

Another factor is the role of Cuban refugee groups that have lobbied hard for the station. Supporters of the proposal say the refugee groups' concerns should be considered; opponents contend the groups' desire for a station to broadcast to Cuba—and the administration's ambition for a foreign policy initiative—should not be satisfied at the expense of American broadcasters.

Wirth made that point in his opening statement. "The key policy consideration before us is whether the broadcast industry should have to bear the brunt of this foreign policy

initiative," he said, adding, "I believe this bill can be amended to deal with the issues of interference to American radio stations and compensation for American broadcasters."

The first amendment considered was offered by Tauke, and was the one designed to restrict radio broadcasting to Cuba to the VOA station on 1180 khz. The administration bill, as approved by the foreign affairs committees of the two houses, would allow the establishment of a separate Radio Marti station on 1180 khz, as well as on the frequency of any AM station that would lease time.

What's more, the amendment would prohibit the government from pre-empting frequencies assigned to private broadcasting for broadcasting to Cuba.

Another key amendment was offered by Representative Al Swift (D-Wash.), and is aimed at protecting broadcasters from any financial harm they might suffer as a result of Radio Marti broadcasts. It would provide for the reimbursement of all expenses suffered as a result of Cuba-caused interference—and not only the technical and engineering costs that would be incurred in overcoming the interference, as in the legislation approved by the Senate and House foreign affairs committees.

The Swift amendment was approved by a voice vote, after the subcommittee adopted an amendment offered by Representative Jim Bates (D-Calif.) that is designed to provide hard answers to the question of costs. It would prohibit the establishment of radio broadcasting to Cuba until 30 days after the General Accounting Office had submitted to Congress a report on the economic harm to American radio stations of existing and potential interference from Cuban stations, "and the potential cost to the United States government" of reimbursing broadcasters for all of "the adverse effects" of that interference.

The fourth amendment was offered by Representative Mickey Leland (D-Tex.). It would require the government to exhaust all efforts at resolving the Cuban interference problem through negotiations; it would prohibit the FCC from granting a frequency for Radio Marti before receiving assurances that such efforts had been made.

With those amendments approved, the subcommittee's critics of the bill turned their attention to what more they could do to complicate administration efforts to win passage. Wirth suggested an adverse recommendation. That precipitated considerable discussion among members and with the parliamentarian as to what the effect would be, given the fact the majority had just rammed through four amendments to the bill. The final word was that an adverse recommendation on the bill itself would not negate the four amendments. By that point, the bill's supporters were not enthusiastic about a favorable recommendation. Said Moorhead, "I never saw such a piece of hamburger." While there were some audible "nays," during the voice vote on the "adverse recommendation," the "ayes" clearly had it. □

bility of percentages in three very broad categories of television programming, namely, local nonentertainment and news and public affairs."

Fritts assured the subcommittee chairman that NAB will continue to cooperate with "you and your staff" in preparing broadcast deregulation legislation which is in the public interest."

According to subcommittee sources, the NAB's Mailgram was not well received by many Energy and Commerce Committee members, including its chairman, Dingell. "It was not the most adroit handling of the issue, but it's quite obvious the NAB is responding to a lot of member pressure," a staff member said. Representative Al Swift (D-Wash.), another key backer of the broadcasters' drive for regulatory relief, also expressed concern about the Mailgram. Swift, who has reservations about collecting data from radio broadcasters, has no qualms about the TV survey, and also is among those who feel television broadcasters should cooperate. "I recognize their anxiety over the survey," he said. However, Swift argued that the subcommittee has been completely open about what its plans are and has no hidden agenda about which broadcasters should be concerned. (Swift is drafting his own version of quantification [see page 23].)

The NAB and Wirth's staff also have different views about the immediate reaction to the questionnaire from the television community. Fritts said the association has heard from several stations, all of which have expressed confusion over it. He maintained that the questionnaire's various programming categories have generated a lot of turmoil. "A lot of people think it's mandatory," he said. The association, Fritts noted, is recommending that stations call the subcommittee for specific answers.

But Tom Rogers, subcommittee counsel, presented a different picture. Already, he said, the subcommittee has received a "handful" of completed surveys. "We didn't expect to see anything back that quickly," he said. Rogers also noted that those surveys were filled out by network affiliates and that one broadcaster had commented on how easy it was to complete.

The NAB, however, was not the only association to attack the questionnaire. "The Radio-Television New Directors Association is flatly opposed to the quantification inquiry being conducted by Tim Wirth," said a statement released by RTNDA last week. "The chairman wants to require radio and television to meet an arbitrary, government-imposed standard of 'public service programming.' Instead, Congress should be spending its time working to repeal Section 315 and other government controls over program content," the statement said. RTNDA criticized the questionnaire for implying that "quantity is synonymous with quality. Quantification derived from numbers on a government questionnaire will not produce the desired results. RTNDA believes that this nation will best be served by an electronic press as free as the print press, and that a station's performance should be left to the judgment of the people in a free environment." □

U.S. team back from Geneva, pleased with itself and ITU

While it didn't get everything it set out for, American team emerged with enough DBS slots

For the U.S., the results of the western hemisphere conference that developed a plan for the use of direct broadcast satellites in the 12 ghz band (BROADCASTING, July 18) cannot be measured merely in terms of the gains and losses the American delegation achieved. Another measure could be in the possible regeneration of American respect, for the International Telecommunication Union and in what appears to be a surge of self-confidence in America's ability to play the kind of role in ITU affairs its size and technological superiority warrant.

Those feelings were evident at a news conference the State Department arranged last week for Ambassador Abbott Washburn, who headed the U.S. delegation to the conference in Geneva. He noted that the conference was faced with the task of creating "a totally new service" and with the problem of incorporating "all requirements of all the countries into one plan without interference. This," he said, "was done." He credited "clever planners and versatile computers." What's more, he said, as did U.S. officials in Geneva at the close of the five-week conference, in the plan that is to become effective on Jan. 1 and run for 15 years, the U.S. satisfied its DBS needs for the present and, it would seem, for the distant future.

Washburn's sanguine view of the outcome was echoed by William Pritchard, president of Direct Broadcast Satellite Corp., one of the eight DBS companies whose applications have been approved by the FCC. Pritchard, who monitored the conference as an adviser in Geneva, said, "I think the U.S. made out pretty well. The plan is a major achievement."

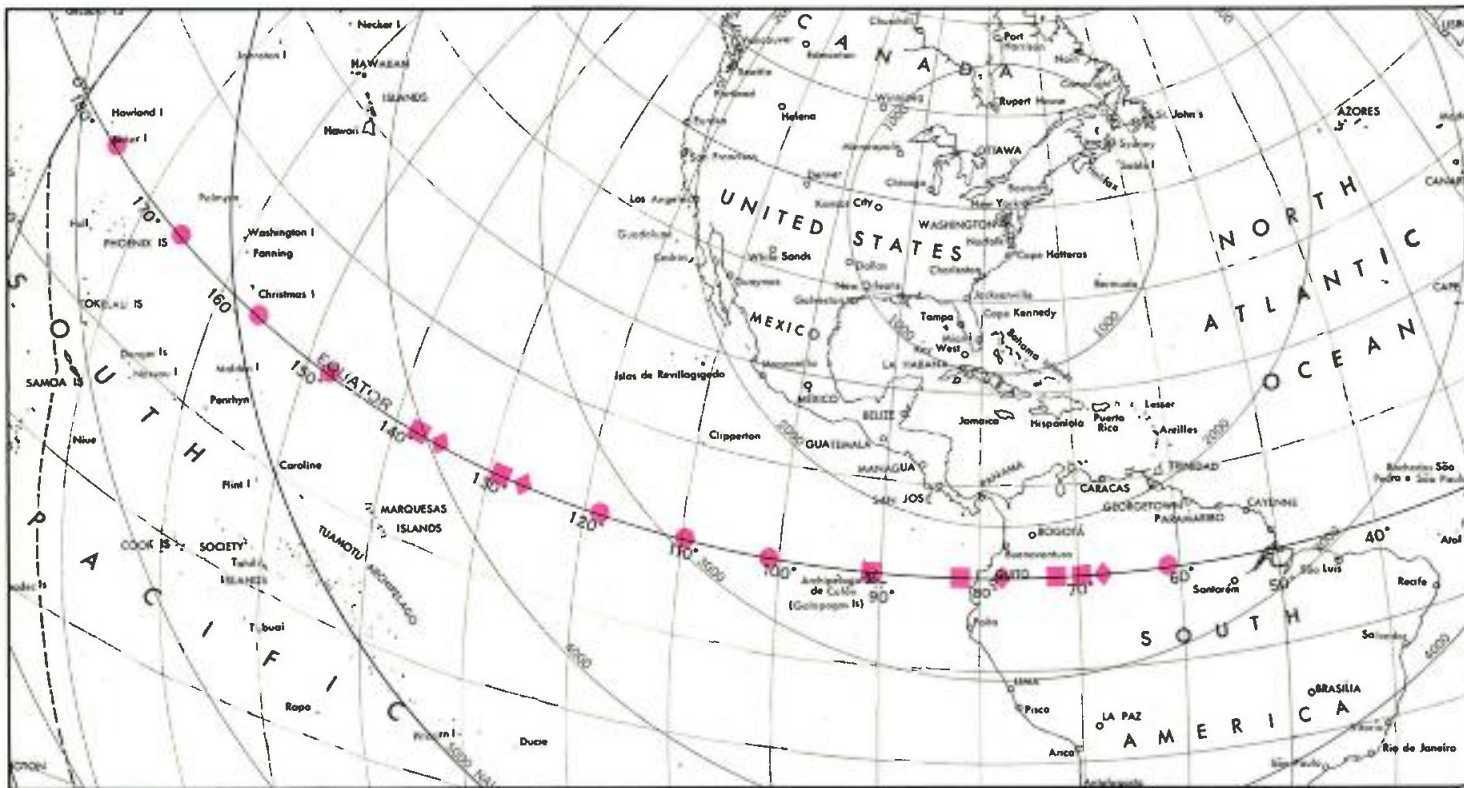
In recent years, there has been growing criticism within the U.S. of the "politicization" of the ITU, and a siege mentality began developing as critics expressed concern about what was seen as a growing tendency on the part of developing countries to use the ITU's one-nation, one-vote system to dominate the organization's conferences. Those fears were given new life at the ITU's plenipotentiary conference in Nairobi, Kenya, last fall when Arab and third world countries came within four votes of expelling Israel (BROADCASTING, Oct. 25, 1982).

Last week, Washburn said that politics at the DBS conference "fortunately" was confined principally to one issue—Argentina's insistence that its requirements for the Falklands-Malvinas be included in the plan. But the issue, on which Argentina finally prevailed, consumed "hours and hours" of the conference, Washburn said. Another political issue was the claim of Colombia and Ecuador—one they have made in past conferences—that countries enjoy sovereign rights to the orbital slots above their territory. The U.S. and other countries vigorous-

ly resisted that contention, and it died quickly as an issue.

But Ambassador Diana Lady Dougan, executive branch coordinator for international communication and information, who served as chairman of the home team that backed up the delegation, noted that politics cannot be ruled out as a likely force in the conferences immediately ahead. A World Administrative Radio Conference in January will attempt to develop the basis for a plan for high frequency (shortwave) radio, and another, on satellite services, is scheduled for 1985. Political considerations are "almost self-generating where high economic and political stakes are at issue," she said. But the aim, she said, should be to put those considerations "in a better perspective, so it's a positive thing."

As for the gains and losses, the U.S. demonstrated in Geneva that it can play the game of *a priori* planning as well as anyone, if not better. Normally, the U.S. makes it an article of faith that plans for the use of the spectrum should be evolutionary—that is, spectrum allocated as needed. To the U.S., this is a sensible and efficient way of proceeding. To many other countries lacking the U.S.'s ability to move fast in exploiting new technology, it goes by the pejorative term of "first come, first served." They prefer plans under which frequencies and, in the case of satellites, orbital slots are allocated on the basis of stated, not demonstrated, need. And in Geneva, the conference was operating under



DBS bird watching guide. Five weeks of work at Geneva produced a Direct Broadcast Satellite plan that, for North America, includes the distribution of satellite slots as shown above. The eight U.S. slots, as represented by a circle, are at 175° w, 166° , 157° , 148° , 119° , 110° , 101° , and 61.5° . Canada's six slots, as represented by squares, are at 138° w, 129° , 91° , 82° , 72° , and 70.5° . Mexico's four slots, as represented by a diamond, are at 136° w, 127° , 78° , and 69° . Mexico has agreed to occupy only 16 of the 32 channels otherwise available at 69° . Other countries' slots are interwoven, but not shown, among the North American positions.

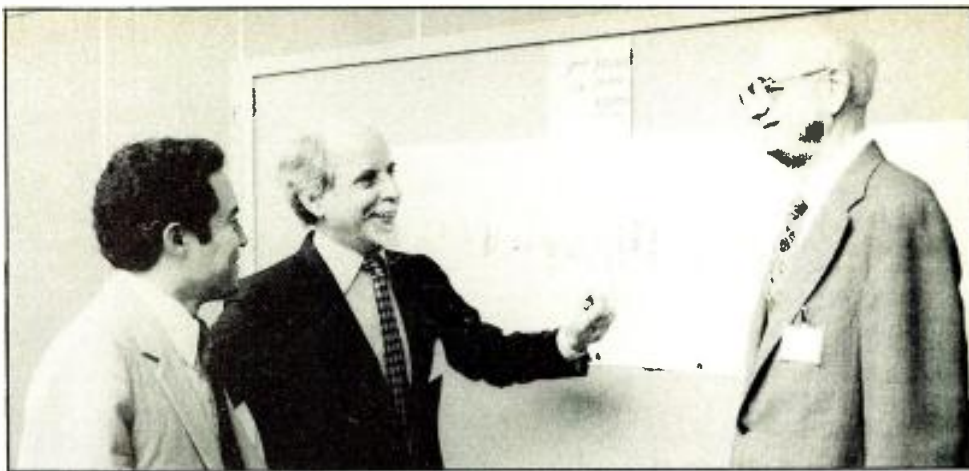
mandate to develop what amounted to an *a priori* plan. The U.S. did not suffer.

"We asked for eight [orbital] slots, and got eight," Washburn said. Not all were as requested, but, as Washburn noted, most countries were obliged to make concessions in the common interest of developing a plan. What's more, the planning method did not prove a barrier to achieving the kind of "flexibility" the U.S. had said was essential. "The result," Washburn said, "shows we can work within the [*a priori*] framework and come out with a flexible, workable result." He cited the procedures adopted both for implementing the plan and for modifying it. Europe and the Far East, in developing DBS plans at a 1977 conference, adopted far more rigid ones, Washburn noted.

Even the disappointments the U.S. experienced were not crushing—at least, not permanent. In a head-to-head battle with Canada and Brazil on the issue of power flux density—that is, signal strength as measured on the ground—the U.S. lost its bid for a higher-power standard (minus 105 pfd to the square meter as opposed to minus 107 pfd to the square meter). But it took a reservation on the issue—declared its intention not to abide by the conference's decision. Thus, it is now free to authorize the higher power said to be necessary for the development of high-definition television and multiplex analogue component (MAC) color-enhancement systems, as well as for the use of small (.75 meter) receive antennas. Mexico and Venezuela, two of the eight countries that supported the U.S. on the issue, also took reservations. The U.S. and Canada have already begun talks on the manner in which the U.S. can employ the higher power without causing interference to Canadian systems at the border. The aim is to reduce power at the edge of the coverage area. "If power at the border is at an appropriate level," said Leslie Taylor, Washburn's legal assistant, who participated in the news conference, "there is no problem."

The U.S. took one other reservation, one dealing with the manner in which polarization, a feature of the transmitting antenna, is specified. The plan requires that the polarization of any given channel be specified in either a clockwise or counterclockwise direction to provide a measure of discrimination between channels of service. The U.S. proposed that polarization of a given channel be specified in either direction as a means of affording the flexibility that would be gained through combining channels. Among other things, it would permit high-definition television. The conference rejected the U.S. proposal largely because the ITU's International Frequency Registration Board, which was providing technical support, lacked the time, in the final days of the conference, and the computer software to do the necessary analysis. The U.S. said it would implement its proposal, confident in its own studies indicating interference need not be created.

(The U.S. also failed in a bid in the final days of the conference to write an option into the plan that would permit full continental U.S. coverage from each of three orbital slots in the eastern half of the country. A number of countries objected to what they



Western worlders. Key members on the North American delegation assemble in front of a diagram illustrating the orbital locations for direct broadcast satellites that western hemisphere countries were seeking at the Region 2 conference in Geneva. They are (l-r): Luis Valencia, of Mexico, who was also chairman of the conference; William Montgomery, of Canada, and Ambassador Abbott Washburn, of the U.S.

saw as a last-minute effort to introduce a requirement. However, again, the disappointment need not be permanent. The U.S. may file for a modification of the plan to accommodate that proposal.)

The conference provided the first test of the machinery being set up in the State Department to coordinate and direct U.S. efforts at such meetings. "We learned a lot," said Dougan, who had formalized the use of the "home team" as a backup to a conference delegation. The home team, which made use of the new technologies, including electronic mail, to communicate with Geneva, was staffed with experts in various fields and was equipped with the computers needed to answer questions and analyze positions for the delegation. "We are applying what we learned to preparations for the high frequency conference," Dougan said.

In a sense, the U.S. performance in Geneva could be described as too successful. An advisory committee of industry experts, looking in an apparently foggy crystal ball, said the U.S. would need between 68 and 215 channels of DBS service by the end of the century. The U.S. left Geneva with 256 channels—on the basis of 32 for each of the eight orbital slots. That would be ample for the needs of the eight companies whose applications are already approved, as well as for the three whose applications are awaiting FCC action—and, as Washburn said, plenty more, short of "a flood." But doesn't the U.S. leave itself open to the charge of being "greedy?" "There was no criticism of anybody's requirements," Washburn said. "Each administration was concerned with getting what it thought it needed. After getting the plan... people left the conference happy. There were no charges of imperialism."

Actually, in the corridors of the conference center in Geneva, there was considerable criticism of the requirements filed by a number of countries, small and large. But the U.S., members of the delegation from Washburn down insisted, *really* needed the requirements it sought, and, for the most part, obtained. □

Back to normal on college football

White stay means it will be business as usual in fall, although final decision is yet to be made

Two weeks ago, the 10th Circuit Court of Appeals, with its decision upholding a lower court ruling that the National Collegiate Athletic Association's contracts with CBS, ABC and Turner Broadcasting System violated antitrust laws, raised the question of just what form television coverage of college football would take during the 1983 season. Last week, Supreme Court Justice Byron White appeared to provide the answer—that coverage would be provided under the same structure that it has obtained for 30 years, that of the NCAA's television plan.

Last Wednesday (July 21) White, an all-American halfback in his college days, granted an emergency request filed by the NCAA for a stay of the 10th Circuit's ruling until the athletic association's appeal to the Supreme Court is acted upon next fall.

And although it's possible that the full court could act on that request by the middle of October, just about half way into the 1983 season, the sentiment last week among those involved was that regardless of which way the decision went, the current television coverage structure could not be affected until 1984.

"Having examined the papers so far filed with me and assuming that they fairly represent the issues and what has occurred in this case," White stated, "I can say with confidence that I would vote to grant" a rehearing before the full court. He added that "somewhat less confidently, I expect that at least three other justices would likewise vote" to hear the case. Four justices must vote to accept to hear a case before the court will do so.

White also reasoned that the two schools that initially brought suit against the NCAA—Oklahoma and Georgia—would not be harmed significantly by a stay. "Their

harm would be limited to the difference between what they would receive under the NCAA arrangements and what they could otherwise garner," he said. "On the other hand, unless the judgment is stayed, it would appear that the networks' contracts would be void under the outstanding judgment . . . [and] the entire 1983 season would be at risk not only for the NCAA, but for many, if not most, of the schools which it represents, including many schools that would prefer the NCAA arrangements to continue at least through the 1983 season."

White also said that, although in the final outcome he may decide the contracts in question do violate antitrust laws, the lower

courts' reasoning may not have been entirely sound. "For example," he said, "the *per se* price fixing holding is questionable to my mind."

The networks and the NCAA were naturally pleased with the decision. "The stay relieves us of the uncertainties" that loomed over the coming season, said a CBS spokesman.

A spokeswoman for the College Football Association, a rival group to the NCAA which seeks to negotiate its own agreements for television coverage, said the CFA remained optimistic. "After further analysis of the case," she said, "we believe the Supreme Court will uphold the rulings of circuit and

district courts."

White's stay came in spite of the fact that the Justice Department urged him last week not to grant it. Justice, in an *amicus curiae* brief filed with White last Tuesday (July 19) sided with Oklahoma and Georgia in arguing that the NCAA had "failed to justify the restrictions that it has placed on the ability of its member schools to arrange for the telecast of their own football games."

ABC and CBS are each paying the NCAA \$131.75 million under the contracts in question which cover the four seasons from 1982 through 1985. TBS is paying \$17.6 million for a two-year "supplementary" contract covering the 1982 and 1983 season.

Hashing out election coverage problems

House hearing finds congressmen and network news representatives examining what to do about declining voter turnout, winner predictions before all the polls are closed

As the 1984 presidential election season approaches, Congress is once again raising its chronic concerns about network television's election day coverage, particularly its eagerness to name the winner of the presidential election, even before millions of Americans have had a chance to go to the polls.

Asked to address these concerns last Thursday before the House Telecommunications Subcommittee and the election task force of the House Administration Committee, news executives of the three broadcast networks sympathized with the congressmen, but conceded they would probably keep on doing what they've been doing.

The joint hearing also heard testimony from political media experts on another nagging concern of the federal lawmakers: access by politicians to the air waves.

With the use of computers and sophisticated sampling and polling techniques, the networks are able to call the winners of state and federal elections in individual states with increasing speed and accuracy. During the 1980 presidential campaign, each of the networks, counting electoral votes of states as their polls closed, were able to declare Ronald Reagan the winner before the polls had closed in the Pacific time zone. (NBC, the quickest of the three, had named the winner before the polls closed in the mountain time zone.)

A study by the election task force of the House Administration Committee, released last September, found that early projections of the 1980 election may have dissuaded voters from turning out at the polls in the Western states and affected local and statewide races (BROADCASTING, Sept. 27, 1982).

During the hearing, the League of Women Voters released results of the networks' performance during the 1980 campaign and found it to be lacking. "The networks seem unwilling to make appropriate changes in their method of reporting elections to protect the integrity of the political process."

In his opening comments, House Telecommunications Subcommittee Chairman Timothy Wirth said a "troubling paradox" has emerged in recent years. "As our citizens gain greater access to the electoral process, as television brings campaigns into our living rooms on a daily basis, voter turnout continues to deteriorate." More to the point, Mickey Leland (D-Tex.) asserted, in his questioning of the network witnesses, that James Corman (D-Calif.) would have won his bid for re-election to Congress, "had you not reported that the election was over and had Jimmy Carter not conceded" before the California polls were closed.

CBS is "not insensitive" to the concerns of Congress regarding early election projections, said CBS News President Van Gordon Sauter, but the concerns may not be founded in fact. "Only limited research has been done in this area and the results are conflicting," he said. "There is no persuasive evidence that election night reporting affects voting behavior in any significant way." Even if it were proved that it did, he said,



Wirth

CBS could not promise not change its journalistic behavior. "At CBS News, we believe it is our responsibility to report information to our audience as accurately and as quickly as we can. . . . If we temper our efforts to report certain information to our audience on the theory that it would be better for them not to know, we start down a very dangerous path."

After acknowledging the concerns, NBC News President Reuven Frank said: "We believe that it would be inconsistent with traditional journalistic standards for us to withhold information, or to fail to make our reporting of election news as accurate, reliable and understandable as we can. We believe the public expects this kind of performance from us, and would be concerned if, through some publicly or privately imposed restriction, we failed to provide them with timely reports."

"In a landslide election like 1980, when the polls are closed in enough states to have elected a new President, that President is elected, however many polls remain open in other states," said ABC News Vice President George Watson. "All our news instincts tell us to use our best reporting tools and tell people what has happened. To withhold information in such circumstances presents severe problems—both practical and philosophical."

If there is a problem, Sauter and Watson felt Congress could act to solve it. That the networks can declare a landslide winner before the Western polls are closed is tied to the fact that the country spans four time zones, said Sauter. "It is in response to these geographic realities that CBS has in the past proposed the adoption of a 24-hour voting day, with simultaneous poll closings," he said. Watson suggested uniform poll closing, changing election day to a weekend or "reorganizing the registration requirement to make it easier to vote."

Congress has heard the Sauter and Watson suggestions before and, in fact, several bills have been introduced to implement the idea or variations of them. But from the pointed questioning of the network representatives by Al Swift (D-Wash.) and William Thomas (R-Calif.) it is evident that there is strong sentiment that the networks should volun-



The network news perspective. Despite the concerns of congressmen about the potentially harmful effects of the network's declaring the winners of presidential elections before polls in the West close, executives from the networks made no promises at a congressional hearing last week, except to report the news as quickly as they can and as accurately as they can. L-r: George Watson, vice president, ABC News; Van Gordon Sauter, president, CBS News; Warren Mitofsky, director of election and survey unit, CBS News, and Reuven Frank, president, NBC News.

ily refrain from making the early, and potentially detrimental, projections.

Swift challenged the idea that a "journalistic imperative" forced the networks to report information as soon as they receive and confirm it. Journalism is a "subjective" process, he said, and if the networks wanted to they could hold back their election day projections.

The reforms of the election process suggested by the news executives are predicated on the networks' not calling elections in a particular state until the polls are closed there. But if Congress were to upset election laws to accommodate the reality of television news, Swift asked, what guarantee would it have that the networks would stick to their current policy? Swift said the networks are already "fudging" on the policy. He cited an example of one of the networks calling a Senate race in Washington a few minutes before the polls closed and noted that the networks will routinely call elections in some states where some polls are open and others are closed because they span two time zones.

In response to questioning from Bill Frenzel (R-Minn.), Frank conceded that Swift's concern was a real one. Although all three networks would now agree to adopt a rigid policy, he suggested, circumstances could change and the networks could come under pressure, presumably of the competitive variety, to change their policy.

Of more immediate concern to many congressmen is being able to buy quality time on local television stations at a reasonable price. Joseph White of the political media consulting firm, White & Fenn, testified that over the last decade he has seen the cost of the average congressional campaign jump from \$80,000 to \$400,000-\$500,000 and, while a \$1-million senatorial campaign was at one time unheard of, a \$7-million campaign is now on the record. Representative Matthew Rinaldo (R-N.J.), who said his opponent in his 1982 re-election bid spent a whopping \$1.7 million, and who believes television "is the prime method of influencing voters," said campaign spending on television was out of control and was threatening to turn Congress into a "millionaire's

club." Rinaldo asked the network news representatives whether stations should be made to give free time to candidates and, if not, what they would suggest as an alternative. The executives said the question went beyond their authority to answer, and it was agreed that the questions would be put into a letter for the network presidents to answer.

Congress, forever concerned with rising campaign costs, tried to keep television and radio costs to a minimum by passing legislation that guaranteed politicians time at the lowest unit cost—that is, the charge made to any advertiser within the statutory pre-election period for the same kind of spot in the same program. William Murphy, president of Media Management Service, a New York firm specializing in buying time for political campaigns, said that the concept of lowest unit cost is outdated. As a matter of fact, he said, "the lowest unit cost, in many instances, seems to have been transformed into the highest unit charge."

Over the past several years, Murphy said, sharply rising demand for broadcast time has

transformed the process of buying television time into an "auction." With the help of the computer, station salesmen are constantly selling all available time for higher and higher prices, he said. "The hammer doesn't go down until the spots go on the air or until the computer closes down that day's inventory." Consequently, he said, the lowest unit cost no longer has much meaning. He suggested one way Congress might catch up with the new advertising marketplace. "Why not ask TV stations to publish political rates prior to the 45th and 60th day before the election, and commit themselves to sell at no lower rates to commercial advertisers during the election period?" he asked. "The network owned stations do it and it seems to work."

Another gripe of the professional campaigners is the limits stations are placing on the placement and length of political advertising. "We have seen blatant abuse of limitations where stations who have highly rated shows put ludicrously tight limitations for the obvious reason that they are loathe to sell time at the lowest-unit political rate when they can sell at a higher profit to private advertisers," said White. "Thus it has become impossible to buy time on news programs with an audience of informed voters, and easy to buy time on game shows or spots that air at 3 a.m."

Jill Buckley, president, J. Buckley & Associates Inc., another political media consultant, complained about the lack of longer spots in prime time. "I am here to tell you that I find having to tell voters about my clients in 30 seconds offensive." But she said she is often forced to do it because 30-second spots are often the only time available in heavily viewed time periods. To solve the problem, she said a "station could allocate a total number of minutes to a federal candidate and allow that candidate to choose how he will use the time—in 30-second or 60-second spots, or in longer length programming. At least then, candidates would have an opportunity to get out of the 30-second rut." □

How to change copyright laws to deal with the new technologies

House subcommittee holds first hearing on how legislation should be integrated with new and changing developments; other hearings set

The new technologies and their impact on copyright law were the subject of two days of hearings held by the House Copyright Subcommittee last week. Subcommittee members heard testimony from a number of academics, a representative from the Office of Technology Assessment and a consultant familiar with the subject, all of whom stated the need for revising current copyright law.

The hearings (the first held on copyright this year) were viewed as a signal that subcommittee members are interested in settling a number of pressing issues surrounding copyright law, such as copyright liability for home taping and syndicated exclusivity pro-

tection for copyright owners. These issues were addressed by the subcommittee during the 97th Congress, but were unresolved.

During the hearings Subcommittee Chairman Robert W. Kastenmeier (D-Wis.) announced plans to revisit those issues and said further hearings are scheduled. "Record rental legislation (S.32 and H.R. 1027) will be the subject of further hearings on Oct. 13; and video rental legislation (H.R. 1029) will receive a hearing on Oct. 27. Cable television reform (H.R. 2902 and H.R. 3419) will be scrutinized by the subcommittee on Oct. 20. The subcommittee may also schedule a hearing on home taping during the fall period," the chairman said.

Kastenmeier stressed the importance of determining how copyright law should respond to technological change. The chairman said that the courts are being "asphyx-



Kastenmeier



Mazzoli



Sawyer



Banzhaf



Schroeder and Glickman



Compaine



Coates



Lange



Weingarten

iated" by delays and costs in settling copyright issues and he cited the need for exploring the courts' role.

"In short, the purpose of our hearings today and tomorrow is to refine these preliminary questions and to develop a body of knowledge and understanding that Congress can draw upon in the years to come," said Kastenmeier. "Technology has accelerated what already has been referred to as the 'ever whirling wheel of change' so that it is not enough to react to past events," he stated.

Benjamin Compaine, executive director of the Harvard Program on Information Resources Policy, presented an overview of the technological trends and later explained some of the policy implications of those developments. "There was, not too long ago, a simpler era for the media industries, when a newspaper was a newspaper and television meant whatever the home receiver was able to pick up from one of three commercial networks," Compaine said. "Cable operators merely brought a piece of wire into a home so the video image of what the networks were broadcasting might come in sharp—or come in at all—for many users." Talk today, Compaine said, is of narrowcasting rather than broadcasting. And he noted that the changing technological landscape makes a precise definition of the media difficult.

The future, he explained, may see an increasing volume of content created, for and distributed primarily by, electronic means. He predicted that in the future programs and films distributed by cable or cassette could be digitized and stored in a computer. "Just as we can call up text information on demand, so may the user at home request to see a particular movie or other program," said Compaine. "Then, that viewer and that viewer only, can watch the movie, while other viewers are choosing their own shows. Thus, while today we think of 35 or 54 cable channels being filled simultaneously, in the future, a household might need only two or three cable channels, because they will not have to choose among the offerings provided by some programmer, but view whatever they

want to see, whenever they want to see it, from a library of computer-stored video programs."

The challenge facing Congress, Compaine said, is to construct laws that are flexible enough to respond to technological changes.

"Would society be better served if we try to anticipate change or respond as questions arise?" Kastenmeier asked. "To anticipate change is futile," Compaine replied, "it may be better to wait and respond to real problems."

Representative Romano Mazzoli (D-Ky.) called the current copyright situation a "legalistic and technological swamp, which we have to navigate." Compaine told the legislators it is a "problem that won't go away; the whole notion of intellectual properties may become a major issue of the century."

Joseph Coates, president of J.F. Coates Inc., a consulting firm on communications and the future, recommended "radical reconstruction" of copyright law. And he suggested that copyright issues be settled outside the courts. Coates is a former assistant to the director and head of exploratory research at the Office of Technology Assessment. The subcommittee, Coates said, must "resist the screams and travails by those who will be initially dislocated." Technology, he argued, throws out the fundamental basis of copyright. Coates accused industry of taking a "grubby, short-term, take-the-money-and-run," attitude.

Coates said a broader definition of intellectual property was necessary and protections should be eliminated when they are no longer needed. "Any legislation must be framed around maximum access," Coates said. Representative Carlos Moorhead (R-Calif.) wanted to know if Coates thought less protection would be a disincentive for artists. He said he thought that case has been overstated.

"What I propose," said David Lange, professor at the Duke University School of Law, "is a kind of civil procedure for new copyright legislation—a system imposing the legislative equivalent of burdens of proof

and adverse presumptions to be met by anyone who proposes to extend the scope of existing copyright protection or who proposes protection for a new interest. For the latter kind of proponent, there might well be additional threshold tests intended to identify those new forms of expression which are sufficiently like existing copyright interests to deserve further consideration."

Lange, when asked by Kastenmeier what he thought of compulsory licensing, said, "I am generally in favor of less compulsory licensing. When you set up a method of parcelling out, you create a great deal of practical problems." He said compulsory licensing was "like a large family in which a lot of greedy children are always asking for more." Lange also suggested that enforced arbitration or mediation centers might serve in place of judicial review.

Frederick Weingarten, program manager for the OTA's communication and information technologies program, also focused on technological trends. "For television watchers, traditional broadcasting is now being challenged by two-way cable, low-power broadcast, direct broadcast satellites, multi-point distribution, videodisks, videocassettes and, in the future, high-definition television," said Weingarten. "Audio technology is experiencing new competition. AM stereo is becoming available and an audio laser disk has recently been introduced to the market."

The challenge, the OTA official said, is to protect the content of information systems. "Computers need programs and data. Broadcasters need programming. Videotext providers need information services. We use the term 'software' to refer to this content. In somewhat simplified terms, software is the information processed and delivered by information technology," he stated. Weingarten also noted that information systems are becoming increasingly international, an issue the lawmakers must also address.

John Banzhaf, professor of law, George Washington University Law School, spoke in favor of copyright protection for new and emerging industries. Banzhaf testified before the Congress during the drafting of the Copyright Revision Act of 1976 and asked it to consider data process in its revision of the law.

Banzhaf proposed the formation of a special committee in each body of the Congress to deal with the problems of emerging technologies. The committees, he explained, would be composed solely of legislators with scientific or technical backgrounds. He also argued that computer chips should be entitled to copyright protection. □

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Sun, 9/11	@ St. Louis Cardinals	Noon
Sun, 9/18	NEW YORK GIANTS	3 PM
Sun, 9/25	NEW ORLEANS SAINTS	Noon
Sun, 10/2	@ Minnesota Vikings	Noon
Sun, 10/9	TAMPA BAY BUCS	3 PM
Sun, 10/16	@ Philadelphia Eagles	3 PM
Sun, 10/23	LOS ANGELES RAIDERS	8 PM
Sun, 10/30	@ New York Giants	Noon
Sun, 11/6	PHILADELPHIA EAGLES	Noon
Sun, 11/13	@ San Diego Chargers	3 PM
Sun, 11/20	KANSAS CITY CHIEFS	3 PM
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Sun, 12/11	WASHINGTON REDSKINS	3 PM
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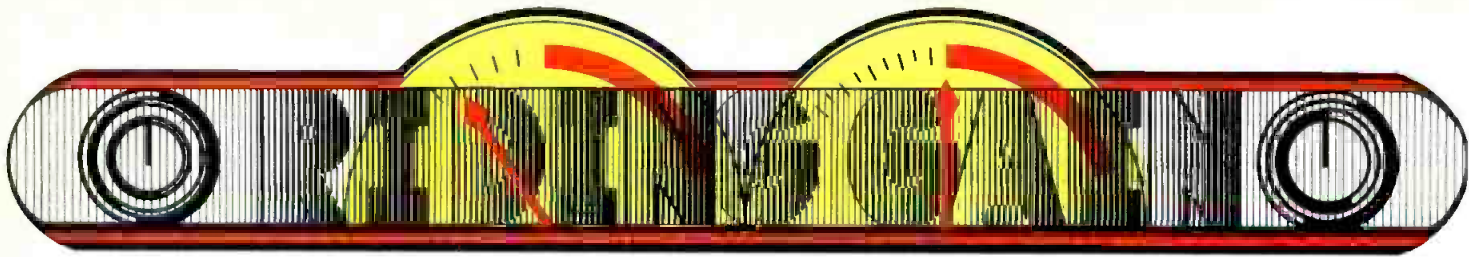
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Affiliate activity

The affiliate boards of the RKO I and II networks have held, for the first time, a joint meeting at RKO's Chicago offices with RKO Radio Network executives including Thomas Burchill, president; Ken Harris, vice president and director of affiliates services, and Thom Gatewood, director of affiliate relations/administration. A major outcome of the meeting was the decision by both parties to form a new advisory panel to gather more input from affiliated stations concerning network programming. The new body, called the program advisory board, consists of program directors and news directors from both RKO I and II.

The joint session also focused on future programming plans including RKO's coverage of the 1984 Olympic games from Yugoslavia and Los Angeles. Network officials said Charley Steiner, director of RKO sports, will handle reporting duties for RKO I while John Madden, RKO sports commentator, is slated to anchor reports for RKO II.

Other topics discussed the networks' coverage of the 1984 presidential elections.

The two boards will hold another joint session at the upcoming NAB Radio Programming Conference in San Francisco, Aug. 28-31.

Survive drive

In an effort to help retire a working capital deficit of \$9.1 million, National Public Radio,



Ad vice. The July breakfast sales seminar hosted by the New York Market Radio Broadcasters Association (NYMRAD) featured Larry Plapler (center), chairman of Plapler Associates and creator of the People Express advertising campaign. He took a break from fielding questions from NYMRAD members as well as rep executives to talk with Maurice Webster, NYMRAD executive director (l) and Nancy Clifford Widmann, NYMRAD chairman and vice president and general manager of wCBS-FM New York. NYMRAD conducts a breakfast sales seminar each month at the Viacom Training Center.

plans to hold a nationwide fund raiser next week (Aug. 1-3). The fund-raising drive, which is being called "NPR's Drive to Survive," is possible now that FCC Mass Media Bureau Chief Larry Harris has given NPR member stations the green light to conduct fund-raisers to benefit the network. According to Harris, the FCC had previously decid-

ed that "fund-raising activities which significantly alter a stations normal programming, including auctions, membership drives, etc., should be carried for the benefit of the station only, and not for other organization" ("Riding Gain," July 18).

Next week's fund raiser will be conducted within "special editions" of NPR's two new magazine programs, *Morning Edition* and *All Things Considered*. Also member stations will be appealing directly to their listeners for pledges.



Radio for Reagan. The National Radio Broadcasters Association presented President Ronald Reagan with a special award in the form of a 1920's carbon microphone for "his superlative use of radio in communicating with the American people" ("Riding Gain," June 27). The ceremony took place in the Oval Office of the White House. Presenting the award to the President are (l-r): Sis Kaplan, NRBA president; Abe Voron, NRBA executive vice president, and Bill Clark, NRBA board chairman.

'Superstar' start

Westwood One's *Superstar* concert series sponsored by Coca-Cola and Sprite, was launched over the July 4 weekend with a taped performance of Rod Stewart from Stockholm. More than 400 stations aired the broadcast. The series, which will run every weekend through Labor Day, features in upcoming concerts: Genesis, July 30-31; Sammy Hagar and Quarterflash, Aug. 6-7; Stray Cats, Aug. 13-14; Fleetwood Mac, Aug. 20-21; Loverboy, Aug. 27-28; and Journey Sept. 3-5.

The concert series represents Coca-Cola USA's total national network youth radio commitment for 1983, according to Norm Pattiz, president of Westwood One, the Culver City, Calif.-based radio program production and distribution company.

Space stations

The Dallas-based Satellite Music Network is forming an in-house ad agency that will also deal with public relations and station sale

promotions. The new department, which is being called The Space Agency, will be headed by Linda Snow, director of marketing for SMN. The Space Agency will be located in new company offices SMN will move into beginning Sept. 1 at 12655 North Central Expressway, Suite 600, Dallas 75243.

Joint studies

The Research Group, a Seattle-based radio research firm, will soon offer a new service that combines its "strategic" market investigation techniques, designed to maximize ratings by positioning the station with the right image, along with "sales booster" methods, which would develop new information about the station so it can be sold more effectively to advertisers and time-buyers. Company president, Bill Moyes, said the new study package is currently being developed with the help of the Katz Radio Station Group and the Amatore Group, two of the company's clients. It will be made available to all 92 clients of the firm beginning next fall.

Namibia flap

The U.S.-Namibia Trade & Cultural Council has asked the FCC to examine WHUR-FM Washington's fitness to remain a licensee, alleging that the station, licensed to Howard University, has solicited funds for the "Soviet-sponsored terrorists of the South West Africa People's Organization (SWAPO)."

In a filing at the FCC, the council alleged that WHUR-FM had conducted a "radiothon" on April 18 for SWAPO, which it said was a "Soviet-sponsored terrorist group engaged in a terrorist campaign against the black people of Namibia." According to the council, WHUR-FM's action was contrary to the United States' public and foreign policies. "The commission has followed the policy and has the duty of inquiring as to sponsorship of forceful and violent terrorist acts in those radio-listening situations where it has information making such inquiry appropriate," the council said.

Fame broadcasts

Induction ceremonies into both the football and baseball Halls of Fame will be carried live by the CBS Radio Network next weekend. CBS sportscaster Jim Kelly will anchor eight three-minute reports covering football Hall of Fame inductions on Saturday, July 30 from Canton, Ohio. Past football stars to be inducted are Bobby Bell, Sid Gilman, Bobby Mitchell, Sonny Jurgenson and Paul Warfield.

The next day, July 31, CBS sportscaster Ed Ingles will feed eight three-minute reports to network affiliates from Cooperstown, N.Y., on the four inductees into baseball's Hall of Fame: Brooks Robinson, Juan Marichal, George Kell and Walter Alston.

Special search

Wanted, one person used to managing several hundred employes, running a program production company with several hours of product a day, representing several hundred members before Congress, and skilled at eliminating a sizeable deficit. "A kind of per-

son," according to National Public Radio chairman Dr. Donald P. Mullally, "with business sense." Mullally says he will interview three executive search firms next week and probably select one to help with the process, a break with previous NPR tradition.

From Talking Heads to talk

Washington's newest news/talk station is scheduled to make its debut the middle of next month. That's the word from the Outlet Co. which has completed its acquisition of progressive rocker WHFS-FM Bethesda, Md., from High Fidelity Broadcasting for \$2.1 million in cash ("Changing Hands," June 20). The station went dark Thursday, July 14, at

midnight and, according to Outlet, will remain off-air for about 30 days before the 102.3 mhz facility resumes operation as WTGS-FM, complementing Outlet's AM all-news property in the nation's capital, WTOP (AM). Michael Douglass, WTOP(AM) vice president and station manager, will oversee both stations. The market's only other news/talk facility is NBC's WRC(AM).

But Washington listeners won't be without a free-form, progressive-rock station for long. The principal owners of WHFS-FM purchased WEAM(AM) Arlington, Va. for \$1 million ("Changing Hands," May 16) and plan to switch it to the WHFS(FM) format and rename the station—subject to FCC approval—WHFS(AM).



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Network 10 Australia
Manchete TV Brazil





Television news operations across the country were going more places, covering more stories, with more sophisticated equipment this year than ever before. Microwave and satellite transmission facilities have made coverage of market-area news 50 miles away and of international news 5,000 miles virtually equal in difficulty—or lack of it.

Stations were going abroad again this year, most notably to Central America, whenever and wherever the news dictated it. Closer to home, investigative units continued to expose the illegal and the dangerous, sometimes to the chagrin of business and government, but all in the name of public service.

The biggest news on the public affairs front was unemployment. Stations, especially those in areas hard hit by the sluggish economy, plunged themselves heavily into job fairs, job action lines and job-athons in efforts to put America back to work.

News operations in 1983 continued to experiment with a variety of special features during newscasts. The capsules that begin on page 38 represent the best and the brightest of local journalism efforts undertaken in spot news coverage, investigative and documentary reporting and public affairs programming.

Spot news

A **WCBS-TV New York** reporter arrived on the scene of an explosion at a **Texaco Tank Farm** in **Port Newark, N.J.** last January to find police were not allowing reporters within a half-mile of the site. Because **Sam Dick** found it difficult to report the story from that distance, he crawled through police lines, fences and debris until he was within 100 yards of where the blast occurred. Because of his proximity to the site, he discovered that the fire had resulted from an explosion of gasoline stored in **Texaco tanks**. With the help of a doctor employed by the station (see below), viewers were reassured that the fumes given off by the flames did not present any danger.

WCBS-TV used three helicopters to cover the story of a high-speed collision of a bus and truck in **Kingston, N.Y.**, near **Albany**. When the station first heard of the accident, it sent a reporter to the accident scene by helicopter. A second helicopter took another



WCBS-TV on the scene in **Kingston, N.Y.**

reporter to the hospital in **Kingston** where the accident victims were taken. A third helicopter, equipped with a portable transmitter, accompanied on the ground by a microwave van, enabled the station to provide its viewers with live reports from the hospital. **Vic Miles**, the reporter who was at the scene, arrived back at the station in time to lead the 5 p.m. newscast with the story—the only station to do so, according to **WCBS-TV**.

When 16 prisoners took guards hostage at **Ossining Prison** (formerly **Sing Sing**), **WCBS-TV** stationed reporters there around the clock for three days, until the siege ended. One reporter kept watch on minute-by-minute developments at the prison, another interviewed families of the prison guards and a third was based at the **World Trade Center** to cover decisions made by **New York Governor Cuomo**. Included in the coverage was a report on the psychological effects of prison life, delivered from a prison cell; a comparison between the **Attica uprising** in 1971 and the **Ossining situation**, and followup reports on the negotiation process and prison reform.

Another hostage situation covered by **WCBS-TV** occurred at a **Long Island junior high school**. A former substitute teacher took 20 students hostage and eventually wounded the principal and one student before shooting himself in the head. The impact on the students was examined by interviewing those who had been held hostage

and by talking to other students when they returned to school, after a one-day closing.

WCBS-TV claims to be the only **New York station** to employ a medical doctor, **Dr. Peter Salgo**, as a medical correspondent. He was used to explain the open heart surgery of a three-year old boy, and to analyze the potential dangers of a **dioxin spill** in **East Newark, N.J.**

Tough economic times—including the closing of the morning newspaper after more than 100 years and the closing of one of the country's largest steel mills, **Bethlehem in Lackawanna**—figured prominently in the news coverage of **WGRZ-TV Buffalo, N.Y.** The station talked with the newspaper's staff, from delivery boys to senior reporters and editors in searching for the cause, while also treating the effect of the increased unemployment in the community.

The planning and preparations for election coverage by **WNEM-TV Saginaw, Mich.**, resulted in reports from seven counties. Notable was the use of seven live locations—including the station's studios—accomplished with the help of two microwave vans. Election coverage was aided by the **AP's** high speed news wire.

The story was the closing session of the **Minnesota state legislature** in **St. Paul**, about 25 miles away from the studios of **WTCN-TV Minneapolis**. There was a tax bill to be acted upon, workers compensation, a major jobs bill and other questions awaiting action. The issues were complex enough that it seemed the best way to cover the story was to move the news operation to the state capitol. Both the 6 and 10 p.m. newscasts were anchored from the gallery of the **Minnesota House of Representatives**, with a political reporter covering the senate side. Even the weather report came from the capitol. An important feature of the story was a live interview with **Governor Rudy Perpich**. Using a split screen technique, the station aired a joint discussion between the governor and **Minnesota Congressman Bruce Vento** in **Washington** about the impact of federal spending on the state.

When a train loaded with dangerous chemicals derailed near **Livingston, La.**, **WAFB-TV Baton Rouge, La.**, swung into action. Tank cars began burning and toxic fumes spilled into the air, forcing 2,700 residents to evacuate. **WAFB-TV** set up a mobile bureau in a motor home for two weeks, with a round-the-clock crew rotating reporters and photographers. The mobile home soon became home for network crews covering the situa-



WAFB-TV at the **Livingston train derailment**

tion. **WAFB-TV** provided pool video for area stations and even enlisted the support of state troopers by training them to shoot footage in "burn" areas where the general public was forbidden to go. The station has stayed with the story, documenting the environmental pollution that has resulted from the accident.

It's not every day a **Washington football team** makes it to the **Super Bowl** and so **WJLA-TV Washington** sent nine of its news staffers to the west coast to cover the game in **Pasadena, Calif.** The station spent more



WJLA-TV at the **Super Bowl**

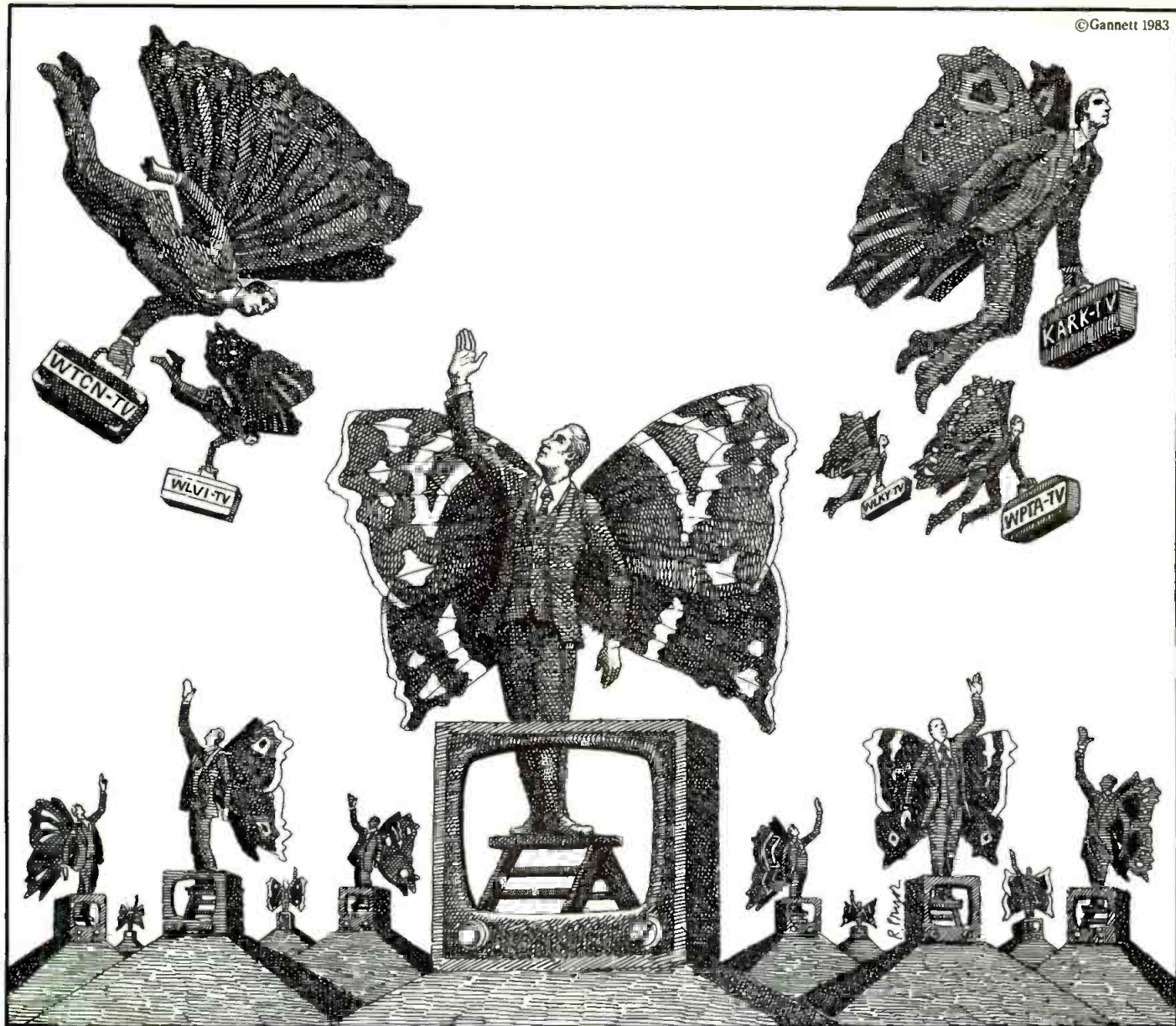
manhours and dollars on its coverage of the game than on any previous news related project. From **California** for the week before the game, **WJLA-TV** sent satellite-fed reports nightly.

Last Feb. 11, 18 inches of snow fell on **Washington**, the capital's second heaviest winter storm of the century. **WJLA-TV** news crews went to the city's **National Airport**, where thousands were stranded, and to government offices where federal employees had been mistakenly summoned to work, only to be released at noon. Aside from covering the problems of being under the weather, the station also related the lighter aspects of the snowfall, including the resultant cancellation of a "Winter Carnival."

When **Toledo's mayor** made the surprise announcement that he was withdrawing from the mayoral campaign, **WTOL-TV Toledo, Ohio**, prepared a series of special reports for the evening news and aired a same-day special, "The Mayor's Decision," bringing together local politicians for an in-depth look at the mayor's career and what effect his decision would have on the city. A spot promoting the half-hour special was aired only a few hours after the mayor's surprise announcement. Two thirds of the special consisted of field-produced reports, with live analysis from a former mayor and local party chairman.

When violence broke out during an independent trucker's strike, **WTOL-TV** anchored its newscast from a truck stop. Reports within the show included interviews with truckers, including one who had been shot at, and an exploration of the economic impact on produce distributors in the area. The coverage culminated a week's advance work preparing for the anticipated strike.

One reason **WPXI Pittsburgh** has doubled the ratings for most of its newscasts during the



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Hello, Boston.

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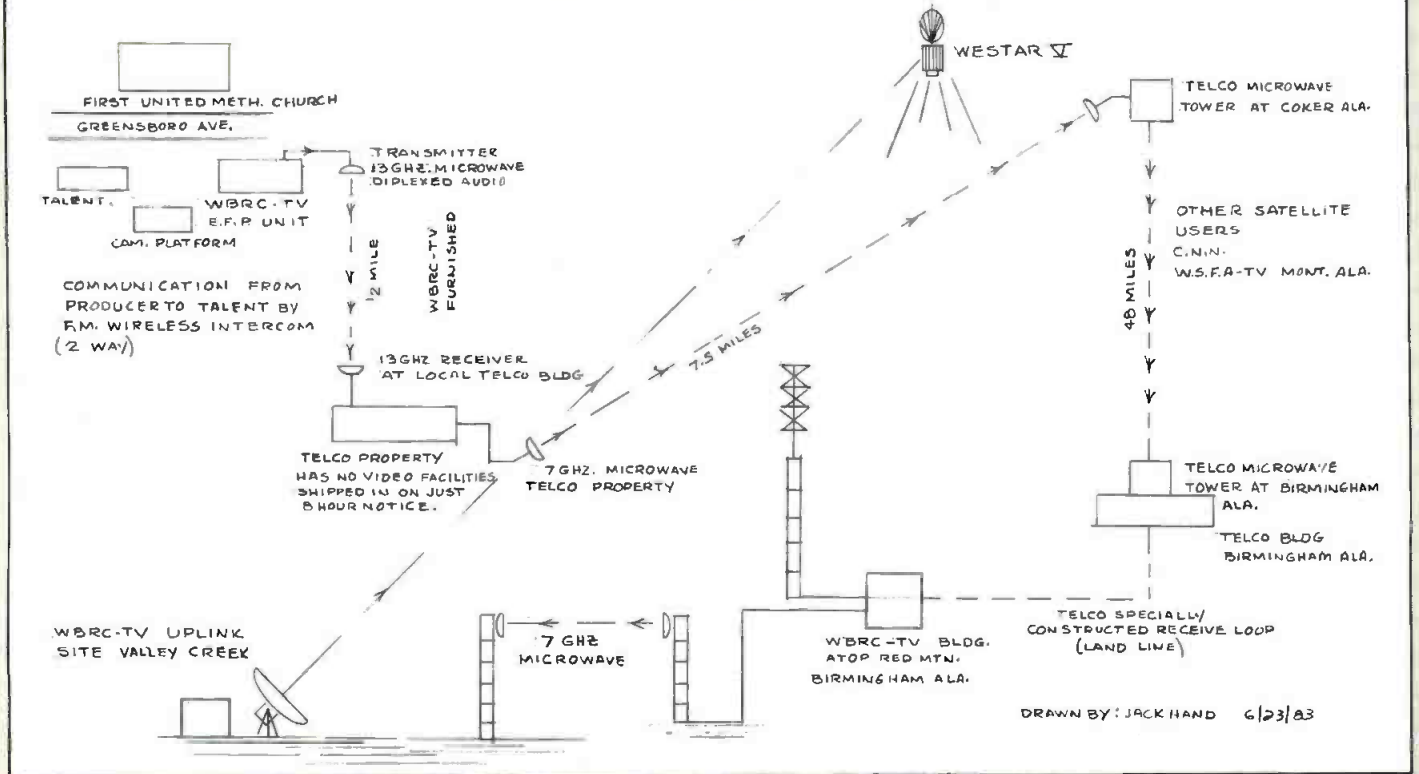
So, to our new associates and friends in Boston and the Twin-Cities, welcome to the World of Different Voices Where Freedom Speaks.



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A WORLD OF DIFFERENT VOICES
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BEAR BRYANT FUNERAL (TUSCALOOSA ALA)



WBRC-TV remembers. "It was 2:20 p.m. Wednesday, Jan. 26, when we at WBRC-TV Birmingham, Ala., received official confirmation that the great college football coach, Paul (Bear) Bryant, was dead. We interrupted programming with a bulletin. For the next three days, our sports and news departments worked together to tell the story of this great man's life and the sorrow felt by all Alabamians at his death.

"Sports Director Herb Winches immediately flew to Tuscaloosa. Sports Anchor/Producer Mike Hogewood began preparing the early sportscast and a prime time special to air that night. On the early newscast, we had live reaction from Tuscaloosa thanks to the cooperation of Alabama Public Television. We used its microwave link to Birmingham and interviewed two members of the Alabama football team.

"At 7 p.m., we went on with a commercial-free hour special. It was called *The Legend Remembered*. Hogewood had helped produce a special on the Bear's life for Mizlou TV only months before. Entire segments of that special were replayed, telling the story of Bryant's early coaching career and leading up to the victory over Auburn that made him the winningest college football coach of all time. On the set that night were players from every Bear Bryant era at Alabama.

"The Thursday newscasts were devoted to the story of what Bear Bryant meant to the state of Alabama and the plans for his funeral. This was much more than a sports story. Alabama was in mourning for its most prominent citizen.

"The Bear's family did not want live coverage inside the church

during the funeral on Friday morning. We still felt we could do a tasteful job of covering this historic event live outside the church. It was decided that Hogewood would be in charge and produce the live coverage and that Winches and former Sports Director Tom York would anchor. The entire production and engineering crew worked through the night lining up a microwave to the Tuscaloosa phone company and checking a phone line back to Birmingham.

"At 10 a.m. Friday, Jan. 29 WBRC-TV went on live with the funeral. The most famous football coaches in America were there along with former players. Outside the church some 10,000 people gathered. Our cameras captured that live. We also played a tape of a eulogy that former quarterback Steadman Shealy had delivered to the student body the day before. York read what the ministers were saying inside the church while we showed the faces in the crowd and dissolved to scenes of the Bear on the sidelines during Alabama games.

"The funeral procession rode by Bryant-Denny stadium. It was an emotional moment, and our crews were there. The procession then made its way to Birmingham. Thousands lined the interstate and hung signs on overpasses. Slowly the long train of cars made their way to Elmwood cemetery.

"We were not allowed near the grave site. However, we did find a good vantage point from the roof of a nearby building and our camera with extender could get a good picture of the graveside service.

"We went live again. Paul (Bear) Bryant had been laid to rest."

past year may be its use of regional bureaus to cover spot news. "Newscenter 11" has a Washington bureau enabling it to interview Pennsylvania congressmen on breaking national policy stories. Stories on a Pittsburgh surgeon lobbying in Washington for donor legislation and on then United Mine Workers president Sam Church also emanated from the Washington bureau. The station also has the only TV news bureaus in counties surrounding Pittsburgh.

WTMJ-TV Milwaukee's coverage of an accident at an aircraft association's annual flying contest won a state UPI award. WTMJ-TV cameras focused on the severing, by helicopter propeller, of a woman's feet, and then

followed the victim to the hospital where surgeons successfully reattached one foot. The closing standup was done in the operating room shortly after the 10-hour surgery was completed.

Three hours after the Miami Dolphins won the a National Football League division title, an 8-man news crew from WSVN(TV) Miami (formerly WKCT(TV)) was en route to Pasadena, California, where the Super Bowl was to take place. Within 12 hours the crew was delivering news packages and opening the 6 p.m. newscast from the Rose Bowl in Pasadena. Up until the time of the game, the crew provided reports every evening, at a cost of \$30,000. WSVN uses satellite coverage for

other special events, including the November 1982 elections, which the station covered live from seven different locations across the state.

The visit of the Queen of England to Seattle presented KING-TV with a major coverage challenge. The Queen's hour-and-a-half stay in the area provided for eight photo opportunities, including three live shots during news programming from 5 to 6:30 p.m. Producing a one-path microwave system was the most serious challenge. The station opted for live or taped microwave transmission, which placed a greater burden on the engineering staff. Three microwave teams were used and

40% SHARE.

October 1982: WCCO-TV's *10 PM Report* received a 40 share in the Arbitron book.*

November 1982: 40 again.*

May 1983: another 40.**

Decisively, it's made us the #1 news station in the market. And we've stayed on top with innovation.

We succeeded by offering the viewer a more informative, more intelligent newscast. Format no longer dictates content: the length and placement of any given story, be it local or national news, weather or sports, is now determined by its importance.

Also, we became the first local newscast in the nation to have a co-anchor reporting live each night from Washington, D.C.

Why? Because WCCO-TV offers "News for thinking people." Our audience expects a little more. They want the complete story.

And the result? It all adds up to another WCCO-TV success.

WCCO-TV NEWS

Minneapolis/St. Paul

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*Source: ARB October and November Monday-Friday Metro Share subject to limitations.

**ARB May 1983 Monday-Sunday ADI Share subject to limitations.

each had to be in place 45 minutes before the Queen arrived. Each site was scouted and a book on how the total coverage would fit together was distributed to all involved. Afternoon coverage was taped and transported back to the station, but late afternoon footage had to be microwaved to the station and KING-TV went live during parts of its local newscasts to cover the Queen's actions. The station interrupted the *NBC Nightly News* to broadcast live her departure aboard the HMS Britannia.

One new feature to KING-TV's news lineup has been the inclusion of the "Top Story" segment, where the station takes an in-depth look at the top news stories of the day. Eleven staffers, including five reporters, are assigned to "Top Story" full-time. Its yearly operating budget is \$500,000. The top story is broadcast at 6:30 p.m. and is designed to report breaking stories before they appear in other media.

To much of the world, Princess Grace was foreign royalty, but to Philadelphia she was Grace Kelly, the hometown girl who made good. When she died in September, WCAU-TV Philadelphia had a reporter on vacation in Europe who sped to Monte Carlo, beating



WCAU-TV's Deborah Knapp in Monaco

the other two Philadelphia stations by a full day. The station also sent a producer and a two-man crew. Coverage focused on the Philadelphia contingent attending the funeral, the feelings of the Monaco citizens and the world for Princess Grace. The Philadelphia side of the story included coverage of local events held in her memory, interviews with family and friends, and highlights of her personal and professional life. The station also broadcast, live, the funeral which began at 5 in the morning Philadelphia time.

Julie Bohrer, a seven-month-old needing a liver transplant, was perhaps one of the youngest news subjects for KAKE-TV Wichita, Kan. The station covered the story of her condition from her parents first appeal for a donor, to her transplant and recovery. An entire newscast was devoted to the case and the topic of liver transplants, including the lack of a donor network, the seeming reluctance of doctors to contact family members of potential donors and the question of who should pay for the expensive surgery.

As part of a series on the right wing group, Posse Comitatus, KAKE-TV visited a radio station that eventually lost its license for airing racist broadcasts written by the Posse founder, and prepared a report for ABC News's *Nightline*.

Each day on its 5 p.m. news, the station

airs a "Close-up" segment on one topic or a series of related topics, including the lack of a designated primary trauma center and a look at dangerous weather systems, with pointers on what to do in case of severe weather.

Spring rains were big news in the South and the flooding in Mississippi proved more than challenging for WLBT(TV) Jackson, Miss. News crews dodged heavy rains and tornadoes to tape the destruction and people coping with the weather. Late April brought more rain and WLBT brought the stories of personal injury, of damage to homes and livelihoods and destruction of crops to its viewers.

KGO-TV San Francisco got to test its new on-the-road unit and crew when an earthquake hit Coalinga, Calif. Four reporters and camera crews were dispatched with a special mobile unit. An earth station was moved to the quake site so reports could be fed back to KGO-TV. One crew spent a week filing their reports and out of that grew a consumer preparedness information booklet on earthquakes the station printed. A total of 17,000 copies have been distributed.

The station's coverage of the annual Examiner Bay to Breakers race earned it a 7/35 for a Sunday morning, 7:30-9 a.m. telecast. After a Saturday night party which KGO-TV covered, technicians dismantled the equipment and spent all night battling wind and cold to set up for the next day's coverage. A crew of 60 worked on the race, including nine camera crews, four cherry pickers mounted with cameras, a helicopter and a runner-reporter. The helicopter served as a microwave relay station from the originating camera to the station because the city's hilly terrain made microwave links impossible. Other relay stations were set up on hotel roofs and residential buildings.

After more than six months of planning, Connecticut Public Television broadcast live gavel-to-gavel coverage of the state Republican and Democratic conventions. The programs included 10-minute profiles of the



Standoff. On April 25, a man and woman took 20 people hostage in an office building and held them at gun point for eight-and-one-half hours. During the siege, a reporter from WENG-TV Binghamton, N.Y. taped, at gunpoint, a statement from the abductors.

major candidates and interviews with key political figures and reporters from around the state. Connecticut Public Television broadcast major nominating and acceptance speeches in their entirety and also feature computerized tabulations of the delegate voting.

Technology made inroads at WBNS-TV Columbus, Ohio, as the station went to a totally computerized newsroom. Newscasts are written and produced on the computer which drives the teleprompter and interface with a character generator. Texts are ar-



Computer newsroom at WBNS-TV

chived and can be retrieved in seconds. Wire service copy is fed directly into the computer. Another piece of technology helped WBNS-TV get the only live coverage of John Glenn announcing his candidacy for the presidency. A live helicopter relay was used from Glenn's home in New Concord to Columbus, 70 miles away.

The same multicamera remote relay technique was used when President Reagan visited Ashland College. The station used a field producer, two reporters and three cameras, one airborne, in its remote coverage.

KRDO-TV Colorado Springs was the first to report the kidnapping, and subsequent return two weeks later, of a 24-year-old man abducted by two suspected bank robbers. The station was also the only one to cover the extradition hearings of the two men in Salt Lake City, where they were picked up for the bank crime and also found with some of the missing man's personal effects.

The uninterrupted coverage of the shooting death of a Colorado Springs policeman was a Colorado Broadcasters Award winner for KRDO-TV. Four cameras and reporters simultaneously covered the story from the scene of the shooting, the hospital where the policeman was taken, the local police department and the scene of the assailant's same-day arrest, 25 miles south of Colorado Springs.

The "Up Front" segment of wxyz-TV Detroit's 5 p.m. newscast features six minutes of concentration on a story of major interest. It begins with a report on the story and then the reporter interviews a guest integral to the story live on the set or on location. One example of "Up Front" was an interview of newly elected governor, James Blanchard, the first Democrat to hold that office in Michigan in almost 20 years. WXYZ-TV's viewers found out about Blanchard's plans to



AP LaserPhoto

When the man on the right wanted the world to listen, he talked to the man on the left. And the man on the left was ours.

While a fanatic held the rest of the world at bay, nearly six thousand AP Broadcast members came within five feet of him.

Cold, unabashed fear twisted his gut as AP correspondent Steve Komarow eased toward a nervous bomber and what he believed was 1,000 lbs. of explosives.

Just minutes earlier, the news had electrified the crowd of reporters gathered near the Washington Monument: Mayer wanted to talk to a media representative.

A voice—Komarow's—rose over the din. He pleaded that a wire service representative should have a chance at the guy. A police spokesman recognized him, and singled Komarow out.

Why? Was it his reputation? Was it luck? Or was it his tenacity—his determination not to be swallowed by the faceless wall of newsmen, huddled behind the restraining ropes? Each relating the same story, from the same perspective.

It was all of that. And for five hours, it was Komarow who stepped in and out of Norman Mayer's killing zone.

Suddenly, an engine roared. Shots rang out. And Mayer lay dying.

In the end, one reporter—Komarow—had a headline story. The others were left with sidebars. One reporter knew first-hand what made Norman Mayer tick.

One reporter, and nearly six thousand AP radio and television members.

If you're determined to give your listeners a closer look at the newsmakers, contact Glenn Serafin, Associated Press Broadcast Services. (212) 621-1511.



Associated Press Broadcast Services. (212) 621-1511.

Associated Press Broadcast Services. Without a doubt.

improve their state, one heavily hit by unemployment.

□

The 100th anniversary of the Brooklyn Bridge was big news for **New York** and **WABC-TV** there devoted the majority of its local broadcast day on May 24 to coverage of the centennial. It began with live cut-ins during the morning news shows and continued through the evening and late-night news shows. Because so many networks and cable systems were using the 2 ghz microwave channel, **WABC-TV** had to move three tunable



Celebrating the 100th anniversary of the Brooklyn Bridge on **WABC-TV**

13 ghz receivers to the top of the World Trade Center and another to a building overlooking the bridge on the Manhattan side. In all, 14 live shots were used to capture the parade, the crowd and festivities, the flotilla on the East River and the fireworks display.

WABC-TV anchorman **Bill Beutel** was instrumental in cooling down a hostage situation that began at King's county hospital. A prisoner took five workers hostage and began a 46-hour siege. He told police he would release a hostage if he were allowed to tape a statement for **WABC-TV**. Two more hostages were released on the agreement one would appear on **WABC-TV**'s late-night news and present the gunman's complaints about the prison system. The siege ended peacefully the next day with the remaining hostages released when live television coverage was assured for the abductor's surrender.

WABC-TV's large news staff and the fact that reporters live in all parts of the tri-state area can be helpful. When an oil refinery exploded near Port Newark, N.J., in the middle of the night, a news crew was on the scene live interviewing witnesses at 2:30 a.m., minutes after the explosion. Follow-up reports continued throughout the morning and were included in local and network



WABC-TV at the Port Newark, N.J., fire

morning news shows. When part of I-95 collapsed in Greenwich, Conn., correspondent **Maxene Black**, a Greenwich resident, was attached to the scene and later was joined by a news crew which provided early morning updates of this disaster for local and network shows.

□

Reluctance to underwrite the prohibitive cost of a newsgathering helicopter has mothered the invention of two news bureaus in outlying areas for **KECI-TV** **Missoula, Mont.** This three-pronged web acts as a feed center, keeping Montanans abreast of developments throughout the state—a big step for local journalism where national news has often been more accessible through network feeds than local news.

□

Rapid, comprehensive coverage of last spring's Notre Dame Catholic Church fire in **Providence, R.I.**, helped **WJAR-TV** to win the 1982 Edward R. Murrow Award from the RTNDA as the most outstanding news operation in the northeastern United States. Dispatching almost every member of the 35-person news staff, the local station interrupted afternoon programming with reports on the evacuation of surrounding homes, the history of the church and interviews with priests and parishoners. In addition to updates at 11 p.m., **WJAR-TV** expanded its report to include appeals for help from homeless victims, descriptions of the impact on the area businesses along with resultant looting.

□

News cut-ins, both local and network, have become more and more frequent. **WPCQ-TV** **Charlotte, N.C.**, has elevated the cut-in to a programming principle, using it to replace the traditional newscasts at 6 and 11 p.m. The station, a UHF in a market with two very strong V's, had been competing unsuccessfully against news operations with more loyal followings and decades more experience. In a brainstorming session this last September, the station decided to solely use cut-ins between 3-11 p.m. From 3-6:30 p.m. it is running mostly syndicated material and can easily create windows for the approximately 30 news spots. During prime time the station foregoes advertising time when it cuts in with about two dozen spots.

Although **WPCQ-TV** still presents a noon-time newscast, it no longer has a sportscaster or weathercaster. And although some people might look skeptically at the station's commitment to news, director **Natalea Brown** said the department budget isn't much lower. The change in news presentation hasn't hurt ratings of the station, which have increased dramatically over the past year, and **Brown** says, judging by the number of inquiries she has received from other stations, the idea may find favor in the near future.

□

WTVT(TV) **Tampa, Fla.** has gotten the beat on the competition for several breaking news stories. It staked out the Hillsborough county commissioners building after learning three commissioners would be arrested on bribery and extortion charges, and broke the story. After an automobile dealer's wife was released on bond for murdering her husband,

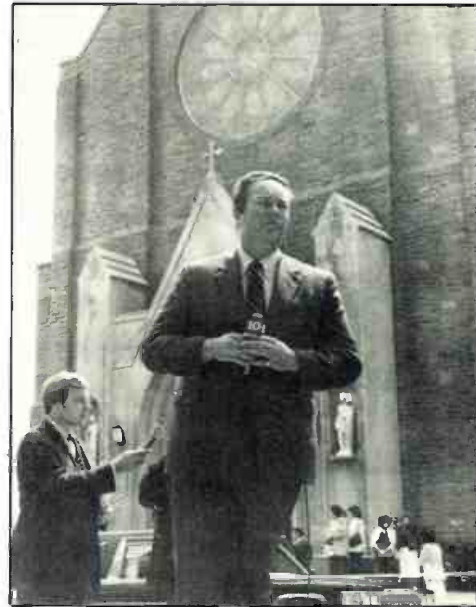
WTVT reporter **Jim Larsen** gained an exclusive interview with her, in which she confessed to killing him in self-defense. After the not-guilty verdict in her trial, **Larsen** gained an exclusive interview with the woman.

□

Anna Mae the elephant, one of the featured performers of **Circus Vargas**, was the site of **KKT(TV)** **Colorado Springs** outdoor remote weathercast. The pachyderm provided a gentle, if somewhat intimidating, model for artist **Ken Rote**, who drew a map on her side for use by weather anchor **Jack Ryan** on the station's Friday evening newscast.

□

The funeral of long-time **Albany, N.Y.**, mayor **Erastus Corning** presented **WTEN(TV)** there with special problems. The local clergy was concerned that the funeral not turn into a media event, and placed restrictions on cameras and lighting in the cathedral where services were being held. **WTEN** managed to get two more camera positions within the church and additional lighting from a local utility to cover the event. The station, which pooled resources with **WRGB(TV)** **Schenectady** and **WNYT(TV)** **Albany**, set up all the logistics in 48 hours over Memorial Day weekend. The coverage came off without a hitch and received congratulations from the local clergy.



Corning funeral coverage on **WTEN(TV)**

After a daily newscast was dropped by **WTVS(TV)**, the station developed "Detroit Video," a weekly newsmagazine. Each program consists of five segments: a special report, a feature story, a report on the automotive industry, a feature on **Detroit's** neighborhoods, and a report on weekend activities around the city. "Video Detroit" won an Emmy in the last city competition for "best magazine format" program.

□

Debates between South Carolina gubernatorial candidates as well as the contenders for the lieutenant governorship were among the high spots of the 1982 political campaign coverage of **WSPA-TV** **Greenville-Spartanburg, S.C.-Asheville, N.C.** At the local lev-



California Senate Rules Committee Resolution

By Senator David Roberti

RELATIVE TO COMMENDING **KHJ** TELEVISION STATION OF LOS ANGELES
FOR SPONSORING A JOB-A-THON

WHEREAS, **KHJ** television station **Channel 9** of Los Angeles has shown its willingness and desire to lessen the burden of Southern California's unemployed by hosting a Job-A-Thon with the hope that citizens will be able to acquire stable employment as a result of it; and

WHEREAS, **KHJ** will devote five hours of its regular programming day on March 30, 1983, beginning at 7 p.m., for a "live" broadcast encompassing the Southern California counties of Orange, Los Angeles, Ventura, Riverside, and San Bernardino; and

WHEREAS, The state's average unemployment rate of 11.9% is the highest in the state's history and the rate is 8.1% in Orange County; 11.4% in Ventura County; 12.7% in San Bernardino/Riverside County; and 11.5% in Los Angeles County; and

WHEREAS, The Job-A-Thon will include segments which will assist unemployed workers with techniques in resume writing, preparing for job interviews, and interpreting classified ads, and will also help educate the public regarding available training and apprenticeship programs; and

WHEREAS, **KHJ** efforts at finding jobs before the Job-A-Thon have produced over 1,000 positions available in 110 companies located in these Southern California counties; and

WHEREAS, The Job-A-Thon will also include experts in Job Placement and personnel directors who will answer questions from the program's hosts and from the public; and

WHEREAS, The Job-A-Thon will be produced for **KHJ-TV**, the **RKO General, Inc.**, station in Los Angeles, and by Steve Roye, producer of the station's **Ten O'Clock News**; Associate Producer, Alan Sloane; and Executive Producer, Stephanie Brady; and

WHEREAS, The Members of the Senate Rules Committee realize the problems and complexities surrounding the unemployed citizens of Southern California and conclude that **KHJ** has undertaken this most worthwhile project for the betterment of those citizens and the state's economy in general; now, therefore, be it

RESOLVED BY THE SENATE RULES COMMITTEE, That the Members salute **KHJ** for sponsoring the Job-A-Thon and applaud its effort as being above and beyond the traditional "public service" announcements expressing concern for this urgent national and state issue; and be it further

RESOLVED, That suitably prepared copies of this resolution be transmitted to the Producer, Steve Roye, Associate Producer, Alan Sloane, and Executive Producer, Stephanie Brady.

Senate Rules Committee Resolution No. 451 adopted March 17, 1983

David Roberti

CHAIRMAN
SENATOR-23RD DISTRICT



el, WSPA-TV twice broadcast its *Election '82* special that afforded local candidates an opportunity to present their platforms. Complete election night news included spot pickups from around the community, region and state. It set the stage for WSPA-TV to send its own crew to Columbia, S.C., for the January state inaugural.

WSPA-TV's emphasis on high school and small college sports included a live telecast of a local college football game, Presbyterian vs. Wofford. The feedback was so positive that WSPA-TV plans to make the game an annual event.

When the unusually wet spring began to pose a flood threat to Utah, KUTV-TV Salt Lake City telecast a series throughout May that stressed preparedness measures. Entitled *Floodwatch*, it explained groundwater seepage, the availability of equipment to combat flooding, sewage backup into residential basements and hidden dangers of flooding from disease, fire, insects and toxic waste contamination. It proved a timely prologue to the Memorial Day weekend when Utah was hit with its worst flood in generations, a crisis in which KUTV served around the clock with its news reports and emergency broadcasts. The emphasis continued in June with *Floodwatch* concentrating on clean-up procedures.

When a fire at a local jail claimed 29 lives and injured others, WLOX-TV Biloxi, Miss.,



WLOX-TV on the scene at a Biloxi jail fire

explored numerous aspects of the fire on their 6 p.m. newscast. In addition, the station became a clearinghouse for family members trying to find out the condition of loved ones.

In May WTAJ-TV Altoona, Pa., began live remote local news coverage with several reports on the Pennsylvania primary election. It claims to be the first station to provide such coverage in the Johnstown-Altoona market.

The day before A&P officials confirmed they were considering bids to sell the 40-store Altoona division, WTAJ-TV's Dennis Buterbaugh broke the story.

A reporter and videographer for WJKW-TV Cleveland, were on their way to an assignment when they noticed a crowd watching the unfinished Ohio Bell office building

where a construction crane had crashed through three stories of structural steel. They were able to film emergency vehicles arriving on the scene and interview eye witnesses. WJKW-TV later discovered other accidents and safety citations against the building already on record. OSHA confirmed the station's investigation when it released a report on the project's unsafe working conditions a few weeks later.

WKRC-TV Cincinnati had a hand in a getting labor contract signed between the city firefighters and the local firefighters union. The station went live during its 11 p.m. newscast, hours before a strike deadline. WKRC-TV reporters, through their reporting, got the city manager and union president to talk again after contract negotiations had stalled and an agreement was reached.

The station also claimed to have broken the news that FBI agents were aboard a plane that crashed outside Cincinnati last December. The all-day coverage of the accident won the station a regional Emmy.

WISN-TV Milwaukee got a beat on the fallout between the national and local chapters of the Guardian Angels. National GA leader Curtis Sliwa accused the local chapter of not following national rules, improperly training and screening applicants, abusing drug and harassing women recruits. The station covered the reactions of the county supervisors and the chief of police. WISN-TV also set up a split screen confrontation between

A day when persistence pays off

Submitted by Miles Resnick, news director, WTVN-TV Columbus, Ohio.

Around 8:30 a.m., Tuesday, Feb. 22, WTVN-TV Columbus, Ohio, Vice President and General Manager Paul Dinovitz suggested to News Director Miles Resnick... Why don't we give our police and firemen free, live television time to debate their struggle for more money with the Columbus, Ohio, mayor, Tom Moody, and the city council charged with responsibility to come up with the extra funds.

Back in November 1982, members of the police and fire fighters unions staged a one-day blue flu in an effort to obtain a raise. It ended with the Columbus city council promising to look into the matter. Then weeks and weeks of talks went on, and again in February 1983, the situation came to a head. At one council meeting, Fraternal Order of Police (FOP) President Dewey Stokes stormed out saying talks were a waste of time and [that] a job action was imminent. Word spread that another blue flu would hit the street at 7 a.m. on Wednesday, Feb. 23. At issue was a 5% pay hike.

Resnick told Dinovitz the program suggestion was an excellent one and the wheels started to roll. First Resnick and his assistant, Brian Bracco, went to Mayor Moody's office. Mayor Moody would be the first one to approach because if he refused to go along with the public show, there would be no show. Mayor Moody accepted the invitation with the proviso that five of the seven council members would participate, also. (Five constituted a quorum.)

Then it was off to obtain the necessary council members. Resnick went after councilmen Boley, Portman, Espy and Teater. Bracco went after Cain, Hammond and Mentel. Boley could not be reached, nor could Espy. Cain said yes. Portman said yes if the mayor would be there. Teater said yes. Mentel and Hammond could not be reached.

Then Resnick and Bracco went after FOP President Stokes who said he would be there. Robert Shields was next to say yes.

Then, as the day progressed, some yes's turned into maybe's and the maybe's turned into no's. Phone calls were made throughout the day as the arm twisting went on and on. Remember, the mayor clearly stated he would not show up without five council members present.

10:00 a.m. came and went. 11:00 a.m. gone. 12:30 p.m. gone. 2:30 p.m. gone. Ben Espy finally was located and he said yes. Boley said

maybe. Mentel said maybe. Teater changed her mind and said no. Portman said maybe and then no. We then started driving around looking for council member Jerry Hammond and found him walking along a downtown street. We gave chase and caught up to him. He got into our car and we asked him to attend and he said, "absolutely no!" There was no changing his mind.

3:30 p.m., 4:30 p.m. and 5 p.m. all gone! 5:30 p.m.—an affair downtown for the police retirement benefit association, and we knew council members Boley, Mentel, Teater would be there. Resnick sent three reporters: Tom Griffith, Bill Brennan and Jeff Simpson under orders not to return to the station without these council members. The show was still slated to begin at 8:00 p.m.

More phone calls were made. Portman changed his no to a maybe but said "don't count on the mayor showing up."

Finally at 7:20 p.m., council member Charles Mentel showed up. At 7:25 p.m. FOP President Stokes and Fire Fighter Union President Robert Shields came into the station. At 7:30 p.m. the mayor arrived. At 7:40 p.m. the reporters showed up with the council members they were told to retrieve. Four council members were now here. News director Resnick saw Council President Portman arrive but not get out of his car. Resnick went after him and challenged him and told the mayor was here and to come—and Portman did. We now had the five.

Council member Dorothy Teater showed up at 7:55 p.m. Only council member Jerry Hammond, keeping his word, did not show. The program went on at 8 p.m. as scheduled.

We received nearly 500 letters since airing the show—all in praise of the station and the efforts of the station's news department.

Did the show produce any hard-fast results? No.

Did a new contract for the firefighters and police come out of the show? No.

The police and firefighters did stage their second blue flu that lasted approximately eight hours with nearly 90% of the personnel calling in sick. Council promised to take action and find the necessary funds. They did.

All is peaceful and satisfactory as of this writing.

THE NEWS COMPETITION IN NEW YORK IS NO PUSHOVER.

AND INDEPENDENT WPIX WINS STILL MORE MAJOR AWARDS: BEST SPORTSCAST, BEST SPOT NEWS

To win news honors in this town, you have to top the superb news departments of all three network O & O flagship stations.

And last week independent WPIX did it again.

The New York State Broadcasters Association presented its award for Outstanding Sportscast to WPIX's "Action News."

It's the second year in a row our popular sportscaster Jerry Girard won this important honor.

And "Action News" walked off with the award for Best Coverage of Spot News, too.

The story: the collapse of a giant crane in crowded midtown Manhattan. The reporters: Frank Casey, Tim Malloy, Christy Ferer, Steve Bosh.

We're proud to add these honors to our growing shelf of news awards, which includes two Emmies for New York's outstanding newscast.

We're proud of our aggressive team of television journalists.

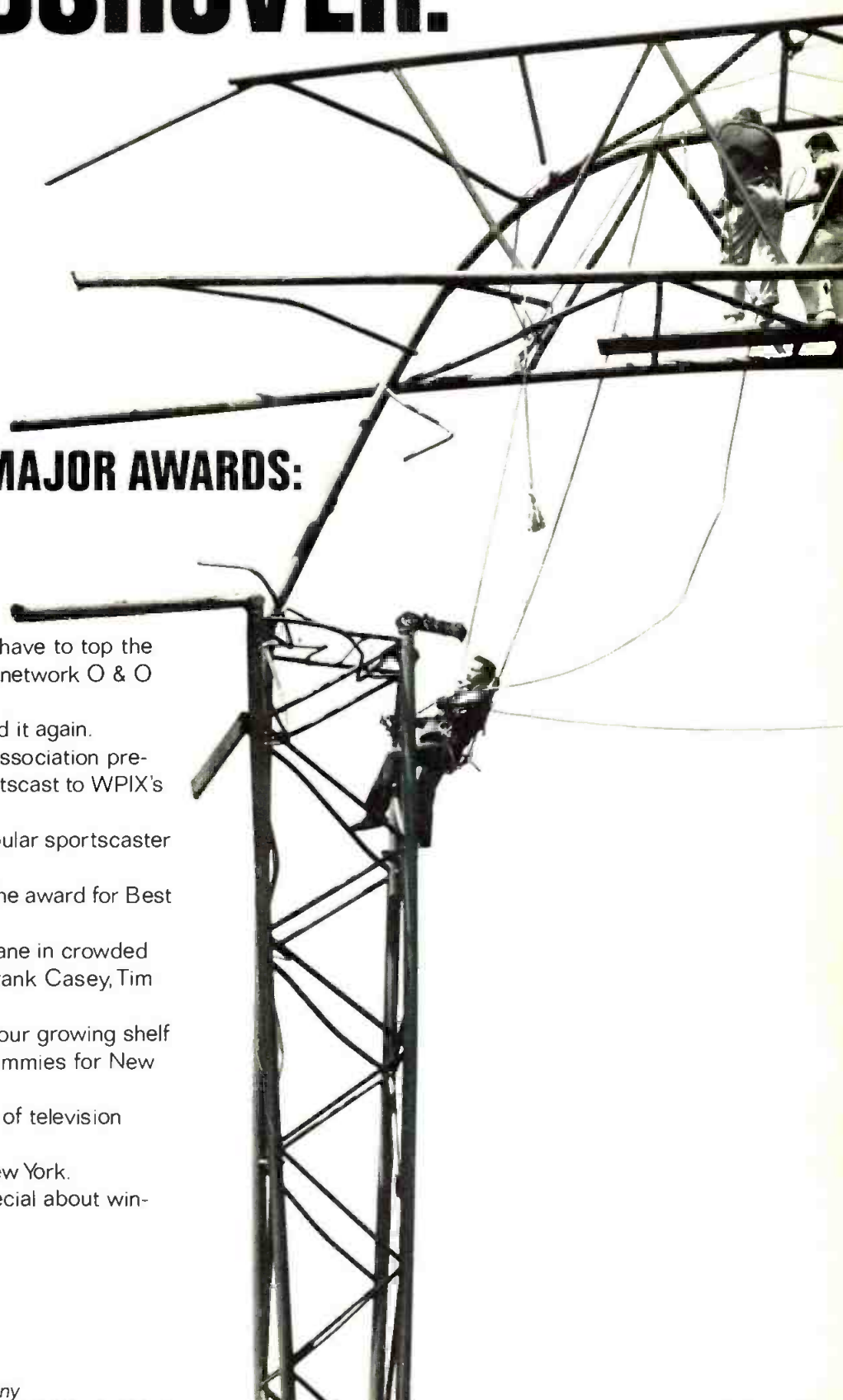
And we're proud to make it big in New York.

Because there's something very special about winning against so many heavy hitters.

The logo for WPIX 11, featuring the number '11' in a large, stylized, cursive font with the word 'live' written in a smaller, lowercase, cursive font underneath it.

WPIX NEW YORK

Tribune Broadcasting Company



Sliwa, who was in WABC-TV studios in New York, and Milwaukee's local chapter president.

The station's helicopter was used in tracking down two juveniles from the Ethan Allen School for Boys. One boy was apprehended in a high-speed chase, but the other got away until the helicopter spotted an isolated barn where the second boy was found by the sheriff's department.

The use of computers made it possible for WIBW-TV Topeka, Kan., to count and report 90% of the county's vote less than one hour after the polls had closed for the general municipal election. This quick work gave

report on the storm to complement its coverage.

Part of wxFL(TV) Tampa, Fla.'s coverage of the state fair included the live telecast of the 15-kilometer marathon. The station used five mobile units and three cameras, at the start, at the finish and overhead in a helicopter, to cover the 10,000 runners in the race. Portions of the race were fed to ABC, CBS, NBC, ESPN and CNN. Planning and coverage of the race were done in the midst of the eight-day fair, from which the station had daily feeds for its noon, 5:30 p.m. and 6 p.m. news.

While many new media marriages are bringing together broadcasting and cable, WovT(TV) Omaha is bringing together broadcasting and publishing. Part of its local newscast contains a segment entitled, "Media Watchdog." A local journalism professor who also writes a daily column for the Sun Newspapers in Omaha delivers a weekly broadcast evaluating media coverage of news stories and events. And the sports editor of the *Omaha World-Herald* appears each Thursday on the WovT news, discussing local and national sporting events with WovT sports announcers.

Flooding, and its inherent damage and traffic problems, is a frequent source of news for KPNX-TV Phoenix's helicopter news team. Last February, its pilot was personally responsible for the rescue of four flood victims; and throughout his KPNX-TV career, he has assisted the police in the rescue of a dozen others. Weather predictions are also frequently gathered via the station's bird.

Chief among the spot news events covered by KIII(TV) Corpus Christi, Tex., were live

election night broadcasts from Austin. The station, with the help of KGBT-TV Harlingen, set up microwave hops from the capital to Western Union, enabling KIII to have an anchorman in Austin and broadcast the latest vote counts live. KIII also reported from the state basketball championships live, since a local team was in the finals. A sports anchor, photographer and field producer, with engineering assistance from KVUE-TV Austin, sent the action back to Corpus Christi.

KIII has been able to achieve a 41 share in the 5 p.m. time slot by adding a local half-hour news show.

KOLN-TV Lincoln and KGIN-TV Grand Island, Neb., led the way for television stations in that state to gain access to courtrooms. The stations were selected to handle pool coverage for the courts and sent representatives to the state supreme court media steering committee, which set up arrangements to cover



Tornado watch on WIBW-TV

the station time for analysis such as geographical breakdowns of the voter turnout. The system was used for two prior elections in the fall.

As a "killer" tornado began to wend its way through the southeast portion of Topeka, the WIBW-TV news team was on the scene reporting the extent of the storm's destruction. Throughout the evening, the station gave up-to-date reports on the storm's status. Immediately following the 10 p.m. newscast, WIBW-TV presented a special half-hour



KOLN-TV, KGIN-TV cameras in Nebraska courts

cases thoroughly without being intrusive. The experiment has worked well and brought the accolades of the chief justice. KOLN-TV and KGIN-TV have used court footage extensively in news reports and also in prime time public affairs programming.

An important part of WFBT-TV Minneapolis-St. Paul's spot news is its severe weather warnings and watches. At the onset of severe weather, statements are received directly from the National Weather Service and aired within seconds. WFBT-TV is being awarded a certificate of recognition for outstanding weather broadcasting by the National Civil Defense Office.

One of the top stories for any station in Salt Lake City was the artificial heart operation on Barney Clark. KSL-TV coverage included three special programs and 30 program interruptions over a 10-day period. The night of the operation, an 11-person crew was on hand for 30 straight hours, filing reports that interrupted programming 12 times. Two live trucks stayed outside the Utah Medical Center for the next 27 days to report developments. In all, it had been the longest continuous coverage for the station since the eruption of Mount St. Helens. The station provided feed coverage for CBS and CNN as well as Japanese and German television.

Spring rains and snow melting caused more than their share of problems for the West and Salt Lake City was no exception. KSL-TV had been looking at the problem as far back as November. In April, the station filmed a story on what seemed like a moun-



News HQ. Internal communication is the theme for WPXI(TV) Pittsburgh's \$2-million news headquarters, opened this spring. With only a few glass walls, contact among the four separate departments of the building is facilitated. The newsroom has four "bays": a reporters' area with modular desks; 10 editing rooms in the center of the newsroom; the production area/studio (shown in the picture), which includes a graphics/weather office, and the anchor space. A routing system allows video signals to be switched anywhere in the news complex, saving control room time and allowing for multiple packages to be edited simultaneously.

NEWSFEED WELCOMES

The NEWSFEED Network sends its stations more breaking news and sports highlights than anyone else!

For more information contact our Vice President and General Manager Richard Sabreen or Group W Productions at 90 Park Avenue, New York, N.Y. 10016 (212) 983-6500.

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KCOP Los Angeles
WLS-TV Chicago
KYW-TV Philadelphia
KPIX San Francisco
WBZ-TV Boston
WJBK-TV Detroit
WDVM-TV Washington D.C.
WJKW-TV Cleveland
WFAA-TV Dallas
KHOU-TV Houston
KDKA-TV Pittsburgh
KOMO-TV Seattle
WAGA-TV Atlanta
KSTP-TV Minneapolis
WJZ-TV Baltimore

KXTV Sacramento
WISH-TV Indianapolis
KATU-TV Portland
KCST-TV San Diego
WCPO-TV Cincinnati
WITI-TV Milwaukee
WKBW-TV Buffalo
WPCO-TV Charlotte
WVEC-TV Norfolk
KOTV Tulsa
WTVG-TV Toledo
WALA-TV Mobile
KGGM-TV Albuquerque
WJKS-TV Jacksonville
KREM-TV Spokane
WANE-TV Ft. Wayne

KELO-TV Sioux Falls
WCSC-TV Charleston
KMTR-TV Eugene
KTIV Sioux City
KIVI-TV Boise
KENW-TV Portales
Network 10 Australia
Manchete TV Brazil



tain slipping away. A few days later, a landslide occurred, spilling hundreds of tons of dirt onto a highway, a creek and the town of Thistle. When floods came at the end of May, all 85 news staffers worked round the clock. The entire May 31 newscast was filled with 13 separate stories on the flooding. During those weeks the station fed reports to various national networks and shot more than 25 hours of raw flood tape. Much of the flood coverage appeared on KSL-TV's prime time access magazine show at 6:30 p.m., which, the station says, has shot to number one in its time slot in less than one year.

□

Finding the proper balance of world, national and local news in the nation's capital is a constant concern of stations there. **WDVM-TV Washington** shifted the emphasis of its coverage from national to local stories, while remaining committed to stories outside the capital—a liver transplant in Memphis and the economic summit conference in Williamsburg, Va., for example—through increased live satellite capability. Among the station's accomplishments was its coverage of the snow storm that buried the capital. With advance warnings from meteorologists Gordon Barnes and Bill Kamal, the station arranged for four-wheel vehicles and helicopters, stationed reporters at key spots throughout the metro area and increased its metro traffic control reports of traffic patterns and road closings. With the city immobilized, the station gave viewers information on which banks and stores were opened and aired requests for viewers with four-wheel drive vehicles to help in emergency situations. The station, in fact, lent its vehicles and rented helicopters to rescue operations. Another important story to the city, and to **WDVM-TV** was the Super Bowl. A month before the game, the station began planning for it, booking satellite time from 4:45 to 7 p.m. Four on-air personalities, 11 producers and four technicians were sent to Los Angeles, where the station decided to build its own control room and bring its own equipment. The station provided constant live coverage during newscasts, in addition to two specials.

□

Triggered by the fatal shooting of a black teen-ager by a **Miami** police officer, civil disturbance rocked the Overtown section of the city for almost 24 hours. **WPLG(TV)** cut into programming several times for updates. The 11 p.m. newscast was expanded to an hour to provide in-depth coverage. The report included a live interview with U.S. Associate Attorney General Rudolph Giuliani who announced a federal investigation of the shooting.

A visit by President Reagan proved to be an important event for **WPLG** and Miami's Cuban-American community. The station carried two-and-a-half hours of live coverage of the President's visit, including his arrival at the airport, lunch at a Cuban restaurant and speech to 2,500 Cuban-Americans at the Dade County Auditorium.

Within hours of the New Orleans crash of Pan Am's flight 759, which originated in Miami, **WPLG** dispatched two crews to the

disaster site. The seven-person contingent provided reports for each newscast for the following two days. The station obtained an interview with a mechanic who put one of his best friends into the jump seat of the cockpit for the fatal flight.

□

Through live satellite coverage from Dallas, **WSDU-TV New Orleans**, broadcast the verdict of the trial of seven New Orleans police officers minutes after it was announced. The officers had been charged with beating and torturing witnesses during the investigation of the shooting of a fellow officer. **WSDU-TV** went back to Dallas later to cover the sentencing of the three defendants who were found guilty.

On the eve of a storm that dropped more than nine inches of rain on southeastern Louisiana, **WSDU-TV's** weatherman, Dan Milham, ordered the station to remain on the air



New Orleans flooding from **WSDU-TV**

all night providing for the live coverage of the flood by 6 a.m. the next day. The station broadcast essential information on emergency shelters, road closings and river levels.

When the mayor of New Orleans visited the Far East to attract foreign business to the city, **WSDU-TV** sent Charles Zewe and Paul DeCorte to Hong Kong and Tokyo for 12 days to cover the trip. They filed 22 reports by satellite and anchored one live newscast from Tokyo.

□

Reacting to a police call about a search for a missing youth, **WSBT-TV, South Bend, Ind.**, was able to uncover a story that involved three murders (one 12 years old) and the beating of a youth.

□

The spot coverage of a tornado that hit Jamestown, N.Y., evolved into a humanitarian effort by **WIVB-TV Buffalo, N.Y.** One of the survivors lost his wife and his home was destroyed. **WIVB-TV** covered the story and



WIVB(TV)'s food and clothing drive recipient

set up a food and clothing collection service which it turned over to the victims.

□

The fire aboard an Air Canada DC-9 proved big news for **Cincinnati** and **WLWT(TV)**, which went on the air live minutes after the flaming plane touched down. Live cut-ins were used throughout the evening, with **WLWT** provided feeds for CNN, NBC, INN, CBC, Metromedia and Group W Newsfeed, plus scattered ABC and CBS affiliates. The bulk of the 11 p.m. news show was devoted to the crash and a final update was broadcast at 12:30 a.m., covering the arrival of federal aviation officials. Live updates continued the next day and a crew went live to Montreal the next week to cover a news conference with the pilot of the plane. Because satellite time out of Canada is so expensive the station established a land line between Montreal and Buffalo, N.Y., and they uplinked via Satellite Systems Unlimited to the **WLWT** earth station in Cincinnati. By splitting the feed costs with CNN and NBC the out of pocket expense was reduced to \$500. The station also went to Toronto to cover the victim's funeral and to Washington for press conference coverage.

□

Reporter/pilot Dann Shively has covered some of the major natural disasters plaguing California with Sacramento's only news helicopter, "Livecopter Three," for **KCRA-TV Sacramento, Calif.** Last year he had the first footage of the Coalinga earthquake aftermath in May and of the mudslides on Sacramento's Highway 50 from last March. Queen Elizabeth's visit to both southern and northern California was another event covered in full by **KCRA-TV**. This coverage was also part of the pool of stories **KCRA-TV** satellite d downstate and across the country.

□

President Reagan's six-hour visit to the Twin Cities was extensively covered by **KSTP-TV Minneapolis-St. Paul**. The station carried his conference with Secretary of Education Terrel Bell live and also covered a fund raising for Minnesota Senator Rudy Boschwitz attended by the President. **KSTP-TV** obtained an eight-minute interview with Reagan that was aired in its entirety on the 6 o'clock news. The Reagan visit prompted competing candidates Mondale and Hart to visit the Twin Cities. The station expanded its 10 o'clock news to an hour to accommodate coverage of the competing candidates and the campaign issues of education and the economy.

□

WVIT(TV) Hartford, Conn., used eight microwave links to go live during its 6 p.m. newscast from the scene of the Greenwich, Conn., bridge collapse. The Connecticut public television system provided the foundation of the transmission, but **WVIT** could not communicate with its anchor and photographer on the scene with two-way radio or an off-air signal. The solution was a neighbor's telephone, with the field producer standing in the rain on the back porch providing cues for anchorman Bob Maye.

□

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vided detailed reporting on a proposed sales tax bill. It followed the legislation through state house committees, keeping viewers abreast of its progress with releases and flyers. The entire debate on the bill was carried live, in prime time, and a straw vote was taken among viewers, the results of which were released to the public.

Races—political and the 26-mile variety—were among top news stories covered by **WBZ-TV Boston**. In the first category was the heated congressional race in which Margaret



A heated Congressional race on WBZ-TV

Heckler and Barney Frank drew national attention for their debates that largely centered on Reaganomics. For the subsequent answered problems of the debates (they refused to appear face-to-face), WBZ-TV used microwave technology from different localities to juxtapose their views on the screen.

For its three-hour-plus coverage of the Boston Marathon in April, WBZ-TV used its helicopter and 21 live remote cameras.

A soft news feature entitled "Segment 2," which interrupts the hard news at **KTVU-TV Oakland**, Calif., has helped that station to be among the news ratings leaders for independents. The five-to-seven-minute pieces run the gamut from patient treatment at a local mental hospital to a satirical piece on finding a parking space at the airport. KTVU had an on-the-scene report on the mudslides on May 30 as cameraman Willie Kee's house was caught in the middle. It took nearly a half hour for two rescue workers and a reporter to reach Kee, who brought in closeup footage of the mudslide.

The courtroom was the focus of several stories covered by **KMGH-TV Denver**. In its coverage of the trial of a teen-ager whose defense in the killing of his father was that he could no longer tolerate the physical abuse to himself or the sexual abuse to his sister, the public outcry over the 15-year sentence led the station to compare it, through interviews with participants, to a similar case in which the teen-ager was not sentenced to jail, but to outpatient psychiatric care.

In another case, when a judge sentenced a man convicted of killing his battered wife to a two-year work release program, citing the fact that the wife had left without warning as provocation for murder, again, the station covered the public outrage, and followed it with a segment on a judge's discretionary powers, followed by a phone-in segment al-

lowing viewers to express their opinions on the judge's accountability.

When Colorado judges allowed some test use of cameras in the courtroom, **KMGH-TV** combined reports on the move with discussions on the issues involved.

Outside a maximum security state prison, a news team from **WTAE-TV Pittsburgh** kept viewers informed of a stand-off between prison authorities and inmates who, after an aborted escape attempt, took two hostages. In addition to coverage during newscasts, the station cut in with live remote updates dozens of times during the tense negotiations that ended after six days in peaceful resolution. A month earlier, at the same prison, WTAE-TV had taped a one-hour discussion of penal problems involving 10 prisoners, a judge, a social psychologist, an ACLU lawyer and the prison's warden. The special won an AP state broadcasters' award.

Wisc-TV Madison, Wis., made news itself with the establishment of the first full-time news bureau in Rock county, the second largest county in the Madison market. Regular county coverage is provided by a full time reporter-photographer and microwaved to WISC-TV in Madison.

The Wisconsin UPI award for "best newscast of the year-outside the Milwaukee market" went to WISC-TV for its local election night coverage which included gubernatorial victory and concession speeches as they occurred and the debut of a new graphics system that allowed candidates' photographs to be used in display shots.

A visit by President Reagan to **St. Louis** provided **KMOX-TV** there not only with live coverage but also with an opportunity to do an interview that soon became a national news story. The station went live at Lambert Field when the President arrived, and came back live for speeches and arrivals at a local boys club and a downtown hotel where the interview took place. In the interview with anchorman Julius Hunter, the President disclosed that economic adviser Murray Weidenbaum was resigning. The station was able to go live with the news in the interview minutes after it was completed.

One other notable spot news event in St. Louis this past year was the victory parade of the baseball champion Cardinals. **KMOX-TV** provided live coverage of the parade, with crews on the ground and in the air.



KMOX-TV's exclusive Reagan interview

Independent **KFTV-TV Santa Rosa, Calif.**, has carved a niche for itself in just two years of the air. After experimenting with news for mats, it settled on two daily half-hour new programs at 7:30 and 10 p.m. along with a one-hour Sunday public affairs show to constitute its news diet. With a staff of only 10 it covers a five-county area in competition with San Francisco stations 55 miles to the south. It has covered the Rose Festival parade in Santa Rosa three years running and has provided daily updates for viewers during the 14-day Sonoma county fair. The seven hours of local fair coverage have received favorable reviews and have been completely sold out for the past two summers. Other coverage has included the Napa Valley wine auction, a local jazz festival, a three-day harvest fair and a telethon to raise money for the Luther Burbank Center for the Arts.

Not often is footage from news coverage used in training films. But when **WTHR-TV Indianapolis** was filming a downtown block fire in nearby Noblesville, Ind., parts of the news reports were used in fire department training films. One scene in particular, where the cameraman filmed a roof collapsing on two firemen, was used in firefighting education films. Both firemen survived, although one lost an arm. The station set up fundraising efforts to help pay for the medical and therapy sessions.

WBBM-TV Chicago staked several "first-on-the-scene" claims when Chicago Mayor Jane Byrne announced March 16 that she planned a write-in campaign for re-election Harold Washington, who had defeated her for the Democratic nomination Feb. 16 heard the announcement while sitting in the WBBM-TV studio and immediately gave an interview. Within the hour Republican candidate Bernard Epton offered his reaction or WBBM-TV and Mayor Byrne was in the studio five hours later for an interview.

WBBM-TV also said Police Superintendent Richard Brzezczek came to the studio April 5 to announce his resignation, one of the final chapters in Chicago's controversial cover-up of crime figures that was probed by WBBM-TV.

For its all-day coverage of the April 18 **Boston Marathon**, **WNEV-TV** there utilized an expanded version of its afternoon **LOOK** show. **LOOK** normally is telecast daily as a two-hour live information group, but on the day of the Boston Marathon, WNEV-TV featured the entire race with commentary of champion runners Alberto Salazar and Bill Rogers.

For its coverage of the NAACP convention in Boston last summer, WNEV-TV also offered commentary by guest analyst Julian Bond and special discussion programs keyed to spot new development at the convention.

Augmenting its reporting of state politics, WNEV-TV started live remote telecasts from Washington through a special satellite arrangement with Post-Newsweek. Stories included Senator Ted Kennedy's (D-Mass.) decision not to run for the presidency in 1984 and spot interview coverage of former Massachusetts Representative Margaret

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Heckler, when she was nominated to the Reagan cabinet.

What is usually considered a sports event became a news story for Washington area stations when the Washington Redskins played in the 1983 Super Bowl. One of the Redskins' hometown stations, **WRC-TV Washington**, sent three reporters, six technicians, two crews and one assistant to Pasadena, Calif., to cover the game. Sportscaster George Michael and crew provided three live reports a day to WRC-TV viewers, fed daily Super Bowl reports to all 214 NBC affiliates (WRC-TV is an NBC-owned station) and produced two half-hour specials. Prior to the Redskins' win of the NFC championship game against Dallas, Michael and his staff, calling themselves the "Skins Dirt Band," produced a weekly musical rendition telling of the team's win or loss each week. The songs were played on Washington area radio stations.

□

The extra push by **WGGB-TV Springfield, Mass.**, on a train derailment story won first place in both UPI and AP regional awards competitions. When News Director Durham Caldwell was alerted to an early-morning train accident, he and a photographer sped to the scene, hiking the final half mile in the snow to get the story and pictures.

□

Elections are always an important area of news coverage. To avoid relying on what the station calls one of the politicians' "favorite tactics," the "leaked" poll, **KSLA-TV Shreveport, La.**, has joined forces with three other Louisiana stations to conduct their own polls, and employs a political analyst to help explain what is happening in different races, and why. Among its election plans for 1983 are exit polls and a statewide satellite network to cover the candidates for governor and the extensive local races.

□

Targeting and attracting a news audience is a tall order for a self-described "small UHF indy without a market and sandwiched between two top [Philadelphia and Harrisburg, Pa.] markets," but **WTVU-TV Reading, Pa.**, has found a way to compete successfully. It has combined news with a magazine format, with two 10-minute segments of local and regional news at 6 and 6:30 p.m., punctuated by five locally and nationally produced feature segments on subjects ranging from golf to gourmet cooking. This format, says the station lends itself to a small staff and limited budget.

□

Live shots of oil tanker spills, and protests against lenient treatment allegedly given accused murderers were among stories covered by **WLWP-TV Springfield, Mass.**, which also covered the annual Harry Houdini seance, held this year in Holyoke, Mass., in which Houdini experts and psychics gathered on Halloween in an unsuccessful attempt to contact the late escape artist.

In Massachusetts, cameras are permitted in courtrooms. As a result, WLWP's news director, Keith Silver, has spent some time advising news directors in neighboring states

whose courts are considering following suit, including providing other stations with footage shot inside a Massachusetts courtroom.



WSOC-TV's studio evacuation

After a chemical warehouse near the station caught fire a half-hour before newscast, **wsoc-TV Charlotte, N.C.**, found itself in the middle of a large cloud of poisonous gas that engulfed the area. Updates were provided during the program through helicopter and ground coverage. Halfway through the newscast, local officials ordered an evacuation of the area that included the station's studios. But instead of going off the air, WSOC-TV began to broadcast from the street where firefighters were battling to control the blaze. After the newscast, the station continued to follow the story which involved the evacuation of several thousand residents. WSOC-TV's newscast won the UPI award for the best newscast in the Carolinas and the eight-state southern region.

WSOC-TV provided satellite reports of the mayor of Charlotte's week-long trip to Israel, including a live report from Jerusalem. The visit and story involved the PTL Network's plan to construct a special park near the spot where the Crucifixion is said to have taken place. WSOC-TV obtained a live interview with PTL's Jim Bakker about the proposed plan.

□

New technology gave **WFAA-TV Dallas** the ability to cover a last-minute stay of execution at the Texas state penitentiary, more than 150 miles from the station. It set up a live shot in front of the prison, beamed the signal to its helicopter and relayed it on a second microwave channel to an auto-tracker at the transmitter site.

When police foiled a bank extortion attempt by surrounding the car driven by the suspect, **WFAA-TV** dispatched several crews



A foiled bank extortion plot on WFAA-TV

and a van that set up within a hundred yard of the standoff. The station cut into programing several times during the day for update and aired the surrender of the extortionist live at the end of the eight-hour event.

Within two hours of the news of the crash landing of Air Canada Flight 797, a **WFAA-TV** news team flew to the site in Cincinnati. The coverage included a list of the victims from the Dallas-Fort Worth area and pictures of the reunion of a crash survivor and her family.

□

A \$5-million news expansion project is under way at **KTTV-TV Los Angeles**, as part of Metromedia's news changes at all of its owned stations. In Los Angeles, the new payroll has been increased to 90. The station airs a 90-minute news program from 11:30 a.m. to 1 p.m., Monday through Friday, and is expanding its scope at all levels of local, national and international reporting. KTTV supplies Satellite News Channel with a regional five-minute feed for its hourly newscast and has access to Cable News Network and CNN II.

□

When the trial of convicted murderer Wayne Williams ended in January 1983, **WAGA-TV Atlanta** was there with a courthouse-anchored bulletin, a one-hour special report and an extended 11 p.m. newscast, featuring live segments from around the city. The coverage garnered the station awards from both the Associated Press and United Press International.

With five microwave-capable vehicles, an earth station and a group-owned satellite uplink in Washington, **WAGA-TV** was live in Israel during the Palestine pull-out from Beirut, and in Washington for a controversial congressional vote.

□

Thanks to its new satellite downlink, **WHO-TV Des Moines, Iowa**, was in Washington to cover the participation of Governor Terry Branstad in the National Governors Association meeting there. Anchor Mike Keen broadcast the 6 and 10 p.m. newscasts live from Washington's Hyatt Regency hotel. Keen also interviewed the governor about the status of payment-in-kind grain for tax purposes, and reported the conference's decision on the issue.

□

WHBQ-TV Memphis provided award-winning coverage of a police raid on a house where a police officer was being held hostage. The officer and all seven men inside the house were killed. During the first night of the 30-hour standoff, the station aired frequent live reports. It also went live with reports of the following day's 3 a.m. raid. A three-hour news conference by the Memphis police chief was carried in full and rebroadcast in the evening. For its coverage **WHBQ-TV** won the 1983 Tennessee Associated Press first-place award for "outstanding spot news coverage."

□

The conclusion of the investigation into the murder of Federal Judge John H. Wood provided **KSAT-TV San Antonio, Tex.**, with its

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biggest story of the past year. On April 15, the day indictments were handed down, the station presented a 45-minute special report following the late news. It profiled the five people indicted, considered the legal questions involved and included live remote interviews from Houston and San Antonio. Then, on Dec. 14, the day the verdict was handed down, KSAT-TV was ready to supplement its coverage of that event with an hour-long special taking an in-depth look at the three-month trial, new legal problems, possible appeals and live interviews with defense attorneys both in the studio and at remote locations.

Live coverage and "theme" shows characterized the news coverage of **Portland, Ore.**'s KGW-TV. Among the NBC affiliate's top stories was that of an Amerasian child reunited with her father. When the station learned that the daughter of a local man was among the first group of children released from Viet-



Capturing a reunion in Vietnam by KGW-TV

nam, it sent a crew to Tan Son Nhut airport in Vietnam to film the reunion, the only U.S. station, according to KGW-TV, to do so. The report was sent to San Francisco via satellite from NBC's Bangkok bureau, and from there north over network lines, for same day broadcast by the station, with partial reports at 6 a.m., and full reports for the noon and 5 p.m. broadcasts. The story culminated in a 30-minute special on Thanksgiving Day.

The third anniversary of the eruption of Mount St. Helens was marked with four separate segments on KGW-TV's 5 p.m. newscast. When bad weather prevented broadcasting from the volcano's crater, the crew moved to nearby Cinamon peak. Special reports included shots of the original eruption, the story of one family's ordeal and interviews with a government geologist.

When a new airport opened in the Piedmont area of North Carolina, **WFMY-TV Greensboro** aired the event live using two vans and five cameras. Viewers saw the inaugural flight of Piedmont Airlines' newest jet and interviews with airport personnel. Prior to the event **WFMY-TV** aired numerous special reports about the airport including construction progress, its effect on the area and improved transportation systems to and around the complex.

WFMY-TV also covered the gala opening of North Carolina School of the Arts' new Roger L. Stevens Center for the Performing Arts. Sybil Robson anchored the 6 p.m. newscast from the building's entrance as guests such as Gregory Peck and the Gerald

Fords arrived. As part of the program, Wendy Bergen did a live interview with guest artist Isaac Stern. The coverage of the new facility continued on the weekend to include student productions, profiles of students and faculty and the impact of the center on the cultural community.

To provide more thorough coverage of North Carolina, **WFMY-TV**, **WRAL-TV** Raleigh and **WSOC-TV** Charlotte, all North Carolina, formed a regional television news network. Through a new microwave system, the stations can exchange feeds. **WVAY(TV)** Wilmington, N.C., is expected to join the network in the fall.

Wichita, Kan., is home to Beech Aircraft, Cessna Aircraft, Boeing Military Airplane Co., Gates Learjet and others, so when it came time for the world's largest air show, in Paris, **KTVH(TV)** Wichita was there. Reporters Terry Cole and John Funchess spent a week in Paris, filing daily reports via satellite from CBS's Paris bureau, providing same-day coverage during their entire stay. Once back home, the two reporters produced a half-hour special, *Passport to Paris*.

When **KREM-TV Spokane, Wash.**, expanded to an hour early news in September 1982, it adopted a "cover story" concept. Two crews were assigned to the project. The lead crew handled background, and produced a 30-second promotional spot for each story. The second crew covered sidebars. Often, the features required live microwave feeds as the lead crew anchored a story from the field. The manpower commitment to such a feature element could not be maintained on a daily basis, and the feature is now run once a week as an in-depth backgrounder on a key issue developed in daily reports.

WCPO-TV Cincinnati has expanded its news-gathering range by installing satellite downlink facilities, establishing new news bureaus and joining Satellite News Channel as a regional affiliate.

Local overnight news cut-ins, begun in the fall of 1982, have helped the station stay on top of breaking news stories. When Air Canada flight 797 caught fire and landed at the Cincinnati airport, two crews were sent to separate locations at the airport, and one to a nearby hotel. Throughout the night and early morning, the station went live at least once an hour with updated information.

When **WCPO-TV's** Al Schottelkotte covered the launching of the city's namesake, the nuclear submarine U.S.S. Cincinnati at Newport News, Va., he decided he wanted to do a story aboard the submarine. His first request for permission met with no response, but persistence paid off in December 1982 when he and photographer Mark Czarnik became the first journalists allowed on the sub. The practice exercise, including emergency surfacing and a turn at the controls for Schottelkotte, was first presented as a five-part series during **WCPO-TV's** 5:30 newscast, then redone as a half-hour special.

When a newborn baby with a severe heart malformation and little chance for survival was given the hope of experimental surgery, Cincinnati united in support to raise money for the expensive surgery, and an Air Force

plane was dispatched to fly the child to Boston for the operation. As the story unfolded, **WCPO-TV** provided numerous updates, and was, according to the station, the only Cincinnati station to fly a news team to Boston to follow the baby's progress, feeding reports via SNC satellite.

When Princess Grace of Monaco died in an automobile accident, **WPVI-TV Philadelphia** dispatched a crew of four to cover the funeral of the Philadelphia native. Over the next three days, despite lost camera gear and language difficulties, the reporters broadcast both live and taped reports.

When the Philadelphia 76'ers basketball team won the NBA championship, sports director Don Tollefson fed reports from Los Angeles, site of the final game, and two days later, the station used 10 reporters and 12 cameras to cover the victory parade and rally, including a live camera in the station's helicopter and a live camera and audio with Tollefson riding in the parade.

Among the spot news events **WKYC-TV Cleveland** covered was a hostage situation which involved its own anchorman, Doug Adair. A gunman was holding a pharmacist hostage and demanding to talk with someone in the news department. Adair was in contact with the gunman and police during the siege, and



WKYC-TV at a construction site explosion

the station went live with the incident during its 6 p.m. news. By 7:30 the hostage had surrendered. Other spot coverage involved a methane gas explosion at a construction site and tornadoes that swept through northern Ohio, which included an exclusive report on a local fire chief risking his life to cap a leaking propane tank.

A five-minute weekly highlight series produced by **WLYH-TV Lancaster-Lebanon, Pa.**, focused on the many aspects of the Philadelphia Phillies farm team in Reading. Reporter Cliff Eshback produces the "Reading Phillies Report," which provides a behind-the-scenes look at the people who make the team's games possible.

What began as an experiment for the news staff at **WTVN(TV) Chattanooga**—extending the half-hour newscast to one hour on a day of heavy rains and flood conditions last summer—resulted in the permanent expansion of that station's news to 60 minutes in January, the only one-hour news in the market. In the early afternoon of Aug. 17, 1982, the decision was made to lengthen the 6 p.m. broadcast, for that day, to inform viewers

Mary DeSapio
First Vice President
Lehman Brothers Kuhn Loeb
May 1981

For possibly the first time in two generations, one can make a sound, long-term case for investing in rail equities."

Wall Street's enthusiasm for railroad equities remains unabated since that statement was made. Despite an uncooperative economy, railroad equities have tripled in market value. Recently, America's freight railroads are a growth industry. Last year, trains handled almost twice as much traffic as their nearest competitors. They moved it efficiently, inexpensively, reliably. This growing efficiency is the result of a massive program of capital improvement. Over the last three years, freight railroads spent an average \$3.1 billion a year on new equipment, improved track and expanding technology. America's freight railroads are investing today and tomorrow—and increasing their share of the transportation market along the way. The railroad renaissance is welcome news—because railroads keep America running. For more information, write: Renaissance, Dept. 109, Association of American Railroads, 1920 L Street, N.W., Washington, D.C. 20036. Or if you're on a deadline, call us at (202) 835-9550 or 9555.



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FREIGHT RAILROADS ARE ON THE MOVE

about the weather. Viewer response to the special airing was favorable and the switch to a continued hour-long broadcast was researched for the next three months. Prior to its debut, the station promoted it with the promise of increased local news.

□

One of the accomplishments of **WRAL-TV Raleigh, N.C.**, was a satellite videoconference which allowed members of the NCAA basketball champion North Carolina State Wolfpack team to the White House to talk with President Reagan. The hookup took place in WRAL-TV's studios. Total cost was \$6,000, and the event was broadcast live in Raleigh.

A more serious spot news event was a kidnapping that took place on an Amtrak train near Raleigh. The standoff lasted more than 70 hours and ended with one woman and one child dead. Within minutes of the initial hostage taking, WRAL-TV was broadcasting live from the scene. Using three live cameras, the station stayed with the story for the next three days, interrupting programming 70 times to bring updates to both local viewers and national news services.

□

When Senator Arlen Specter (R-Pa.) led a fact-finding tour in Lebanon, **KDKA-TV Pittsburgh** went along to provide firsthand reports.

Anchor Ray Tannenhill and News Director Jay Newman got an exclusive interview with Prime Minister Menachem Begin of Israel. The trip was organized on 72-hours notice with help from CBS's Tel Aviv bureau.

Last April President Reagan visited Pittsburgh. **KDKA-TV** began its coverage with a preview anchored from the White House lawn and featuring an exclusive interview with presidential aide James Baker. The station claims to be the only Pittsburgh outlet to suspend all regular programming for almost three hours to cover the President's visit. Almost 100 staffers contributed to the effort.

□

In 1983, **wcco-TV Minneapolis-St. Paul** introduced its tri-anchor flex-format, which placed one of the three anchors reporting live via satellite nightly from Washington on national and international news. The expansion cost more than \$250,000 to equip and staff the Washington bureau, and required a computer to telecommunicate to the Minneapolis newsroom, and additional satellite time. Another change in format for the station was the elimination of the four- to five-minute time limit on sports and weather, and allowing it to float in the format. As a regional associate of Satellite News Channels, the station has exchanged information with other associates around the country, and through cooperation with those other SNC-affiliated stations, has broadened its reach. Among the important stories for **wcco-TV** were: coverage of the youngest living liver transplant recipient, with 12 uplinks to Boston, Salt Lake City and Stamford, Conn.; simultaneous live coverage from Los Angeles and Washington during Super Bowl week, and the plight of a local freelance journalist detained in El Salvador.

□

It was a busy election year for **WMTV-TV Madison, Wis.**, with the governor's office up

for grabs as well as some tough congressional races. On election night, the station anchored live from the Democratic headquarters at Madison Civic Center, and covered the Republican headquarters in Milwaukee via reports from **WTMJ-TV** there. There were also live remotes from the headquarters of one congressman, and a local hotel where results were being tabulated. The coverage was switched on location by a remote crew director.

On the lighter side: a report on a man who jogged with his pet turkey, Wilbur, attracted the attention of **NBC News**, *Fantasy* and *Real People*, and garnered a Wisconsin UPI award.

□

On Dec. 28, a young black man was shot and killed by a **Miami** policeman in a video arcade. Within minutes the building was surrounded by angry residents and a **WTVJ-TV** reporter and camera crew were trapped inside, along with investigating officers. Eventually they were rescued, but as they left, rock and bottle throwing began and a **WTVJ** news car was set on fire. Channel 4 chronicled police reaction and showed how the officers performed under fire. The story aired on the 11 p.m. news. Station staff were reminded of policy concerning riot coverage—avoid becoming part of the story by being inciteful or inflammatory, do not use lights and stay within perimeters designated by police. During the next two days of rioting, every member of the staff was involved in reporting the story. The newsroom, located a block from the center of the turmoil, was blockaded for almost three days. Reporters and photographers used unmarked cars for safety, and one reporter was struck by a brick while covering the riots. Regular programming was interrupted periodically for breaking stories. For their coverage, **WTVJ** won first place in spot news for 1982 from the AP.

□

A few minutes before 4 p.m. on Nov. 16, an extension of the Pony Express bridge linking Missouri and Kansas collapsed. **KQTV-TV St. Joseph, Mo.**, was able to get a crew to the site and one to the hospital within five minutes of the collapse. At 4 p.m., the station went on the air with a special bulletin, and had two reports for the 6 p.m. newscast, and an update at 10. The reports were subsequently used by *Good Morning America*, and *CBS Morning News*.

Investigative/documentary

KQTV-TV San Diego sent a two-man crew to El Salvador for two weeks to cover the fighting there. Part of the coverage followed U.S. Navy units in the El Salvador arena, angled for hometown interest at the San Diego naval base. While in El Salvador, reporter Joe McMahan obtained exclusive coverage of guerrillas in training for combat. A four-part series was aired the first week of May. On May 25, the senior U.S. Navy adviser in El Salvador, Albert Schaufelberger, was assas-



Schauffelberger and KQTV-TV's McMahan in El Salvador

inated and footage cameraman Mike Ineman had already shot in the El Salvador assignment was picked up by ABC and other McGraw-Hill stations. Total cost for the two weeks was \$10,000.

□

The **Oregon Public Broadcasting Network** won a number of regional PBS awards for its documentary series on Down's syndrome. The report found that infant stimulation programs have helped three children afflicted with the birth defect to lead nearly normal lives. Part of the segment included visits to homes of Down's children, where parents were interviewed and pictures of the children's development were reviewed.

□

One of the many special reports **KPRC-TV Houston** did in the past year examined neglect and abuse in nursing homes. Over two months of research turned up specific cases of neglect, some resulting in death. The three-part series investigated the way the state polices nursing homes and showed that despite corrective actions, the bottom line



KPRC-TV's nursing home investigation

remained the same. After the series, the state attorney general launched his own investigation, which resulted in a bill being brought before the legislature to toughen nursing home regulations.

KPRC-TV began a documentary last fall on Leon Jaworski, the famed Watergate prosecutor, going through archives and libraries and traveling to the Jaworski ranch to interview friends, family members and employees. As the documentary was being put together last December, Jaworski died. **KPRC-TV** broke the story on its 6 p.m. newscast and editors went to work on the footage shot for the documentary to condense it into a 30-minute special, which was aired after the 10 p.m. newscast. The closing scene in the special showed Jaworski chopping



The judging took place in court. This town councilman wouldn't allow wet t-shirt contests in a local pub. So a local D.J. called him a nerd. The councilman sued for libel. But the D.J. won. And ERC paid the contest fees. Because for just this kind of unforeseeable event, we pioneered libel insurance over 50 years ago. And we keep innovating to meet your changing legal needs. Talk to your broker about libel insurance from the expert. Employers Reinsurance Corporation.

**BEATING THIS GUY IN
THE WET T-SHIRT CONTEST WASN'T EASY.**

wood, which he had described earlier as being his favorite pastime. He died while chopping wood.

□

Reporters for noncommercial **KCTS-TV Seattle** examined the effects of AIDS on the gay community in a three-part series featuring interviews with national experts and interviews with gays in bars and bath houses. A sidebar to the story focused on the problem faced by local blood banks in trying to screen donors.

In a five-part documentary on *Seattle After World War III*, which won both a local Emmy and Sigma Delta Chi award, the station investigated the effects of a nuclear blast on the Puget Sound area, outlining evacuation and survival plans, medical effects of radiation and the government's plans for operation in that emergency.

KCTS-TV's two-part series on child molesting featured an interview with both a molester and victims, and reported on failures of medical and legal systems to rehabilitate sex offenders.

□

Reporting everyday crime in **New York** occupies a large part of the news budget of any station there, and **WCBS-TV** is no exception. But it went a step further by investigating some of the less visible crime, including the business of buying and selling stolen credit



Credit card capers on **WCBS-TV**

cards. According to the report, produced by reporter **Arnold Diaz**, credit card crime is a billion-dollar-a-year business, about a third of which is controlled by organized crime.

To prove how easy it is to buy a stolen card, **Diaz** went to Manhattan's Times Square at 2 a.m. wearing a wireless microphone and followed by a **WCBS-TV** camera crew in a van. With only one inquiry, he was able to purchase, from a pimp, stolen Visa, Mastercard and Diners Club cards and two stolen drivers' licenses, all for \$50. The pimp told the reporter that his prostitutes steal the cards from clients. Another source told **Diaz** that a credit card dealer can earn \$10,000 a day, noting that if the dealer is caught, he is fined only \$100. As a sidebar report to the credit card story, **Diaz** investigated counterfeit credit cards, another area in which organized crime is involved.

Reporter **Diaz** also did an investigative piece, which **WCBS-TV** called an exclusive, revealing that thousands of pounds of free cheese donated to the needy by the federal government were being sold illegally in New York. Using the same technique used for the stolen credit card story, hidden cameras and

microphones, **Diaz** bought 30 pounds of cheese from a New York warehouse. The cameras recorded the proprietor stripping off federal labels, and the microphones recorded the man telling **Diaz** that it was illegal to do so.

It was through **Diaz's** investigation, according to **WCBS-TV**, that the New York police department learned of the scam, resulting in the arrest of three men.

The police department itself was the subject of one of **WCBS-TV's** investigative reports. The station discovered that a police informant had gone on a crime spree while on the police department payroll, and that the police had continued to pay him after learning of robberies the informant had committed. As a result of the story, **WCBS-TV** said the police department began an internal investigation.

There are companies that manufacture counterfeit bolts for use in aircraft, bolts that eventually end up being bought and used by commercial airlines, it was discovered by **WCBS-TV's** consumer reporter **Betsy Ashton**. These bolts look like the real ones, but under stressful conditions they will crack. **Ashton's** report also revealed that an FTC report on the matter, which said 3% of all fasteners are bogus, concluded that no regulatory or law enforcement efforts have been taken to eliminate the problem.

□

Alleged sexual, mental and physical abuses at the South Carolina state mental hospital were investigated by **WCBS-TV Charleston, S.C.**, reporter **Joan Mack** in a four-part series, "State Hospital Horrors." It was the first time former patients at the institution had talked on camera about abuses. Interviews included one with a patient who had been the victim of a homosexual rape. The report drew the attention of several state senators and of the state department responsible for the mental hospital system. Another series, "Report Card On Education," looked at student grades and their effect on extracurricular activity. It found that more than half the top high school athletes would be ineligible if required to have at least a "C" average. Following the report, the Charleston county school board began requiring a "C" average.

□

WJLA-TV Washington's "I-Team", a four-person, full-time investigative unit, exposed the mishandling of infectious waste by D.C. General Hospital. At a landfill, the team watched as a hospital dump truck disposed of bandages, surgical gloves and other pathological waste, in violation of city and EPA guidelines mandating that such items be separated from general waste and incinerated, to prevent germs from being spread by birds feeding off the trash.

In a related story, the "I-Team" applied for and received, from the EPA, a license to haul hazardous waste. The team reported that when it was issued the license, it received no guidance or instructions. Prompted by **WJLA-TV's** report, the EPA revised its procedures and now furnishes all applicants for a license with guidelines for the proper handling of waste and an enumeration of penalties applied for misrepresenting an application.

One investigative coup for **KTVU(TV) Oakland, Calif.**, involved getting a camera inside a compound of the Santa Rita jail. The overcrowded and decrepit area has become notorious because of numerous riots, fires and escapes linked to it. Another investigative report examined premature babies, and



KTVU(TV) inside the Santa Rita jail

found their survival rate is improving. The report documented advances in science, medicine and nursing care which have helped cut the infant death rate. The report also examined whether severely disabled babies who survive should be kept alive.

□

Investigative reports by **WTOL-TV Toledo, Ohio**, included a study of organized crime in Ohio, the involvement of criminal elements in charitable bingo games and the factors leading to a bank merger. "Anatomy of a Merger" covered five months and required over 400 manhours in documenting the merger through Securities and Exchange Commission documents. Interviews were conducted with current and former members of the bank's board of directors. The series reported on secret motel meetings to set up the deal and traced several highly profitable stock transactions.

□

Three documentaries, produced by **KHJ-TV Los Angeles**, focused on *The Changing Family*. The first segment, "The Children's Hour," hosted by **Sally Struthers** and presented Feb. 11, examined the pressures, problems, challenges and rewards facing tomorrow's adults. The last 30 minutes of the 90-minute program were devoted to discussions with a panel of experts, the studio audience and viewers via telephone. The second segment, "Happily Ever After," on March 11, concentrated on the revolution in the way Americans meet, marry or choose to stay single. The final 30 minutes were devoted to studio interviews with married couples. The third special, under the subtitle, "May to December," was concerned with the family problems and attitudes of the older people and was telecast April 1. **KHJ-TV** utilized a 13-member advisory board from the community in setting up *The Changing Family*, provided extensive on-air promotion and prepared two booklets on the subject for its audience and social service agencies.

Among **KHJ-TV's** other major documentaries last fall was *On the Street—Youth and Prostitution*. Narrated by **Patty Duke Astin**, it used an unrehearsed interview-style format to elicit the feelings of prostitutes, pimps, a

counselor, a police officer, a lawyer and a probation officer. Dr. Lois Lee, who heads a local community services agency combating those problems, discussed the harsh realities of people involved with prostitution, laws that are ineffective and complexities of the problem.

□

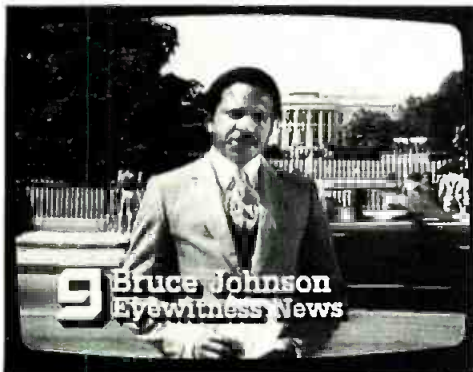
Drug and alcohol abuse received attention in a 30-day campaign of news, programing and public affairs by KUTV(TV) Salt Lake City. Entitled "Epidemic: Let's Fight Back Together," the series assigned 10 reporters to three-to-five-part reports on drug and alcohol abuse in schools, the programs available to youthful offenders and the way the legal system deals with young offenders. Other segments studied the substance abuse problem of specific groups in America's society and reported on drug traffic in Utah as well as individual cultivation of the product.

When 24 U.S. citizens, representing 1,200 others, filed a class-action suit in Salt Lake City federal court against the government, claiming health problems from nuclear-weapons tests in Nevada during the 1950's and 1960's, KUTV offered a perspective on the case with *Downwind*. The three-hour special report, aired Dec. 17, 1982, on the eve of closing arguments, assessed the charges, examined the history of atomic-weapons development and offered opposing arguments about the Cold War arms race. It included taped and filmed sequences of events at White Sands, N.M.; the Marshall Islands, and Hiroshima and Nagasaki, Japan, places associated with early atomic bomb testing and actual use in war. Current perspectives were offered in tape interviews with lawyers on both sides of the class-action suit and with nuclear weapons experts Edward Teller and Linus Pauling, as well as in live discussions with Utah Governor Scott Matheson, the state's congressional delegation and with citizens of St. George, Utah, the largest town downwind of the Nevada testing site.

□

Reporter Bruce Johnson uncovered an investigation of a cocaine operation with ties to Capitol Hill and Washington politicians and bureaucrats. The WDVMTV Washington reporter's story led to a Justice Department investigation. The probe is still under way.

Another WDVMTV series, "No Minor Crime," examined crime committed by youthful offenders in the Washington area. As a result, the police chief, a leading psychiatrist and the heads of penal and rehabili-



WDVMTV on a Capitol Hill cocaine ring



Half-inch history. "It may be a once-in-a-lifetime experience for a local station to set a standard for news coverage," but, added wish-TV Indianapolis News Director Lee Giles, "that's what our news department has been doing in pioneering the first use of half-inch Betacam format for the United States."

Wish-TV News claimed that honor in March 1983 when it "became the first U.S. station to convert to full use of the Sony Betacam half-inch format for tape and live field coverage."

Wish-TV's pioneering work is taking place in an area where leadership has been lacking, with incompatible half-inch formats being developed by different manufacturers. Networks have urged a "freeze" on buying because the incompatible formats portend enormous problems for their worldwide formats. And local stations have been in a confusing technological impasse while existing equipment aged.

Wish-TV's inauguration of the Betacam equipment followed a Corinthian Broadcasting corporate decision to equip each of its six TV stations with Sony cameras/recorders in the field, and with half-inch playback units in the editing complexes. Wish-TV was selected as Corinthian's prototype to introduce Betacam and to report results to corporate officials. News Director Giles pointed out "immediate news coverage" advantages with the new Betacams.

"The quality of the video is incredible," said Giles. "Low-light coverage has ceased to be a problem, and again, quality is superior to anything we've seen in the field."

Giles added: "Competitively our crews are getting into the action minutes sooner than our competition on the scene of a story. The self-contained camera/recorders have effectively reduced the weight carried in the field by photographers by 40-65 pounds. Weighing less than 25 pounds when fully equipped, the Betacams have provided the wish-TV photographers with unusual flexibility in breaking-news conditions and with more creative and unusual visual coverage angles.

"Reducing the weight our people carry in the field was a prime consideration in moving to half-inch," says Giles. "But adding the quality and the ability to shoot anywhere at any time, with the unusual and low-and-high-angle shots has allowed our crews to get into tight locations much easier, move with more quickness and ease in crowds, and 'divorce' themselves from the need for an extra person to carry a field recorder or handle extraneous cables and related equipment."

For 1983, wish-TV equipped its entire staff of 12 photographers with the three-tube Model BVP 3 Sony Betacam cameras/recorders. Special Fujinon 14 X 9 lenses, including 2-times extender and macro capabilities, were added to the cameras for added flexibility.

Wish-TV had five microwave live units in the field, and the Betacams are used daily for the live coverage feeds. Since the half-inch recorder on the Betacam has no playback capability, when wish-TV's photographers wish to record video to send back for editing prior to a live feed, the photographers plug in an adapted three-quarter-inch field recorder to the Betacam and "turn around" the three-quarter inch tape to feed back to the station... while recording simultaneously on half-inch.

In the editing booths in the newsroom, half-inch playback machines are wedded to three-quarter-inch recording machines in the editing decks, so that all edited tapes are aired on three-quarter-inch. In 1984, wish-TV will convert to half-inch editing and playback totally... or as soon as the machines are off the Sony production lines.

In terms of daily cost-effectiveness, wish-TV estimates it may save 25%-40% on its field tape purchases annually, with half-inch cassettes currently costing about five dollars per cassette less than three-quarter-inch, with the half-inch cassettes also providing two extra minutes of tape.

The transition from full three-quarter-inch to half-inch field format was made overnight, as the station's engineering team, led by Chief Engineer Demshock, along with Chief News Photographer Steve Sweitzer and News ENG Editing Coordinator Paul Brady, smoothed the technical transfer and brought the new system on line. Not a single story less or coverage failure marred the transition.

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By age 18, the average American child will have spent more time watching television than attending school.

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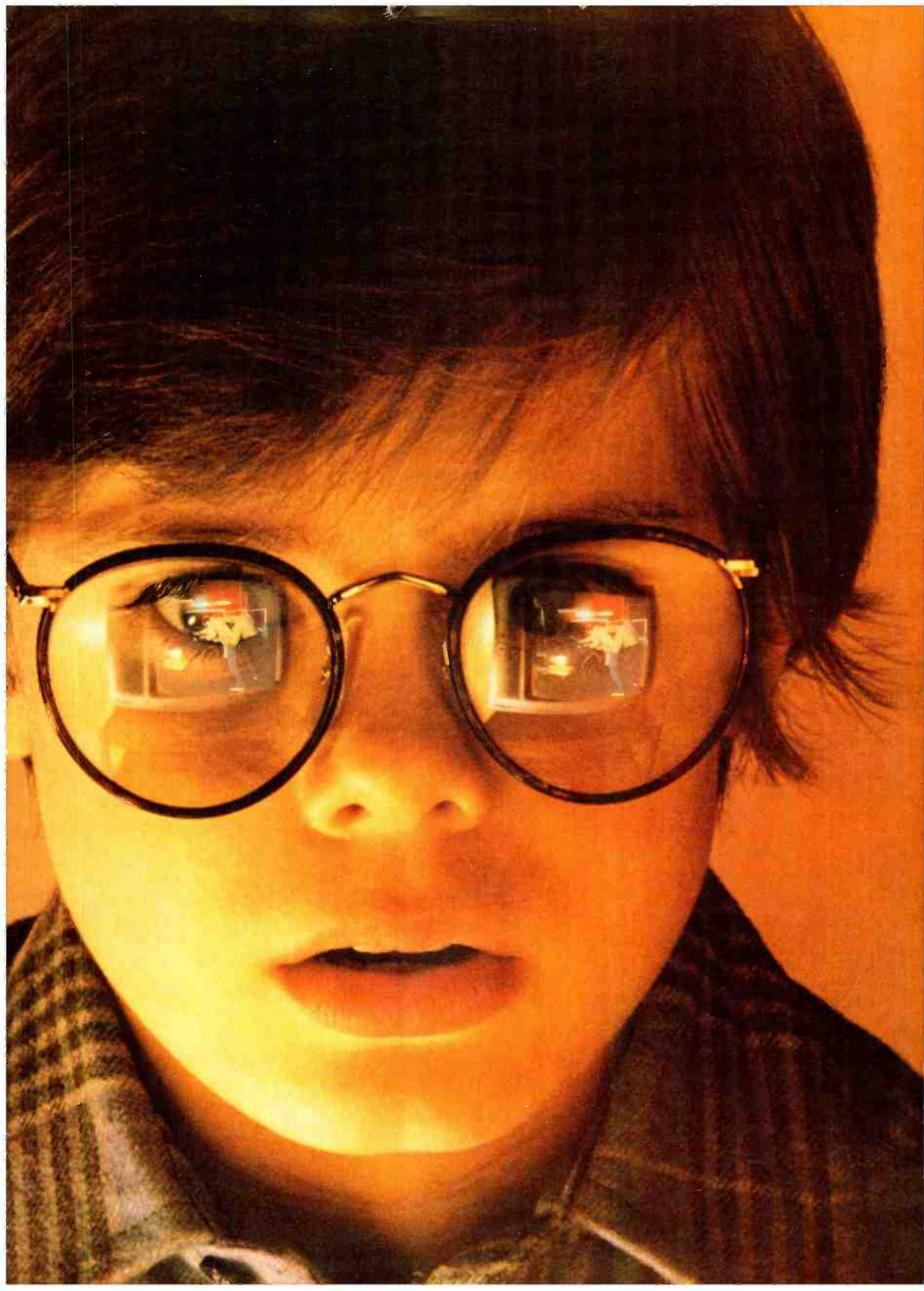
With six major-market television stations and nearly two million cable subscribers, Westinghouse casts a powerful vote in favor of certain standards. It's actually quite simple. We won't produce or distribute anything we wouldn't want our own families to watch.

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tative agencies came forward to discuss solutions.

In an attempt to give local viewers a better understanding of Israel, anchor Gordon Peterson traveled to that country for a report, "Faces of Israel," which, since its airing, has been requested by organizations and communities nationwide for airing in their markets.

□

The crash of a B-52 bomber proved more than just a spot news story for **KOVR(TV) Sacramento, Calif.** A subsequent investigation by reporter John Iander, who gained access to government files using the Freedom of Information Act, found the pilot had only 16 hours of flight experience in that type of plane and had received poor marks from his instructor. The station went on to investigate other B-52 crashes in the west and found that maintenance errors contributed to two other



B-52 investigation on KOVR(TV)...

crashes. KOVR went 5,000 miles over two months to produce the five-part series. More than 36 people were interviewed, simulated training missions were done and historical footage on B-52 design and manufacture were uncovered. The station traveled to a factory in Kansas where B-52's were being modified to carry modern missiles. The story was picked up by wire services, used in congressional investigations and requested by an Air Force captain to supplement training films.

□

The University Television Services of the University of Alabama produces *First Thursday* for public television viewers in the state. The program airs the first Thursday of every month and explores a town or particular area in the state. The segments of the show include historical background, interviews with civic leaders and footage of the landscape. All the shooting for the monthly profile is done in three days by a crew of three. The series, now a year old, has covered "at least one community in each section of the state," UTS says.

□

A report on migrant farm workers in central Florida earned the "I-Team" of **WTSP-TV St. Petersburg, Fla.**, six awards including a Peabody and state AP and UPI awards. It also earned reporter Mark Feldstein four stitches on the head and other abuse while he was preparing the story. The "I-Team" reported that some of the migrant workers were kidnapped off the streets, beaten, guarded, forced to work against their wills and kept in constant debt.

□

The insurance coverage of taxi companies

was the topic of a five-part series by **WSVN(TV) (formerly WCKT(TV)) Miami.** The series revealed that many cab companies in Miami were attempting to bypass costly insurance premiums by setting up their own insurance companies. The reporters showed that many persons injured in accidents involving taxis were unable to recover medical costs and that the ad hoc insurance companies often did not have sufficient funds to cover even minor accidents. State and local investigations of the insurance system were begun and some changes were effected immediately.

The investigative unit also traveled to El Salvador to document how the war was leaving children homeless and parentless. A brighter side to the problem was a Miami-based organization responsible for sending food, clothing and toys to El Salvador. The five-part series concluded with "first meetings" between adopted children and their new parents at Miami International Airport.

□

Since violent crimes involving juveniles have increased in the United States, **KENS-TV San Antonio, Tex.**, produced an in-depth series focusing on one criminal incident. "One Moment of Madness" examined the events that led up to the shooting of a young man by another at a high school party. The shooting left one man a paraplegic and the other in the Texas Department of Corrections facility. The series featured in-depth interviews with the victim and the assailant.

□

KGMB-TV Honolulu has embarked on an ambitious effort in expanded-format journalism. The station is producing, on an occasional basis, a series of news-documentary programs under the title of *KGMB News Special Report*. The first program in the series, "Seduced, Suckered and Swindled," examined a commodities fraud and a "gypsy milk," both of which resulted in losses in the millions of dollars to islanders and tourists.

A Peabody award and a Special Jury award from the San Francisco International Film Festival went to the station for *Beyond the Great Wall: Journey to the End of China*, a special report on the little-known region of Xinjiang, China. The special was taped with the cooperation of CCTV, the television network of the People's Republic of China.

□

Checking own behavior. **KUTV(TV) Salt Lake City**, whose public-service efforts include programing against drug and alcohol abuse, believes in practicing what it preaches. **Kutv Inc.** President George Hatch notified station personnel that a new policy asks disclosure from all new employees of past drug-related arrests or convictions and establishes procedures for company investigation of any information concerning employee possession, use or distribution of certain drugs in violation of the law. The policy also applies to related company operations in radio and newspapers.

WCAU-TV Philadelphia is a station that doesn't forget. Deborah Knapp, a station anchor and reporter, keeps a file of locally im-

portant stories and follows them up. Months after a July 1982 flood destroyed homes in the Philadelphia area, Knapp visited with local politicians who had not yet kept promises to provide aid for flood victims. The report resulted in speedy provision of funds.

□

The **WTMJ-TV Milwaukee** news team spent 10 days in El Salvador and Nicaragua to conduct interviews with refugees, those giving aid to the refugees and U.S. politicians supporting the refugee cause, in an effort to determine why so many who flee their country go to Milwaukee. In the *Search for Sanctuary* documentary, cameramen also followed the routes, through Mexico, taken by refugees to reach the U.S. border. In Nicaragua, the news crew faced house arrest and had its tapes confiscated, but all were eventually returned.

WTMJ-TV's medical reporter taped six weeks in the life of a premature baby to illustrate a documentary, *Born Too Soon*. After 57 days in the hospital, the boy was



Miracle baby on WTMJ-TV

released, and local viewers were "there" to celebrate. The reporter also documented a parent-doctor consultation held to discuss the infant's health and the neonatal intensive care unit at Milwaukee's County General Hospital where the baby stayed.

□

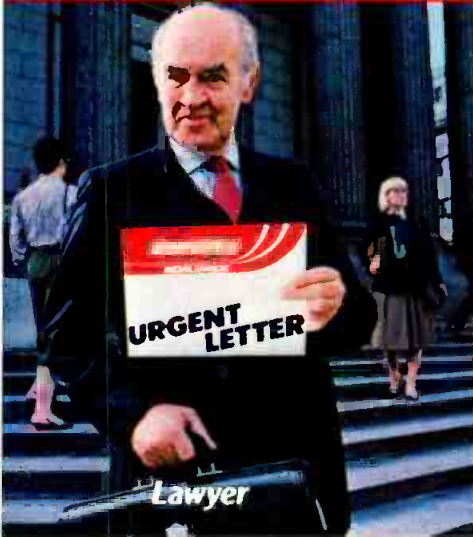
In **Wichita, Kan.**, the aviation industry has been hit hard by the recession. **KAKE-TV** there featured a half-hour special bringing together the chief executive officers of Beech, Boeing, Cessna and Gates Learjet to examine the impact of the economy on the industry, the impact of foreign competition and other issues.

Acting on a tip, **KAKE-TV** reporters uncovered a confidential city probe of alleged improprieties in the way a federally funded assistance program to the unemployed was distributing its money, and who received it. The station went public with the report and claimed to break major developments in the story.

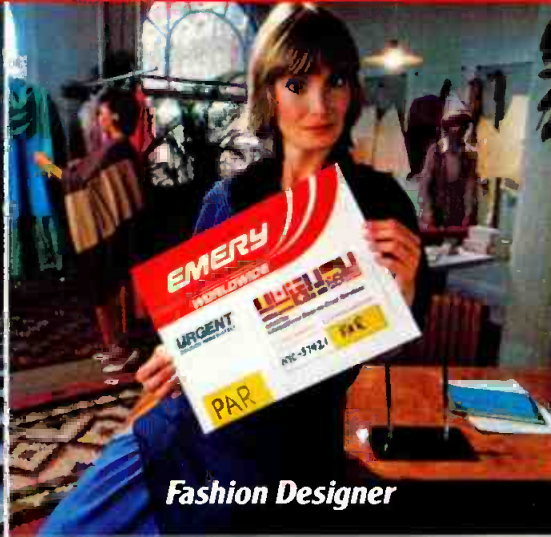
□

Dioxin was news not only in Missouri but also in Louisiana. **WAFB-TV Baton Rouge** found that dioxin from the same chemical plant that made problems for Times Beach, Mo., found its way to Baton Rouge. Although government officials denied the claims, **WAFB-TV** tracked down information that dioxin-laden herbicide had been distributed through the federal government's surplus property system to public agencies in Baton Rouge. The station found the remains of a 55-gallon steel drum that the Environ-

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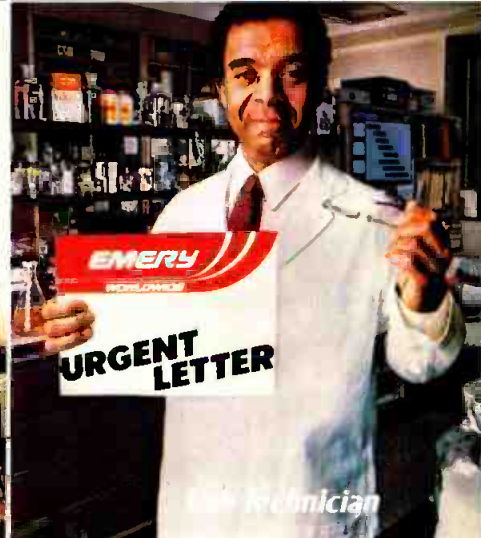
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We've earned the trust of American Business.

mental Protection Agency said contained dioxin.

An investigation into a mysterious death at a mental hospital resulted in a 30-minute documentary on secret drug experiments at state institutions. A woman had died during a drug experiment that her family knew nothing about. Government officials, including the head of the state's hospital system, were unaware of the experiments. The station went to the woman's husband to get permission to open up his wife's medical records. The man held a WAFB-TV reporter at gunpoint for 90 minutes, suspicious of the reporter's credentials. The man finally put the gun down and signed the permission forms. Although the man refused to be a part of the documentary, he used evidence contained in the report to file a \$1.1-million lawsuit against the state and the medical center at Tulane University. The suit is still pending.

□

Four months of investigation, reviewing police documents and interviewing crime victims, gave WBBM-TV Chicago much of its ammunition for "Killing Crime," a series that charged the local police manipulated statistics to make Chicago's crime rate appear lower than it is. It began Nov. 7, 1982, when WBBM-TV's Pam Zekman, head of the sta-



WBBM-TV investigating police records

tion's investigative unit, revealed that local crime reporting procedures did not follow FBI guidelines in classifying crimes, including the writing off of an inordinantly high number of cases as "unfounded." Although most of the charges were denied, an internal audit resulted in an admission by authorities of errors in handling and classifying cases and a request to the FBI that the bureau study Chicago's crime-counting and recommend changes. Finally, on May 2, 1983, the Chicago police released statistics under new reporting procedures that showed burglaries up 22.5%, robberies up 23.4% and rape up 49.7%. Along with national press attention, the Zekman unit is a Peabody winner.

A rise in one career and a fall in another provided WBBM-TV with two specials. On Aug. 29, 1982, it presented a special on the new archbishop of Chicago, the largest Catholic archdiocese in the country. On April 17, 1983, WBBM-TV telecast *The Last Campaign of Lady Jane*, a one-hour documentary on the unsuccessful re-election bid of mayor Jane Byrne and in which she allowed the WBBM-TV crew to accompany her during private as well as public moments of her primary campaign.

The Pittsburgh chapter of Sigma Delta Chi presented two Golden Quill awards to reporter Bill Moushey of WPXI-TV Pittsburgh for his stories on fraud in the social security disability system. Acting on an inside tip, Moushey discovered that the bulk of medical disability tests in Pennsylvania and several other states were being conducted by the same two doctors, working out of the back of a truck, that most of the people being examined had their applications denied and that those people were then contacted by a lawyer who offered to help them appeal the case. The investigation found the doctors and the lawyer acting in concert with a Florida doctor whose license to practice in Pennsylvania had been suspended.

In another story, Moushey revealed how Pittsburgh's convention center was costing the city \$1 million a year because of a non-competitive agreement between the city and another major auditorium. Changes were instituted by the city as a result of the investigation.

□

A week-long, five-part series undertaken by WTVG-TV Toledo, Ohio, focused on the revitalization of downtown. The coverage included a history of the city, using old library footage, and offered predictions for the future. The President's Task Force on Private Sector Initiatives requested a copy of the series. WTVG also examined Toledo's riverfront development project by going to Baltimore to interview James Rouse, who developed the Inner Harbor there and would be doing the same for Toledo. The special interspersed interviews with local government officials on what was in store for Toledo.

□

WTog-TV Tampa Bay, Fla., boasts a nightly five-to-eight minute lead piece, "Cover Story," which presents hard news or "useful information." Some "Cover Story" topics have run all week, including those on hazardous wastes and social security. Coverage is rotated among reporters, anchors and photographers.

"IMPACT" is another feature of the station's news programming. Its format is an one-hour documentary and has looked at topics such as a water shortage or missing children. Brochures on the topics are also created and made available to viewers who call in.

□

Full-length documentaries have been a regular feature of KTIV-TV Sioux City, Iowa's agribusiness department for years, and among them was an award-winning Burlington/Dakota feature. The program documented a re-birth of a railroad in South Dakota, inspections of its problems and its effect on the agricultural economy. KTIV airs live farm reports at midday and daily field reports for 6 and 10 p.m. broadcasts.

□

A television news pen pal exchange took place in May between wsb-TV Atlanta and a station in Tyne, England. The two towns became linked during the Carter presidency when the Friendship Force connection was created. In the exchange, the two towns were able to view each other's newscasts and crews fed back reports on what life was like in the other city. WSB-TV found the British

news crew to be as large as 27 people and filming twice as many stories a day as the American crew.

Another foreign story WSB-TV is pursuing is the attempted recovery of American World War II aircraft believed to be frozen intact in Greenland. An Atlanta-based recovery team set out this summer to find the planes, lost since 1942. The recovery team believes the planes are in good condition 30 to 40 feet below the surface of the Greenland ice. WSB-TV periodically will send a news crew to cover the recovery, equipping it for temperatures that range to 40 degrees below zero and modifying the broadcast equipment so it can withstand the cold and glare.

□

Mexican refugees are not the only immigration problem in Texas. KDFW-TV Dallas went to El Salvador to trace the movements of people from there to Texas. That migration, coupled with the Mexican problem, has become a nightmare for immigration authorities and state social agencies, the station found, as more and more people enter illegally.

KDFW-TV set up a bureau in San Antonio, Tex., to cover the trial of a man who allegedly murdered a federal judge. Reporter Quin Mathews revealed secret government testimony linking the accused murderer with a convicted smuggler involved in the killing.

Another investigative reporter uncovered lax administration of a federal wild horse adoption program. The station discovered one rancher who, using deception and illegal means, acquired a herd of wild horses and



Starving horses on KDFW-TV

allowed them to starve to death. Pictures of health officials humanely killing horses too weak to eat or walk were captured by KDFW-TV. The station stayed with the story, covering the rancher as he went to trial.

□

Not only did KING-TV Seattle do a one-hour special on Japan, it broadcast it live from that country. Anchor Jean Enersen explored Japan's business and economic relationship with the Pacific Northwest during a two-week trip. The result was a 12-part series in addition to the special. Both examined the timber industry, agriculture, airplane production, fishing and port facilities and Japan's high-tech industries. Enersen interviewed U.S. Ambassador Mike Mansfield, attended the official opening of the Cherry Blossom festival and witnessed the unveiling of Tokyo Disneyland. The crew also spent time with a Japanese family, comparing their life with life in Seattle. The one-hour live special was produced with the help

DEADLY TARGET PRACTICE



The ability of foreign governments to flood United States consumers with below-cost products results from policies known as "targeting." Briefly, targeting works like this:

A government makes a conscious decision to promote a chosen industry by giving it preferred treatment. This may mean government ownership. It usually includes tax breaks, low-interest loans on favorable terms, outright grants, research and development assistance, import protection, and subsidies not available to other industries.

The targeted industry develops rapidly with this kind of government nourishment. Soon it has the capacity to produce far more goods than its domestic market demands. At this point the subsidized industry looks for foreign markets to dump its excess production.

Because of our high standard of living, the strength of the dollar, and generous "free trade" import laws, the United States is the obvious dumping ground.

When this happens, American manufacturing industries and their workers are the victims. They become targeted for extinction.

Don't think that low wage industries are immune. The consumer electronics industry in the United States is a case in point. Though its wages were not high, that industry lost 63,000 jobs to targeting by the Japanese and other governments.

The latest example of targeting is unusually dramatic. It threatens the whole American steel-making industry—and the iron and coal mines which supply it. U. S. Steel is negotiating to import 3½ million tons a year of steel slabs from the government-owned British Steel Corporation for finishing at the Fairless Works near Philadelphia.

Steel-making furnaces which employ 3,000 workers at Fairless would be closed. Worse, competitive pressure would soon force other domestic companies to close their furnaces and import subsidized semi-finished steel.

U. S. Steel spokesmen have announced that the Company is asking British Steel for a \$600 million investment, as its price for this piece of the American steel market. The British government is thus able to take dead aim at this target. No long range planning will be needed—just pay the money and ship the steel.

If the U. S. Steel-British Steel deal is ever finalized, it will violate U. S. trade laws. We will oppose it on this and other legal grounds.

But win or lose on this case, the basic problem will still exist.

America's international trade problem is international targeting.

Let's understand it . . . let's discuss it . . . let's solve it.

UNITED STEELWORKERS OF AMERICA

Lloyd McBride, President
Five Gateway Center
Pittsburgh, Pennsylvania 15222



of a television station in Nagoya. A nearby castle was used for the setting of the show. Total cost involved was \$40,000.

□

The Cook county grand jury last February returned four vote fraud indictments stemming from findings of an investigation by **WLS-TV Chicago**. U.S. Attorney Dan Webb credited Target 7 reporter Roberta Baskin with adding a new dimension to his ongoing vote fraud investigation when she brought to his attention "an illegal [alien] voter registration scheme that we simply were not aware of ahead of time." The Target 7 investigation, "Illegal Aliens: Abuse on Both Sides," revealed that large numbers of aliens had registered and voted in the November 1982 elections.

WLS-TV on March 17 plugged its viewers into the history of the blues with a one-hour



Dan Akroyd exploring the blues for **WLS-TV**

special, *Sweet Home Chicago*. Hosted by "blues brother" Dan Aykroyd, it focused on seven leading blues bands and Chicago musicians who caused the sound to flourish.

□

To produce a seven-part series on West Germany, a **WGEM-TV Quincy, Ill.**, team spent two weeks there tracing the cultural backgrounds of Quincy families and studying Germany's modern way of life. The series, which explored the country's link with the United States, was also used to create an hour-long documentary. The reports were also available for airing on the Armed Forces Network station in Frankfurt, West Germany; the American School in Wiesbaden, West Germany, and the local public library.

In **WGEM-TV's** health series "Lifeline," the station reported on a new drug to aid heart attack victims. On the day of the last report in the series, the local hospital received its first patient for the drug treatment. Although hesitant about the treatment, the patient viewed **WGEM-TV's** report and decided to go ahead.

□

To get the inside story on local schools, **KCIU-TV San Jose, Calif.**, anchor Ysabel Duron went to four different classrooms to find out the problems and promises of local schools. The subsequent series that was produced examined problems in bilingual education, truancy and delinquency, and teacher burnout. Duron found that teaching was at times, boring, exhausting and without immediate awards. The fourth part of the series was a free-for-all debate with college-bound sen-

iors, who discussed their teachers and education. The series won for the station a regional **RTNDA** award, and helped Duron establish contacts which aided in her breaking a story a few months later that San Jose became the second school district in the county to go broke.

A timely feature during news programs in May was a classified ad section for youths looking for summer employment. **KCIU-TV** devoted air time to youths who described their job skills for prospective employers among the station's viewing audience.

□

With the amount of time **WTHR(TV) Indianapolis** spends on investigative efforts, it has decided to establish two investigative units. One, the probe team, takes a look at long-range problems. It spent eight months investigating toxic waste sites in Indiana before the Environmental Protection Agency became involved. Its reports caused state officials to examine the evidence and independently confirm the station's findings on poor waste disposal techniques. The team traveled to New York, Washington, Chicago, New Orleans and Love Canal, N.Y., to put the Indiana situation into perspective.

Another probe team effort went inside state mental institutions, reporting from the viewpoint of the patient. The primetime documentary found that the system was little more than a revolving door where patients were released before they could handle the outside world. Drugs given to patients without proper supervision or instruction were also documented.

WTHR's other unit is called trouble-shooter, and it investigates consumer complaints. An examination of high-pressure sales tactics at local health spas lead to state laws reforming health spa contracts. The unit went undercover with concealed equipment to capture the questionable sales techniques. Many of the reports became testimony at statehouse hearings that produced the legislation.

□

Last November, **KOIN-TV Portland, Ore.**, presented an eight-day public affairs show on alcohol and drug abuse among young people. Reports looked at abuse of doctors' prescriptions; legal drugs, such as nicotine, caffeine, liquor and aspirin, as well as illegal ones. Reports also examined what drugs do to high school athletes, what alcohol does to the young and problems associated with drunk driving. The station capped its effort with a one-hour documentary and two hours of live programing, which featured users and medical and judicial experts answering questions and discussing the problems involved.

□

Although staffed with only 22 people, the news department of **WTNR-TV Richmond, Va.**, programs four half hours of news daily. Half of the daily staff set out on an investigative piece on where the state would be in the year 2000. Reporters talked to experts in government, businesses and those in the futurist business. The 10-part series examined government, economics, people and population, agriculture, education, medicine and entertainment. Copies of the report have

been requested by the governor's committee on the future and the Richmond chamber of commerce.

□

A local ambulance company accused of being more interested in profit than in the quality of its service became the focus of a report by **wcco-tv Minneapolis-St. Paul's** I-Team investigative unit. The report revealed that the company was dispatching the wrong kinds of emergency vehicles with inferior equipment and undertrained staff. As a result of **WCCO-TV's** reports, the company is now being investigated by the Minnesota Department of Health. Another I-Team series focused on a complex of facilities housing the mentally ill, and documented substandard treatment and charges of sexual abuse. The owner of the facility agreed to leave the health care business. A general housecleaning of like facilities was undertaken by the Minnesota Department of Welfare.

On the documentary side, **WCCO-TV** sent a crew to the Soviet Union for a month to learn of its people and their life style. The result was a six-part series, "The Other Side."

□

KPIX(TV) San Francisco prepared two in-depth investigative pieces on child abuse. The first, "Where Is My Child?," focused on the abduction and mistreatment of young children. It included interviews with parents of missing children and background on how law agencies handle such cases. The series also highlighted the real-life investigation of a 2½ year-old from Concord, Calif., who was found after being reported missing for 10 months. As a result of the show, one week after the airing, another young boy, missing for 11 months and featured in the series, was found in Arizona.

The second part of **KPIX's** series, "Crime Against Children", addressed the problem of sexual abuse. Its lasting impact on the young was examined as well as the legal actions



KPIX(TV)'s series on child abuse

that can be taken against sex offenders. The problem of repeat offenders was also addressed in light of the present laws against deviant behavior and child molestation.

"Work, Jobs and the Japanese" was an investigative piece initiated by **KPIX** due to the General Motors-Toyota agreement made last year to jointly manufacture cars in Fremont, Calif. The series focused on the "emerging cultural and economic ties between the two countries." One reporter was sent to Japan for two weeks, while another reported from various major auto plants in the U.S. Some nightly segments ran 15 minutes as part of an experiment in extended

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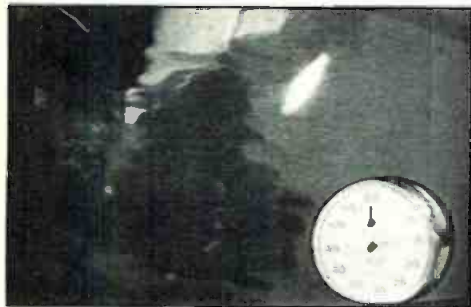
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coverage by the station.

A lighter investigative feature found reporter Mike Hegedus as the lead vocalist on "Man on the Street," a song written and produced for "Makin' Music According To Hegedus," KPIX(TV)'s four-part series on the record-making business. The series revealed how "with a good song, a high-quality production team and a 'little money,' the ability to carry a tune (although helpful) wasn't all that necessary." A profile of Hegedus followed the broadcast on the station's *Evening Magazine*.

While much national attention has been paid to the discovery of the side effects of the chemical, dioxin, KTHV(TV) Little Rock, Ark., focused investigative efforts on the history of its use in that state and reported on local resident reaction and on the results of independent studies of the chemical. After three



Testing for dioxin on KTHV(TV)

months of research, "The Poisoning of Arkansas," a 13-part series, was aired last May. Particular attention was paid to suspected chemical dumping sites, some thought to contain dioxin remains. As a result of the series, the Environmental Protection Agency renewed testing of dumping sites in Arkansas, and a criminal investigation was also begun into the alleged illegal dumping of chemical wastes.

Another controversial substance also seems to be appearing in Arkansas's soil and is believed to be the state's second largest cash crop: marijuana. A KTHV(TV) reporter and photographer traveled with narcotics agents to fields where the plant was grown. They were also able to do something law enforcement agents couldn't—they interviewed a marijuana grower on tape (in silhouette).

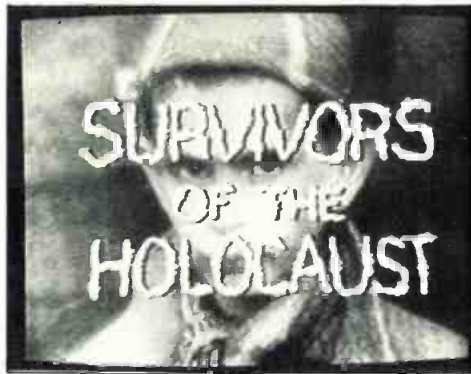
Reporter Dennis Riggs of KMOX-TV St. Louis produced a series of reports on The Covenant, The Sword And The Arm Of The Lord, a heavily armed right-wing religious group based outside the city. As a result, legislation was introduced to ban such groups from Missouri.

"Agriview" was a 10-month, biweekly series aired on WREX-TV Rockford, Ill., that followed a farm family in northern Illinois from spring planting to fall harvest. The 20-part report also featured interviews with bankers, shippers and grain and livestock sellers and buyers. The series culminated with a half-hour prime time special report that aired twice.

WREX-TV also aired a 10-month, 20-part, biweekly series on public and private educa-

tion, entitled "Eduwatch." The program focused on education-related subjects, such as financing, taxes, student discipline, athletic equality, dropouts and curriculum trends. "Eduwatch" is scheduled to conclude next December.

Reporter Rich Newberg of WIVB-TV Buffalo, N.Y., spent a year researching a story on Holocaust survivors in western New York state. The interviews with survivors were also sent



Holocaust survivors interviewed on WIVB-TV

to the local archives for future generations. Newberg interviewed family members, Army medics and obtained historical footage and pictures from the government. The documentary was filled with recollections of the survivors.

The closing of a Bethlehem Steel plant in Lackawanna sent WIVB-TV into action to cover when and why the closing would occur, who would be affected, the impact on Lackawanna and its tax base, and what would happen to the unemployed steelworkers. The station sent a crew to interview the president of Bethlehem Steel. The report won several UPI awards for newscast and spot news coverage.

It may seem odd, but there are fights over water rights in areas where rain is plentiful, as KOIN-TV Portland, Ore., found out. One of its investigative series found that in some areas water levels were too low to dilute treated sewage, that users pump water 30 times faster than it's replenished, and that fish suffocate in syphoned streams while some farmers face increasing difficulties in irrigating crops. Many in Oregon, the reports found, blame the state's "rubber stamp" water rights policy.

The station also looked at financial and psychological problems on the unemployed. Since 70% of the state's 18,000 Southeast Asian refugees live in Portland, KOIN-TV investigated their problems of assimilation. Reports examined language and driving problems, the group's 50% unemployment rate and cultural differences. For instance, what is considered hunting in their native land is considered poaching here, KOIN-TV found.

Another investigative series looked at automobile towing. In downtown Portland, 20,000 cars are towed annually. The report examined who decides when to tow; who wins the rights to the tow, the city or private companies, and whether towing is crucial to smooth traffic flow. The report examined the laws of other cities, to see whether Portland

residents were victims of overzealous towing.

Juvenile crime was the subject of an hour long documentary produced by KPNX-TV Phoenix. An in-studio/call-in program followed the broadcast with a discussion of the material aired and viewer questions answered. Another documentary on crime *Why You'll be a Victim of Crime*, was aired and was followed with live reaction and commentary—this time by criminals in the state prison, local police and detectives via remote crews.

Both a five-part news series and a 30 minute special were produced by KPNX-TV on South Korea, compiled after a week-long visit to the 38th parallel (Demilitarized Zone). Reporters attended meetings of North and South Korean military officers. Part of the series was devoted to profiling the men from Arizona who were serving in South Korea for the U.S. Army.

KPNX-TV produced a five-part series on the television ratings war, "What We Do To Win," and aired it during a sweeps period. Included in the story were interviews with news directors from other stations in Phoenix and network planners from New York and Burbank, Calif. The series boasted an "honest look" at how stations manipulate their best programming during sweep periods.

One of the more extensive investigative efforts by KYW-TV Philadelphia was its 16 month examination of the state's liquor control board. The station found the board was unresponsive to complaints of those living near bars, and seemed more interested in protecting the liquor establishments it licenses. KYW-TV interviewed dozens of people and pored through hundreds of files and found corruption, lax enforcement and favoritism in the board's administration of the liquor laws. The probe has produced a state senate investigation, along with several local and federal criminal investigations forced some LCB officials to resign and prompted the introduction of some 16 bills to reform the agency. During the investigation LCB enforcement meetings were closed to cameras, including regularly scheduled public meetings.

Another big story in eastern Pennsylvania is steel jobs. KYW-TV brought the parallel stories of a steel plant in Fairless Hills, Pa., and one in Scotland, both of which were laying off workers because of a proposed agreement between U.S. and British Steel. The station took a local steelworker to Scot-



KYW-TV at steelworks in Scotland...

and to compare life styles and work situations. The series also interviewed union officials and management personnel in both countries.

A two-part carnival safety series won **WABC-TV New York** a regional Emmy for its report that found some of the city's 20 carnival inspectors do not perform their job properly. Consumer reporter Bob Blanchard examined why amusement park goers are thrown from rides and suffer mishaps and near-fatal injuries. He found that each borough had only four inspectors to look at thousands of rides, and some allegedly were receiving payoffs. A hidden camera found some inspectors signing inspection tags without turning on the power switch. The report interviewed ride operators who said they knew of payoffs, some even professing they had engaged in them.

What began as a documentary on capital punishment also produced spot news coverage of a terrorist bombing. A **WABC-TV** news crew headed by anchor Roger Grimsby was in Paris, surveying the history of the guillotine as part of a special examining all aspects of capital punishment. While they were in Paris, reports came of a bombing that killed six people at a Jewish restaurant. Grimsby and company went to the site and found their New York press passes gained them access to the area. The crew talked to demonstrators outside the restaurant and Grimsby gained an interview with a Northwestern University professor whose wife was killed in the blast.

in Lebanon covering the U.S. Marine landing there, in Germany reviewing the 50th anniversary of Hitler's rise to power and in New Hampshire to cover the National Survival Game's "sophisticated game of capture the flag utilizing air guns loaded with paint-filled pellets."

A **KRON-TV San Francisco** documentary on six Vietnam veterans whose lives fell apart upon their return won numerous awards, including an **RFK** journalism award. The program profiled the six men, patients at an



The veterans plight on **KRON-TV**

unusual mental hospital in Menlo Park, Calif. The report looked at their treatment and at divorce and suicide rates of veterans. Several months were spent interviewing some 90 veterans and filming therapy sessions. The clinic encourages vets to relieve their nightmares by talking about them. In addition

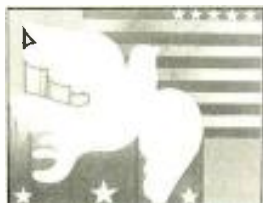
to therapy sessions, the report showed music and sports activities designed to establish trust among the men. The program ran in coincidence with the first national salute to Vietnam veterans last November.

Other investigative reports took **KRON-TV** to Japan and El Salvador. The Japan story examined high-tech espionage as it related to the **IBM** case. While there, a crew looked at Japanese workers and their work ethics, how the scandal affected American businessmen working in Japan and how the Asian population in San Francisco was affected. Reporter Mike O'Connor drove to El Salvador to show its close geographical proximity to northern California.

And while on a trip to England for background on the queen's upcoming visit to San Francisco, **KRON-TV** landed a short impromptu interview with Princess Diana. Reporter Jeannine Yeomans strategically placed herself at the right spot along the entourage's path and managed to exchange a few words with Diana as she gave her a bouquet of silk flowers.

WJAR-TV Providence, R.I., relied on six years of research from its two-man investigative "I-Team" to uncover a conspiracy by organized crime in New York and New Jersey to dump toxic wastes in Rhode Island. The story—comprising but one segment of *10 Inside*, a half-hour program devoted to investigative reporting—led to a grand jury review. *10 Inside*, modeled after the **CBS** series, *60 Minutes*, also has run a computer study comparing recent arrests records in the

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state, following passage of a new drunk driving law, with those prior to the legislation. The Connecticut State Police requested copies of that report to incorporate into its training program. □

Expansion continued this year in **Louisiana Public Broadcasting** investigative reporting. In addition to a weekly focus on topics close to residents, Justin Wilson's *Louisiana Cookin'* and *Louisiana Legends*, LPB treats such topics as *With All Deliberate Speed*, a history of school desegregation in the South. Highlighting this particular examination was a film culled from the archives featuring interviews with Governor George Wallace of Alabama and the late Robert F. Kennedy. □

When the 57-year-old Madison hotel was demolished on May 18, **WNEV-TV Boston** offered a special, *The Last Blast*, that explored the historical, social and emotional aspects of the demise of a Boston landmark.

And when Boston Mayor Kevin White unexpectedly announced that he would not seek a fifth term, **WNEV-TV** quickly produced *Mayor White: Anatomy of a Decision*, which included interviews with the mayor and his wife plus a detailed examination of the decision and what it means to Boston's future.

A high point in the efforts of the station's investigative unit was a controversial report, "Death in the Nursery: a Moral Dilemma," that focused on the withholding of medical treatment and food and water from newborns afflicted with birth defects or handicaps. □

For more than a year, **wrc-TV Washington** researched a story on the possible side effects of a vaccine used to immunize children against whooping cough. The station dedicated five producers and assistants to make phone calls, do research and conduct interviews concerning the pertussis element of DPT. When *DPT: Vaccine Roulette* aired, reported by anchor-reporter Lea Thompson, the work was not over. Thompson continues to follow the story, as the medical community researches the vaccine. **WRC-TV** notes that the National Institute of Health has begun a study of its side effects. □

WBZ-TV Boston cameras, using a Nightscope lens, recorded a "bootlegger" as he dug clams from a contaminated flat north of Boston. The footage was the starting point of a series that sent New England clam sales plummeting as consumer reporter Sharon Wright documented the inability of the state to cope with the problem. It introduced viewers to people who had become sick from contaminated clams and offered suggestions for a system that would lessen the problem.

WBZ-TV's I-Team also reported the story of a woman who had undergone a double mastectomy, after which, according to the station, it was found she had not had cancer. Breast experts told **WBZ-TV** that the surgery was unnecessary.

WBZ-TV's "Hunger and Waste" series offered a pictorial paradox of hungry people eating out of dumpsters while supermarkets were discarding food that was damaged and dated, but edible. The series was credited by local social agencies for increasing donations to the hungry. □

"The Recession" and "Political Life in Washington" were two of the series broadcast by **WSPA-TV Spartanburg, S.C.** The first focused on information to help offset the lagging economy. The second included interviews with South Carolina Senators Ernest Hollings (D) and Strom Thurmond (R). □

Investigative reports by **WJAC-TV Johnstown, Pa.**, have brought indictments and arrests. A 14-month investigation of mishandling of state and federal flood recovery funds led to the arrest of 10 people on more than 700 counts of bid-rigging and bribery. The series of 45 news reports stemmed from kiscovering that federal funds to clean up after the flooding in Johnstown in 1977 had been misappropriated. Despite threats of court suits, the station continued its investigation which lead to the state's own one-year probe and subsequent arrests. **WJAC-TV** broke the news on a government investigation of a meat-packing scheme, which involved the marketing of beef from cancerous cattle. Two weeks after the story broke, five people were indicted in the scheme that involved shipping diseased cattle from the Midwest to Pennsylvania, obtaining counterfeit stamps and selling the beef in four Eastern states.

One documentary that **WJAC-TV** produced defeated its prime time competition the night it aired. It was a 30-minute special on actor Jimmy Stewart's return to his hometown of



WJAC-TV reminisces with Jimmy Stewart.

Indiana, Pa. *Back Home Again in Indiana* included his life story, coverage of speeches and a parade, the unveiling of a statue on the day he returned and clips from his films. □

The changing role of the family was the focus of three prime time specials on **WSH-TV Indianapolis**. The first part in the series examined the problems of the elderly. But it proved to be an upbeat report as it showed people coping well with getting old, able to handle their bills and medical needs, and adjusting to moving into nursing homes or in with their children. The series found that only a small percentage of the elderly end up in institutions and that most are taken care of by their families. The second program focused on the family, showing how working couples, single parents and commuter marriages, for instance, are coping with the demands placed on them. One segment filmed hundreds of couples who had been married 50 or more years, reciting their wedding

vows in a downtown cathedral. The final part of the series looked at the young, and the problems they face with peers, school drugs and crime, and the pressures they are under. □

When **wkyc-TV Cleveland** investigated illegal aliens in its area, it found some interesting results. Of the 30,000 in northern Ohio, 90% have jobs. And 60% of those with jobs were earning \$5 per hour or more. Some held upper-crust jobs, such as accountants, company executives and engineers, and one was a doctor at Cleveland's best-known hospital. Far more illegal aliens were from Eastern Europe and the Mideast, **WKYC-TV** found, than from the Americas: only 10% were Hispanic. The station found that most came as visitors or students and never returned to their native country when their visas expired.

The station also took on a six-month investigation of auto theft. Crews spent hundreds of hours trying to photograph a car being stolen and poring over public records trying to trace stolen vehicles. The tapes the station had made were requested by the FBI for their own study. One problem the station ran into was complicity between an auto theft ring and the local police. One stakeout ended in a high-speed chase, with the station believing the stakeout had been leaked by police to the thieves. A few days later a Cleveland detective brought assault charges against the reporter on the stakeout, but they were later dropped. □

A two-month probe of the bureaucracy of public school maintenance by **wpvi-TV, Philadelphia** revealed, says the station, that schools were falling apart. The station discovered that school principals were helpless to ask custodians to fix anything. A work order had to be sent to central administration, where a 26,000-order backlog had piled up. The investigation prompted a school watchdog group to issue a special report proposing sweeping changes, some of which are now being implemented.

Other pieces produced by the station included a series on "Dyslexia: The Hidden Handicap," which included examination of a controversial "miracle cure" of one doctor, and a four-part report on how gambling has changed Atlantic City, N.J. □

It was a different honor that **WRAL-TV Raleigh, N.C.**, received from the insurance commissioner for the station's investigative reports. **WRAL-TV** revealed that highly paid executives in the commissioner's office had taken as much as six weeks of compensatory time off while still drawing \$50,000-a-year salaries. Those same executives had been approving one another's compensatory time off. The reports resulted in a state investigation. The station received a "Broken Hatchet Award" from the state insurance commission. □

Reporter Tim Kent and photographer Barley Phillips of **wfmy-TV, Greensboro, N.C.**, spent three weeks undercover with state alcohol law enforcement officers to document how easily minors could obtain liquor. The station decided to undertake the investigation after four intoxicated teen-agers were killed

in a car accident. Kent and Phillips found many instances of clerks failing to ask for identification, minors purchasing alcohol with fake identification and teen-age drivers, while under the influence, being stopped by police. After the five-part series, Guilford county officials implemented Operation S.A.M. (Sale of Alcohol to Minors) which led to the indictment and conviction of 101 store and restaurant personnel for illegal alcohol sales.

□

After the crash of a Pan American jet near New Orleans, WWL-TV there began investigating the weather conditions that contributed to the crash. It sent a news team to Boulder, Colo., for a story on windshear tests being conducted there, and one to Washington to cover release of cockpit transcripts and National Transportation Safety Board hearings. The station covered the final reports of the crash and claimed a beat in breaking the story that the New Orleans airport would be receiving the most advanced windshear detection system in the country. The reports won the RTNDA's top award for continuing coverage.

Another award-winning story (Peabody), centered on an art exhibition "The Search for Alexander." In advance of the exhibit's appearance in New Orleans WWL-TV sent a crew abroad for a series of reports from where the exhibit stems. They interviewed the Greek professor who discovered Alexander's tomb and was responsible for much of the exhibit. The crew also traveled to Egypt and London to complete other parts of

the documentary. One of the highlights of the documentary was a 40-foot map tracing Alexander's conquests.

An investigative series of petrochemical dumping in the Mississippi river turned up radio isotopes being discharged into the only drinking water for one-third of the state. The seven-month investigation has caused the state to step up its monitoring policies and the legislature to pass a bill to improve facilities for detecting radioactive traces.



KMGH-TV police bingo probe

When KMGH-TV Denver's Dave Minshall unearthed evidence that police and other city officials were involved in illegal skimming of charitable bingo games, his reports (more than 50) led to the suspension of the civilian head of the city's police, fire and sheriff's departments, the suspension and retirement of the police chief, and the suspension, retirement and indictment of a division police chief.

A five-part documentary on street gangs,

The Writing's on the Wall, took the viewers to a murder trial, into police patrol cars and into the gangs themselves. Reporter Paul Day also talked with former gang members who were now parents and who expressed a desire to help today's gang members. As a result of the response to the series, the station became involved in a program to find jobs for disadvantaged teen-agers.

□

Public station KUHT(TV) Houston celebrated its 30th anniversary by interviewing television journalist and Houston native, Walter Cronkite. The result was a half-hour special: *A Cronkite Perspective*. The program included Cronkite's opinions on broadcast journalism today and his recollections of his graduation from Houston's San Jacinto high school 50 years ago. Taping was done in New Orleans while Cronkite was attending a bankers' convention. The camera crews and equipment came from PBS stations WLPB-TV Baton Rouge and WYES-TV New Orleans.

□

In its 10-month existence, the three-person "Newsbreaker Investigative Team" at WBTV(TV), Charlotte, N.C., has won three regional awards. The producer and two reporters probed a rest home after reports of beatings, rapes and poor living conditions. As a result of the news probe, the state revoked the owner's license. Later, as a result of interviews conducted by the station, the same owner was convicted of the involuntary manslaughter of one of the home's residents.

Another probe cast light on improprieties at an AMVETS chapter, set up apparently

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for the sole purpose of running bingo games. The report led to investigations by both the national AMVETS office and the state, with the result that the chapter was reorganized. The investigative team also reported that only 7% of the money collected nationally by AMVETS actually goes to charity, prompting AMVETS to inform the public about its finances.

□

To examine substance abuse among young people in Minnesota and the nation, **WTCN-TV Minneapolis-St. Paul**, presented a 90-minute documentary revealing case histories of teen-agers attempting to recover from chemical dependencies. Over 4,000 citizens joined the University of Minnesota's Universal Organ Donor Program as a result of WTCN-TV's documentary, *The Ultimate Gift*. The program included case studies of people who have received donated organs and information on advances in medicine to make such transplants available.

Another documentary WTCN-TV aired was *Herpes Is Forever*, an hour program explaining how herpes simplex affects the lives of over 350,000 Minnesotans. During the telecast, phone lines were available for viewers to call in and get more information on the subject. WTCN-TV was responsible for distributing 4,000 information brochures to viewers on the subject.

□

WAGA-TV Atlanta's reporter Richard Belcher and producer Michael Carlin won a UPI award for a report on a clinic in which drugs were dispensed freely to clientele. As a result of the piece, the doctor running the clinic was indicted and was forced to relinquish his license. When the station's investigative reporters discovered different patterns of treatment for people convicted of drunken driving, a local grand jury requested a clean-up of the disparities, and the judges created new rules. Other stories included a report on illegal aliens in junior colleges and a hidden camera report on drug trafficking in downtown Atlanta.

□

According to **wgn-tv Chicago**, its investigation, entitled "Moneyfest," was a contributing factor in the black boycott of Chicago-Fest in the summer of 1982 and the defeat of Mayor Jane Byrne in primary elections last spring. The probe focused on the financial aspects of Chicago's festivals, sponsored by the city but promoted and managed by a private firm selected without bidding process that the city charter called for. Despite pressure from Byrne and city officials, concerned about where the investigation was headed, the station continued the investigation, in cooperation with the Better Government Association. Three seven-minute reports were aired in the regular evening news, charging that the city had violated several state statutes. The BGA and a group of black attorneys filed suit demanding the city stop its abuses. In Cook County Circuit Court, the city, in effect, admitted the charges. Subsequent measures were taken to involve the city council in approval of festival contracts.

Production of the news at WGN-TV is now computerized in conjunction with its radio news department.

Facial disfigurement and the social problems experienced by its victims were examined by NBC-owned **WMAQ-TV Chicago** in an hour-long documentary that was picked up and aired by other NBC-owned stations. A composite of the report was also used on NBC's *Today* program. Reporter Carol Marin, who felt the subject had largely been ignored by television, traveled extensively with producer Don Moseley, to burn centers and to the homes of facially disfigured persons. "For Beauty Passed Away" presented eight subjects who agreed to appear on camera to talk about their fears of facing society after accidents or illness had vastly changed their lives. The less severe cases were shown



Examining the facially disfigured on WMAQ-TV

first, a technique the station felt would gradually acclimate its viewers. Among the conclusions of the report was that society, which places great value on physical beauty, must not withdraw from the facially disfigured, who frequently "go underground" because they are "unable to deal with the emotional agony that society's rejection and undisguised revulsion invoke." The special report was aired without commercial interruption and, according to WMAQ-TV, was the highest rated documentary in the station's 35-year history.

In another investigative report, WMAQ-TV used a different approach in examining police brutality. Instead of treating individual cases, the report was based on the premise that in Chicago there is a core group of police officers who have repeatedly been accused of brutality. WMAQ-TV said that as a result of the series, which took six months to produce and which aired in five parts, new regulations have been implemented to deal with offending officers.

□

Wosu-tv New Orleans obtained copies of sealed court affidavits that led to a series of special reports showing relationships among politicians and organized crime figures in Louisiana. The investigation also revealed that a former governor was willing to accept a bribe.

Anchor Nancy Holland traveled to Honduras to cover a relief effort for Nicaraguan refugees and the role the New Orleans Latin community played. She filed two stories via satellite and returned with a series of reports on the war in Nicaragua.

□

Unemployment hit many areas of the country hard last year, including industrialized **Beaumont and Port Arthur, Tex.** **Kbmt(TV)**

there did a five-part series on labor-management relations in the petrochemical industry and found that after several strikes, labor had lost ground. The report looked at the situation and interviewed both sides during a special half-hour prime time special. One of labor's changing faces is the tradeoff between increased benefits for job security, the report found.

□

KATC-TV Lafayette, La.'s business reporter, Garry Landry, won this year's Champion Media Award (BROADCASTING, July 4) for a series on social security. His piece, "Social Security: Here Today, Gone Tomorrow," explained the current benefits and laws and included interviews with several pensioners. The series pointed out how much many senior citizens didn't know about their federal income.

KATC-TV has expanded its news staff and local news coverage. There are now 33 people producing 16 hour of news per week—up from 27 people and seven hours per week. Other news programming includes a bi-weekly update on stories previously reported, titled "Last Week," "Last Month" or "Last Year," and a segment called "Good News," which highlights "positive" stories.

□

After three months of investigation, **WFAA-TV Dallas**, aired a nine-part series on construction of the space shuttle, Columbia. Reporter Scott Pelley revealed that its construction showed how funds were used by contractor executives to buy personal goods. The House Committee on Space, Science and Applications viewed the series and plans a congressional investigation into the matter.

□

WKRC-TV Cincinnati uncovered a company which provided job lists, but in many cases the jobs did not exist nor did the companies authorize the use of the names. The state conducted an investigation into the company and 30 charges have been filed against it.

□

A series of reports on herpes on the 10 p.m. news by **wisn-tv Milwaukee** brought an overwhelming response, enough for the station to air a followup in prime time. The five-part series looked at facts and myths, physical and emotional effects, and advice on where to turn for help. Local health authorities reported numerous requests for information and the station mailed out 2,300 brochures on herpes. One health center reported that 80% of people who came in had mentioned WISN-TV's reports.

□

To show the impact of new federal economic policies in their first year of implementation, the **New Jersey Public Broadcasting Network** presented *The Paterson Project*, a 60-minute documentary profiling four families in Paterson, N.J. In cooperation with two noncommercial stations, WNET(TV) New York and WGBH-TV Boston, the network revealed how the economy affects families from different socio-economic groups. A year later, the New Jersey Network regrouped the families again in the studio to discuss changes that occurred in the past year.

The *New Jersey Nightly News* documentary, "Ridin' the Pike," describing a typical day on the New Jersey Turnpike, was honored with awards from the Houston International Film Festival, the New York Deadline Club and the Philadelphia Press Association. Unlike other documentaries, the program had no formal narrator or reporter. Instead, citizens were allowed to express their opinions about the most heavily traveled toll road in the world.

□

Everglades City, a place where many residents have turned to drug smuggling, was featured in a three-part series by **WPLG(TV) Miami**. The programs included interviews with residents who discussed the city's drug smuggling activities. A condensed version of the report was later run as a segment on ABC News's *Nightline* program.

□

The problem of kidnapped school children—an estimated 150,000 victims annually—prompted the state of Oklahoma to try to obtain fingerprint records of school children and **KOTV(TV) Tulsa** to air a five-part series on the problem to coincide with the campaign. The week-long news series, "Reported Missing," contained interviews with parents of kidnapped children. In cooperation with Getty Oil the station distributed 50,000 information sheets on the state fingerprinting operation. (The fingerprint record is to be kept only by the parents.)

□

After a 12-year-old girl from Proctorville, Ohio, was killed by a drunken driver who had had many previous arrests for drunken driving, **wowk-TV Huntington, W. Va.**, followed the case and started a campaign for stricter drunk driving laws. For six months the station aired numerous special reports and editorials. After the reports, the Ohio State legislature passed a bill calling for an automatic 72-hour jail sentence for the first drunken driving offense and jail and loss of driver's license for those convicted of vehicular homicide involving alcohol.

The station also aired a five-part series on TV evangelists and interviewed Oral Roberts, Jimmy Swaggart and Rex Hubbard. Reporter Steve Dale's report, "PrayerWaves," won awards from UPI for reporting excellence and from Religion in Media for the "high moral value" of the series.

When a drug's distributors claimed it would counteract the effects of alcohol, **wowk-TV** felt the need to investigate. The promotion claimed the pill would enable an intoxicated person to safely drive a car shortly after taking the drug. The station interviewed area pharmacists and physicians who found the drug to be ineffective. Following the report, the distributor discontinued the sale of the product.

□

A comprehensive report on incest was undertaken by **KCAU-TV Sioux City, Iowa**, which spanned nearly six months. The project began last November with a series of interviews with counselors on a midday talk show. The week-long series covered what is incest, how often it occurs, who are the abusers and the victims, and where to seek help. A month later the station aired a live,

90-minute call-in program, with local experts answering questions on incest. From there a number of local groups formed a coalition to increase awareness of incest in the community and turned to **KCAU-TV** for help. The station responded with a two-week public service campaign last March, which included another call-in show featuring adults who were abused as children. Twenty-nine people were counseled as a result of the calls. A five-part investigative series on the legal implications of reporting, prosecuting and sentencing abusers was also done, along with a report on a Des Moines treatment program for incestuous families.

Another part of the series was aimed at children, explaining what a forced sexual touch was and what to do if it happens. The station aired cut-ins during children's programming, using puppets to explain what constitutes incest and where to go for help.

□

Three separate documentaries with a common theme "The Changing Family" gave viewers of **WHBQ-TV Memphis** a look at both the enduring strength of the American family and the ways a rapidly changing society continues to alter the family. With a budget of \$50,000, the documentaries, three months in the making, that emerged were: *The Children's Hour*, which looked at pressures on today's youngsters; *Happily Ever After?*, which examined how adults meet and whether they stay together, and *May to December*, that focused on the elderly. Each of the hour-long documentaries was presented by a different anchor and was followed by a

half-hour panel discussion. The station has distributed 7,500 study guides, based on the series, to schools and 10,000 copies of a "Family Resource Directory"—a guide to social service agencies and organizations—to libraries, schools and other organizations.

□

During the telecast of "Going Broke," a **WTCN-TV Minneapolis-St. Paul**, documentary on the increasing number of bankruptcies across Minnesota and the country, over 2,000 viewers called the station for the station-produced brochure outlining bankruptcy laws and services. Anchor John Bachman hosted the program that examined the effect of bankruptcies on individuals, farms and businesses.

WTCN-TV also aired "Hands Out," the first in a series of public service programs in prime time designed to answer community issues. The program explored how federal cutbacks in spending for social services would effect Minnesota. After the hour documentary, the station conducted a live call-in program that gave viewers the chance to respond. It ran for two hours due to the overwhelming response from viewers.

□

KCRA-TV Sacramento, Calif., explores the international as well as local scene. Anchor Stan Atkinson won his second consecutive northern California Emmy, this time for reports on countries in turmoil, including Afghanistan and South Africa. Anchors Sue Pearson and Tom DuHain investigated the Arab-Israeli conflicts. The series **KCRA-TV** broadcast included Pearson's reports from



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the Israeli perspective and DuHain's reports from the Arab side juxtaposed throughout the piece. A documentary followed the reports. Locally, consumer reporter Brad Willis's investigation into the mistreatment of the elderly living in downtown Sacramento generated a statewide interest that developed into a special task force to deal with elderly muggings and rip-offs. The program won Documentary of the Year award from the central California chapter of the Society of Professional Journalists.

□

Central American refugees who passed through Wichita, Kan., on their way to a sanctuary in Concordia, Kan., were the subject of a 10-part series by KSNW-TV Wichita's special news team traced the refugees back to their Guatemalan homeland and examined the United States's involvement with that country.

Another report told the story of trauma teams at local hospitals. A news crew rode with the emergency medical system ambulances and collected over 40 hours of footage showing emergencies hospital teams deal with daily.

□

A lighter feature wxFL(TV) Tampa, Fla., covered was the voyage of "The Bounty," which was used in the 1961 MGM film, "Mutiny on the Bounty," to Mexico, where it was being used for the movie, "Yellowbeard." Anchor Bob Hite documented the ship's voyage, life on the ship and people on board during the nine-day, 800-mile journey. The material gathered was used in both a five-part series and a half-hour highlight show.

□

To explore the problems of organ transplants, WNGE(TV) Nashville produced a five-part series, "Someone is Waiting." Reporter Marilyn Brooks and photographer Ralph Major were on call 24 hours a day waiting for the opportunity to accompany an organ transplant team. After a two-week wait, they witnessed and photographed the recovery of organs from a 13-year-old boy who died of gunshot wounds. The organs were later transplanted to six other patients.

□

One of the Idaho Educational Public Broadcasting System's public affairs offering is "Idaho Reports," which is carried by KAIT(TV) Boise, KUID-TV Moscow and KISU-TV Pocatello. Each nightly half-hour broadcast, which features a combination of field video and studio discussion, focuses on a single issue that is often the day's top story. Past topics have included education funding and reform, efforts to crack down on drunk drivers and commercial cultivation of marijuana.

□

After five young people died of carbon monoxide poisoning in a mountain cabin, wis-TV Columbia, S.C., investigated the story and claimed to be the first to report that the deaths were caused by an improperly vented heating system. It later determined that lax inspections by the state agency that regulates propane heaters contributed to the deaths. Wis-TV's findings were revealed in a 14-minute story during its 30-minute early evening newscast.

Detroit, a city heavily dependent on the automobile industry, faces economic problems common to other single-industry towns. WDIV(TV) there visited some of those cities to find out how they have turned around their economies, planned for the future and become less dependent on one industry. In a 10-part series, WDIV took a look at how Tulsa, Okla., has developed a new aerospace industry; how Orlando, Fla., changed the city's image with Disney World, and how San Jose, Calif., helped the Silicon Valley, home of high technology and computers, get its name.

Another documentary produced by WDIV examined surrogate births, a pertinent subject for Michigan, where more have been arranged than in any other state. The report reviewed bills pending in Michigan to regulate or ban surrogate parenting, and examined legal and moral questions by interviewing those who had been involved in the practice.

WDIV roamed further afield. Mike Wendland spent two weeks in Nicaragua and El Salvador to produce a 10-part series. As part of the story, he reported on Michigan residents in Nicaragua.

The question of whether hunger is a



WDIV-TV in El Salvador

"senseless crisis" was the subject of a series of reports aired on the station's 6 p.m. and 11 p.m. newscasts. Reporter Richard Harrington went to Washington to talk to the Department of Agriculture about food dumping and the plight of American farmers, and to Amarillo, Tex., where 24 million bushels of corn are beginning to rot after being stored for three years. To accompany the series, pamphlets were distributed informing viewers where to get help if they needed food.

A series on foster care won a local Emmy, and editorials on the subject won awards from UPI and Sigma Delta Chi. Also winning a local Emmy for WDIV was a documentary on a 9-year-old girl who was able to speak for the first time with an electronic voice synthesizer.

□

WBSB-TV South Bend, Ind., was one of the first local news organizations permitted to film inside Grissom Air Force Base in central Indiana. Reporter Bill Foster joined an in-air fueling mission for Air Force One in this documentary aimed at showing life at a base during peacetime.

□

After obtaining confidential Environmental Protection Agency documents, WTAJ-TV Al-

toona, Pa., reporter Ron Ruman broke the story about chemical contamination remaining in the ground at the Drake Chemical site in Lock Haven, Pa. Later, he found that much of the pollution had come from the American Color and Chemical Co. adjacent to the site. Ruman became a primary source for a CBS Morning News story on the site.

WTAJ-TV also aired "Muddy Waters Run Deep," a five-part series on Johnstown's flood recovery program. The program described the nature of the program, the dissatisfaction of its recipients and revealed contractors who benefited from the program. Nine people face more than 800 criminal charges stemming from the investigation and the federal government has launched an investigation of a similar program run by the same people.

□

WJKW-TV Cleveland investigated the story of Dr. Bruce Feldman, who had contracted with insurance companies to examine policy applicants, did not perform many of the 2,000 examinations for which he was paid. Many exams were allegedly performed by Feldman's father, a car salesman. Feldman agreed to pay insurance companies in lieu of prosecution.

The station also revealed cases of embezzlement, falsification of records and employe misconduct at the Cuyahoga County Board of Elections. After weeks of investigation, WJKW-TV reported that many voting locations had never been inspected prior to the election date. After the report, the board ordered an inquiry into the charges, suspended two inspectors and reassigned a bookkeeper.

WJKW-TV also worked with a local drug enforcement bureau for a six-month investigation, depicting the efforts that go into a drug enforcement operation. The five-part report included footage of the arrest of 14 suspected drug dealers, tapes of drug transactions and interviews with undercover agents.

□

Las Vegas's KTNV-TV traveled to Chicago to gather information on an investigation of an organized crime figure turned government witness. KTNV-TV interviewed his old friends in the Windy City, a convict who knew him as a young gangster and federal agents. The half-hour program was controversial enough to keep some advertisers away because of connections between the witness and the alleged mob hierarchy in Las Vegas.

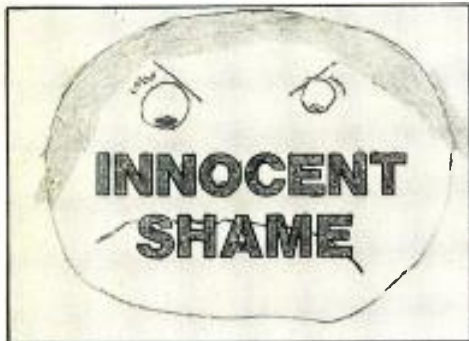
□

Is Wisconsin, famous for its family-run farms, still "America's Dairyland," or is it losing its title to the modern, corporate farms of California? That was the question investigated in an award-winning documentary by a news team of wisc-TV Madison, Wis., last year. A reporter and photographer spent a week in California gathering footage on the efficient, mechanized dairy operations of the West, and compared them to the smaller, more traditional ones of the Midwest. *America's Dairyland: A Season of Change* reported on the competition between the states and about the push for increased

Memorial in Washington last November. Created by station news director, John Randt, himself a former Army lieutenant in Vietnam, the show documented the two men as they participated in four days of events related to the memorial dedication, from boisterous army reunion parties to quiet talks with the relatives of those memorialized. The documentary was rerun on Thanksgiving day because of public reaction.

□

Fighting sexual abuse of children is an issue being tackled by **WSMV-TV Nashville**—it's the station's public service theme for the year. *Innocent Shame: The Legacy of Child Abuse*, created by one of WSMV's news reporters, was a one-hour documentary that highlighted the station's efforts to increase public



WSMV-TV's series on child abuse

awareness of this crime. It ran in conjunction with a five-part series on child abuse aired on WSMV-TV's midday, 6 p.m. and 10 p.m. news. Post-documentary programming included a call-in program with a former molester and a victim both featured in the documentary; seven phone lines were tied up for two-and-a-half hours. The station also printed 100,000 copies of a booklet on child abuse, which were distributed to parents, teachers, mental health professionals and social service workers. Country singer Tom T. Hall has been featured in PSA announcements by WSMV-TV. Total investment was more than \$50,000.

Public affairs

For the past seven years **KENS-TV San Antonio, Tex.**, has sponsored the "Teach the Children" program aimed at raising funds for the purchase of school supplies for area children. The station aired a two-hour, prime-time program that collected \$81,644 in 1982. All of the funds raised went to the children; the program's expenses were underwritten by sponsors and contributors. KENS-TV was also able to obtain a 90-second promotional announcement presented by President Reagan.

□

Editorials have proved to be a potent public service tool for **WDVM-TV Washington**. When two men convicted of brutally raping and murdering a college student were given a sentence making them eligible for parole in 12 years, the public outcry was strong, and was matched by WDVM-TV's editorials calling for changed sentencing and victim's rights laws. As a result, the legislature added 10 years to the minimum time served for

some murder and rape cases, and passed a package of victim's rights bills.

In another editorial, the station suggested drivers license bureaus confiscate old licenses when people apply for renewal to prevent young people from giving old licenses to friends to use as false identification to buy liquor. Washington implemented the change, and the director of the Department of Transportation called the station to say that the change was a result of the editorial.

WDVM-TV took advantage of Saturday mornings for public affairs programming with its *Saturday Magazine*, feeling that there was an adult audience for that time period that was disenfranchised by the exclusive airing of children's fare. Another example of public affairs programming was the creation of a *Talking Book* series encouraging the use of public libraries.

□

During National Children and Television Week in March, **WMAZ-TV Macon, Ga.**, offered area high school students the opportunity to report news from their respective schools. In the two-week series, the students wrote, produced and reported stories ranging from features on drama classes and the creation of a school newspaper, to a locker-room interview with a local sports star. The reports aired weeknights on the 6 p.m. newscast.

□

KDKA-TV Pittsburgh's public affairs contributions were many. The station kicked off a community service campaign, "KD+ You: On the Job." The project included weekly food drives, job seminars (including video resumes of the unemployed from three states) and a job-a-thon. The station also aired monthly documentaries as part of a Group W series, *Impact*. Included were: "Doin' Time," an in-depth report on prison, and "No More Tomorrows," about families faced with the death of a loved one. Separate public affairs offerings included telethons to raise money for Children's Hospital and The United Way.

□

In covering the mayoral campaign, **KMGH-TV Denver** produced an hour-long debate, inviting representatives from a dozen community organizations, including the Gay-Lesbian Task Force and the Denver Center for the Performing Arts, to participate.

□

"Opinions," a public affairs presentation from **WFBT-TV Minneapolis-St. Paul**, uses a debate format. One of the subjects treated recently was abortion. Moderated by a local attorney, the debate featured two representatives from Pro Life, and two from Pro Choice.

□

The governors of New York, New Jersey and Connecticut joined **WCBS-TV New York** in declaring June "Project Working" month. It focused on employment: why people work; the impact of not working; unconventional occupations, and the future of the workplace. The project was opened with a one-hour, prime time special and was followed up by discussions on several of the station's regular public affairs programs. Another element of the project was a series of 30-second spots, "Working Moments," that featured well-known personalities addressing issues

related to working: feminist Gloria Steinem on women in the workforce; author Alvin Toffler on the future of the workforce; act James Coco on job goals; actress Diahann Carroll on job pride; New York Mayor I. Koch on job productivity and diversity, and New York Jets player Marty Lyons on volunteerism. The station aired editorials on the subject, and also compiled a free 20-page handbook on how to decide on a career and find a job. It was available at the Bowe Savings Bank, sponsor of the project, or by writing the station.

Other public affairs specials that were aired in prime time on **WCBS-TV** included a program examining the social upheaval of the 60's, using old news footage, movie clips, scenes from musical performances and interviews with people now in their thirties. "What's So Funny About New Jersey?," another prime time report, traced two centuries of negative humor about New Jersey.

WCBS-TV has employed what it calls the "eavesdrop" concept for almost a year in another of its public affairs programs, *Daybreak*, a daily early morning show. It is in an interview format, but the interviewees and interviewers are unaware of station breaks—the interview continues straight through the break. The person being interviewed is identified by superimposed titles, not by the program host. Guests have included palmer lawyer Marvin Mitchelson, *National Review* publisher Bill Rusher and New York Representative Charles Rangel.

In its public affairs series, *Channel 2 TV People*, WCBS-TV focused on such issues as drunk driving and compulsive gambling, but also profiled New York's 99th mayor, Fiorello LaGuardia, on the 100th anniversary of his birth, and the Brooklyn Bridge, on its 100th birthday.

□

One of **KTVI-TV Sioux City, Iowa's** public service presentations was a feature on 10 p.m. newscasts entitled "Wednesday's Child." The project, headed by weather reporter Mike Wankum, works to find homes for hard-to-place children. Wankum travels over a three-state area to interview the featured children.

□

Wnvc-TV Fairfax, Va., is in an unusual position. It is a public television station that covers the workings of federal, state and local governments extensively. Barely two months old, it broadcasts proceedings from the House of Representatives, which has led to its establishing its own week-in-review show, *Washington Report: The Week*. Wnvc airs complete House debates for its viewers: 60% of whom work for the federal government. Included in federal coverage is *Congressional One-Minutes*, one-minute speeches by House members.

Additionally, the station covers the daily State Department briefings, and briefings at the Defense department and other government agencies.

The proceedings of the Virginia general assembly are videotaped and rebroadcast at night. Wnvc produces a nightly call-in show with state representatives from the Fairfax area in studios in Richmond, linked to Wnvc studios via microwave enabling their view

ers to ask questions of their elected representatives. WNCV also covers local county supervisors meetings and presents of them on a taped-delayed basis.

□

Ten years ago, the National Science Foundation called **St. Louis** one of the least desirable places to live. Ten years later, KTVI(TV) there sought to see if that was still true. The resulting series examined labor's role in the city's condition, deteriorating and re-emerging neighborhoods and education. Four reporters spent a month developing the series, which concluded with a live special featuring area leaders answering viewers questions. Nearly 90 minutes of "Project St. Louis" was aired.

Dioxin proved to be a big story in Missouri, and big enough for KTVI to have one reporter work exclusively on dioxin stories. The concentration on the subject enabled the station to dig out facts before they came out at state and federal hearings. The station also found that the \$500 million Truman Dam "never worked right," much as Senators John Danforth and Thomas Eagleton claimed. The station's investigation found that dam technicians can reverse the flow of water and thus kill thousands of fish and also endanger shoreline homes and businesses.

□

Wisconsin is suffering from sluggish economic times, and WTMJ-TV **Milwaukee** explored the potential for recovery. The station's Special Projects Unit found some solutions while examining Massachusetts' recent economic upturn. A one-hour, prime time documentary was produced highlighting some of the techniques used in Massachusetts that were proposed for Wisconsin, a state similar in political and industrial history. Interviews with both local government leaders and their Boston counterparts were aired and a followup brochure was published listing resources with information on Wisconsin's economy—several hundred were requested. Videotape copies of the documentary were requested by local government and business.

□

The 28-year battle waged by Marcia Benjamin-Leiter against cystic fibrosis was chronicled in WRTV(TV) **Indianapolis's** *The Battle For Breath* by the special's writer, producer and director, Chris Benjamin, her brother. In the report, Marcia's parents and husband explain the effect of the disease on the family—another son, Mark, had died of cystic fibrosis. Chris Benjamin's on-camera appearance on the show, telling what it was like to lose a brother and live in constant concern for his sister, gave the program a special insight, and helped earn it a Birmingham International Educational Film Festival best of category award for health and physical education.

□

Public service announcements on a variety of topics are an important local news element for WJIM-TV **Lansing, Mich.** Among the topics addressed was child molesting. A free booklet was offered at the end of each spot as a guide to parents in warning children what to be wary of. Another topic was the use of child restraints in automobiles, featuring

dramatic footage edited into the spots. When Michigan enacted stiffer drunk driving laws and penalties, WJIM-TV aired a series of spots on the new laws. One drunk-driving spot was shot in a cemetery with the tag line: "Drunk driving...We can live without it."

□

For one month, KGO-TV **San Francisco** produced 95 reports on the topic of getting old. The focus was on the more positive steps of getting old and a look behind the stereotypes of old age. The reports tried to appeal to people of all ages, showing them how to grow old gracefully. Consumer reporter Tom Vacar warned of scams and tricksters who prey on trusting and vulnerable seniors. A hotline was set up one evening per week and a team of experts was assembled to answer questions and give advice.

KGO-TV also scored a coup when it enlisted the help of Mrs. Anwar Sadat in a special



Mrs. Anwar Sadat for KGO-TV

on teachers. She had agreed to appear on the special and met with American children and exchanged ideas on how to achieve peace. The special kicked off a 10-day civic celebration which included letters from children to world leaders and a peace mural painted by 150 elementary and high school children from four area schools.

□

WTVs **Detroit** produces "Detroit Week in Review," a weekly half-hour program focusing on events in the city. *Detroit Free Press* Senior Managing Editor Neal Shine hosts the show which brings together journalists from both the local and the national media to discuss the week's events.

□

Like many other concerned stations in the country, KPNX-TV **Phoenix** conducted a three-hour job-a-thon offering 1,800 pledged jobs for 1,500 unemployed Arizonans. An unusual twist: the jobs program was also simulcast over seven radio stations and two television stations around the state. Cameras also were sent to live remote areas where applicants were interviewed. Approximately 2,700 callers were matched with openings within a few weeks after the show. *Target: Jobs* was a five-month long project that utilized personnel from all departments at the station and 50 volunteers.

KDBC-TV **El Paso, Tex.**, found a way to turn the last episode of *M*A*S*H* into a fundraising event for Easter Seals. The station donated five commercial spots during the two-hour episode to the Easter Seals campaign and then raffled them off to advertisers. The station was able to donate to charity while it solved its problem of the excessive amount of sponsors wanting a spot for *M*A*S*H*.

□

On the assertion that "people discussing important subjects with wit and intelligence can make ideas as exciting as flames leaping from a building," KHQ-TV **Spokane, Wash.**, has added a new feature, "Topics," to its early evening newscasts. The station invites six people with demonstrated interest in a particular topic to the studio for a free-wheeling conversation that runs until they feel they have exhausted the topic. A news producer then edits the tape into 4-6 minute segments for broadcast on Monday, Wednesday and Friday. What the viewer sees is tight head shots of animated citizens, adding visual excitement to the treatment of a community issue. It also brings to the attention of the general circulation audience subjects it would never watch in a traditional Sunday morning public service program, says the station.

□

WTIU(TV) **Bloomington, Ind.** brought the classified section of the newspaper to the screen last year to stage its version of the popular job-a-thon project. After the local newspaper printed free classified ads the day before the broadcast, job seekers were given approximately one minute on-air to introduce themselves and their skills or were "interviewed" by representatives of the local media if uncomfortable speaking extemporaneously. The applicants were then presented to the viewers by their chosen job category. Four cameras were used in the studio simultaneously to allow for interviewing with few breaks. The six-hour program also included brief information segments with local service personnel from the military, educational facilities and social service agencies.

□

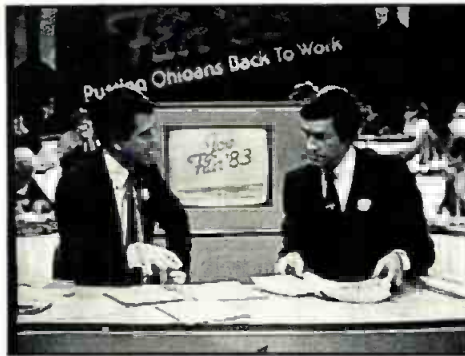
The studio for one of the shows originated by WCAU-TV **Philadelphia** is a shopping mall. Once a month, the station travels to one of the heavily trafficked malls, where it hosts a televised version of an op-ed page. "Talk Back to 10" starts with a presentation to the audience of recent WCAU-TV news stories after which the moderator, anchor Steve Levy, goes into the 200-300-member audience eliciting questions and concerns. The hour-and-a-half forum is edited to five minutes for the following week's five o'clock newscast.

Medical subjects are given a thorough examination at WCAU-TV. Story ideas originate from both a medical editor, familiar with the subject as a print journalist, who reads trade journals and other publications, and an advisory board of 100 local physicians, who also serve as on-camera experts. A full-time "Healthwatch" reporter appears on all three newscasts and sometimes a segment is expanded. One that grew was a report on foods and drugs that don't mix that was enlarged to a series. In addition, the station distributed

Putting America back to work



WSPA-TV Spartanburg, S.C.



WKYC-TV Cleveland



WISH-TV Indianapolis



WPIX-TV New York

PROJECT: JOBS

WANTED: Dental Equip. Installer
NEEDED: 2 yrs. Exp. Own Trans.
SALARY: \$1250 month
CALL: Oak./464-1013

KRON-TV San Francisco



WTIU-TV Bloomington, Ind.



WBTV-TV Charlotte, N.C.

RESUME #716

MEHDI ELASHAN

EDUCATION: B.S. AUTO SCIENCE W. MICH. UNIVERSITY
EXPERIENCE: MECHANIC/SALES
SKILLS: QUALITY CONTROL R & D INDUSTRIAL MFG.

WTOL-TV Toledo, Ohio



KOTV-TV Tulsa, Okla.

PROJECT WORKING

Name: CHARLES REYNARD
Occupation: HANDYMAN

WCAU-TV Philadelphia



WTVF-TV Nashville



WAOW-TV Wausau, Wis.



WTVN-TV Columbus, Ohio



KPNX-TV Phoenix

3,000 copies of a free information sheet. The segments were also compiled into an hour-long documentary, *Lifeline Philadelphia*, which featured the city as a leader in medical research and development.

□

The public affairs and programing departments of **WGRZ-TV Buffalo, N.Y.**, in conjunction with the New York State Job Service, presented a job fair in which 400 jobs were offered. More than 3,000 applications were received. Buffalo is a leading medical research and teaching area. WGRZ-TV's "Health Team" keeps abreast of developments with two reporters who produce segments to appeal to the layman as well as the scientific community.

□

The opinion of residents of Albuquerque, N.M., are not taken lightly by **KOAT-TV Albuquerque**. Thrice weekly, viewers air their views about current stories on the 6 p.m. newscast. The station conducts regular telephone polls, in addition to scientifically commissioned polls. The telephone poll, relating to a story, is begun during a 6 p.m. newscast and the lines to the computer are left open for the next 24 hours. Interim results are given until the final results are presented on the next day's newscast. To determine the accuracy of the telephone polls the station recently has commissioned a scientific poll to see the correlation between the two.

□

In conjunction with National Fire Prevention Week, **WISN-TV Milwaukee** devoted a full week to fire prevention news and public service information. The station provided educational materials to local schools, helping students participate in community services projects. Each evening newscast included reports on stop, drop and roll techniques, family escape plans, how to escape from large buildings and fire prevention planning before vacations. Reports also appeared on *M Magazine*, *At Twelve* (a live noon talk show) and *At Large* (public affairs program). The station offered free home fire safety check lists and received awards and commendations from the Milwaukee Professional Firefighters Association.

□

One of the more successful job-a-thons was one by **WPIX-TV New York**, with more than 600 new jobs created as part of its two-hour special, *Mission Employment*. The show was anchored by Steve Bosh and his wife, Carol Barry, who works for the state department of commerce, which participated in the event. The program offered tips on job hunting, interviews, resumes and overcoming discouragement. The show won kudos from local officials and President Reagan.

The station claimed to be the only station in New York to cover live in prime time the ceremonies surrounding the centennial of the Brooklyn Bridge. The two-hour telecast featured fireworks, dedication remarks and recorded features on the bridge.

□

The *Illustrated Daily*, noncommercial **KNME-TV Albuquerque, N.M.**'s public affairs series,

used panel discussions and interviews to cover a wide range of topics, from "Memories of Hell," about World War II veterans who had survived the Bataan death march, to a discussion with physicist Edward Teller who worked on the atomic bomb at Los Alamos, N.M., to a visit with puppeteer Mike McCormick, who manipulated many of the figures in "Return of the Jedi."

□

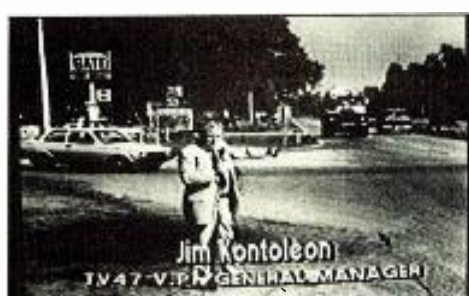
WDSU-TV New Orleans and Liberty Bank co-sponsored the Fifth Liberty Track Meet for junior and senior high school athletes on April 17. Reporters Ro Brown and Ed Daniels covered the event and produced a special one-hour program of the competition's highlights. WDSU-TV presented the two overall winners in the boys and girls divisions with a \$1,000 scholarship for the school of their choice.

□

In October, the **New Jersey Network** aired a live, 60-minute debate between United States Senate candidates Millicent Fenwick and Frank Lautenberg. The candidates answered questions from a panel of reporters and were also given the opportunity to ask one another questions. The debate was sponsored by the New Jersey League of Women Voters.

□

WXAO-TV Jacksonville, Fla., goes on-location to tape its editorials, instead of staying in the studio. And although the station finds it costs more—about \$500 per week—it feels it is worth it. The live scene editorials have produced results: traffic lights have



Editorializing on WXAO-TV

been added or moved, a dump site was cleaned up, money was raised for a liver transplant candidate, recreational areas have been improved, horses have been donated to sheriff's mounted patrol and school bus safety improved. One editorial dramatizing how thieves steal wallets and purses from shopping carts while the owner's back is turned won it numerous wire service awards.

□

WFAA-TV Dallas expanded its medical news coverage with the addition of "Health-Wise," a daily three-to-four-minute segment of the weekday newscast featuring medical and health news. The station also produces a weekly newsletter giving more information on the topics aired on "Health-Wise."

□

WCCO-TV Minneapolis-St. Paul devoted two weeks in May to "Project Children," using almost all of its local programing time to address the issues facing children in the 1980's, including the effects of divorce, stress, suicide, the "punk" movement and juvenile justice. The project premiered with

a documentary about runaways, "The Moore Report: On The Run," aired in prime time, and was followed by a "Town Meeting," in which viewers called in their questions to specialists. Special reports were featured on both the 5 and 10 p.m. news, and were repeated the next day on the noon report. In addition, eight documentaries were broadcast and all public service announcement time was devoted to spots on children's issues.

□

Last November, when the Ku Klux Klan announced its plans to hold a rally in the nation's capital, **WJLA-TV Washington** expanded its *Good Morning Washington* show to an hour to host a discussion of the rally's implications. Included in the show were two Klan leaders, Tom Robb and Don Black, and Georgia state senator Julian Bond, who is head of the anti-Klan organization, Klan-watch. Despite a protest by several dozen people outside the station's studios, WJLA-TV went ahead with the show.

Once a month, WJLA-TV pre-empts one hour of prime time to present locally produced special reports. One of these, *When No Place is Home*, profiled people in Washington who for economic or other reasons, were among the growing number without a home. The special included a live, in-studio discussion with guests Congressman Henry B. Gonzalez (D-Tex.), who talked about congressional hearings on the subject, and Mitch Synder, of the Community for Creative Non-Violence, an advocacy group for the homeless. Unemployed individuals who could not afford shelter and former mental patients released from institutions were profiled.

□

"The Job Connection," a stationwide effort on the part of **WTOL-TV Toledo, Ohio**, in cooperation with the Ohio Bureau of Employment Services, has been an ongoing attempt to help find jobs for laid off workers. The station kicked off its effort with a job fair and a series of seminars on how to find work. The news department has committed a portion of its weekend and noon newscasts to the project. Each day, job listings are aired on the noon news, and each weekend, several unemployed workers tell their stories through video resumes, which combine a character-generated resume with a sound bite of the worker. These activities will continue until the regional economy improves, says the station.

□

Targetted PSA's employed by **WLSL-TV Roanoke, Va.**, have rapidly caught the attention of its viewing area, according to the station. Delivering commercial messages to a specific audience at a specific time on a specific day has been the key to successful sales campaigns; 'why not do the same with PSA's?', asked the station. A prime factor in the announcements is the inviolability of the spot. Short of dire need, spots are never moved or deleted. Careful research, specific goals and using rank-and-file employees from the targeted organization are among the most important considerations in the production of the PSA's, but the campaign does not end with the airing of the spot. At the conclusion

of a run, logs are audited, data processed and input from the agency is solicited on the success of the spots. Finally, data can be furnished to the agency along with dollar-value breakouts. WLSL-TV averages 130 30-second spots per month.

When a proposal to build a coliseum in Greenville county, S.C. arose, WYFF-TV there (formerly WFBC-TV) examined both sides of the question. Two principals from each side lined up for questions in WYFF-TV studios. The public was invited to view the program in a local shopping mall and phone in their questions. With the aid of a large video projection screen, questioners could see their answers.

Among other specials presented by WYFF-TV were coverage of the Spoleto international arts festival in Charleston, the arrival of George Bush at Furman University in Greenville and reports from the Freedom Weekend Aloft hot air balloon festival.

Gubernatorial and senatorial debates in Nebraska were broadcast live by KOLN-TV Lincoln and its satellite KGIN-TV Grand Island. The stations set up a portable microwave unit and arranged for audio and video feeds for three Omaha TV stations. After each debate, there was a 30-minute question and answer session with the candidates and local journalists. The hearing impaired were able to participate with a sign language interpreter in the lower right portion of the screen.

The treatment of children who are victims of parental abuse was reviewed by WPCQ-TV Charlotte, N.C. in a special report on a local home for the children. The show traced the community movement that led to the establishment of the home, "Arosa House" and interviewed the staff, children, therapists and former child abusers.

A five-part series on how the law works was presented by WPCQ-TV, giving parents and teen-agers insight into how the law affects them. Harvard law professor Arthur Miller was brought in for a discussion on the topics discussed after each show. Call-in lines were available for viewers who wanted to ask questions or comment on the program.

PRO-CON, an hour-long public affairs series, is produced for the Pennsylvania Public Television Network by WITF-TV Harrisburg, Pa. It consists of two 10-minute segments, one pro, the other con, on issues including abortion, the death penalty, school prayer and social security. These are produced in cooperation with each side of an issue and are emphatically one-sided, without apology. Following the segments, the program becomes a statewide forum. The seven Pennsylvania public stations are connected via a two-way microwave system, with PRO-CON linking up to four stations for each program. This discussion-debate session features various experts on both sides combining short advocacy documentaries with interconnected studio discussions. Now entering its third season, the program has won numerous awards, including a Corporation for Public Broadcasting local programming award for public affairs.

Helping the area's unemployed was a job undertaken by WAOW-TV Wausau, Wis., in conjunction with the Job Service of Wisconsin. During the job-a-thon, President Reagan called to express his concern over the unemployment situation in Wisconsin and to compliment channel 9 on its efforts. The program, which was originated from WAOW-TV's studios with a remote site at North Central Technical Institute, made more than 350 previously unpublished jobs available to the public. Over 200 people came to the remote site, with 123 going on air to describe their qualifications. In addition, more than 70 new jobs were pledged from area employers.

WFTV Orlando, Fla. took its cameras to the streets to report on—and tape—the "field sobriety tests" administered to drivers by the Orlando sheriff's office. The resulting program was a 90-minute live broadcast, shot in



Drunk driving tests on WFTV(TV)

cooperation with the deputies, entitled *Don't Let Your Neighbors See You Drunk*, that included live portions of the tests and interviews with drivers. Viewer reaction was mixed at first, with some of those filmed claiming invasion of privacy, but the show drew good ratings and another live broadcast is planned for the Labor Day weekend.

Helping to fight drug and alcohol abuse, WLKY-TV Louisville, Ky., had an hour-long live studio discussion about the problem last February. In the audience at the studio were parent support groups, peer support groups and employ assistance programs from local firms. The station also went on location at a local hang-out where youths talked about how they helped each other stay away from alcohol and other drugs. For the second straight year WLKY-TV funded a telephone call-in-line for those seeking drug abuse help.

Epidemic: Kids, Drugs and Alcohol, was aired by KTAB-TV Abilene, Tex., in cooperation with the local Junior League, and concentrated on drug use by local teen-agers. The station hosted a panel discussion among representatives from schools and the legal and counseling fields. Calls were taken from viewers and questions and comments aired and discussed. Response to the program, originally scheduled for 30 minutes, prompted the station to extend it to an hour. Following the success of the *Epidemic* program, KTAB-TV produced a similar program on teen-age pregnancies, preceded by news reports on the topic on the station's newscast. The station also hosts a local telethon to raise money for the Special Olympics.

Best of the Class—1983 was one public affairs effort of WABC-TV New York. The stat spotlighted 100 city high school students who distinguished themselves scholastically. They were featured in PSA announcements from June 16 through July 2.

Two new public affairs efforts this year WABC-TV were *The Morning Show*, a minute entertainment and information program, and *Tiempo*, WABC-TV's first public affairs show geared to the Hispanic community. *Tiempo* features interviews with Hispanics active in business, politics, sports and the arts.

In contrast to other political profiles, WXTV Detroit aired reports offering the views of all the candidates in one program, not separate profiles. One candidate was signed to each reporter and was asked questions dealing with specific issues. Then five nights during the regular newscast, a "Election Minute" was aired each night featuring the presentation of the topic and the candidates' views.

In the shadow of the Miami riots surrounding the death of a black youth, city officials stepped up efforts to find summer jobs for disadvantaged young people. Partners for Youth, a group working to bridge the gap between business and teen-agers, asked WTVJ(TV) for help. An hour-long telethon *Summerjobs 4 Youth*, was scheduled for June 4, with public affairs producer, Brian Gadinsky, in charge. In preparation for the event, public service announcements urged businesses to create at least one summer job for teen-agers, and promotional spots pointed out how youth were eager to learn about business. The day of the telethon, the announcement was made that after being contacted by the station, President Reagan had agreed to speak, via telephone, on the program. Originally slated for a minute, the President spoke for four, congratulating WTVJ and the community, and reminiscing about his own summer employment as a youth. The telethon resulted in pledges of several thousand summer jobs.

Viewers can voice their complaints and criticism about any subject through WREX-TV Rockford, Ill.'s *What Bugs You* weekly program. An animated bug character was developed as a logo and printed on 800 buttons to be distributed to each program participant. Promotion also included regular station print ads and highway billboards.

In conjunction with the local Job Service Office, WREX-TV airs a daily presentation of qualifications of individuals seeking skill employment. The program will run for a total of 12 months and is one of the first of its kind in the state.

The incarnation of WHMM(TV) Washington presents, it says, the first public station in the United States to be granted to a predominantly black institution, Howard University. The station gears much of its programming to the black community and other minority groups.

WHMM(TV) had provided the only in-depth Washington-area coverage of the demonstration led by Stevie Wonder to organize

support for the creation of a national holiday on Jan. 15, Dr. Martin Luther King Jr.'s birthday.

□
KHJ-TV Los Angeles's March 30 *Job-A-Thon* offered more than 3,500 work opportunities at 110 companies in the area. The five-hour broadcast also featured experts in job placement and personnel directors who answered questions from KHJ-TV's Nathan Roberts and Wendy Gordon as well as from telephone callers. The station used two microwave units at various outlying locations to enable the public to reach the experts. One call, shortly after the start of *Job-A-Thon* came from President Reagan, who congratulated the station on its initiative.

□
Minutes of San Francisco, short vignettes on people and places in the area, was a year-long public service effort on the part of **KRON-TV San Francisco**. Included were picturesque shots of the city landscape and the



San Francisco minutes on KRON-TV

surrounding area. KRON-TV used Steadicams, helicopters and even tulip and construction cranes to capture some of the video.

On-going job searches for both adults and teen-agers were conducted by KRON-TV. On the first day of one program, 370 calls were received, 48 potential job matches and 48 job openings phoned in. Another area office reported 300 calls, 20 potential matches and eight new openings. For teen-agers, the station provided air time to allow them to announce their job skills, in addition to airing tips on how and where to look for jobs.

□
WLS-TV Chicago on March 4, 1983, began its "Eyewitness Anonymous" program to get the community involved in fighting crime. Working with the Chicago police, reporter Dick Johnson each day broadcasts facts about unsolved area crimes and provides an 800 hotline number that viewers can use to phone in tips to a national crime reporting organization, becoming eligible for rewards. In the first three months, more than \$171,000 in stolen property had been recovered and more than 1,750 valid tips from the Chicago area had been reported through the hotline.

□
Faced with the task of producing a debate, **wciv(tv) Charleston, S.C.**, decided to avoid the traditional panel adhering to a strict format of questions and answers. Instead they let the candidates "have at it," with a moderator introducing the two opponents, letting each speak for one minute, and then respond to each other. This way, says the station, all

issues were covered, and the candidates' personalities became clear. The moderator was in control of the debate, but only for pacing, moving it along if it seemed to lose steam, or more often reining it in when the discussion became too hot. The candidates were pleased with the format and requested that it be used in the future.

□
A three-hour special in April, "4 Your Good Health" gave viewers of **WTAE-TV Pittsburgh** (channel 4) a better understanding of health and health service problems. The show, featuring fifteen news inserts between viewer call-in's gave special attention to the unemployed in the Pittsburgh area whose health benefits had expired. Answering questions were doctors, insurance experts and representatives from health care agencies. The station used a bank of phones to refer viewers to sources of help. The station also co-sponsored a booklet to help those in need to find free health care. So far, 32,000 booklets have been distributed.

□
WTIU(tv) Bloomington, Ind. brought the classified section of the newspaper to the screen last year to stage its version of the popular job-a-thon project. After the local newspaper printed free classified ads the day before the broadcast, job seekers were given approximately one minute on-air to introduce themselves and their skills or were "interviewed" by representatives of the local media if uncomfortable speaking extemporaneously. The applicants were then presented to the viewers by their chosen job category. Four cameras were used in the studio simultaneously to allow for interviewing with few breaks. The six-hour program also included brief information segments with local service personnel from the military, educational facilities and social service agencies.

□
This year, **WGN-TV Chicago**, began an adoption series within their newscast called "Somebody's Child." Each Tuesday, a child is featured who is in need of adoption. Several children have been placed in homes as a result of the features.

The station has also begun to air a weekly half-hour program called "Job Line," that helps find jobs for the city's unemployed.

□
Under the working title, *Priority One: A Community-Wide Alliance to Halt Crime*, **WNEV-TV Boston** in March started a massive community program in cooperation with leaders from more than 180 cities and towns in western Massachusetts and southern New Hampshire. Phase one involved creation of a legislative commission to institute a comprehensive victims' rights law, in-depth reporting on crime news and statistics, editorials and related advisories. Phase two, to begin in September, will deal with the creation of neighborhood networks of individuals committed to surveillance and safety precautions as well as orientation on citizen crime-prevention tactics.

□
WSPA-TV Spartanburg, S.C.'s *Job-A-Thon '83*, a cooperative effort with the Employment Securities Commissions of South

Carolina, North Carolina and Georgia, brought hundreds of job seekers before the camera. The two-hour special, in which station operators took calls from prospective employers, has been unofficially credited by the commissions with stimulating job activity to a new high in June 1983.

□
"Friday's Child," produced by Doris Martin, public service director, **WMAZ-TV Macon, Ga.**, airs the last Friday of every month. Each report deals with a hard-to-adopt child, and is presented in cooperation with the local department of human resources.

□
KTHV(tv) Little Rock, Ark. brings its viewers an inside look at their state with a three-times-a-week feature, *Travelin' Arkansas with Chuck Dovish*. For six years, reporter Dovish and a photographer have driven through the state, meeting and interviewing interesting people.

□
KSLA-TV Shreveport, La., became involved in a "Wednesday's Child" program to help find homes for hard-to-adopt children. With the help of the regional adoption supervisor in Texas, the station was able to eliminate state boundaries as far as the adoption process was concerned (KSLA-TV's signal covers parts of Texas and Arkansas as well as Louisiana) in setting up a three-state cooperative adoption network. Today, the station says, a prospective parent from any of the three states in the station's coverage area can adopt a "Wednesday's Child" without a lot of red tape. The program has received tentative federal grant approval as a pilot program.

□
The live broadcast of four Chicago mayoral debates by public station **WTTW(tv) Chicago**, offered free hook-ups to commercial television and radio stations. The debates, sponsored by the *Chicago Sun-Times* were given much credit for "legitimizing" Congressman Harold Washington's campaign. Mayor Jane Byrne, State's Attorney Richard Daley and



Mayoral candidates on WTTW(TV)

Washington participated in the hour-long debates. The candidates were questioned by a panel of journalists about city finance and services, police and law enforcement and jobs and economic development. The final debate gave citizens the opportunity to question the candidates in a town meeting format.

□
Often called by police stations to help in searches, **wsoc-TV Charlotte, N.C.**, located three people this year alone. One was the

body of a man whose father was riding in the station's Chopper 9 when the sighting occurred.

The new independent station in **Springfield, Mo.**, KSPR(TV) has begun a public affairs program consisting of five regular features, each running three times on one day of the week. Mondays "Operation Employment" lists job opportunities in the area. "Operation StopLoss" airs on Tuesdays and features a weekly crime prevention tip, shot at different locations and by a police officer. On Wednesdays, "A Waiting Child" features a hard-to-place child who is seeking adoptive parents. "Operation Info," shown on Thursdays, informs the public of area services and charitable organizations. Similar to "A Waiting Child" is "A Waiting Pet" shown on Fridays. Each program, hosted by different youngsters from the Springfield area, features a homeless pet and also offers pet care advice.

In addition to the five-minute features, KSPR produces the 30-minute program *Spectrum 33*. Guests are members from either the medical, legal, religious or charitable fields and are asked questions sent in by viewers to be discussed on the show.

One of the new public affairs programs on **WGBB-TV Springfield, Mass.**, *Spotlight on Government*, features leaders from both the executive and legislative branches of state and federal government. The first guest on the series was Massachusetts Governor Michael Dukakis. Another public affairs offering is *Mayor's Report*.

Since the two major candidates for U.S. Senator could not agree on public debates, they decided to debate on **Connecticut Public Television**. The six debates, including other candidates as well, each aired on a Monday night and were presented from one of Connecticut's six Congressional districts. The first five dealt with specific issues such as defense, foreign affairs, environmental affairs and social issues; the final debate was an open forum.

The criminal justice system was examined by Connecticut Public Television in a 90-minute special shot in the chamber of the Connecticut State Senate. A moderator pre-

sented an issue to participants and questioned them concerning how they would handle such a case. Topics included were the exclusionary rule, prison overcrowding and prosecutorial ethics.

Connecticut Lawmakers is a weekly show presented by public television to recap what has happened in the state government over the past week. The program includes interviews with legislators and state officials, testimony before committees and governmental debate.

The big news at **KFVS-TV Cape Girardeau, Mo.**, this past year has been the celebration of the accomplishments of meteorologist Don McNeely, now in his 40th year in broadcasting. The station ran tributes to McNeely this month and included accolades for his years of tornado warnings in the five-state area. He began his career as a high school



Celebrating the McNeely years on KFVS-TV radio announcer. After a stint in the Army and some other radio jobs, he joined KFVS-TV as weatherman more than 30 years ago. A half-hour special, *The McNeely Years*, ran on July 15.

The growing problem of alcohol and drug abuse was the focus of a week-long public affairs series by **KYW-TV Philadelphia**. The show was geared to help parents recognize the signs of drug and alcohol abuse and deal with the problem. The series was built around NBC programming and public service announcements and included local and national celebrities. Shows examined teen-age drug abuse, an out-patient alcoholic treatment center, a show-and-tell drug show for parents, and drug tests for teen-agers. KYW-TV's health fair administered more than 100,000 medical tests during a five-day period. The fair began with a jog around historical downtown Philadelphia, and tests were administered daily from 11 a.m. to 7:30 p.m. for diabetes, high blood pressure, cancer, heart disease, weight control, allergic and eye disorders. Counseling information on sports injuries, kidney disorders, pregnancy, nutrition, anxiety, CPR, alcoholism and drugs, skin care, child abuse and live disease.

Wis-TV Columbia, S.C., provided political coverage for the fall 1982 campaign through 18 in-depth profiles of state and Congressional candidates. Each reporter was assigned to a race and followed the candidate around the state. One three-minute profile ran on each early-evening news show and provided personal and political data about the candidates.

In January, **WEDU-TV Tampa, Fla.**, premiered the *Suncoast Business Journal*, a weekly half-hour news program that focuses on west central Florida's economy. The program usually featuring half a dozen videotaped field reports, is divided into news, market analysis and special focus departments. WEDU claims that *Suncoast Business Journal* is the first business news program of its kind in the Tampa-St. Petersburg television market.

A problem as big as unemployment needed a big commitment, or so felt **WTVF-TV Nashville**. The station began its job effort with 14 special half-hour *Help Wanted* programs and added an additional 15-part series on the evening news. The program discussed how and where to look for a job and where to get training to be competitive in today's job market. Guests on the programs included the governor, Senators Howard Baker and Jim Sasser, and numerous other state and local officials. A job-a-thon which was part of the *Help Wanted* series was originally scheduled as a three-hour prime time special, but soon ballooned to the point where the station cancelled all remaining programming and commercials for the rest of the night, broadcasting for seven-and-one-half hours to 2:20 a.m. During the live telecast the station took more than 1,000 calls and listed over 700 job openings in the area, which created an overflow that was taken care of during three additional half-hour programs.

WTVF's health fair doubled the number of people who were screened over the year before, examining 43,000 this year. Hundreds of PSA's helped produce the increase this year. Out of the health fair came five-minute segments on health topics and an hour-long special explaining screening, educational and referral services offered.

We can be heroes. Colony Communications's eight-community, greater Boston cable system concentrates on local sports. Local cable sports highlights are shown from 5:30-7:30 p.m., Saturday and Sunday. Sports segments covered run the gamut from high school sports, to Little League baseball, to adult leagues, and to local YMCAs and charities. When the sports shows premiered, the production staff had to contact organizations to get information. Now Colony gets more requests for coverage than it can handle. Other coverage includes league standings and sports calendars.

Colony not only brings local sports to cable, it also brings text information and graphics. Colony Electronic Information Services produces two text channels with the help of 12 programmers, artists, news and salespeople for Colony's Westerly, R.I., system. JTV1 is a 24-hour, ad-supported channel featuring international, national, regional and local news. News appears in 20-minute cycles and the system is addressable so a popular item, such as a school lunch menu will only appear in the appropriate school district. An Atex computer and Teldion graphics are used for JTV. JTV2 programs entertainment topics during the day and sports scores, updated hourly, in the evenings. Each 20-minute cycle in JTV2 contains roughly 60 slides or pages. Each page is a complete story with headline, illustration and accompanying graphics.

Colony's New Bedford, Mass., system presented a live, three-hour cablecast on election night for the city's new mayor. The system covered the campaign, cablecasting eight hours of debates among candidates and presenting newscasts in both English and Portuguese.

Bolger gives reasons for resignation

He cites objections by other members to his continuing on ex officio basis

In a July 14 letter to the NAB board members, Forward Communications' Tom Bolger said he suddenly resigned his ex officio executive committee seat two weeks ago because he felt he lacked "the full backing of the executive committee members and sufficient radio board support."

Bolger also asserted that the challenges to his position on the board were "totally baseless." After eight years of service at the NAB, he said, he "would not have selected this scenario to end my NAB career. But there comes a time in each person's life when principles outweigh personal pursuit."

Bolger announced his resignation and walked out of an executive committee meeting after a heated exchange with NAB's radio board vice chairman, Martin Beck of Beck-Ross Communications (BROADCASTING, July 18). Beck objected to Bolger's continuing to serve in his ex officio capacity in place of the most recent former chairman, William Stakelin, who had resigned to become president of the Radio Advertising Bureau. Beck's primary objection was that if Bolger remained, the makeup of the executive committee would be unbalanced in television's favor. (The new joint board chairman, Gert Schmidt of Harte-Hanks Communications, is also from the television side.) In addition, Beck expressed concern that the new TV board vice chairman, William Turner, is another executive committee member from the Forward group (he is president-general manager of KCAU-TV Sioux City, Iowa).

Prior to walking out of the meeting, Bolger reportedly claimed he was being forced out to pave the way for Beck's election as joint board chairman in two years ("Closed Circuit," July 18).

Beck denied the charge last week. "It's untrue and ludicrous to think that I am trying to get the position," Beck said. He said he planned to leave the board next June and was not interested in running for anything. He felt strongly, however, that a "radio guy" should be in that position or "nobody." Other radio board members agreed, he added. And Beck insisted Bolger was elected as a TV board member and has always represented the TV side. Even though the position is nonvoting, Beck said the executive committee usually does things by consensus. The radio board chairman expressed regret that Bolger, he said, had misunderstood him and "thought I was impugning his morality."

The text of Bolger's letter follows:

I have officially withdrawn as a possible member of the NAB executive committee. The main reason for my decision was that I felt I did not have the full backing of executive committee members and sufficient radio board support. Radio chairman Marty Beck stated that my participation in committee deliberations was "morally wrong" and claimed a "vast majority" of radio members concurred. I was led to believe that these feelings emerged from the fact that the television board's vice chairman and I are employed by the same company and that there was a fear of the committee being dominated and therefore influenced by television members.

For the record, I believe the concerns and accusations to be totally baseless. First, an executive committee position has traditionally been occupied by the past chairman, regardless of his radio or TV board background, or having served in positions from which he can contribute valuable experience and a perspective beneficial to the NAB. I've served more years (six) on the executive committee than all the current members combined. I consider this to be valuable input to any discussion.

Second, whether the immediate past chairman's initial service was with the TV or radio board is immaterial. Having served our association for eight years, including the role as joint chairman, I believe my radio participation and interest speaks for itself and transcends "we versus they" pettiness. Furthermore, I am actively responsible for at least as many radio stations as the radio board officers combined.

Third, as for concerns about both Bill Turner and me serving on the committee, the past chairman does not have a vote. If my own integrity did not dictate appropriate controls, it should be incumbent on the committee to enforce appropriate sanctions on me or anyone else.

If you were one of the "vast majority" your chairman referred to, I am sorry you felt that way. If you are not, I appreciate your continued support and confidence.

I have enjoyed serving the NAB for the past eight years even though it has been without remuneration and at an untold cost to my company and family. I would not have selected this scenario to end my NAB career. But there comes a time in each person's life when principle outweighs personal pursuit.

Best of luck for the future and I wish you deserved successes for our great industry.

Radio and TV board members polled by BROADCASTING felt the incident was unfortunate. For the most part, radio board members supported Beck's position. "It's unfortunate he went out with bitter feelings," said one radio board member, who characterized Bolger's service as "exemplary." Some members refused to comment, saying it was a personal matter between the NAB and Bolger.

Radio board member Walter May, WPKE(AM)-WDHR(FM) Pikesville, Ky., said he was surprised Bolger was still on the executive committee. According to the association's bylaws, he said, Bolger was not technically eligible. The subject will probably resurface at the next joint board meeting in January, he added.

Some TV board members shared Bolger's

resentment. "I think it's a bunch of baloney and I don't see the validity of the argument," said one. "[The affair] had more to do with egos than anything else." Said another: "The NAB is a loser. It loses Bolger's services and it loses by publicly demonstrating that there is division among radio and TV." □

Mutual goes after fairness doctrine

Network to launch series of print ads calling for equal First Amendment rights for radio and television

The Mutual Broadcasting System will launch a print advertising campaign advocating repeal of the fairness doctrine, it announced last Monday (July 18). Set to begin in early August and continue at least through the end of the year, the campaign will feature full-page ads in *Atlantic Monthly*, *Forbes*, *Nation's Business* and *Newsweek* and may be accompanied by spots on the Mutual Radio Network.

Announcing the plan during a speech to the New York State Broadcasters Association's annual convention (see story, page 88), Mutual president and chief executive officer, Martin Rubenstein, said the ads will attempt "to begin the process of educating Congress and the electorate about the real meaning of the fairness doctrine and the need for its repeal" at a time when the country is gearing up for a presidential election



Rubenstein

year. "The fairness doctrine is perpetuated by the belief among legislators that it favors incumbents at the expense of their opponents," he said. "Could the American people be saddled with a content-regulated media because our national leaders are too absorbed in seeking re-election?"

An all-out effort to eliminate all content regulations on their industry could serve as a rallying point for broadcasters, who have

shown signs of disunity in Washington this year, said Rubenstein. The call for relief must not only apply to both TV and radio, but it must seek elimination of all content regulations from broadcasters, including section 315, the equal time rules of the Communications Act and rules on editorials and personal attack, he said.

"Our freedom of speech cannot be traded for spectrum fees or alternative forms of content regulation," said Rubenstein. "Changing the name to 'quantification' doesn't change the facts."

Flights of the ad will run weekly in *Newsweek* and *Forbes* through August, according to a Mutual spokesman, while those in *Atlantic Monthly* and *Nation's Business* will run in August, September and October. Company officials would not disclose the budget for the campaign, except to say that it is in six figures.

If the company decides to feed an accompanying campaign over its radio network, it will be up to affiliates to decide whether to run the spots, said Rubenstein, because affiliates would be subject to restraints under the fairness doctrine for running them.

The design of the print ad is being kept under wraps until the campaign breaks, but its copy will read as follows:

The First Amendment guarantees the rights of free speech and freedom of the press which magazines and newspapers enjoy. But these constitutional rights are effectively denied to radio and television by federal regulations that govern the content of news broad-

casts.

The "Fairness Doctrine," which embodies several regulations, is good case in point. It looks good in theory since it proposes "equal opportunity" for and "reasonable access" to opposing viewpoints. In practice, it doesn't work. Stations often choose to remain silent on many important issues for fear of opening a Pandora's box of competing claims for airtime. The result is that viewpoints which could contribute to public knowledge and debate go unheard.

According to a recent Roper poll, 82% of Americans now get their news primarily from

the broadcast media. For this majority, the press is radio and TV. But these media are protected by the First Amendment. Could this have been the intent of our founding fathers? We don't think so.

When the primary news source for a majority of citizens is denied its First Amendment rights, it's time we all became alarmed. At the Mutual Broadcasting System we think it's time to give radio and television the same First Amendment protections that newspapers and magazines have enjoyed since 1791. Congress should repeal the so-called "Fairness Doctrine" in the name of fairness.

Changing Hands

PROPOSED

WJIM-TV Lansing, Mich., and WKBT(TV) La-Crosse, Wis. □ Sold by Gross Telecasting Inc. to Universal Communications Corp. (Unicom) for \$48 million. **Seller**, based in Lansing, Mich., is publicly held company headed by James H. Gross, president. It also owns WJIM-AM-FM Lansing. **Buyer** is newly formed venture of Forstmann Little & Co. and John D. Backe, former CBS president. Forstmann Little & Co. is private New York investment firm. Backe is also president of Tomorrow Entertainment Inc., television production company he owns jointly with Dancer Fitzgerald Sample Inc. Unicom also bought WRGB(TV) Schenectady, N. Y. (see ap-

proved sales below). WJIM-TV is CBS affiliate on channel 6 with 100 kw visual, 20 aural and antenna 1,000 feet above average terrain. WKBT is CBS affiliate on channel 7 with 955 kw visual, 191 kw aural and antenna 1,140 feet above average terrain. *Broker: R.C. Crisler & Co. Inc.*

WHEC-TV Rochester, N.Y. □ Sold by Broadcast Enterprises National Inc. to Viacom International Inc. for \$24.5 million plus share of Viacom's KDIA(AM) Oakland, Calif., a WDMA(AM) Memphis to BENI. **Seller**, based in Philadelphia is, principally owned by Frank A. Henry, president. It owns WPDQ(A) Jacksonville, Fla.; WAOK(AM) Atlanta; WTLC(FM) Indianapolis; WITH(AM) Baltimore; WBLZ(FM) Hamilton, Ohio, and WJZ(AM) Pittsburgh. **Buyer**, based in New York is publicly traded company headed by Ral M. Baruch, chairman. It is broadcast group owner, cable MSO and major program distributor. It recently bought KSLA-TV Shreveport, La. (BROADCASTING, April 18). WHEC-TV is CBS affiliate on channel 10 with 316 kw visual, 39.8 kw aural and antenna 500 feet above average terrain. KDIA is on 1310 khz with 5 kw full time. WDMA is on 1070 khz with 50 kw day and 5 kw night.

WNOV(AM)-WQXA(FM) York, Pa. □ Sold by stockholders of Rust Communications Group Inc. to Central Penn Broadcasting Inc. for \$4 million. **Seller** is owned by William F. Rust Jr. and family. It also owns WHAM(AM)-WHFM(FM) Rochester, N.Y., and WSOM(AM)-WQXK(FM) Salem, Ohio. It recently sold, subject to FCC approval, WPTR(AM) Albany and WFLY(FM) Troy, both New York (BROADCASTING, July 4). **Buyer** is owned by Harold G. Fulmer III. It also owns WLKK(AM)-WLVU(FM) Erie, Pa., and WSAN(AM) Allentown, Pa. WNOV is daytime timer on 1250 khz with 1 kw. WQXA is on 105.7 mhz with 46 kw and antenna 520 feet above average terrain.

WLQR(FM) Toledo, Ohio □ Sold by Radio Airtron Inc. to WSPD Inc. for \$3,275,000, including \$500,000 for noncompete agreement. **Seller** is owned by Susquehanna Broadcasting Co., York, Pa.-based group owner of six AM's, seven FM's and one TV, principally owned by Louis J. Appell, president, and family. They sold, subject to FCC approval, WSBA-TV York for \$2 million (BROADCASTING, Jan. 17). **Buyer** is principally owned by Willard Schroeder, chairman.

Attractive Opportunities

- | | | |
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| Midwest | Fulltime in attractive and economically healthy market. An opportunity to purchase an AM at just over one times this year's gross sales and six times cash flow. Terms available. | \$1,300,000 |
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an. It also owns WSPD(AM) Toledo and WOOD-AM-FM Grand Rapids, Mich. WLQR is on 101.5 mhz with 15 kw and antenna 810 feet above average terrain.

BLN(TV) Bloomington, Ill. □ Sold by Grace Communications Corp. to Midwest Television Associates for \$1,907,000. **Seller** is headed by Bruce W. Dunn, president. It has no other broadcast interests. **Buyer** is owned by a group of 26 Illinois investors, headed by Paul Misch, president (20%); Bloomington attorney. It has no other broadcast interests. **BLN** is independent on channel 43 with 200 kw visual, 240 kw aural and antenna 79 feet above average terrain.

VEWO(AM)-WSTS(FM) Laurinburg, N.C. □ Sold by Curtis and Associates Inc. to Durham Life Broadcasting Inc. for about \$2.8 million of Durham Life stock, including 100,000 noncomplete agreement. **Seller**, owned by Donald W. Curtis, president, also owns WTAB(AM)-WKSM(FM) Tabor City, N.C., which will be sold upon approval of his sale. Curtis and Associates will become wholly owned subsidiary, and Curtis will become executive vice president and general manager of Durham Life Broadcasting. **Buyer** is owned by Durham Corp., based in Raleigh, N.C., which also owns two insurance companies. Durham Life Broadcasting Inc. is headed by George M. Womble, chairman and Felton Coley, president. It owns WPTF(AM)-WQDR(FM)-WPTF-TV Raleigh. **VEWO** is on 1460 khz with 5 kw full time. **WSTS** is on 96.5 mhz with 100 kw and antenna 650 feet above average terrain.

LBK-TV Lubbock and KTXS-TV Sweetwater, both Texas □ Twenty-eight and one-half percent sold by John Lee to Charles Woods and Robert L. Dudley for \$1.09 million. **Seller** is selling his interest in stations to other stockholders, Woods (47%), and Dudley (24%). **KTXS-TV** was recently sold, subject to FCC approval, to W.M. Moore Jr. for \$3.5 million (BROADCASTING, May 16). **LBK-TV** is CBS affiliate on channel 13 with 116 kw visual, 25.1 kw aural and antenna 380 feet above average terrain. **KTXS-TV** is ABC affiliate on channel 12 with 257 kw visual, 25.7 kw aural and antenna 1,400 feet above average terrain.

KFXD-AM-FM Nampa, Idaho □ Sold by Idaho Broadcasting Co. to Boise Broadcasting Ltd. for \$1.1 million. **Seller** is owned by Wayne C. Cornils (19.7%), Orval Hansen (37%), his brother, Reed Hansen (7.6%), George Freund (26.7%) and Arthur Oppenheimer (9%). Cornils is radio vice president of National Association of Broadcasters; Orval Hansen is Washington attorney; Freund is Idaho Falls, Idaho, nuclear engineer; Oppenheimer is Boise, Idaho, businessman, and Reed Hansen is Pocatello, Idaho, farmer. They have no other broadcast interests. **Buyer** is owned by Philip T. Kelly and Richard L. Voight (50% each). It also owns WDBQ(AM)-KLYV(FM) Dubuque, Iowa; KATE(AM)-KCPI-FM Albert Lea, Minn.; WFGO(AM) Fargo, N.D., and WNFL(AM) Green Bay, Wis. **KFXD** is on 580 khz with 5 kw full time. **KFXD-FM** is on 94.9 mhz with 16 kw and antenna 2,520 feet above average terrain. *Broker: Blackburn & Co. Inc.*

STR(AM) Grand Junction, Colo. □ Sold by

Media Financial Corp. to KWDE Broadcasting Inc. for \$770,000. **Seller** is owned by Richard Ostberg, president, Gary Clouse and others. It also owns 40% of KOOO(AM)-KESY-FM Omaha. **Buyer** is owned by Thomas J. Wiens, who also owns KWDE(FM) Montrose, Colo., and KATI(AM)-KAWY(FM) Casper, Wyo. **KSTR(AM)** is daytimer on 620 khz with 5 kw. *Broker: Prikryl Media Investments.*

WTTB(AM) Vero Beach, Fla. □ Sold by Atlantic Communications Inc. to WTTB Inc. for \$525,000. **Seller** is headed by Robert E. Kusch, president, and has no other broadcast interests. **Buyer** is owned by Harry L. Reiner, president (21.33%), and six others. Reiner owns 80% of WLBE(AM) Leesburg, Fla.; Simon Goldman, stockholder (16.66%), also has interests in WJTN(AM)-WWSE(FM) Jamestown, N.Y.; WVMT(AM) Burlington and WSYB(AM)-WRUT(FM) Rutland, both Vermont; and has sold, subject to FCC approval, WLKK(AM)-WLWU(FM) Erie, Pa., for \$1.5 million (BROADCASTING, April 11). He also has interest in applicant for new TV's at Hollywood, Fla., and Brunswick, Ga. **WTTB** is on 1490 khz with 1 kw day and 250 w night. *Broker: Blackburn & Co.*

□ Other proposed station sales include: KJEM(AM) Bentonville, Ark.; WXXR(AM) Cullman, Ala.; KLEH(AM) Anamosa, Iowa; WPTR(AM) Albany, N.Y.; WFLY(FM) Troy, N.Y. (BROADCASTING, July 4); WNPC(AM) Newport, Tenn.; WORH(AM)-WOKI-FM Oak Ridge, Tenn., and WTJH(FM) Bellow Falls, Vt.

WRGB(TV) Schenectady, N.Y. □ Sold by General Electric Broadcasting Co. to Universal Corp. for approximately \$35 million ("Closed Circuit," April 4, 18). **Seller** is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's and 13 cable systems. GE has put up all eight radio stations and two of its TV's for sale (BROADCASTING, Nov. 22, 1982). It recently sold KFOG(FM) San Francisco, last of broadcast properties for sale, for about \$4.5 million. **Buyer** is newly formed venture of Forstmann Little & Co. and John D. Backe, former CBS president (see WJIM-TV Lansing, Mich.-WKBT(TV) La Crosse, Wis., in proposed sales above). **RGB** is CBS affiliate on channel 6 with 93.3 kw visual, 11 kw aural, and antenna 1,020 feet above average terrain.

WCMF(FM) Rochester, N.Y. □ Sold by Scornix Group Broadcasting Inc. to Stoner Broadcasting System Inc. for \$5.1 million. **Seller** is East Moline, Ill.-based group owner of three AM's and five FM's, headed by Scott R. McQueen, president. **Buyer** is Des Moines, Iowa-based group owner of five AM's and six FM's, headed by Thomas H. Stoner, chairman. **WCMF** is on 96.5 mhz with 20 kw and antenna 457 feet above average terrain.

KDOS(FM) Fremont, Calif. □ Sold by Spanish Metro to Leon A. Crosby for \$1.5 million. **Seller** is owned by Robert L. Williams (85%) and James E. Coyle (15%). They also own

June 30, 1983

Urbana Cable Television, Inc.

a wholly owned subsidiary of

Communication Corp. of America

has acquired the assets of

Champaign Cablevision Co., Inc.

a CATV system serving the community of

Urbana, Ohio

Todd Hepburn, vice president of the undersigned, initiated this transaction and assisted both parties in the negotiations.

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KCTY(AM)-KRAY-FM Salinas, Calif. Buyer also owns WFAT(TV) Johnstown, Pa., and has interest in new UHF TV at Richardson, Tex. KDOS is on 104.9 mhz with 3 kw and antenna 115 feet above average terrain.

WHMP-AM-FM Northampton, Mass. □ Sold by brothers, Charles W. and Peter L. DeRose, to Northampton Broadcasting Corp. for \$1.2 million. Sellers have no other broadcast interests. DeRose family publishes *Hampshire Gazette*, Northampton. Buyer, based in Middletown, N. Y., is owned by Robert F.X. Sillerman and Bruce Morrow, who also own WRAN(AM) Dover, N.J.; WJJB(FM) Hyde Park and WALL(AM)-WKGL(FM) Middletown, both New York, and 50% of WATL-TV Atlanta. WHMP is on 1400 khz with 1 kw day and 250 w night. WHMP-FM is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain.

Construction permit for WSMK(TV) Indianapolis □ Eighty percent sold by Indianapolis Television Corp. to Anacomp Inc. for \$800,000 to be invested in construction of station. Seller is owned by Melvin Simon (51%), his brother, Fred (9%), and Gerald Kraft (40%). Melvin Simon will retain 10% interest. His other brother, Herbert Simon, will buy 10%. Buyer is Indianapolis-based, publicly held computer services company headed by Ronald D. Palamara, president and chairman. It has no other broadcast interests. WSMK has grant for channel 59 with 2,109 kw visual, 414 kw aural and antenna 978 feet above average terrain.

□ Other approved station sales include: KZMK(FM) Bisbee, Ariz.; KBOQ(FM) Marina, Calif.; WHFU(FM) Piconning, Mich.; WQZQ(FM) Moyock, N.C., and WFCB(FM) Chillicothe, Ohio. □

TV group could better channel their effort by participating more in the NAB.

Joining Rubenstein in his appeal was NAB President Edward Fritts, who said his organization is currently working on "11 different issues" on behalf of broadcaster "Now more than ever before, the NAB at state associations need to work together," he said.

Fritts surprised NYSBA President Donald F. Snyder, vice president, general manager



Fritts



Stakelin

Unity: the call is sounded at NYSBA meeting

Broadcasters hear repeated pleas, from Fritts, Rubenstein, Stakelin to stop in-fighting and organize behind deregulation effort

Broadcasters should unify their lobbying efforts and should exercise more responsibility in programing decisions, according to key speakers at the 22d annual convention of the New York State Broadcasters Association, which took place last week (July 18-20) at Grossinger's Conference Center, Grossinger, N. Y. The event, which attracted over 350 participants to the Catskill Mountains resort, featured debates on the influence of broadcasting on the electorate and the future of broadcasting, as well as renewed calls for a greater effort toward winning deregulation on Capitol Hill.

Leading the call for unity in Washington was Martin Rubenstein, president and chief executive officer, Mutual Broadcasting System, who told delegates he had been embarrassed on recent visits to Capitol Hill because members of Congress are confused by conflicting positions on deregulation that have been advanced by different broadcaster trade organizations. "I know you've heard others talk about competing organizations

and it's been ballyhooed in the trade press, but when I went up to Capitol Hill I encountered it firsthand," he said. "It was embarrassing to spend more than half my time trying to sort out the players and explain their conflicting positions.

"Congress cannot hear our demands above the din of our own infighting," said Rubenstein. "Even our allies on the Hill are saying that it's time for us to unify our approach and create a master plan."

The time for deregulation of broadcasting "is ripe," said Rubenstein. "The leadership of the government—especially the FCC—is approachable and sympathetic, but we are too preoccupied with intramural battles between industry organizations."

In a separate interview, Rubenstein said he is concerned not only with differing positions on deregulation that are being taken by the National Association of Broadcasters and the National Radio Broadcasters Association, but with a movement by some major television operators to create a new organization to represent their positions both at NAB and in Washington in general. The "last thing broadcasters need right now is another trade organization," he said, and suggested that leaders of the fledgling new

WBNG-TV Binghamton, N. Y., by presenting a check for \$2,300 to the New York state association from the NAB, to be used to defray lobbying expenses of NYSBA leaders. The size of the "Broadcaster State Association Honorarium" a recent innovation of the NAB, is determined by a formula based on NAB membership in each state, Fritts said.

He urged New York broadcasters to get involved in the effort to push a favorable deregulation bill (H.R. 2382) through the House Energy and Commerce Committee. "Only five of the 34 New York representatives are co-sponsors of this bill," he said.

In addition to building up its government relations department, the NAB has "embarked on a long-range study" aimed at enabling it to "stay ahead of the ball instead of simply catching up," Fritts said. The decision to launch the study had been made the previous week at an NAB executive committee meeting in Washington (BROADCASTING July 18). On a more immediate front, Fritts said the association is forming a task force spearhead efforts to retain regulations that require cable operators to carry the signals of local broadcasters.

Calling for a different kind of unity, William L. Stakelin, in his first address since his installation three weeks ago as the new president of the Radio Advertising Bureau, urged radio broadcasters to show great support for his organization. The RAB is "a mechanism to coordinate your efforts" to promote radio as an advertising medium, he said. It "can serve as a clearinghouse for your success stories" and for information that will convince advertisers radio is a primary rather than a secondary medium.

One of radio's problems in the past has been that it has "not been able to get to the dais at forums" where issues in advertising were being considered, said Stakelin, who noted that at a recent meeting of a major national advertising organization, no speakers had been scheduled to talk about radio effectiveness. In a brief but energetic speech that some in the audience noted had an evangelical style, Stakelin said RAB's goal is to

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NYSBA's First Lady. Ellen S. Cody, administrative director of the NYSBA for 25 years prior to her recent retirement, received a special tribute from the organization at its annual awards dinner Monday night. Cody, who had been hospitalized for an eye ailment just prior to the convention, received a lengthy standing ovation from NYSBA members when introduced from the dais and a check for \$10,000 in remembrance of service since the association's founding. L to r: Joe Reilly, executive VP, NYSBA; Donald Snyder, president of NYSBA; Ellen Cody, and her husband, Charles P. Cody.

Thicke of the Night.

Field, however, termed its decision "consistent with the previously announced liquidation of Field Enterprises Inc." In April, Field announced it was being liquidated and certain assets were to be sold off, including the *Chicago Sun-Times*. Those assets that were not sold within one year, Field said, are to be distributed to a partnership owned equally by half brothers Frederick W. and Marshall Field V, who also each own 50% of the voting stock of Field Enterprises. One of the reasons stated for the liquidation and reorganization was Frederick Field's "desire to pursue other business interests." □

Debt relief on way for NPR

At least half of National Public Radio's current debt will be put to rest before the end of the year, if all goes well with a deal the network concluded last week. NPR would receive \$5 million from National Information Utilities Corp., its partner in a for-profit venture distributing digital information via FM subcarriers and NPR's satellite distribution system. The 10-year deal, authorized by NPR's board last Wednesday, was a renegotiation of the original 25-year contract setting up the partnership, INC Telecommunications, signed in June 1982.

The renegotiated agreement would:

- Give NPR \$5 million at the closing of the NIUC's securities offering and 5% of the future domestic operating revenues of INC.

- NPR would forgo its 20% holding in INC, have only one representative—instead of the previous four—on a nine-member board of directors, and forgo the previous compensation plan calling for payments to NPR of \$87.5 million over the next 25 years.

- Assign NPR the burden to secure the FM subcarrier in each of 60 markets. Whereas previously NPR had to show that it had made a "best effort," the new agreement establishes a monetary penalty for failure to obtain 10-year station commitments. The new agreement also provides increased monetary benefits to participating stations.

- Give preferential treatment on all INC subcontracts.

The new offer was first discussed in late June between former NPR board chairman Maurice Mitchell and NIUC officials and underwriters. NPR officials said the \$5 million upfront—in the previous contract NPR would not receive that much money until the venture was into its fifth year of operation—was not luring them into a less-than-desirable agreement. Richard Hodgetts, vice president of the network's for-profit arm, NPR Ventures, said, "It's going to make their company [NIUC] stronger. Anyone who believes the new offer is just done for charity is wrong." The agreement, he said, offered good things to both parties.

NPR board chairman, Donald P. Mullally, noted that the up-front money would "cut the deficit substantially, reducing the amount of money we will have to borrow and the time period over which we will have to borrow it. I recall the board vote was unanimous." □

eatly increase its membership. "No man is a moral right," he said, "not to support an organization that is working in his behalf."

The three-day NYSBA convention, which featured addresses from New York Governor Mario Cuomo and U.S. Senator Alfonse D'Amato (R-N.Y.), drew praise on many of its delegates for its well planned agenda. Conference chairman was William O'Shaughnessy, president, VOX(AM)-WRTN(FM) New Rochelle, N.Y. □

Field to dismantle Philadelphia station, WKBS-TV

In unusual move, license will be returned to FCC; programming rights, some equipment will be sold to WPHL-TV there

Not since the early days of UHF television as a licensee done what Field Communications announced it would do by Sept. 1: voluntarily hand in its license for WKBS-TV Burlington, N.J. (Philadelphia) to the FCC ("In Brief," July 18).

In a move that bucks the trend of increasing values being put on independent stations in major markets, Field stated that although considered selling the station, it had "concluded a greater value could be realized for its shareholders" by ceasing operations and selling off some of the station's assets.

The Providence Journal Co., licensee of independent WPHL-TV Philadelphia, agreed to buy "substantially all" of WKBS-TV's programming rights, a Field spokesman said. WPHL-TV also agreed to purchase some production equipment, principally cameras, tape and editing equipment. Field would not comment on its plans for the rest of the plant, which, although licensed to Burlington, N.J., across the river, is actually located out-

side downtown Philadelphia, within city limits.

Field Enterprises first announced it was putting its broadcasting subsidiary of six independent TV stations on the block exactly one year ago (BROADCASTING, July 26, 1982). Since then, it has successfully sold off the stations, one at a time, to different buyers, but a buyer for WKBS-TV had remained elusive. All the sales except WKBD-TV Detroit have been approved by the FCC. Cox Communications' deal to buy that for \$70 million is pending before the FCC.

Media brokers, however, did not seem to think the recent Field action of handing in its last license is a portent in station trading. Often cited is the fiercely competitive Philadelphia market, where three network V's battle with three independent U's, one STV station plus one noncommercial station for viewers. Also blamed was the shortage of programming available to the stations caused by overcrowding in the market.

Although brokers and broadcasters wondered otherwise, Field Communications President Don Curran said that WKBS-TV was "profitable." He would not elaborate or indicate how much Field would gain by selling off WKBS-TV's assets. Field, in a statement, said it would "recover the company's investment in television broadcasting in Philadelphia" by selling the program rights and production equipment to WPHL-TV.

As an indication of how much the plant and equipment could be worth, Jim Blackburn, a Washington-based media broker, estimated costs between \$3 million and \$6 million to put a new full-power TV station on the air. More intangible is the price tag attached to WKBS-TV's programming rights and film library.

Its current list of off-network syndicated programs includes *All in the Family*, *WKRP in Cincinnati*, *Sanford & Son*, *Saturday Night Live*, *Mork & Mindy*, *B.J. Lobo Show*, *Night Gallery*, *At the Movies*, *In Search of...* and *Memories with Laurence Welk*. WKBS-TV has also contracted to buy

NLC caught in a quandary

While still supporting S. 66, group agrees not to oppose members fighting compromise

It's hard to say where the National League of Cities stands on pending federal legislation that would loosen the regulatory grip of cities on their cable television operators.

It still claims to support S. 66, the cable regulation bill passed by the Senate last month, and the compromise with the National

Cable Television Association that is the basis for the bill. But at a meeting in Seattle July 15-16, the NLC board, under pressure from the growing number of member cities that oppose the compromise and bill, agreed not to oppose attempts by those cities to modify the House version of the bill in ways that would violate the compromise. What's more, the board promised that the NLC staff would provide dissident cities "all necessary technical assistance" in their efforts to make the legislation more palatable to them.

The apparently incongruous position, adopted by a 17-to-13 vote, makes a lot of sense to the NLC. It placates some of the more vocal anticompromise cities, while permitting the NLC to preserve what one board member called "the association's institutional integrity." Had the board withdrawn its support of the compromise altogether as some members had advocated, the NLC's leadership would have been embarrassed and its credibility on Capitol Hill would have suffered.

After five months of often strained negotiations, the NLC and the NCTA finally agreed on the compromise two days before the NLC's March 6 board meeting. With little debate and without the endorsement of the NLC's transportation and communications committee, the board approved the compromise. Once city cable officials began talking at the compromise, however, the opposition to it quickly began to mount. Concerned that the compromise would strip them of far more regulatory power than they were willing to give up, many cities publicly disclaimed the compromise and S. 66. Hundreds of cities and counties either individually or through municipal leagues of cities have expressed their opposition. Carrying the ball for the so-called dissident cities in Washington these days is the U.S. Conference of Mayors, which came out against the compromise and bill last month.

The resolution not to oppose attempts to modify the compromise was introduced by Annette Trosch, a councilwoman from Charlotte, N.C., and chairman of the transportation and communications steering committee. "I think my committee tried to find a middle ground," she said, "and make a positive recommendation to the board to deal with the present situation we're in."

As adopted, the resolution is an abbreviated, amended and, in the opinion of at least one board member, "watered down" version of that written by the committee. It says: "There are numerous substantive concerns among cities on various portions of the compromise, including franchise renewal provisions, buy-back procedures and grandfathering of existing franchises and RFP's. The National League of Cities will not oppose efforts to improve the compromise and the NLC staff will provide all necessary technical assistance in those efforts."

NLC officials in Washington last week tried to downplay the significance of the action. George Gross, director of the office of federal relations, said the NLC's vote was a mere affirmation of routine NLC policy. The association has never opposed "any city that is trying to get something for itself," he said. In 1978, several Texas cities worked against most other cities and the NLC to defeat a \$1 billion federal handout to cities plagued by unemployment, he said. NLC lobbyists spoke for the subsidy, he said, but they never spoke against the Texas cities or their arguments. In addition, he said, the NLC is always prepared to provide "technical assistance" to members involved in legislative battles. In terms of the cable legislation, he said, it means the NLC will probably be writing amendments designed to undercut the compromise.

If such behavior is expected of the NLC staff, why did the members insist on the res-

olution? "There is concern among some of the dissident cities that the NLC, being for the compromise, would, in fact, work against the adoption of an amendment," said Gross. "They wanted to make sure that when George Gross, Cynthia Pols [NLC legislative counsel], and Charles Royer [NLC president and mayor of Seattle] are lobbying, they don't say: 'That's a stupid idea from that city.'"

But if the NLC's action was not substantive, it certainly was symbolic—of different things to different people. Tom James, director of consumer services for Dallas, who has been lining up cities and counties in opposition to the compromise, saw the vote as an indication of NLC's shallow support. "It's encouraging that the NLC recognized that the original vote on the compromise [last March] really did not represent the sentiment of a substantial portion of the membership." And despite Gross's protestations to the contrary, James said, assurances that the anti-compromise cities would not butt heads with NLC staff on Capitol Hill are necessary. "In the Senate," he said, "the NLC staff was working against us."

Carol Bellamy, the New York councilwoman who was the only NLC board member to vote against the compromise at last March's meeting, saw the vote as implicit endorsement of the compromise. Believing that the board should have admitted it "made a mistake" and withdrawn its support for the compromise at last week's meeting, Bellamy said adoption of the resolution was the "least" the board could have done. The reso-

Minority ownership no guarantee. In a move that has elicited criticism from minorities, the FCC Review Board has affirmed an initial decision granting the application of Judy K. Purtle for a new FM station at Russellville, Ark., over the applications of Horne Industries Inc. and River Valley Broadcasting Inc., which is 15%-owned by a black.

In an initial decision, Walter C. Miller said Horne Industries, which already owned KARV(AM) Russellville, and had other media interests, was a "clear loser" under the commission's diversification of media criterion. River Valley, he said, deserved a slight preference for proposing auxiliary power. But its 100% integration proposal was qualitatively inferior because a 15% principal had been "untruthful," had "less than a stable employment record" and had "dead-beat propensities," Miller said.

As a result, Purtle, whose 100% integration credit was enhanced by, among other things, nine years of broadcast experience, local residence and civic participation, was the preferred applicant, Miller said.

In its decision, the board agreed that Purtle was entitled to a "solid, qualitative integration enhancement." While River, meanwhile, was 15% owned by a minority, the Review Board suggested that for an applicant to derive a competitive edge, minority participation should be controlling. "It appears to us that the general threshold for awarding any significant comparative qualitative enhancement for integrated minority ownership should be set at a more-than-50% (or otherwise controlling) interest level to insure the 'substantial likelihood that diversity' of viewpoints will be increased," the board said. "Although a lower level of integrated minority ownership may be decisional in otherwise deadlocked cases . . . an applicant with less than controlling integrated minority ownership cannot expect to be preferred over a comparatively superior applicant," the board said.

"River Valley is found comparatively inferior even if arguendo [for the sake of argument] we assess no demerit whatsoever for the inopportune misstatements of its minor principal," the board concluded. "Its 15% minority ownership . . . cannot compete under our amplified comparative criteria with Purtle's qualitative attributes, even if we lightened somewhat the enhancement for her past broadcast experience and her civic participation."

Top level leak. The revelation that FCC Chairman Mark Fowler is now leading the effort to come up with a "compromise" to outright repeal of the domestic syndication and financial interest rules (BROADCASTING, July 18) was more surprising to some than others. Robert Taft Jr., an attorney for Taft Broadcasting Co., got the news from the chairman himself July 13.

Taft told BROADCASTING he had run into Fowler on the street as the chairman was leaving a restaurant. According to Taft, Fowler told him of the compromise, without spelling out specifics, but added that it would be "favorable" to Taft, which has been lobbying for retention of the rules.

In an official filing with the commission, Taft referred to the conversation for the record and went on to recommend, as the Committee for Prudent Deregulation had the week before, that the commission seek comments on its compromise position. "We would be interested in studying and discussing with the commission the terms of any proposed compromise position or positions, if and when we learn of their terms. We therefore request that a suitable period be set for preparation for and submission of informal discussion and written comments relating to any or all proposed compromise positions," Taft said.

lution, she said, will be seen in Washington as a affirmation of the NLC's support for the bill and should give a boost to passage of a House bill.

The NCTA could not agree with Bellamy more. An official there said NCTA was pleasantly surprised that the NLC board came out of the meeting still supporting the compromise. The NCTA feared the board would withdraw its support or condition its continued support on further concessions from the NCTA, the official said. Even though NLC's may not be a strong ally in pushing the legislation through the House, the official said, the ability to say NLC supports the legislation will carry considerable weight with the congressmen.

"It comes as no surprise," said Steve Effros, executive director of the Community Antenna Television Association. "They've decided to formalize the position they took in the Senate. . . . The NLC still stands by the compromise and that is what we are going to work on in the House." Effros added he is not immediately concerned by legislative maneuvers of the dissident cities. "Until the telephone issue gets straightened out," he said, "it's number one, two and three" on his list of concerns.

NCTA's fear that the NLC board might take a more extreme position in opposition to the compromise was well founded. Board member Kevin O'Connor, an alderman from Milwaukee, one of the cities opposing the compromise, made a motion that would have required the NLC to support efforts of dissident cities to modify the compromise. Although the motion failed on a voice vote, O'Connor later said that if he had called for a roll call vote, it might have passed. Subsequent roll call votes indicated that the votes might have been there, he said.

What the anticompromise cities want in S. 66's companion bill is perhaps best expressed by language that was deleted from the Trosch resolution. All franchises and franchises resulting from RFP's that have already been issued, it said, "should be grandfathered for the full life of the contract." In addition, it said, "the provision that presumes automatic franchise renewal ought to be eliminated. The franchise renewal process should be modified in a manner to allow competitive bidding to occur without punitive and nonaffordable buy-back provisions having the effect of creating a perpetual monopoly."

Despite the action of the board, the NLC's

support for the compromise and bill is tenuous. Although cable lobbyists can claim NLC as an ally today, they may not be able to do so when they need to the most. The NLC convention is scheduled for the last week of November in New Orleans and it's expected that some of the anticompromise cities will call on the NLC leadership from the convention floor to withdraw its support of the compromise and, perhaps, even oppose the cable legislation. "We have a cable system in Dallas that is being built [by Warner Amex] right now without S. 66," said James. "If S. 66 gets stalled long enough, we will have a system. The very premise that we have to have this compromise is wiped out with the passage of time." □

NAB wants FCC to rework SCA deregulation

The National Association of Broadcasters will petition the FCC to reconsider in part its decision deregulating FM subcarrier use, requesting that the commission pre-empt state regulation of subcarrier offerings and forbear from regulating those on its own. That was the news unleashed at the National Association of Broadcasters' SCA Day video-conference presentation last week.

"The FCC has the authority to take these actions, and we believe that it must in order to insure that the federal goals of expanding the uses of FM subcarriers and providing greater spectrum efficiency will not be frustrated by protectionist and anticompetitive state regulation," Barry Umansky, NAB deputy general counsel, said. Umansky, noting that petitions to reconsider generally are "uphill" battles, urged all broadcasters intending to use or lease an FM subcarrier to support the NAB with comments.

The consensus among the other panelists at the background session seemed to be that the FCC's subsidiary communications authorization action—in which the commission expanded the FM baseband (making it possible to offer more subcarrier services) and removed restrictions on the sorts of services that can be offered—presented broadcasters with an opportunity to supplement their revenues.

James D. Monahan, a partner in the law firm of Dow, Lohnes & Albertson, however, said it might be best to forget broadcast pag-

ing operations for the near term. While "private" paging operations presumably would be exempt from regulation, established common carriers could always challenge whether those systems were in fact private carrier operations, he noted. And for common carrier offerings, operators will have to apply for FCC construction permits and licenses and could be subject to state regulation as well, he said.

Greg Skall, a partner in the law firm Blum & Nash, noted that the precise dividing line distinguishing a common from a private carrier is not yet razor sharp. But under the Communications Amendments Act of 1982, he said, land mobile operations and paging are considered to be common carrier offerings if they are directly interconnected to the telephone network. Among the exceptions to that rule, he said, is if a "user" party—not the carrier itself—arranges for interconnection.

Eric Small, vice president of engineer for Modulation Sciences Inc., a manufacturer of broadcast equipment, said he did think subcarrier paging would work as well in the big cities as it will in suburban and rural areas. Joe Meier, vice president, network and operations, Radio Data System said paging presented the "widest window opportunity" in medium and small markets where there isn't as much competition in those services now.

Dennis Waters, president of Waters Co., a consulting and publishing firm, warned, however, that broadcasters should avoid making "high tech" offerings on their own. "You'll be out of your depth," he said.

Monahan pointed out that if broadcasters leased their subcarriers to third parties, the third parties would be the ones faced with regulatory burdens. He added that broadcasters should take a "very conservative profile in leasing out their subcarriers for a time being, limiting themselves to two- or three-year leases to see what kind of business develops. Charles Jackson, a principal of the Shooshan & Jackson communications consulting firm, said those leases should permit broadcasters to share in revenues but also allow them to get out if things don't work out.

Small said that a deterrent to subcarrier offerings could be that broadcasters will lose one decibel in power for each subcarrier service offered, and small drops in modulation can make a difference, especially in major markets. If and when the commission follows through on a proposal to permit broadcasters to increase their modulation levels, he said, make up the difference they lose from subcarrier offerings, the volume of subcarrier use probably will increase, he said.

Robert Denny, technical operations manager for Jefferson-Pilot Broadcasting, said subcarrier offerings shouldn't be vetoed on technical grounds. "You do not have to live with these technical problems, as we have been led to believe," he said.

Peter Tannenwald, a partner in the law firm of Arent, Fox, Kitner, Plotkin & Kahn, urged broadcasters to consider leasing their subcarriers to utilities for load management purposes, enabling them to make profit while contributing to a public service.

Waters estimated that there are 500 broad-

sters using their subcarriers for commercial services now, with the average station asking about \$1,500 per month from those. In major markets, the stations are probably asking from \$5,000 to \$10,000 per month, said.) "The big winners will be the big cks in the big markets," he said. □

IATPE acts to stir up grass roots support for bill

IATPE International is launching a major campaign to boost support for the Waxman-Wirth bill (H.R. 2250), which would prohibit any changes to the FCC's financial interest and syndication rules and prime time access rule for five years. The three major television networks ardently opposed the measure while independent television producers and the motion picture industry are the chief proponents of the bill.

In a letter to association members, IATPE officials sounded a call to step up lobbying for the bill. "We have reached a very critical point in our efforts to preserve the financial interest, syndication and prime time access rules and are now seeking your help to insure that our prior efforts were not in vain and that the rules remain intact," the letter said.

A sample letter, which members can send to their representatives in the House asking for their support, and a list of the bill's 116 co-sponsors also were included. "The reason for this urgent letter campaign is that the networks are spending big bucks to get H.R. 2250 co-sponsors to drop off the bill and to prevent Congressmen Wirth and Waxman from moving it out of the Wirth subcommittee to the House for a final vote," the letter stated.

According to a Waxman aide, however, only one member, Representative Charles Schumer (D-N.Y.), has withdrawn his sponsorship. The aide noted the networks are targeting the bill's co-sponsors from the New York delegation and expressed surprise the networks were not more successful.

The networks' campaign against the bill, however, has been embraced by others. In addition to withdrawing his sponsorship from H.R. 2250, Schumer, along with Representatives Major Owens (D-N.Y.), Guy Molinari (R-N.Y.), Barber Conable (R-N.Y.), Robert Garcia (D-N.Y.) and Gary Calkins (D-N.Y.), sent a letter to FCC Chairman Mark Fowler stating their support for repeal of the rules. (The FCC is currently considering a rulemaking to repeal the financial interest and syndication rules.) "The rules have led to a decrease of diversity of programming and to an increase in the concentration of program production by a few major production companies, those companies fighting hardest to retain the rules. If the rules were repealed, an increasing number of independent production companies would gain access to three important sources of financing for new series development—the free networks. This would aid considerably in increasing the diversity of production sources which we believe ultimately aids the

American viewer," the letter said.

The networks' position has also gained support in the Senate. Last month, Senator Daniel Patrick Moynihan (D-N.Y.) wrote Fowler and urged repeal of the rules. "Whatever the rationale for the rules in 1970, the new and diverse competitive marketplace of 1983 no longer rationalizes the rules. Three major New York businesses have a stake in emerging communications technologies and have the right to compete freely in the marketplace without undue governmental restraint," he wrote.

Also in the House, Congressmen George Gekas (R-Pa.) and Tom Corcoran (R-Ill.), went on record opposing the bill. □

NAB asks FCC to affirm denial of fairness complaint

Association says that request by Florida utility to review complaint against WINZ(AM) is totally unwarranted

The National Association of Broadcasters has asked the FCC to deny review of a staff action rejecting a fairness doctrine and personal attack complaint by the Florida Power and Light Co. against WINZ(AM) Miami.

In its original complaint, FP&L alleged

that WINZ had violated the fairness doctrine and personal attack rule in airing what the utility described as a "barrage" of announcements and editorials opposing a rate increase FP&L was seeking last year (BROADCASTING, April 25). The Mass Media Bureau, however, found that FP&L had not demonstrated that WINZ's determination that it had fulfilled its fairness doctrine obligation was unreasonable. The bureau also ruled that it wasn't necessary to determine whether a personal attack had occurred because WINZ had offered FP&L opportunities to respond.

In response to FP&L's application for review, NAB contended that the utility was asking the FCC to establish precedent that would do "violence" to the main function of the fairness doctrine and personal attack rule, which NAB said was to keep the public informed about controversial issues of public importance.

According to the NAB, the bureau's finding that there had been no fairness doctrine violation was "fully consistent" with FCC precedent. WINZ's "good-faith" determination that "robust discussion" of the rate-hike issue wouldn't involve the personal attack rule also was proper, NAB said. "The licensee further manifested its good faith by offering to air replies by FP&L and did indeed air these replies 198 times," the NAB said.

"As with the fairness doctrine, the main purpose of the personal attack rule is to assure that the public is not left uninformed by fostering 'wide open, robust debate on issues of public importance,'" NAB said. "The rule is not meant to ban 'hardhitting, personalized comments' by the licensee." □

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Anheuser-Busch, TCI, Multimedia in pay sports deal

Service would be regional in Midwest and highlight major league baseball

Anheuser-Busch Companies Inc., the St. Louis-based parent company of what is said to be the world's largest brewing organization, along with Multimedia Inc., publisher, MSO and station group owner based in Greenville, S.C., and the Denver-based MSO, Tele-Communications Inc., have joined forces to create Sports Time, a regional pay-sports channel spanning 15 Midwestern states to be launched next April. Anheuser-Busch is the majority partner.

The pay service has already acquired the rights, under a multiyear agreement, to between 50 and 60 games per year for each of three professional baseball teams—Cincinnati Reds, Kansas City Royals and St. Louis Cardinals, the last of which is owned by Anheuser-Busch. (Multimedia, in turn, has a minority interest in the Cincinnati Reds.) Sports Time has also negotiated a rights deal with the minor league American Association. The venture may also pick up the rights to additional pro baseball clubs, but is now said to be concentrating on acquiring the rights to teams in other sports, such as professional and college basketball, hockey and soccer.

The 11 states that will be served by the proposed pay-sports service include Arkansas, Kansas, Oklahoma, Tennessee, Kentucky, Ohio, Iowa, Indiana, Illinois, Missouri and Nebraska. But it's expected that Sports Time will also serve parts of Colorado, Mississippi, West Virginia and North Carolina. The entire region will be served by one program feed, delivered by satellite.

The launch date, April 3, is scheduled to coincide with the start of the 1984 baseball season. It's expected that the service will offer programming seven days a week, from approximately 6 p.m. to midnight on weeknights and from noon to midnight on weekends. In addition to the sporting events, most, if not all, of which will be live, a portion of the program menu will be devoted to features such as sporting news or scoreboard roundups. Advertising will also be aired on the service, but officials say that it will be more limited in scope than the commercials seen on over-the-air sports events, and confined to "natural breaks" in the action.

The service itself will be based in St. Louis and headed by Larry Albus, who will retain his current position as director of A-B's sports marketing group.

Multimedia's TV production subsidiary will produce all of the events seen on Sports

Time. Donald J. Barhyte, vice chairman of Multimedia Inc., said the company's involvement in the venture was a "natural fit," given the fact that it already has the over-the-air television rights to both the Reds (WLWT-TV Cincinnati) and the baseball Cardinals (KDSK-TV St. Louis). And Multimedia's cable subsidiary is currently the 26th largest MSO in the nation.

But in the Sports Time formula, it's the TCI subscriber base that is more critical. Of the more than four million basic cable subscribers within the region to be served by the sports channel, TCI claims about 20% of the market. "That large a subscriber base will be a big help in the initial marketing of the service," noted a Sports Time spokesman. He also said that TCI will provide the transponder to be used to transmit the Sports Time programming to the region, but at this point it's unclear on which satellite it will be located.

Subscribers will be charged between \$10 and \$12 for the sports channel, which will be marketed through local cable operators. The partners hope to break even in about three years. □

RADAR shows ABC Information on top

It leads in 12-plus average audience, daily, 6 a.m. to midnight; NBC Radio second

Not only did the business side of network radio pick up momentum last spring ("Riding Gain," July 4), but, according to the spring 1983 RADAR 27 ratings report (vol. 2), the percentage of people 12 and older who listened to one or more network commercials in a total week has climbed from 71% in the fall report to 75.5% in the new book. That translates into nearly 141 million people.

The RADAR report, released by Statistical Research Inc., Westfield, N.J., shows ABC's Information Network continuing in first place among persons 12-plus with an average audience estimate of 1,733,000 listeners per commercial, Monday to Sunday, 6 a.m. to midnight. Following ABC Information are: NBC Radio Network (1,666,000), ABC Entertainment (1,617,000), RKO I (1,599,000) and ABC Contemporary (1,511,000). The five networks also finished in the same ranking order among adults 18-plus.

In the key demographic of 18-34-year-old (average audience), RKO I finished first with 916,000 listeners followed by NBC's Source at 905,000 and ABC Contemporary at 813,000. As for 25-54—the demographic availability most requested by advertisers

and ad agencies—ABC Entertainment reigns on top with 919,000 persons. Next was ABC Information with 888,000, NBC Radio Network at 883,000. The network for the 12-24 demographic is RKO I at 793,000 listeners. ABC's Radio Network—first time measured in a RADAR report—was on top in men, 12-24, 432,000 and ABC FM was first in women 12-24, registering 379,000 listeners. For listening audiences in the 35-54 demographic, NBC Radio Network leads with 582,000.

Only three networks showed percentage gains in 12-plus listeners from the fall book, with RKO II showing the largest increase up 35.1%. Sheridan was up 15.4% and RKO I increased by 4.5%. Mutual showed the biggest 12-plus percentage drop from RADAR 26, down 18.3%. Other networks showing 12-plus listener declines are: ABC FM, down 11.7%; NBC's Source, down 10.9%; ABC Information, down 10.8%; CBS Radio Network, down 6.9%; ABC Contemporary, down 6.2%; NBC Radio Network, down 3.7%, and ABC Entertainment, down 1.5%.

The downward trend of some of the traditional AM-oriented networks was not surprising to Nicholas Schiavone, vice president, radio research, NBC. RADAR released last month, showed FM's share of the national radio listening audience climbing to 65.3% this spring ("In Brief," June 1). But because the number of people listening to all radio—not just network—has stayed virtually the same from the fall report (95.2% of the U.S. population 12 years of age and older), that upswing in FM is primarily due to a decline in AM usage, Schiavone reasoned. Schiavone said that total radio's average quarter-hour audience is down 3.1% since the fall report. And the majority of that is in AM listening, he said.

Schiavone sees the decline of the youth-oriented FM networks of The Source and ABC FM stemming from increased competition in the marketplace over the past year. Advertisers and agencies can now be more selective in their youth buys, he noted.

As for prime listening among persons 12-plus (Monday-Sunday, 6 a.m. to midnight) NBC Radio Network remains on top again this time showing 28,407,000 different persons reached by one or more of its commercial broadcasts. Following NBC are ABC Contemporary (26,783,000), ABC Information (25,387,000), CBS Radio Network (24,603,000) and ABC Entertainment (22,278,000).

The top network program based on average audience estimates of persons 12-plus (audience to commercials aired within programs) is ABC Radio's *Paul Harvey News* (Monday to Friday, 8:30 a.m.—listed under the Entertainment network—at 5,429,000 listeners. Paul Harvey's news and commentary programs also finished in the second

nd third positions, with different CBS news-on-the-hour broadcasts finishing fourth through seventh. Paul Harvey's *The Best of The Story* (Monday-Friday, 3:06 p.m.) was eighth, followed by ABC Information Network's 7 a.m. hourly newscasts anchored by correspondent Joe Templeton (ninth) and CBS's *Newsbreak* broadcasts (Monday-Friday, 8:30 a.m.) anchored by correspondent Charles Osgood.

The new RADAR 27 is a 32-week continuous measurement reports with the survey period beginning last August and running through the end of April. Fifteen networks now sponsor and subscribe to the semiannual report—four of which were new this spring: National Black Network (NBN), CBS's RadioRadio, and ABC's Direction and Rock networks. Along with the networks, 35 agencies and three major advertisers also resubscribe to the service. □

NBC names Rivers sole guest host of 'Tonight'

Network's new 'Buffalo Bill' comedy renewed for next season; 'News Is the News' cancelled midway through run

The programming executives at NBC-TV were busy last week. After months of speculation, it was disclosed last Tuesday (July 9) by producers of *The Tonight Show* that the network's promises to "freshen up" the tonite program have resulted in an agreement whereby comedienne Joan Rivers will serve as the exclusive guest host of the series for a one-year period beginning this September.

The agreement with Carson Productions, which has ownership of the program, specifies that all other programs will be hosted by Johnny Carson himself or consist of *Best of Carson* episodes. Rivers, who has guest-hosted the program more often than any other substitute, will fill in for a total of about nine weeks during the year. When Rivers does host the show, she will appear Monday through Friday. NBC acknowledged last week that Rivers has outperformed most other guest hosts, and in some cases Carson himself, during her appearances.

In a separate announcement, NBC Entertainment President Brandon Tartikoff announced last week that *Buffalo Bill*, a new comedy half hour introduced last month, has been renewed for next season. The summer series, starring Dabney Coleman as an overbearing talk show host, has received a 13-episode order and could be added to the prime time schedule as early as October or as late as January. The critically acclaimed sitcom is a Stampede Production.

Not faring so well was another summer series, *The New is The News*, cancelled midway through its eight-episode run by NBC and replaced by four episodes from the cancelled limited series *The Family Tree*, originally airing last January. The family drama returned to the schedule in the 10-11 p.m. (NYT) Wednesday slot last week and continues through Aug. 10.

20 years of Entertainment and Learning

CEL has made a mark producing programming for all forms of TV

In 1963, two network producers grew tired of toiling in the network mills and set out to start their own production company so they wouldn't have to please "every whim of some network programming vice president." Twenty years later, Mert Koplín and Charles Grinker, along with Sanford H. Fisher, are prospering as principals of the Corporation for Entertainment and Learning, a New York-based production house that continues to eschew the whims of network programming vice presidents and instead finds itself equally comfortable making programs for television in many forms—commercial or public broadcasting, advertiser-supported or pay cable services, and even videodisks.

It didn't start out that way. Originally, Grinker (vice chairman and creative director of CEL, and former producer for NBC's *Monitor* radio series and *Project 20 Unit* television series, before joining Koplín in 1963 to form CEL) relates, the company earned its first dollars by selling news film clips to TV stations seeking historical footage to beef up news or documentary broadcasts. Later, the film footage was transferred to videotape, and today, CEL's Videotape News Library continues as a staple of its business with an archive on videotape that includes, the company claims, "every significant person and event of the 20th century." The Videotape News Library contains a cross-referenced index of 60 one-hour, three-quarter-inch cassettes with pictorial recordings of events ranging from assassinations to zeppelins. The library is leased on an exclusive and nonexclusive basis to TV stations as well as such group owners as the CBS-owned TV stations and the Post-Newsweek group.

In the past several years, however, CEL



Fisher, Grinker and Koplín

Ratings Roundup

With a boost from its broadcast of the annual *Miss Universe Pageant* and an unusually popular news documentary, CBS-TV finished with a strong lead over the other two networks in the prime time ratings for the week ending Sunday, July 17. It averaged a 14.8 rating/28.5 share against second-ranked NBC-TV (12.3/23.7) and third-ranked ABC (9.8/19), which scored the lowest weekly average in a nonconvention week in modern television history, according to NBC researchers.

Miss Universe (22.6/38) outgunned NBC's rebroadcast of part two of its made-for-TV movie, *Alcatraz: the Whole Shocking Story* (18.7/31) on Monday. Both were leagues ahead of *Monday Night Baseball* (9.7/17), a match between either St. Louis and Los Angeles or Atlanta and Montreal.

ABC's unusually poor performance came in part from its rebroadcast of an eight-hour mini-series, *Masada*, which averaged an 8.9 rating over four nights, from Tuesday through Friday, and was a poor third in its time period on all four nights. An ABC News Closeup, *Alias A John Blake* (6.4/13) left the network in second place on Saturday, the night ABC almost always wins. ABC's only bright spot was an 11.9/23 for the championship game of the United States Football League, a match between Michigan and Philadelphia broadcast Sunday night. It was the second highest rated USFL broadcast of the season, behind the league's opening game, which averaged a 14.2 rating.

The First 20

1.	<i>Trapper John, M.D.</i>	CBS	23.2/42
2.	<i>Miss Universe Pageant</i>	CBS	22.6/38
3.	<i>Newhart</i>	CBS	20.2/35
4.	<i>Jeffersons</i>	CBS	19.3/34
5.	<i>NBC Monday Movie—"Alcatraz: The Whole Shocking Story" (Part 2)</i>	NBC	18.7/31
6.	<i>CBS Wednesday Night Movie: Prime Suspect</i>	CBS	18.2/33
7.	<i>Simon & Simon</i>	CBS	17.7/31
8.	<i>60 Minutes</i>	CBS	16.6/37
9.	<i>A Team</i>	NBC	16.6/33
10.	<i>Magnum, P.I.</i>	CBS	16.1/33
11.	<i>Hill Street Blues</i>	NBC	15.8/29
12.	<i>Remington Steele</i>	NBC	15.7/28
13.	<i>Cheers</i>	NBC	15.7/27
14.	<i>CBS Reports: The Plane That Fell From the Sky</i>	CBS	15.3/28
15.	<i>CBS Tuesday Night Movie: Defiance</i>	CBS	15.1/27
16.	<i>St. Elsewhere</i>	NBC	15.1/27
17.	<i>One Day At A Time</i>	CBS	14.7/28
18.	<i>Knight Rider</i>	NBC	14.7/29
19.	<i>Facts of Life</i>	NBC	14.2/27
20.	<i>Family Ties</i>	NBC	13.8/27

The Final Five

61.	<i>Archie Bunker's Place</i>	CBS	7.3/16
62.	<i>Walt Disney</i>	CBS	7.2/17
63.	<i>Making of Superman II</i>	ABC	7.0/15
64.	<i>ABC News Closeup: Alias A. John Blake</i>	ABC	6.4/13
65.	<i>Voyagers</i>	NBC	5.8/13

has come into its own as a television program production house. Recently, it produced the PBS series *Creativity with Bill Moyers*, which won a 1982 Emmy award for outstanding informational series, and the USA Network's weekly sports program *Sports Probe*, which won a cable industry ACE award. CEL's *Marlo and the Magic Movie Machine*, a nationally syndicated children's program that ran from 1976 to 1979, won awards from Action for Children's Television and the Coalition on Children and Television, along with receiving accolades from civic and special interest groups.

CEL's second project with Bill Moyers, *A Walk Through the 20th Century*, will air on PBS next year. The 20-part series of one-hour programs is underwritten with a \$2-million grant from Chevron and co-presented by noncommercial stations WNET(TV) New York and KQED(TV) San Francisco. The series was originally slated for CBS Cable,

but only one program was shown before that venture shut down last September. Now picked up by PBS, *A Walk Through the 20th Century* features Moyers exploring historical figures like Franklin D. Roosevelt and Adolf Hitler, recalling the events of World War II propaganda, newsreels, the 1920's, the automobile, technology, advertising and public relations, black history, world's fairs, the Great Depression and immigration. Moyer's narrative history will be illustrated by CEL's Videotape News' archive.

Coincident with CEL's celebrating its 20th anniversary, the company's senior management has been restructured. Sanford Fisher, former executive vice president, has been named president. He replaces co-founder Charles Grinker, who has become vice chairman and creative director. CEL co-founder Mert Koplin, who was the creator of *PM Starring Mike Wallace*, a syndicated talk show which ran in 1961-62; and who had worked at various times as a writer, produc-

er, director or actor for all three networks will continue as chairman. Fisher will be responsible for running the company, while Koplin and Grinker will focus on developing new programming for CEL and oversee the company's creative activities. Fisher explained the changes have been made to accommodate CEL's expansion into made-for-TV movies, mini-series and theatrical movies.

Fisher said that CEL is developing programs not just for network television, but for such pay cable services as HBO as well. Possible HBO developments include a game show and a once-a-month program entitled *The Show of the Month*, a variety production. And although cable networks like CBS Cable and The Entertainment Channel have died and left three CEL productions without a medium—The Entertainment Channel carried *The Animal Express* and *Just For Fun*—Fisher said "there's no question that we'll find a home" for those programs.

In Sync

Planning ahead

The Ford Aerospace Satellite Services Corp. (FASSC) has plunked down a \$100,000 deposit with NASA to reserve spots aboard the space shuttle for the launch of its three high-capacity hybrid satellites in 1987. "It is important to reserve launch dates as soon as possible," said FASSC President Alan L. Parker in a prepared statement. "The shuttle manifest shows that launch opportunities in 1987 are already restricted, and will get tighter if dates for launches in 1986 slip." As hybrid satellites, the FASSC satellites will contain C-band and Ku-band transponders. Although the deposit is nonrefundable, Parker said, FASSC will continue to investigate alternative launch vehicles, including expendable U.S. rockets and the European Ariane.

S-A finds outlet for downlinks

Outlet Co., Providence, R.I., has awarded a contract in excess of \$800,000 to Scientific-Atlanta for five 10-meter earth stations. The turnkey downlinks will be installed at Outlet's five television stations: KOVR Stockton (Sacramento), Calif.; KSAT-TV San Antonio, Tex.; WCMH-TV Columbus, Ohio; WCPX-TV Orlando, Fla., and WJAR-TV Providence. The earth stations will enhance the stations' programming, said David Henderson, president of Outlet's broadcasting division, in a prepared statement. "We will pick up the network feeds, live news coverage . . . and programs of special interest to our viewers, which until now were impossible to obtain."

Spacecom makeup

Fairchild Industries Inc. and Continental Telecom Inc. are now sole owners of Space Communications Co., a company that will operate the Tracking and Data Relay Satel-

lite System (TDRSS) for NASA. After TDRSS I, the first satellite of the three-satellite system, achieved geostationary orbit June 29 despite misfiring of booster rocket (BROADCASTING, July 4), Western Union's 50% interest in Spacecom was liquidated and the interest of Fairchild and Continental was increased from 25% to 50% each. As originally planned, a portion of TRDSS capacity was dedicated to commercial use. When it was decided to dedicate an entire system to NASA last year, Western Union agreed to drop out.

Videoconferencing news

Videostar Connections, Atlanta, will set up three satellite videoconferences this fall for The Institute for Advanced Technology, seminars division of Control Data Corp. Two of the so-called "satellite seminars" will be beamed to 12 sites; the other, to 11 sites. All will originate at the studios of noncommercial WETA-TV Washington. World Communications, meanwhile, produced a "satellite video press conference" for G. D. Searle Co. on July 5. The press conference, at which Searle announced marketing plans for Nutrasweet, its new artificial sweetener, was held at Modern Telecommunications studios in New York and beamed via satellite to Chicago's Palmer House hotel, where other reporters had assembled.

More DBS competition

More and more consumers may opt for C-band "backyard" earth stations as a source of pay and other nonbroadcast programming as their cost and size get smaller and smaller. Amplica Inc., a Comsat subsidiary and a leader in the manufacturer of low noise amplifiers for earth stations, is increasing its presence in the backyard market with the introduction of a 10-foot turnkey earth sta-

tion, the Home Satellite System One. Retailing for around \$3,800, the earth station includes a fiberglass parabolic antenna, either an LNA or low noise converter and an R-2 receiver, which features remote control LED readout, detent tuning and an output for stereo audio processing. All the earth station's components are manufactured by Amplica, except the mechanism for automatically steering the dish from satellite to satellite. Regency Electronics, Indianapolis, claims it has an even smaller earth station suitable for backyard use. The new unit features a seven-and-a-half-foot dish. At this size and at \$1,495 retail, Regency says, the earth station "is expected to be very viable against potential competition from the four to six-channel DBS systems that have been proposed."

Slot switching

Wanting to leave itself room to move, the Orion Satellite Corp., which is seeking permission to launch and operate a private international satellite telecommunication system, has amended its application at the FCC to request an additional orbital slot. In its original application, it sought two locations—37.5 degrees and 50 degrees west longitude. In its amendment, it has requested a slot at 47 degrees west longitude. In its filing at the commission, Orion said it decided to include the new location after learning, through a Freedom of Information Act request, that Intelsat had requested the 47 degree slot for satellites of its own. Orion said the company didn't believe Intelsat requests would result in any real conflict with Orion's proposal. Nonetheless, it has concluded that it would be "prudent" to amend its application requesting the additional slot. An attorney for Orion said the company still only intended to use two satellites for the system.

Frank Reynolds: ABC Newsman dead at 59

Death of veteran anchor
 grieves co-workers and competitors
 in praise of his professionalism
 and his compassion

Frank Reynolds, chief anchor for ABC's *World News Tonight*, died early Wednesday (July 20) at the age of 59. His death certificate attributed the "immediate cause of death" to viral hepatitis, which it is believed he contracted when he received a contaminated blood transfusion during surgery last March for a fractured left femur. However, the certificate also noted that Reynolds was suffering from a form of cancer (multiple myeloma) that attacks the bone marrow. The cancer, which had been diagnosed several years ago but was known only to the Reynolds and a few close friends, was described as a "secondary cause" of death.

An ABC spokesman said that no one within the network organization had known that Reynolds was suffering from cancer.

In a prepared statement, Reynolds's son Sean, who is a White House correspondent for Cable News Network, said "Although my father knew for several years that he was living on borrowed time, he had hoped that through his experience in the face of terrible pain his story might one day lend courage to others who shared a similar burden. Through his professionalism, his grit and his unbending will, it can be said of him that he accomplished that mission." The younger Reynolds added that "for personal and professional reasons," his father had chosen to tell only "his closest friends and family" of his illness.

Reynolds had been plagued with leg problems ever since the Second World War, when as a sergeant in the Army he was shot in the left thigh twice during combat in West Germany, and for which he received the Purple Heart. On Jan. 17 of this year he broke his leg while on vacation in Key Biscayne, Fla., and then reinjured the limb in February in a fall on the ice in Washington. Following the fall, he underwent surgery at Sibley Memorial hospital in Washington. And though he went back to work a short time later, he complained of feeling tired, according to an ABC spokesman. Some time before his last broadcast, on April 20, Reynolds was said to have told his superiors that his physician diagnosed viral hepatitis and that he had contracted it in a blood transfusion during surgery.

It was after Reynolds assumed his position as the Washington-based anchor in 1978 for *World News Tonight* that the program limbed out of the news ratings cellar. And it was during his absence from that position since April that the broadcast slipped back to third place behind *NBC Nightly News*.



During his second year at the helm, in 1980, ABC tied NBC for second place in the nightly news race. And ABC claimed sole possession of second place during calendar years 1981 and 1982, and through the first quarter of 1983. For the second quarter of this year ABC fell back into third place with a 9.8/20, compared to NBC's 10.1/20 and CBS's 12.4/25. And ABC remained in third place through the first three weeks of the current quarter. A replacement has not yet been named for Reynolds, although during his absence, through July 1, the Washington anchor duties went, first, to David Brinkley and since July 1, Peter Jennings, ABC's London-based anchor, who moved to Washington.

Reynolds, who was born in East Chicago, Ind., on Nov. 29, 1923, began his broadcasting career more than 30 years ago with the station that later became WBBM-TV Chicago, where he was a news writer, producer and correspondent. He then became news anchor at WBKB-TV (now WLS-TV), the ABC-owned station in Chicago. In 1965, while still at the station, Reynolds went to Vietnam where he filmed a special report on his reflections of the war. The program was so well received locally that it was also broadcast on the ABC Television Network.

On joining ABC News in 1965, Reynolds was assigned to the Washington bureau and became the network's White House correspondent, a post he held until 1968. He then became co-anchor of the *ABC Evening News* with Howard K. Smith through 1970. Between stints as anchor Reynolds resumed political reporting duties, anchoring a number of political conventions and election-night broadcasts, as well as the network's coverage of the Senate Watergate Committee hearings in 1973.

Among the awards that Reynolds received during his career were the Peabody for television news broadcasting, in 1969, and an Emmy in 1980 for an ABC News special report, *Post-Election Special Edition*.

Upon hearing of Reynolds's death, Presi-

dent Reagan issued a statement saying: "Frank Reynolds was one of America's foremost broadcast journalists, trusted and respected by millions of his fellow citizens. Nancy and I among them. To us he was a warm, considerate friend who will be missed for his outstanding human qualities as well as for his many contributions as a newsman. Our prayers and sympathy are with Frank's family in their bereavement." Reagan was to attend a funeral service for Reynolds in Washington Saturday (July 23), if his schedule permitted. Reynolds was buried at Arlington National Cemetery.

On the day of his death, Reynolds was eulogized by a number of his colleagues on ABC's *Good Morning America*. CBS News anchor, Dan Rather, said: "Frank was a fierce competitor because he had to be. The most important thing for Frank was to be a decent person." ABC's *Nightline* anchor Ted Koppel said: "Frank felt other people's pain very deeply and he showed the pain of others very deeply. What we know about him in retrospect is just to what extent he succeeded in hiding his own pain." □

'Debategate' raises old questions

Coverage of Carter campaign
 briefing book flap is subject
 for television, paper scrutiny

"Debategate," the controversy over the briefing papers that were used to prepare former President Jimmy Carter for a televised debate with Ronald Reagan in 1980 and that ended up in the hands of Reagan campaign officials before that debate took place, has been featured prominently in network newscasts and newspaper accounts for about six weeks now. And despite surveys indicating that the American public thinks the story has been significantly overblown, a belief held by a number of media critics as

well, it doesn't seem likely that the news media will ease up in their pursuit of the story.

Inevitably, comparisons are drawn between Debategate and the scandal that rocked the nation a decade ago, Watergate. Critics of the Debategate coverage argue that the story is not nearly important enough to merit the attention it is receiving, whereas the Nixon cover-up merited all the attention it attracted if not more. Journalists covering the current story respond that well into the Watergate scandal there was a good deal of sentiment that that story was being overblown also. The journalists also argue that the current coverage is warranted because key questions remain unanswered, such as how the briefing papers got into the hands of the Reagan campaign officials. Reagan's initial "much ado about nothing" response to the whole matter, some suggest, is eerily reminiscent of the Nixon administration's assessment of the Watergate affair as nothing more than a "third-rate burglary."

Two surveys conducted by ABC News two weeks ago indicated that the American public, by about a 2-to-1 margin in both cases, believes the press has devoted too much attention to the Debategate story. One poll was a so-called "scientific" survey where ABC News researchers contacted 613 people by telephone and asked those expressing knowledge of the story, among other things, whether they felt the press should devote major or minor attention to Debategate from here on out. About 61% said minor attention to the story was called for while 39% said major attention was mandated. On ABC's *Nightline* that Wednesday (July 13), the same question was posed to viewers, who were asked to respond via 900 phone numbers. About 66% responded that minor attention was appropriate while 34% wanted major attention devoted to the story.

Tom Shales, television critic for the *Washington Post*, suggested that the medium on the whole has done a pretty good job of covering the story, but added, "I do think it's kind of dangerous for *Nightline* to do a poll like that." He said that surveys of that type could leave an impression that news organizations decide how to handle stories based on how the public thinks stories ought to be handled. "News is not a democratic process," said Shales. "If it were, every newspaper would be a *USA Today* and every television news program an *Entertainment Tonight*." Given a choice, he explained, most viewers and readers would "always opt for soft news over hard news." Shales also contended that the *Nightline* survey results were unreliable, given the use of 900 telephone numbers and the requisite 50-cent charge per call. That polling method, he claimed, almost guarantees a disproportionate response from those holding "the conservative, Republican view."

George Watson, vice president, ABC News and executive in charge of *Viewpoint*, countered that "it's fatuous to imply any abdication of responsibility on our part. How people view the coverage is certainly a legitimate subject of interest."

The evening following the *Nightline* survey, ABC News aired one of its periodic *Viewpoint* programs, live from Philadel-

phia. A portion of the show was devoted to press coverage of Debategate. Guests included Jody Powell, presidential press secretary during the Carter administration, and current ABC news analyst; Jeff Greenfield, ABC news analyst; *Los Angeles Times* reporter David Shaw; Lucy Wilson-Benson, chairman, National News Council, and syndicated columnist Ben Wattenberg.

Asked by anchor Ted Koppel if he thought that the press was devoting too much attention to the Debategate story, Powell, acknowledging that he was not "a disinterested party in this matter," responded that he did not believe so. "I think the media and the other institutions involved—the Justice Department and Congress—have the responsibility of doing what it takes to get to the bottom of it. . . . So I think it's going to have to be pursued until some questions are answered."

Greenfield said that as the story has progressed so far, "what surprised me is that the White House itself didn't understand the almost trigger mechanism by which the press would respond to even the hint of any kind of wrongdoing." And he suggested that the press was not simply looking for a story to make it through the summer doldrums: "I still think had there been nothing to it—had there been no conflict among White House aides, had there not been stories that have yet to come out—that the story would have died after three days."

In response to a question from Koppel about what had been learned from the Watergate experience, David Shaw of the *Los Angeles Times* said that the media, "in a sense may have overlearned. In Watergate, the *Washington Post* was really the only publication that for a long time was out there looking at the story. Everybody else got left in the dust and everybody else was embarrassed. This time it seems everyone in the media is determined not to be last."

As to the apparent public weariness already of Debategate stories, Wilson-Benson of the News Council insisted nevertheless that the story should be pursued because "much is not yet known. In another short while there may be more known and the public may think differently." She added that while the media should "pay attention" to the public, the press has to decide, irrespective of public opinion, "what's worth covering, what needs to be probed and what needs to be followed up on." Taking *Nightline* as an example, she said to Koppel, "you can't let, and I'm sure you never would let any-

ABC vindicated. The FCC has upheld a staff denial of a fairness complaint by the Joint Council of Allergy and Immunology against ABC. The complaint came in response to a 1981 story on ABC *World News Tonight* focusing on methods of treating allergies. The council, almost a year later, asked for reasonable opportunity to respond, contending ABC hadn't covered the allergy-treatment field to its satisfaction. The Mass Media Bureau however, said ABC had not been unreasonable in determining the issue wasn't a controversial one of public importance.

body tell you what to cover and what not to cover."

Wattenberg questioned the overall value to society of the media preoccupation with the Debategate affair and other "minicorruptions" like it. "Insofar as the press is part of the big American culture," he said, "surely must, in some way, reflect public opinion. And think the public gets a little sick and tired of these stories. In another 'gate' story and you're going to get gate story after gate story. . . you undermine the fabric of society by saying everything is no good."

Syndicated columnist Robert Novak, who appeared in a taped segment on the *Viewpoint* program, told an interviewer that Debategate is a "wonderful, inside-Washington issue. I venture to say that the rest of America has no idea what a briefing book is, but I'm sure the news media, particularly the television networks, are going to make sure they find out."

And while they have not paused, on the air anyway, to examine the value of the Debategate saga to viewers as it continues to unravel, both NBC and CBS have been pursuing the story just as aggressively as ABC.

Asked to assess the overall significance of Debategate, Steve Friedman, executive producer of *Today*, which has had a number of interviews with the emerging cast of Debategate characters, told BROADCASTING that "stories like these tend to take on a life of their own." As to how big the story eventually becomes, Friedman said, "it depends on how the administration handles it. If they let it get out of hand, it will be big, which is what happened with Watergate." He did cite recent moves by the administration as at least giving the impression that it wants to clear up the matter as expeditiously as possible, such as Reagan's well-publicized interruption of a recent staff meeting where he called for full cooperation on the part of all White House staffers with the ongoing congressional and Justice Department investigations into the affair. Friedman noted that *Today* has established a special "pilferer's paper desk".

Some media watchers think the press has overblown the story. Ben Brown, who writes about television for *USA Today*, suggested the story was "extremely overblown. . . . It's a crazy issue and a very Washington-oriented issue." He added that it appears "even more sensational on television because there you have some breathless reporter giving 30-second or 60-second reports. It seems to have more impact."

And the fact that the press has apparently attached as much importance to Debategate as, for example, the turmoil in Central America, is "almost a crime," said Brown.

John O'Connor, television columnist for the *New York Times*, offered that "the basic story itself is not that important. . . . That the way politics works." He added, however, that television coverage to date has been "adequate."

Washington Post columnist John Calmody said both the print and television media were making too much of the incident. The coverage has "betrayed the vast difference between what really goes on and what journalists think is reality. It's been an exercise in hot-weather, dog-days journalism." |

Ad groups suggest changes in FTC substantiation

Major advertising associations, in comments filed with the Federal Trade Commission, stated their support for the concept of prior substantiation of advertising claims. At three major advertising associations also suggested several changes to the FTC's ad substantiation program.

In comments, the Association of National Advertisers, the American Advertising Federation and the American Association of Advertising Agencies asked the commission to be more flexible in its use of "reasonable basis" testing concerning ad substantiation and to eliminate the use of "industry rounds" requiring the entire industry or segments of it to back up a claim.

The FTC, in March, voted to review its 10-year-old advertising substantiation program and asked for comments from the industry (BROADCASTING, March 7). FTC chairman James Miller has been a leading advocate for review since taking office in October 1981.

According to ANA comments, the FTC should "adopt as basic policy the principle that it is deceptive to make an express or implicit advertising claim which consumers could both reasonably perceive to have been made and to be objectively verifiable, without having sufficient pre-existing substantiation to cause the advertiser, acting in good faith, to believe that the claim is true."

The association also proposed that the FTC's substantiation program not exclude evidence to back up a claim "for the sole reason that it had not been developed, or had not come to light, prior to the claim's first use." And ANA felt that the commission should permit, in cases where there is a challenge to a claim that the advertiser, in good faith, did not intend to make "that substantiation developed at any time be admissible to support an unintended and unforeseen claim."

The AAAA also opposes using "industry rounds" and called for their elimination. The AAAA believes that the individual case-by-case approach should be used exclusively in enforcing the ad substantiation doctrine. Industry rounds are costly for the FTC, advertisers and agencies, and pose a greater risk of breaches in confidentiality. The commission's resources would be better located if they were focused on specific advertising claims for which the commission has a strong basis for question or concern," the comments said.

Comments from the AAF maintained that the "appropriate legal justification for the FTC ad substantiation program rests on the FTC deception authority and not the unfairness standard." Although the federation favors the concept of prior substantiation of

advertising claims, it believes that "rigid and inflexible standards should not supplant the 'reasonable basis' test in regard to ad substantiation." The association said, "The reasonable basis standard should be just that; it should require the kind and amount of information that an informed and responsible person would have before making a factual assertion in the specific circumstances."

Cohen predicts lower price hikes for prime time TV

A prediction that the days of high double-digit price increases for network prime time television programs are over was sounded last week by Aaron Cohen, vice president and general manager of the broadcast department of Grey Advertising, New York.

Cohen, who was vice president of national sales at NBC-TV until several months ago, told a meeting of the Media and Entertainment Analysts Association in New York that he expects price hikes to be either below or just slightly above double digits, unless

the economy turns up sharply and inflation follows, or if network audience grows substantially which, he said, is unlikely.

Cohen expressed the view that the upfront market will close at about the same level as last year, \$1.9 billion to \$2 billion. Because of rate increases, he said, this means there will be more inventory to sell in the scatter market. "The networks are not looking to add minutes to the prime time inventory as they had been in the past," Cohen noted.

He envisions a weak scatter market in the fourth quarter of this year and the first quarter of 1984 but a strong one on the second and third quarters of next year.

One factor that limited the upfront marketplace to \$1.9 billion to \$2 billion, according to Cohen, is the absence of a new, blossoming advertising category. He emphasized that in 1982-83 it was video games that sparked the sales upsurge, but this year that category has faltered.

Cohen said advertisers and agencies are buying into spot television and syndication on a larger scale and voiced the belief that these funds will be carved out of network TV and cable TV. He projected that syndication sales in 1983-84 will climb to about \$400 million from about \$300 million in 1982-83. □

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As compiled by BROADCASTING, July 11 through July 15, and based on filings, authorizations and other FCC actions.

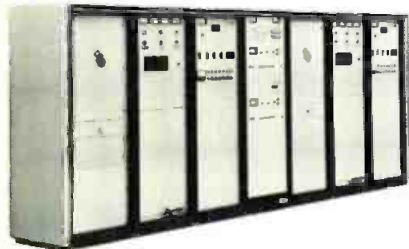
Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. 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.

New stations

FM applications

- Kernville, Calif.—Kern Valley Broadcasting Co. seeks 102.3 mhz, 130 kw. HAAT: 1,230 ft. Address: 2 Sunset Road, Bedford, Mass. 01730. Principal is owned by Louis McClelland, Sherrie Anne Rasmussen (37.5% each), Meyer Gottesman (20%) and Ansel Chaney (5%). Gottesman is applicant for LPTV at San Francisco, Calif. Filed July 12.
- Frisco, Colo.—Guy Erway Jr. seeks 92.1 mhz, 3 kw. HAAT: minus 1,030 ft. Address: 5530 Camino Cerralbo, Santa Barbara, Calif. 93111. Principal also is applicant for new FM at Honolulu and LPTV at Goleta, Calif. Filed July 13.

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- Hayden, Colo.—Rout County Broadcasting Co. seeks 95.9 mhz, .631 kw. HAAT: 602 ft. Address: P.O. Box 719, Steamboat Springs, Colo. 80477. Principal is owned by John G. Gayer, who is applicant for new AM's at Dillon, Frisco and Silverthorne, all Colorado and new FM at Fruita, Colo.

- Mary Ester, Fla.—Golden Sands Broadcasting seeks 105.5 mhz, 3 kw. HAAT: 230 ft. Address: 5519 Rockingham Road, East, Greensboro, N.C. 27407. Principal is owned by Dorothy Collins Pennington (80%) and husband, William (20%), who have no other broadcast interests. Filed July 7.

- Sanibel, Fla.—Island Broadcasting Inc. seeks 104.9 mhz, 3 kw. HAAT: 291 ft. Address: 1810 Nw 23d Blvd., #196, Gainesville, Fla. 32605. Principal: Albert A. Jiles, who is former program director at WMGI(AM) Gainesville, Fla. Filed July 13.

- Alma, Ga.—Alma Broadcasting seeks 95.5 mhz, 3 kw; HAAT: 300 ft. Address: P.O. Box 2639, Gulfport, Miss. 39503. Principal is owned by J. Morgan Dowdy and his father, Charles W., who also own two AM's, five FM's and are applicants for new FM at Nashville, Ga. (see below). Filed July 18.

- Alma, Ga.—Nell Head seeks 95.9 mhz, 3 kw. HAAT: 300 ft. Address: 112 N. Main Street, Baxley, Ga. 31513. Principal has no other broadcast interests. Filed July 12.

- Nashville, Ga.—Nashville Broadcasters seeks 95.3 mhz, 3 kw. HAAT: 400 ft. Address: P.O. Box 2639 Gulfport, Miss. 39503. Principal is equally owned by J. Morgan Dowdy, his father, Charles W., and Richard W. Rhodes. Dowdys own two AM's and five FM's. They also have interest in applicant for new FM at Alma, Ga. Filed July 8.

- Port Huron, Mich.—Port City Radio Ltd. seeks 102.3 mhz, 3 kw. HAAT: 300 ft. Address: c/o Lec College, Box 1196, Cleveland, Tenn. 37311. Principal is owned by Brenda S. Whitley (95%) and Nereida Rivera (5%). It has no other broadcast interests. Filed July 13.

- Garden City, N.Y.—Garden City Broadcasting Inc. seeks 92.7 mhz, 1 kw. HAAT: 521 ft. Address: 66 North Village Avenue, Rockville Centre, N.Y. 11570. Principal is owned by John Betaudier, president, his wife, Yvonne (53% jointly) and four others. It has no other broadcast interests. Filed July 13.

- Frederick, Okla.—Southwest Christian Media Inc. seeks 91.5 mhz, 100 kw. HAAT: 390 ft. Address: 1309 S. Main, Frederick, Okla. 73542. Principal is nonprofit corporation, headed by Richard Melvin Hazel, president. It has no other broadcast interests. Filed July 12.

- Cave Junction, Ore.—Illinois Valley Radio seeks 102.7 mhz, 100 kw. HAAT: 1,976 ft. Address: 1400 North Sawyer Avenue, Cave Junction 97523. Principal is owned by Larry M. Tardie (90%) and Gerald L. Grooms (10%). They also own K1VR(AM) Cave Junction. Filed June 29.

- Bradford, Pa.—Donald J. Fredeen seeks 98.3 mhz, .933 kw. HAAT: 539 ft. Address: 1522 South Avenue, Bradford, 16701. Principal has no other broadcast interests. Filed July 7.

- Eastover, S.C.—W. Erwin and Gail S. Branham seek 99.3 mhz, 3 kw. HAAT: 300 ft. Address: Rt. 2, Box 186-B, Hopkins, S.C. 29061. Principal has no other broadcast interests. Filed July 13.

- Leesville, S.C.—Leesville Broadcasting Co. seeks 95.3 mhz, 3 kw; HAAT: 283 ft. Address: 124 Gateway/Boyd Avenue, Simpsonville, S.C. 29681. Principal is owned by Glenola Velezlenzo Richardson, who is employe of WMRB(AM) Greenville, S.C.

- Wedgefield, S.C.—Radio Wedgefield Inc. seeks 99.3 mhz, 3 kw. HAAT: 300 ft. Address: 201 Oswego Road Sumter, S.C. 29150. Principal is owned by Howard J. Dameron, president and Kathryn Ann Parks (50% each). Dameron is general manager of WSSC(AM) Sumter, S.C., and Parks is sales manager there. Filed July 12.

TV application

- Esko, Minn.—Fond Du Lac Indian Reservation seeks ch. 27; ERP: 109.3 kw vis.; 218 kw aur.; ant. height above ground: 1,345 ft. Address: Cloquet, Minn. 55720. Principal is headed by Dan Mahoney, consultant. It has no other broadcast interests. Filed July 8.

AM action

- Thompson Station, Tenn.—James H. and Judith G.

Hayes granted 1100 khz, 1 kw-D. Address: Route 1, Thorson Station 37179. Principals: James H. Hayes and Judith G. (50% each). (BP-820625AG). Action June 2

FM actions

- Juneau, Alaska—Returned application for 105.1 m ERP: 25 kw; HAAT: minus 1,130 ft. (BPH-820625A). Action June 30.

- Wickenburg, Ariz.—Hassayampa Broadcasting granted 105.5 mhz, 3 kw; HAAT: minus 156 ft. (B1 800605AB). Action June 28.

- Wickenburg, Ariz.—Shoblon Broadcasting Inc. den application for 105.5 mhz, 3 kw (H); HAAT: minus 156 (H). (BPH-800829AP). Action June 28.

- Fort Myers Beach, Fla.—Southwest Radio Enterpri Inc. dismissed application for 106.3 mhz, 3 kw. HAAT: ft. Address: P.O. Box 344-297, Miami 33114. (B1 820825BL). Action July 5.

- *Hannibal, Mo.—Hannibal-LaGrange College return application for 91.7 mhz, 50 kw D-N; HAAT: 300 ft. Address: 2800 Palmyra Road, Hannibal. (BPED-830321A). Action June 21.

- Spearfish, S.D.—United Radio Group Inc. gran 101.1 mhz, 96 kw, HAAT: 1,490 ft. Address: 115 Tl Street, Spearfish 57783. Principals: Jerry J. Boyer (80 and Arthur M. Mathison (20%), who have no other broadcast interests. (BPH-821209AA). Action June 28.

- Tomahawk, Wis.—R.A. Jones, P.A. Kranz, and Smith granted 92.7 mhz, 3 kw. HAAT: 262 ft. Address: 81 Mowhawk Drive, Tomahawk 54487. Principals also o WJQ(AM) Tomahawk. (BPH-820902AK). Action July

TV actions

- San Bernardino, Calif.—Dismissed application 1,123 kw vis., 164 kw aur., HAAT: 2,413 ft. Action June

- Albany, Ga.—Returned application for ch. 50: 5,000 vis., 500 kw aur.; HAAT: 281.13 ft. Action June 29.

- Owensboro, Ky.—Volunteer Communications Soci granted ch. 48; ERP: 1,300.2 kw vis., 130.02 kw a HAAT: 334.63 ft.; ant. height above ground: 271.7 ft. Address: Route 10, Sparta, Tenn. 38583. Principal: David I gene Goff, who also is applicant for new TV's at I Moines, Iowa and Greenfield, Mass. (BPCT-830328K). Action June 28.

Ownership changes

- KJEM(AM) Bentonville, Ark. (1190 khz, 5 kw-D) Seeks transfer of control of JEM Broadcasting Co. Inc. fr G. Ronald Rye (12% before; none after) to Jim Tilley (4 before; 56% after). Consideration: assumption of \$16.(notes, plus interest. Principals: Seller is owned by Elvis Moody, president; James J. Tilley (44% each) and G. Ron Rye (12%). Tilley owns 50% of KACJ(AM)-KAJJ(F Greenwood, Ark. Buyer is owned by Elvis Moody, presid (44%) and Jim Tilley (56%). Filed July 11.

- WXXR(AM) Cullman, Ala. (1340 khz, 1 kw-D, 250 N; DA-1)—Seeks assignment of license from Cullr Broadcasting Co. Inc. to Piney Hills Broadcasting Inc. \$180,000. Seller is headed by Adolph H. Miller, presid. It has no other broadcast interests. Buyer is owned by G C. Lewis (48%); Czaria C. Ghent and Havert L. Fenn (2 each). It has no other broadcast interests. Filed July 11

- WTTB(AM) Vero Beach, Fla. (1490 khz, 1 kw-D, w-N)—Seeks assignment of license from Atlantic Com nications Inc. to WTTB Inc. for \$525,000. Seller is hea by Robert E. Kusch, president, and has no other broad interests. Buyer is owned by Harry L. Reiner, presic (21.33%) and six others. Reiner owns 80% of WLBE(A Leesburg, Fla.; Simon Goldman, stockholder (16.66%); owns WJTN(AM)-WWSE(FM) Jamestown, N WVMT(AM) Burlington, and WSYB(AM)-WRUT(F Rutland, both Vermont, and has sold, subject to FCC proval, WLKK(AM)—WLVU(FM) Erie, Pa. for \$1.5 r lion (BROADCASTING, April 11). He also has interest in ap cant for new TV's at Hollywood, Fla., and Brunswick, I Filed July 12.

WBLN(TV) Bloomington, Ill. (ch. 43; 1,200 kw vis., 40 kw aur., 579 ft.)—Seeks assignment of license from Trace Communications Corp. to Midwest Television Assoc. or \$1,907,000. Seller is headed by Bruce W. Dunn, president. It has no other broadcast interests. Buyer is owned by group of Illinois investors, headed by Paul Misch, president, Bloomington attorney. It has no other broadcast interests. Filed July 11.

KLEH(AM) Anamosa, Iowa (1290 khz, 500 w-D, A)—Seeks assignment of license from Dodge Point Broadcasting Co. Inc. to Steven E. Goldin for \$110,000. Seller is owned by Louise E. Hamlin (52%) and family. Buyer has no other broadcast interests. Filed July 13.

WPTR(AM) Albany, N.Y. and WFLY(FM) Troy, N.Y. (540 khz, 50 kw-U, DA-1; FM: 92.3 mhz, 13 kw; HAAT: 50 ft.)—Seeks assignment of license from stockholders of West Communications Group Inc. to Five States Tower Co. Inc. for \$4 million (BROADCASTING, July 4). Seller is headed by William F. Rust Jr., president (51.7%). It also owns WHAM(AM)-WHFM(FM) Rochester; WFLY(FM) Troy, all new York; WNOW(AM)-WQXA(FM) York, Pa., and WPTA(AM) Albany, N.Y.; WSOM(AM)-WQXK(FM) Salem, Ohio. Buyer is owned by Robert R. Dyson, president, who also owns WEOK(AM)-WPDH(FM) Poughkeepsie, N.Y. Filed July 12.

WEWQ(AM)-WSTS(FM) Laurinburg, N.C. (1460 khz, kw-U, DA-2; FM: 96.5 mhz, 100 kw, HAAT: 650 ft.)—Seeks transfer of control of Curtis and Associates Inc. from Donald W. Curtis (100% before; none after) to Durham Life Broadcasting Inc. (none before; 100% after). Consideration: about \$2.8 million in stock, including \$100,000 noncompete agreement. Principals: Seller, owned by Donald W. Curtis, president, also owns WTAB(AM)-WKSM(FM) Tabor City, N.C., which will be sold upon approval of this sale. Curtis and Associates will become wholly owned subsidiary, and Curtis will become executive vice president and general manager of Durham Life Broadcasting. Buyer is owned by Durham Corp., based in Raleigh, N.C., which also owns two insurance companies. Durham Life Broadcasting is headed by G.M. Womble, chairman and Felton Coley, president. It owns WPTA(AM)-WQDR(FM)-WPTF-TV Raleigh. Filed June 24.

WLQR(FM) Toledo, Ohio (101.5 mhz, 15 kw, HAAT: 110 ft.)—Seeks assignment of license from Radio Akron Inc. to WSPD Inc. for \$3,275,000, including \$500,000 for noncompete agreement. Seller is owned by Susquehanna Broadcasting Co., York, Pa.-based group owner of six AM's, seven FM's and one TV principally owned by Louis J. Appell, president, and family. They sold, subject to FCC approval, WSBA-TV York for \$2 million (BROADCASTING, Jan. 17). Buyer is principally owned by Willard Schroeder, chairman. It also owns WSPD(AM) Toledo; WOOD-AM-TV Grand Rapids, Mich. Filed July 12.

WNPC(AM) Newport, Tenn. (1060 khz, 1 kw-D)—Seeks transfer of control of Newport Broadcasting Co. from Willard V. Oakley and Edward M. Johnson (88 2/3% before; 49% after) to Carroll Wayne Harris

KLBK-TV Lubbock and KTXS-TV Sweetwater, both Texas (KLBK-TV: ch. 13; 316 kw vis., 25.1 kw aur.; HAAT: 880 ft.; KTXS-TV: ch. 12; 257 kw vis., 25.7 kw aur.; HAAT: 1,400 ft.)—Seeks transfer of control of Prima Inc. from John Lee (28.5% before; none after) to Charles Woods and Robert L. Dudley (71% before; 100% after). Consideration: \$1.09 million. Principals: Seller, Lee, is selling his interest in stations to other stockholders, Woods (47%) and Dudley (24%). KTXS-TV was recently sold, subject to FCC approval for \$3.5 million to W.M. Moore Jr. (BROADCASTING, May 16). Filed July 6.

WORI(AM)-WOKI-FM Oak Ridge, Tenn. (100.3 mhz, 100 kw, HAAT: 2,000 ft.)—Seeks transfer of control of Oak Ridge FM Inc. from Creed A. Daniel (55% before; 49% after) to John W. Pirkle (45% before; 51% after). Consideration: \$30,213 in assumption of bank obligation. Principals have no other broadcast interests. Filed June 22.

WTIJ(FM) Bellow Falls, Vt. (107.1 mhz, 820 kw, HAAT: 530 ft.)—Seeks assignment of license from W.T.I.J. Broadcasting Inc. to Bradley Broadcasting Corp. for \$190,000. Seller is headed by Brian Dodge, president, who also has interest in new FM at Waterbury, Vt., and new FM at Hinsdale, N.H. Buyer is equally owned by Bradley M. Weeks, president, his mother-in-law, Josephine F. Jones, and Robert E. Farrar. It has no other broadcast interests. Filed July 11.

Actions

KZMK(FM) Bisbee, Ariz. (92.1 mhz, 50 w; HAAT: 270 ft.)—Granted transfer of control of Copper Valley Broadcasters Inc. from Morin Scott Jr. and others (100% before; none after) to Ed Bolding (none before; 100% after) for \$283,800. Sellers are Scott (63.5%), George E. Worth (28.6%) and Palmer Stewart (7.9%). Last two also have minority interest in application for new FM at Carson City, Nev. Buyer is Tucson, Ariz., lawyer, who has no other

broadcast interests. (BTCH-830510GZ). Action June 28.

KDOSI(FM) Fremont, Calif. (104.9 mhz, 3 kw, HAAT: 115 ft.)—Granted assignment of license from Spanish Metro to Leon A. Crosby for \$1.5 million. Seller is owned by Robert L. Williams (85%) and James E. Coyle (15%). They also own KCTY(AM)-KRAY-FM Salinas, Calif. Buyer also owns WFAT(TV) Johnstown, Pa., and has interest in new UHF TV at Richardson, Tex. (BALH-830518GH). Action July 7.

KBOZ(FM) Marina, Calif. (92.7 mhz, 900 w; HAAT: 570 ft.)—Granted transfer of control of Marina Broadcasting Corp. from Clintell Porter (100% before; none after) to Glen E. Thompson and others (none before; 100% after). Consideration: \$1,000, plus assumption of \$400,000 debt and additional consulting fee. Principals: Seller has no other broadcast interests. Buyers are Glenn E. Thompson, Laura Ellen Hopper, Leo Kesselman, Joe Thompson and Vega Porter, who is separated from Clintell Porter. Glen Thompson owns 52.5% of KRCQ(AM) Indio, Calif.; Kesselman and Hopper have interest in permittee for KTJA(FM) Beaverton, Ore.; Joe Thompson is station manager of KBOQ, and Vega Porter is bookkeeper there. (BTCH-830516HN). Action June 28.

[CP] WSMK(TV) Indianapolis (ch. 59; 2,109 kw vis., 414 kw aur., HAAT: 978 ft.)—Granted transfer of control of Indianapolis Television Corp. from Melvin Simon and others (100% before; 10% after) to Anacomp Inc. (none before; 80% after). Consideration: \$800,000 to be invested in construction of station. Principals: Seller is owned by Melvin Simon (51%), his brother, Fred (9%) and Gerald Kraft (40%). Melvin Simon will retain 10% interest. His other brother, Herbert Simon, will buy 10%. Buyer is Indianapolis-based computer services company headed by Ronald D. Palamara, president. It has no other broadcast interests. (BTCE-830421KE). Action June 29.

WHMP-AM-FM Northampton, Mass. (1400 khz, 1 kw-D; 250w-N; FM: 99.3 mhz, 3 kw; HAAT: 300 ft.)—Granted transfer of control of Pioneer Valley Broadcasting from Charles W. and Peter L. DeRose (100% before; none after) to Northampton Broadcasting Corp. (none before; 100% after). Consideration: \$1 million. Principals: Seller is owned by DeRose brothers, who have no other broadcast interests. Buyer, based in Middletown, N.Y., is owned by Robert F.X. Sillerman and Bruce Morrow, who also own two AM's, two FM's and one TV. (BTC-H-830518HX, Y). Action June 28.

WHFU(FM) Pinconning, Mich. (100.9 mhz)—Granted assignment of license from Wigwag Bay Broadcasting Inc. to Wegerly Broadcasting Corp. for \$62,000. Seller is partially owned by Kenneth E. Ralph, president, and has no other broadcast interests. Buyer is Flint, Mich.-based corporation, headed by Robert A. Naismith (25%), president, and Bernadette Wegerly (75%), vice president. Wegerly is applicant for three new AM's and three FM's. (BAPH-830309GR). Action June 29.

WCMB(FM) Rochester, N.Y. (96.5 mhz, 20 kw, HAAT: 457 ft.)—Granted assignment of license from Sconnix Group Broadcasting Inc. to Stoner Broadcasting System Inc. for \$5.1 million. Seller is Laconia, N.H.-based group owner, headed by Scott R. McQueen, president. It owns three AM's and four FM's. Buyer is Des Moines, Iowa-based group owner of five AM's and six FM's, headed by Thomas H. Stoner, chairman. (BALH-830512HD). Action June 28.

WRGB(TV) Schenectady, N.Y. (CBS, ch. 6; 93.3 kw vis., 11 kw aur.; HAAT: 1,020 ft.)—Granted assignment of license from General Electric Broadcasting Co. Inc. to Universal Corp. for \$35 million. Seller is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's and 13 cable systems. GE has put all eight radio stations and two of its TV's up for sale (BROADCASTING, Nov. 22, 1982). Buyer, newly formed venture of Forstmann Little & Co., is private New York investment firm. Backe is also president of Tomorrow Entertainment Inc., television production company he owns jointly with Dancer Fitzgerald Sample Inc. (BALCT-830517KF). Action June 30.

WQZQ(FM) Moyock, N.C. (92.1 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Chesapeake Communications Inc. to Southland Communications Inc. for \$425,000. Seller is owned by Clyde E. Griffith, who has no other broadcast interests. Buyer is principally owned by Jim Hunt, his wife, Lynn, and Klaus Raab. Jim Hunt is salesman at WERA(AM) Plainfield, N.J., and Lynn Hunt is former saleswoman at WKER(AM) Pompton Lakes, N.J. Raab is assistant vice president for steel company in Wayne, N.J. They have no other broadcast interests. (BALH-830412HD). Action June 28.

WFCB(FM) Chillicothe, Ohio (94.3 mhz, 3 kw; HAAT: 300 ft.)—Granted assignment of license from Terins Enterprises to Wyandot Radio Corp. for \$285,000. Seller is owned by Ronald Rewster and Burrell Adkins. Adkins is general manager of station. Rewster owns five McDonald's fast food restaurants in south-central Ohio. Buyer is owned by David L. Smith, president (60%) and wife, Annette (40%). David

Smith owns 1.41% of Bowling Green, Ohio cable system and has interest in WFOB-AM-FM Fostoria, Ohio. (BALH-830518HW). Action June 28.

Facilities changes

AM actions

Tendered

KRZN (1150 khz) Englewood, Colo.—Seeks CP to change frequency to 760 khz; increase day power to 10 kw and night power to 1 kw and make changes in ant. sys. Major environmental action under section 1.1305. Ann. July 14.

WACX (1600 khz) Austell, Ga.—Seeks CP to increase power to 5 kw. Ann. July 12.

WKCE (1230 khz) Harriman, Tenn.—Seeks to increase day power to 1 kw. Ann. July 12.

WXKY (1360 khz) Milan, Tenn.—Seeks modification of CP (BP-820219AB) to change day and night dir. arrays. Ann. July 14.

KSJL (760 khz) San Antonio, Tex.—Seeks modification of CP (BP-830503AF) to change TL. Ann. July 14.

WMBE (1530 khz) Chilton, Wis.—Seeks modification of CP (BP-810910AE) to change TL. Ann. July 12.

Accepted

WSBR (740 khz) Boca Raton, Fla.—Seeks modification of license to operate by RC from SL. Ann. July 12.

WSAR (1480 khz) Fall River, Mass.—Seeks modification of CP (BP-20840) to change augmentation of direct antenna pattern. Ann. July 11.

KBBJ (1300 khz) Tulsa, Okla.—Seeks modification of CP (BP-811224AD) to make changes in antenna system (augment radial). Ann. July 12.

KTAC (850 khz) Tacoma, Wash.—Seeks CP to modify nighttime direct antenna pattern by adding augmentation. Ann. July 11.

FM applications

Tendered

KCDC (90.7 mhz) Longmont, Colo.—Seeks CP to increase ERP to .437 kw and change HAAT to plus 258 ft. Ann. July 14.

KGSP (92.3 mhz) Parkville, Mo.—Seeks to change frequency to 92.3 mhz. Ann. July 11.

KUNV (91.5 mhz) Las Vegas—Seeks CP to change TL; change ERP to 14.95 kw; change HAAT to 1,100 ft., and make changes in ant. sys. Ann. July 12.

WSRW-FM hillsboro, Ohio—Seeks CP to make changes in antenna system and increase HAAT to 260 ft. Ann. July 15.

KTEC (89.5 mhz) Klamath Falls, Ore.—Seeks CP to change TL; increase ERP to .207 kw, and make changes in ant. sys. Ann. July 11.

KRAV-FM (96.5 mhz) Tulsa, Okla.—Seeks CP to change TL; change HAAT to 744 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. July 11.

KWEN (95.5 mhz) Tulsa, Okla.—Seeks CP to change TL; change HAAT to 744 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. July 15.

Accepted

WTOH (105.9 mhz) Mobile, Ala.—Seeks CP to make changes in antenna system; change location of transmitter. Ann. July 12.

KTYD (99.9 mhz) Santa Barbara, Calif.—Seeks CP to make changes in antenna system; increase ERP to 39 kw and increase HAAT to 568 ft. Ann. July 12.

KBUL (107.1 mhz) Brush, Colo.—Seeks CP to make changes in antenna system and increase HAAT to 111 ft. Ann. July 14.

WRMM (99.7 mhz) Atlanta—Seeks CP to make changes in antenna system; install auxiliary system; change ERP to 100 kw; change HAAT to 732 ft., and change coordinates. Ann. July 12.

*WIUM (91.3 mhz) Macomb, Ill.—Seeks CP to change ERP to 8 kw; change HAAT to 470 ft., and make changes in trans. Ann. July 12.

WIBN (98.3 mhz) Earl Park, Ind.—Seeks waiver of section 1201 (B)(2) of rules to identify as "WIBN-Earl Park,

Fowler, Kentland. Ann. July 14.

- WFUR-FM (102.9 mhz) Grand Rapids, Mich.—Seeks modification of CP (BPH-820323AJ, as mod.) to make changes in antenna system: change TL, and change coordinates. Ann. July 14.
- KKWB (104.9 mhz) Breckenridge, Minn.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Breckenridge-Moorhead." Minn. Ann. July 14.
- KVSC (88.1 mhz) St. Cloud, Minn.—Seeks CP to make changes in antenna system: decrease ERP to 1,300 ft.; change HAAT to 130 ft., and change coordinates. Ann. July 15.
- KIEE (100.7 mhz) Harrisonville, Mo.—Seeks modification of CP (BPH-801203AK, as mod.) to increase HAAT to 834 ft.; change tower height and antenna type. Ann. July 14.
- KBLL-FM (92.1 mhz) Helena, Mont.—Seeks modification of CP (BPH-830127AD, as mod.) to change TL; decrease HAAT to 369 ft., and change coordinates. Ann. July 12.
- KUFM (89.1 mhz) Missoula, Mont.—Seeks CP to make changes in antenna system and change ERP to 14.34 kw. Ann. July 15.
- WVNJ-FM (100.3 mhz) Newark, N.J.—Seeks modification of CP to change SL and request waiver of section

73.1125 (B)(2) of rules. Ann. July 12.

- WNEW-FM (102.7 mhz) New York—Seeks modification of CP (BPH-830401AF, as mod.) to make changes in antenna system: change ERP to 7.8 kw; change HAAT to 1,220 ft., and change coordinates. Ann. July 12.
- WZYC-FM Newport, N.C.—Seeks CP to make changes in antenna system and change SL. Ann. July 19.
- KCJB-FM (97.1 mhz) Minot, N.D.—Seeks CP to make changes in antenna system: decrease ERP to 94.56 kw; increase HAAT to 965 ft., and replace transmitting system lost when tower fell. Ann. July 11.
- WKIQ (93.5 mhz) Bowling Green, Ohio—Seeks modification of CP (BPH-810720AN, as mod.) to make changes in antenna system: increase ERP to 1.95 kw; decrease HAAT to 360 ft., and change coordinates. Ann. July 11.
- WRRM (98.5 mhz) Cincinnati—Seeks CP to make changes in antenna system: install auxiliary system; change ERP to 10 kw; change HAAT to 60 ft., and change coordinates. Ann. July 12.
- KBOY-FM Medford, Ore.—CP to make changes in antenna system; decrease ERP to 100 kw; increase HAAT to 935 ft.; change frequency to 95.7 mhz, and change TL. Ann. July 11.
- KMJQ (102.1 mhz) Houston—Seeks modification of CP (BPH-810501AE, as mod.) to decrease ERP to 99.8 kw and

decrease HAAT to 1,720 ft. Ann. July 12.

- KLSR-FM (105.3 mhz) Memphis, Tex.—Seeks modification of CP (BPH-810601AA, as mod.) to make changes in antenna system and decrease ERP to 61.3 kw. Ann. July 12.
- *WVTF (89.1 mhz) Roanoke, Va.—Seeks modification of license to change SL and request waiver of section 73.1125(B)(2) of rules. Ann. July 14.
- WFGH (90.7 mhz) Fort Gay, W. Va.—Seeks CP to make changes in antenna system; change coordinates. Ann. July 15.

TV applications

Accepted

- WLCN (ch. 19) Madisonville, Ky.—Seeks CP to install auxiliary trans. (to be used with main license). Ann. July 15.
- WNHT (ch. 21) Concord, N.H.—Seeks authority to identify station location as "Concord-Manchester, N.H." Ann. July 15.
- WRDG (ch. 16) Burlington, N.C.—Seeks MP (BPCT-801208KI) to change ERP to 339 kw vis.; 339 kw a/c; change TL to change HAAT to 838 ft. Ann. July 15.
- *WTVI (Ch. 42) Charlotte, N.C.—Seeks CP to change ERP to 1.423 kw vis.; 142 kw a/c; change TL and change HAAT to 456 ft. Ann. July 15.
- KMLT-TV (ch. 35) Marshall, Tex.—Seeks MP (BPCT-810708KG, as mod.) to change SL. Ann. July 15.
- KIDY (ch. 6) San Angelo, Tex.—Seeks MP (BPCT-791107LD) to change TL and change HAAT to 907 ft. Ann. July 15.

AM actions

- KUKQ (1060 khz) Tempe, Ariz.—Granted CP to make changes in antenna system and to change TL. Action June 28.
- KTIB (630 khz) Thibodaux, La.—Granted CP to change hours of operation to unlimited by adding nighttime service with 1 kw; increase day to 5 kw; install DA-2; change frequency to 640 khz, and make changes in ant. sys. Action July 11.
- WECP (1080 khz) Carthage, Miss.—Granted CP to make changes in ant. sys. Action June 28.
- WHBC (1480 khz) Canton, Ohio—Granted MP (BP-820524BM) to change in TL and make change in ant. sys. (nighttime site only). Action July 5.
- KVSQ (1240 khz) Ardmore, Okla.—Granted CP to change antenna system and TL. Action July 7.
- WEAH (380 khz) Barranquitas, P.R.—Granted MP (BP-790612AE, as mod.) to make changes in antenna system and change TL. Action July 5.
- WDOG (1560 khz) Allendale, S.C.—Granted CP to make changes in antenna system and to change TL. Action July 7.
- KXVI (1600 khz) Plano, Tex.—Granted CP to make changes in nighttime directional antenna parameters. Action June 28.
- WTTX (1280 khz) Appomattox, Va.—Granted CP to increase power to 2.5 kw. Action July 11.
- WPRZ (1250 khz) Warrenton, Va.—Granted CP (BP-811230AB) to make changes in ant. sys. Action July 5.
- KYXE (1020 khz) Selah, Wash.—Granted modification of CP (BP-810518AD) to make changes in antenna system and to change TL. Action June 13.
- KOJO (1210 khz) Laramie, Wyo.—Granted CP to change frequency to 1210 khz; change day power to 25 kw and night power to 1 kw; install DA-2; change TL, and make changes in ant. syst. Major environmental action under section 1.1305.

FM actions

- KUUZ (95.9 mhz) Lake Village, Ariz.—Denied request of waiver of section 73.1201 (B)(2) of rules to identify as "Greenville, Miss." Action July 12.
- KUUL (92.1 mhz) Madera, Calif.—Granted MP of CP (BPH-810223AR, as mod.) to make changes in antenna system: change type trans; change type antenna; change TL; reduce ERP to 1.85 kw, and increase HAAT to 387 ft. Major environmental action under section 1.1305 of rules. Action July 8.
- KCRP (105.5 mhz) Rosamond, Calif.—Granted modification of CP (BPH-791218AC, as mod.) to change TL. Major environmental action under section 1.1305 of rules. Action June 21.
- WLRN-FM (91.3 mhz) Miami—Granted modification

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of CP (BPED-800623AF, as mod.) to make changes in antenna system; change type tran.; decrease HAAT to 651.5 ft., and change TPO. Action July 7.

■ WGOV-FM (92.9 mhz) Valdosta, Ga.—Granted CP to make changes in antenna system; decrease ERP to 50 kw; increase HAAT to 249 ft., and change TPO. Action July 5.

■ *WHME (103.1 mhz) South Bend, Ind.—Granted modification of CP (BPH-820507AS) to make changes in antenna system; change TL; reduce overall height of tower to 275 ft. Action July 7.

■ WABX (99.5 mhz) Detroit—Dismissed CP to make changes in antenna system; change type trans; change type antenna; change TL; increase ERP to 17.78 kw; decrease HAAT to 784 ft. Major environmental action under section 1.1305 of rules. Action July 8.

■ WMQT-FM (107.1 mhz) Hancock, Mich.—Returned CP to make changes in antenna system; change TL; increase ERP to 100 kw; decrease HAAT to 530 ft., and change TPO. Action July 8.

■ KLUK (105.5 mhz) Knob-Noster Warrensburg, Mo.—Granted waiver of section 73.1201 (B)(2) of rules to identify as Knob Noster-Warrensburg. Action July 1.

■ KBWH (106.3 mhz) Blair, Neb.—Granted CP to decrease ERP to 1.26 kw; increase HAAT to 459 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action July 5.

■ WNTZ (93.1 mhz) Syracuse, N.Y.—Granted CP to install auxiliary antenna system at main TL; ERP: 39 kw (H); HAAT: 694 ft. (H) for auxiliary purposes only. Action July 7.

■ WCLW-FM (105.3 mhz) Mansfield, Ohio—Granted CP to make changes in antenna system; change type antenna; decrease ERP to 17.5 kw; decrease HAAT to 217 ft., and decrease TPO to 7.5 kw. Action July 8.

■ KNOK-FM (107.5 mhz) Fort Worth—Returned modification of CP (BPH-820330AL) to change TL; increase HAAT to 1,095 ft., and change TPO. Action July 7.

■ KGSU-FM (91.1 mhz) Cedar City, Utah—Granted CP to change frequency to 91.1 mhz; change TL; specify RC from SL; increase ERP to 10.024 kw; change HAAT to minus 462 ft., and make changes in ant. sys. Action July 7.

■ KCPX-FM (98.7 mhz) Salt Lake City—Granted CP to install auxiliary antenna; change HAAT to 2,895 ft. (for auxiliary purposes only). Action July 5.

■ WFFV (99.3 mhz) Front Royal, Va.—Granted CP to change change TL; decrease ERP to 3 kw; decrease HAAT to 230 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action July 8.

■ WSBW (100.1 mhz) Sturgeon Bay, Wis.—Granted CP to make changes in antenna system; increase ERP to .595 kw and increase HAAT to 603 ft.

■ KHYS (98.5 mhz) Port Arthur, Tex.—Granted CP to

make changes in antenna system; increase ERP to 100 kw, and increase HAAT to 437 ft. Action June 29.

TV actions

■ KTVJ (ch. 14) Boulder, Colo.—Granted MP (BPCT-790130KS) to change ERP to 5,000 kw vis., 500 kw aur.; change TL, and change HAAT to 996 ft. Action June 30.

■ WTKW (ch. 16) Key West, Fla.—Granted MP (BPCT-800811KJ, as mod.) to change TL. Action June 30.

■ WNHT (ch. 21) Concord, N.H.—Granted authority to identify SL as "Concord-Manchester, N.H." Action June 30.

■ KSRE (ch. 6) Minot, N.D.—Granted CP to make changes in ant. sys. Action June 24.

■ KOTI (ch. 2) Klamath Falls, Ore.—Granted CP to change ERP to 35.5 kw vis., 3.55 kw aur.; change 2.185 ft., and change TL. Action June 27.

■ KOBI (ch. 5) Medford, Ore.—Granted CP to change TL and designate auxiliary tran. and antenna as main transmitter and antenna. Action June 29.

■ WAIM-TV (ch. 40) Anderson, S.C.—Granted MP to change ERP to 2,259 kw vis., 225.9 kw aur.; change HAAT to 1,474 ft., and change TL. Major environmental action contingent to grant of BALCT-821022EB. Action June 29.

In contest

Legal activities

■ Gencom Inc. has filed appeal with U.S. Court of Appeals for District of Columbia Circuit of June 21 FCC action in which FCC denied review of decision of Chief, Common Carrier Bureau granting application of Advanced Mobile Phone Service Inc. for CP for cellular radio system in Phoenix. (Gencom Inc. v. FCC, Case No. 83-1720). Ann. July 14.

■ Western Union International Inc. has asked U.S. Court of Appeals for District of Columbia Circuit to review FCC's April 20 action which disposed of two petitions for reconsideration or clarification, filed by Western Union International Inc. and RCA Global Communications Inc., of FCC's action regarding changes in corporate structure and operations of Communications Satellite Corp. Action denied petitions except to extent that separation required between Comsat parent corp. and its subsidiaries be clarified. (Western Union International Inc. v. FCC & USA, Case No. 83-1729. Ann. July 14.

Call letters

Applications

Call	Sought by
New AM's	
WURL	Cooke Broadcasting, Moody, Ala.
WZEL	WZEL Inc., Young Harris, Ga.
KAIN	Fredericka Cain Todd, Vidalia, La.
KBSM	Eastern Jackson County Broadcasting Corp., Blue Springs, Mo.
KTOL	Capitol County Broadcasters Inc., Lacey, Wash.
New FM's	
KHBC	Hassayampa Broadcasting, Wickenburg, Ariz.
KEKA-FM	Redwood Broadcasting Co., Eureka, Calif.
WAEM	Oceanside Broadcasting Co., Shallotte, N.C.
New TV's	
WDVI	Delaware Valley Broadcasters Inc., Wilmington, Del.
Existing AM's	
KIIQ	KRTS Manitou Springs, Colo.
WIFE	WCNB Connersville, Ind.
WZON	WACZ Bangor, Me.
KRVC	KBOY Medford, Ore.
KROX	WFAA Dallas

WIKS WPAR Parkersburg, W.Va.
WPRX WAOZ Hudson, Wis.

Existing FM's

KBBT KSAA Casa Grande, Ariz.
WEZI WYOR Coral Gables, Fla.
WWMJ WDEA-FM Ellsworth, Me.
*WEEE WEHS Cherry Hill, N.J.
KCPK KICA-FM Clovis, N.M.
KWSI KHQE Warm Springs, Ore.
KLLS-FM KKJH Rapid City, S.D.
KALK KZIM Denison, Tex.

Grants

Call	Assigned to
New AM's	
KMTL	Sherwood Broadcasting Co., Sherwood, Ark.
WKZY	Hercules Broadcasting Co., North Fort Myers, Fla.
WJJN	Newburgh Broadcasting Co., Newburgh, Ind.
WMDB	Babb Broadcasting, Nashville
New FM's	
KJMM	Calnevar Broadcasting Inc., Needles, Calif.
WQEZ	MPP Inc. Fort Meyers Beach, Fla.
KGCI	Grundy Broadcasting Co., Grundy Center, Iowa
KLKS	Lakes Broadcasting Group Inc., Breezy Point, Minn.
KIAG	R.C.T. Communications Inc., Mountain View Mo.
KOOC	Tri City Broadcasters Inc., Cozad, Neb.
WFKX	Wofle Communications Inc., Henderson, Tenn.
KHER	Acelga Broadcasting, Crystal City, Tex.
KTFA	Voice in the Wilderness Broadcasting Inc., Groves, Tex.
KEYF	Good Luck Broadcasting Inc., Grand Coulee, Wash.
WMTD-FM	Bluestone Broadcasters Inc., Hinton, W. Va.
New TV's	
KHFT	Hobbs Family Television, Hobbs, N.M.
WOIO	Channel 19 Inc., Shaker Heights, Ohio
KLTJ	Cela Inc., Irving, Tex.

Existing AM's

WTWG WBUL Birmingham, Ala.
WKSJ WLLF Prichard, Ala.
KESR KNYO Independence, Calif.
WFNN WWQT Dunedin, Fla.
WVFJ WFDR Manchester, Ga.
WNVI WOCH North Vernon, Ind.
WGSP WHVN Charlotte, N.C.
WHVN WIST Charlotte, N.C.
WKJS WHBT Harriman, Tenn.
WYLQ WTNR Kingston, Tenn.
WKEE WHTN Huntington, W. Va.
WHEZ WTCR Kenova, W.Va.
WGNW WQCL Pewaukee, Wis.

Existing FM's

WWTY WHBS Holiday, Fla.
WGUL-FM WPSO New Port Richey, Fla.
WVFJ-FM WQCK Manchester, Ga.
WNVI-FM WOCH-FM North Vernon, Ind.
KXAX KKKA St. James, Minn.
KXSS KBHL Lincoln, Neb.
WYYY WSYR-FM Syracuse, N.Y.
WRQN WKIQ Bowling Green, Ohio
WHBT WKJS Harriman, Tenn.
KTRJ KTRM Euphrata, Wash.
WTCR WHEZ Huntington, W.Va.

Existing TV's

KWCH-TV KTVH Hutchinson, Kan.
WAXA WAIM-TV Anderson, S.C.
WDSI-TV WRIP-TV Chattanooga, Tenn.
KINT-TV KEHB-TV El Paso, Tex.

Summary of broadcasting as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

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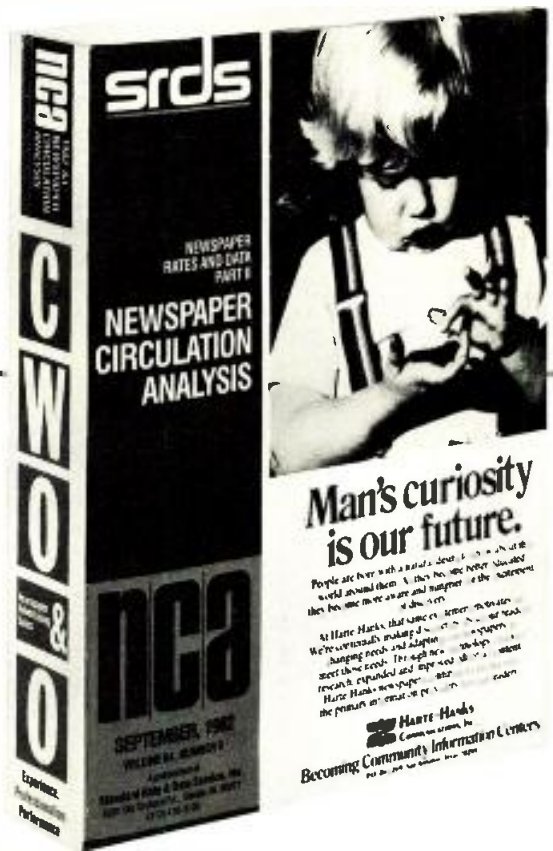
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RADIO

HELP WANTED MANAGEMENT

Manager/engineer for South Pacific 50KW AM. Religious format. Call Jim Slaughter, 404-324-1271.

General manager—popular AM-FM radio station in Tri-Cities, Tennessee, seeking aggressive, sales-oriented general manager. Station has been successful since 1951. All applications treated in absolute confidence. EOE. Write Box Z-71.

General manager/sales manager wanted for new AM station in So. Calif. Must have strong management background and proven record in sales. Lambda Broadcasting Corp., P.O. Box 1420, Yucca Valley, CA 92284.

General manager—excellent opportunity for aggressive AM-FM radio station manager at long-established Lynchburg, VA station. Sales experience required, plus ability to manage. All applications treated confidentially. EOE. Reply Box Z-72.

Sales-oriented general manager needed for newly acquired AM in fast growing city, upstate NY. You can run this station as your own if you're self motivated, conscientious, and know how to build a successful team. National and local sales experience a must. This is the beginning of a small dynamic group, and a great opportunity to move into management. Send resume and salary requirements to Box Z-95.

Manager for small market Minnesota station. Strong sales background essential. Part ownership possible. Reply Box Z-100.

General manager to join growing 8-station group. Top rated, class C-FM, McAllen, Texas. If you are a winner with a proven track record, send complete details on what you have done in radio that is unique or different. Not interested in the "usual resume." Send to: Richard Oppenheimer, 1219 West 6th Street, Austin, TX 78703. 512-474-9233. EOE.

Station manager: WORT-FM, listener-sponsored radio. Responsible for overseeing all operations of the station. Full time, \$16,000/year. For job description and application: Don Alan, WORT, 118 S. Bedford, Madison, WI 53703. 608-256-2695. Deadline: Sept. 6, 1983. EOE.

Local sales manager. KKYK, Little Rock's top-rated station, is seeking a strong sales leader. Do you have what it takes to help the market's most successful local sales staff continue to be top billers and collectors? If so, call Jim Grant, 501-661-7570.

GM wanted. Top station, top 50 NE market. Must be experienced selling GM with all around broadcast knowledge. No "desk jockeys". Good company, good pay for good broadcaster. Current GM promoted within group. EEO. Resume to Box Z-143.

Selling sales manager. Christian programmed AM, West Coast. 7.5 million in coverage area. Outstanding opportunity for high earnings. Must be sales professional who knows and understands contemporary Christian Radio. Write Box Z-151.

Sales director for well established south Texas station in strong growth area. Experienced only, with opportunity for advancement with growing small group operator. Salary plus override and other benefits. All replies in confidence. Present employer will not be contacted without your permission. EOE. Mr. Henry, 512-686-5454.

HELP WANTED SALES

California daytimer/San Francisco suburban market. Seeking outstanding sales manager who can do it all; sell personally, lead, train sales staff—an achiever, a goal setter. Resume and references to Box Z-44.

Central California fast growing top 100 market looking for top notch sales pro with proven track record. Send resume to Box Z-69. EOE.

General sales manager. Group owner seeks GSM for turnaround challenge with newly-acquired full-time AM and class B FM. Could be first management position for right person with proven billing ability. Good base and benefits, with incentives. Long term game plan. Excellent living area. Prefer candidate with first-hand New England knowledge. Position is open now. Write in confidence to Dick Hyatt, President, WRDO/WISL(FM), One Memorial Circle, Augusta, ME 04330. EOE.

Play-by-play/salesman for southern California FM. Tape and resume to Mike Thomas, PO Box 5192, Ventura, CA 93003. 805-647-1055.

Immediate opening. General sales manager. Radio station, mid-sized South Carolina market. Must be promotion oriented and able to lead and motivate people. Only experienced persons need apply. Salary guarantee plus override. Send confidential resume to: PO. Box 531, Columbia, SC 29202.

Southeast Alaska group seeks ambitious, experienced salesperson. Production experience preferable. Salary guarantee for 90 days. High earnings potential for self motivator. Send resume & references to Dennis Egan, 3161 Channel Drive, Juneau, AK 99801.

Experienced sales representatives needed to handle local and regional accounts. RAB training a plus. Excellent income for right people. WCBX, Eden, North Carolina. 919-623-3121. EOE.

St. Marys, WV, adjacent to Parkersburg-Marietta SMSA. Class A FM, on air Sept-Oct. Liberal commission. Resume and references to Box 338, Newport, OH 45768.

Maryland country music station needs salesperson. Small market. Good salary, plus commissions. Pleasant, easy life style area. Box Z-138.

Sales manager. Northern New Jersey station adopting "music of your life" format. New start up experience preferred. Salary, commission plus equity. Reply Box Z-144.

Wanted: ace salesperson for general sales manager at aggressive AM/FM combo in rapidly growing NE suburban market. Must be highly motivated, hungry, capable of carrying own book while training and managing others. Our candidate must be a producer who's not afraid of goals and challenges. Excellent first opportunity to prove self in a management position. RAB training a must, CRMC helpful. Progressive company with excellent benefits and growth opportunities. Send resume to: Brian Madden, Suite 600, 1333 New Hampshire Avenue, NW, Washington, DC 20036. EOE.

If you have an extraordinary knowledge or radio sales, isn't it time you were earning an extraordinary income? Travel is required within your state. Call Bob Manley, 806-372-2329, for details.

Sales manager for AM/FM combo. Louisiana Gulf Coast medium market. Need an experienced pro who can carry list and build a sales organization. Golden opportunity for aggressive, highly motivated person that wants to move up. Equity potential. Confidentiality assured. EEO. Send resume and income requirements to Albert Johnson, P.O. Box 1725, Lake Charles, LA 70602.

Sales manager for southern WV AM/FM. Must be experienced, aggressive, able to motivate. Also, experienced account executives wanted. Send resume to WOAY Radio, P.O. Box 251, Oak Hill, WV 25901. EOE.

HELP WANTED ANNOUNCERS

Progressive, small market radio in resort area is looking for an experienced adult contemporary announcer. Top pay and extensive benefits. Immediate opening. Tape and resume to Adrian Frazier, WMSA, Massena, NY 13662. EOE.

Florida East Coast. Immediate opening for entry level announcer. Nights. Minorities encouraged. Need a start? Send air check and resume to Bill Jones, Box 677, Jensen Beach, FL 33457.

Regional northern New England station has immediate opening for dynamic play-by-play and sports feature announcer. Successful applicant must have basketball and hockey play-by-play experience, well rounded college and professional sports knowledge plus tape editing ability. Previous sports announcer now with major league baseball and ABC Cab sports. Station serves major college city. Excellent location, pay, benefits and equipment. Resume air sportscasting tape mandatory for consideration; send to: Station Manager, WVMT, Box 620, Colchester, VT 05446. EOE. No calls, please.

Announcer/chief engineer needed for upper Midwest AM/FM. Salary \$20K, plus vehicle provided. Excellent benefits. Resume only to Box Z-98.

Well-educated, articulate staff announcer needed for Puerto Rico's only English-language radio station. Some knowledge of Spanish helpful, but not necessary. Send resume and aircheck to General Manager WOSO, Box 4349, San Juan, PR 00905.

Southeast Alaska group seeks strong AC/personality for AM or midday. Good money for right person. Contact Dennis Egan, 3161 Channel Drive, Juneau, AK 99801.

Alabama Gulf Coast. Airshift, sales opportunities small market. Send resume, references, tape to: Jim Stewart, WHEP, Drawer 210, Foley, AL 36536.

WAXCee 92 has an opening for a mature-sounding morning personality. We are an adult contemporary FM station, with the emphasis on adult. Send tape resume to John Bulmer, President, WAXC, P.O. Box 14 Wapakoneta, OH 45895. No calls, please. WAXC is an equal opportunity employer.

Need experienced morning personality to host late shows, conduct telephone interviews, and board work MOR music format. Send resume and audition tape. WAPF-WCCA, P.O. Box 605, McComb, MS 39646. 601-684-2271.

Classics 92 morning drive jock/tape editor; evening informal symphonist/newscaster. New commercial WXCR(FM); modest wages; 40-hour, 5-day weeks. Tampa Bay Concert Radio, Inc., Box 8, Safe Harbor, FL 33572.

Well-rounded air person needed for announcer production & news at number 1 contemporary beautiful music station. Attractive New England country setting. Modern facilities. Position available immediately. Salary open. Prefer New England area resident. Reply only if you have 5 years' commercial radio experience. Tape/resume: Les Ross, Operations Manager, WSRS, West Side Station, Worcester, MA 01602. EOE.

Character voices needed: unique delivery or cartoon-type style (not "impressions"). M/F. \$555 per week. Write for audition instructions: L.A. Air Force, Box 94 Long Beach, CA 90801.

HELP WANTED TECHNICAL

Manager/engineer for South Pacific 50KW AM. Religious format. Call Jim Slaughter, 404-324-1271.

Chief engineer for 5KW public radio station. Alaskan interior. 225 miles from nearest highway. Challenging environment, state of the art equipment. Maintenance license, year's experience, ability to improvise necessary. \$27,000-\$31,000. DOE. Excellent health plan. Start August 15. Send resume, three references to Chuck Hinde, KSKO-AM, Box McGrath, AK 99627. Deadline July 31. For more information, call 907-524-3001.

Northern Shenandoah Valley AM/FM needs part time engineer with excellent references. Send resume and hourly rate to Box Z-117.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer. WHON/WQLK, Richmond, IN. Salary w fringe benefits. Resume to GM, PO Box 1647, Chmond, IN 47374.

Technical director: handle studio and satellite operations for statewide radio network with 15 affiliates. Engineer daily ½ hour award-winning wsmagazine. Operate satellite uplink. Maintain studio and transmission equipment. Requirements: excellent technical and audio production skills and standards. Formal engineering training. Experience with podcast and transmission equipment maintenance. Highly competitive. DOE. Will consider excellent line with good background. Send resume, three (3) professional references to: Diane Kaplan, Executive Director, Alaska Public Radio Network, 2607 Fairbanks St., Anchorage, AK 99503. EOE. Open until end.

Chief engineer for Philadelphia's number one rated music station, WEAZ. Must have excellent ear and technical abilities. Salary commensurate with abilities. Equal opportunity employer. Send resume w salary requirements to Lee Martin, Operations Manager, EAZY 101, 10 Presidential Boulevard, Bala Cynwyd, PA 19004.

Chief engineer for Midwest AM/FM automation. Satellite. EOE, M/F. Write Box Z-131.

Engineer, broadcast. Commercial FCC general class radio telephone license required. Experience preferred. Salary negotiable with excellent fringe benefits. Send resume to Chief Engineer, PO Box 1045, Memphis, TN 38112. Equal opportunity employer.

Chief engineer. Experienced technical chief wanted for a class B FM in Milwaukee market. Knowledge in transmitters, STL, remote pickup, and great audio are all. Must be able to get involved with all station activities. Send resume and salary requirements to: Ralph Barnes, GM, WQFM Radio, 606 W. Wisconsin Avenue, Milwaukee, WI 53203.

Hands-on chief for Mpls/St. Paul combo. Must know C regs. Automated directional AM, live FM. Studio & transmitter maintenance a must. No calls, please. Send resume to: KJJO/KRSI, C/O Mike Waggoner, GM, 320 Valley View Road, Eden Prairie, MN 55344.

HELP WANTED NEWS

News award winning news director for Alaska's west AM. Requires two years' radio news experience. Station heavily committed to news. On air September. Tapes/resumes/salary history: KGHX, PO. # 82131, Fairbanks, AK 99708.

News director: newly acquired AM in fast growing ny, upstate NY, needs local newscaster/director who committed to gathering and communicating a quality local newscast. Willing to give an experienced college graduate a first opportunity. Send resume/salary requirement/aircheck to: Michael Metter, Metter Broadcasting, 265 West 81st Street, New York, NY 1024.

News director—regional FM. Northern Wisconsin, per Michigan, northeast Minnesota. Develop news format, coordinate efforts of reporters and stringers. Experience and good on-air sound essential. Tape and resume to Operations Manager, WBWA, Box 207, Ashburn, WI 54891.

News and talk operation on East Coast needs experienced prospects for news director. Resumes only Box Z-140. Benefits. EEO.

News Anchor/producer for 50kw public radio station at major university, 65 miles west of Chicago, serving the Rockford market. UPI national winner with long news commitment. Anchors news magazine 8 a.m., produces in-depth reports and features. Requires B.A. or equivalent, demonstrated journalism, announcing and production skills. Salary: \$11-14,000, excellent benefits. Resume, references, audition tape August 5 to Michael Lazar, General Manager, NIU-FM, Northern Illinois University, DeKalb, IL 6115. 815-753-0212.

News director. Upper Midwest. Full-time AM. Send resume, salary history, air check and references to General Manager, KKA Radio, PO Box 1770, Aberdeen, SD 57401.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program director desired. Contemporary station, medium market! Sunbelt & Midwest! Your background should be A/C, CHR or country! If you are goal-oriented, have a strong background in promotions, music, research, and know how to deal with people effectively, we want to hear from you! Resume only to Box Z-86.

Program director. Fulltime AM in desirable NE coastal community seeks experienced professional to reorient sound with new management team. Resumes only to Box Z-102.

Program director needed for WQUA-AM, Moline, Illinois (Davenport, Iowa metro). Must be an experienced AM radio specialist with proven track record and solid references. Owned by Mid America Media, a premiere people-oriented, stable, strong group owner of nine radio stations. Immediate opening. John Haggard, Vice President & General Manager, 1801 6th Avenue, Moline, IL 61265. 309-764-6727. EOE/MF.

Rocky Mountain adult oriented FM seeks experienced programmer to deliver 25-40 active, outdoor lifestyle audience. Exceptional production skills, ability to train on-air staff and board shift required. Send resume only to Box Z-145. EOE.

Program director needed for upper Midwest AM. Full-time country format. No. 1 in market. Excellent salary. EOE. Send resume to General Manager, KKA Radio, PO Box 1770, Aberdeen, SD 57401.

SITUATIONS WANTED MANAGEMENT

Local sales manager in radio is in search of strong management growth opportunity within group or individual station. Write Box Y-35.

Small markets, West. Sales promotions, programming, engineering. Honest, aggressive. Unusual extras. Country consultant seeks GM position. Bill Taylor, 213-791-4836.

General manager: sales intensive, self motivated, highly organized and disciplined to win the battles of sales and profits. 18 years in management with persuasive product knowledge. Achiever of goals. Solid professional looking for a station or group owner who wants a winner. Write Box Z-62.

Bad book? As GM, I can keep your salesmen producing despite the numbers and shape your programming into a winner. Box Z-79.

Ads all the same? The difference shows up in the resume. If you need a good GM, write for mine. Box Z-80.

I'm looking for a radio sales management position. 9 years' experience in sales and management, national and local. Top-100 market. Looking for exciting, new challenge. Respond Box Z-103.

Major market GM/GSM. Husband/wife team. Currently employed; billing up 320% in year. 20 years' management, hot sales, marketing, programming. Top references. Tired of lousy weather, seeking warmer challenge, medium to large market. Box Z-106.

Two years with Ma Bell were enough. Ten-year pro wishes return to small to medium market management opportunity. A manager who can sell, a salesman who can manage. General class license. I can do it all. Call David G. Stern, 405-478-5206. Ready today!

Heavy sales and programming, great track record. 12 years radio, 4 years management. Family man, mid 30s. Seeking small to medium market. Write Box Z-137.

New opportunity sought. Programmer/GM in top 15 market seeks major market operations or other management opportunity. Prefer AM/FM combo. 19 years' experience AM and FM, includes programming in No. 1 market. Write Box Z-139.

SITUATIONS WANTED SALES

If you need a small to medium market manager who can do it all, then I'm the man to do it. Strong in community involvement. I can sell, collect, produce, do sports, and mow the lawn. Call David G. Stern, 405-478-5206. Ready today!

Sales manager/sales trainer. Sales leadership plus development of employee self-esteem, positive mental attitude, and an unrelenting drive to excel. Bottom-line oriented. Master's degree. Sixteen years' experience all phases broadcasting, primarily leading Western states country stations. Currently in personal/professional motivation field. Box 731, McLean, VA 22101. Evenings/weekends: 703-448-9623.

SITUATIONS WANTED ANNOUNCERS

Female announcer looking for position in Midwest. Have training from Columbia School of Broadcasting. Call Ruth Bull, 317-643-7956.

Entry level into small market desired ASAP Wooster, Ashland, Medina areas preferred. Willing to learn & work hard, possess 3rd. For tape & resume: 216-658-3021, or write Ralph Gantz, Jr., 341 Hilltop Dr., Doylestown, OH 44230.

Rave reviews—from listeners & employers alike. Currently employed. This announcer/engineer is a natural for your station: authoritative, personally appealing, hard working, reliable. Looking beyond present 150,000 audience for bigger fields to conquer. Call collect, 201-875-3778, or write Box Z-89.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

Creative personality, hard worker. Jock. Commercial production, engineering, great delivery-interested? Don 312-787-1880.

Experienced, responsible professional seeking announcer-sports director position with upward mobility. Music knowledge in A/C, CHR, AOR. Available immediately. T&R—"KOZ," 145 Sandybrook Drive, Hamlin, NY 14464.

Telephone talk—14 years in broadcasting. Specializing in blending human interest, entertainment and controversy. Good interviews, show has always been successful. Art Murphy, 305-725-1743.

Can we talk? Current Washington personality specializing in intellectually-based craziness, intelligent insanity. A/C, N/T, and human experiences. Cornered at weak facility. Quality commitment? Class operation? Write Box Z-127.

Play by play experience desired. Veteran disc jockey. Prefers small market. Family man. Tape, resume available. Write Box Z-130.

Black female. Baritone to contralto. 1st class license. 1½ yrs' experience. Willing to relocate. News interest. Voice-over work desirable. Call Joyce, 612-894-2538, Minneapolis area.

Looking for a talented personality with a good tape? Look no further! Can do it all! I'm not lying! Dan Fox, 312-824-0082, or write 500 West Touhy, Camper No. 5, DesPlaines, IL 60018.

Ohio, nearby state, Alaska: night time DJ available. Previous part time experience. No automation. Doug, 419-387-7761.

Personality oriented AC or CHR airshift desired by experienced, young announcer. Good production. Will relocate. For tape, call Paul, 203-744-7749.

SITUATIONS WANTED TECHNICAL

Bottom line oriented chief engineer, presently employed, seeking permanent opportunity with group operated AM/FM in Southeast. 7 years' experience includes directionals, remote control, STL, RPU, construction, budgeting, capital equipment planning. Excellent working relationship with programming. SBE certified, stable, family. No small markets. 803-246-3401, days.

SITUATIONS WANTED NEWS

Sports director with solid credentials seeking excellent opportunity. Broadcasting degree. Ten years' experience. 300 PBP games, including NCAA football, basketball, baseball. Talk show host. Knowledgeable, dedicated, sincere. Box Y-11.

Sports director looking for good opportunity. PBP experience; will consider sports-news combo. 201-763-5587 after 4 (EDT).

SITUATIONS WANTED NEWS CONTINUED

Play-by-play broadcaster. Football-basketball. Major college or pro. 10 years' experience. 5 years college. Former owner sports production company that originated 100 games in two years. 31, M.S. communications. Tom, 417-782-0031.

Experienced sportscaster desires position with quality station. 6 years' experience doing major college and high school play-by-play. Morning and afternoon drive sports anchor. Outstanding sound. Major market sales experience. Available very soon. Tape ready. Contact Burt Groner, 5455 Grove St., Skokie, IL 60077. 312-966-3875.

Experienced newsman looking for a new challenge. I have over 7 years' experience in news, programming, and telephone talk. Call Marty, 216-755-0504.

Sportscaster looking for larger market, preferably on West Coast. Will provide you with accurate, interesting stories, plus most exciting PBP you could desire. Eight years PBP, including four years major college basketball. BA in broadcast journalism. Will do sports/news combo. Ritch, 503-548-7316, 548-5101.

Talk, talk, talk. That is what I do best. Major market host looking. 412-321-5071.

Award winning, experienced sports director looking to move. Love local sports. Will consider any market. 703-433-2093.

I love news. I'm looking for any news position. I'm experienced in gathering, writing, and reporting. Will relocate anywhere. Any size market. Call Rob, 817-322-2168.

Award winning reporter is ready for a news challenge. Two years' experience as a newspaper reporter-editor. Two years as a radio news director-morning anchor-medium market. Can begin immediately. Call Ellen, 414-922-7434 or 414-337-0896.

Sportscaster for medium market station. Solid basketball, football, baseball PBP, and award-winning sports reporting. Seeking college PBP opportunity. Eleven-year pro. Box Z-133.

10 year sports enthusiast. Football, baseball, basketball PBP Superb sports reporter. Ready to hustle for your station. Call Mark now: 414-744-1428.

Newscaster, experienced and versatile, seeks to join an aggressive news operation. Small markets. Larry, 313-732-1262.

News announcer needs job. Will relocate, dependable. Sports, interviewing, reporting. 219-874-8285. Indiana, Illinois preferred.

Creative talk/news? Take Air Clark to entertainment, information, and higher ratings! Major market Pittsburgh and overseas experience. 6 year radio journalist and veteran talkshow host. Willing to land in your market now. Call Kevin for T&R: 412-362-1571.

Network calibre newscaster. 27 years' experience all areas, anchorman morning drive, news director, and business news. All experience in medium to large stations. NY-NJ metro area. Will re-locate. Prefer far West, Rockies. Excellent references. 201-780-3876.

Female, 36, experienced, seeks position, Eastern states. 804-482-3542.

News anchor/reporter. Medium market experience. Degree in broadcast news and English. Dependable, aggressive journalist seeks position in news or sports. Call John, 815-399-1760.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Programming pro: 10+ years' experience. A/C, country, CHR. Profit-oriented. Promotion and marketing knowhow. Degree, First phone. Thom Davis, 704-827-0300.

Creative copywriter can keep your sponsors happy. Production experience and two SIU degrees (Radio-TV and Business) makes this August '83 grad perfect for you. For resume and tape, call Tom Bomba, 618-457-7291, or write 803 W. Walnut, Carbondale, IL 62901.

Bill Conway, 10 years PD experience, leaves A/C WTMJ, Milwaukee, with 12.6 share. No. 1 in 12+ overall, No. 1 in every daypart, No. 1 in 25-54 men and women. Proven winner in country and CHR, too. Seeks major programming position. 414-259-1431.

Operations, programming, production management and format syndication. Seasoned pro, 32, 19 years' experience all facets. Seeking long-term relationship with stable operation. Proclivity toward MOR and EZ. Track record includes fixer-uppers and turnarounds. Detail-oriented hustler. Prefer West Coast, all considered. Chris Edwards, 714-678-3370.

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TELEVISION

HELP WANTED MANAGEMENT

Membership office supervisor—Public TV/radio station seeks a goal-oriented, upwardly mobile, supervisory leader with a strong ability to motivate others. Candidate must be a self-starter with good writing skills. Experience with computerized record-keeping systems, volunteers and on-air experience all pluses. Position requires hard work and long hours. Bachelor's degree or equivalent experience required. Writing samples, as well as references, should accompany resume. Send to WNET-TV, Membership Office B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

General manager—group operator seeking experienced manager for small and mid-sized television markets. Candidate must have had supervisory responsibility for total staff of large or small market television station, as well as proven ability to increase sales and maintain cost control. Hands-on experience at planning and budgeting is essential. Stations are located in East and Southeastern markets. Reply to Box Z-60.

Local sales manager—dominant VHF station in 170th market recently completed erection 2,000-ft. tower with new transmitter and site. Excellent pay opportunity for local sales manager who can develop local and regional business in newly-expanded mid-south city-grade area. TV sales experience required. EOE. Write Box Z-73.

Director of programming/promotion. Leading 100+ group-owned California station seeks experienced person to head program and promotion department. Not entry level. Great place to live and work. Send resume and letter to John Proffitt, Vice President/General Manager, KERO-TV, P.O. Box 2367, Bakersfield, CA 93303. EEO.

General manager—the only VHF network affiliate in widespread area covering numerous small and medium cities desires aggressive general manager. Pay negotiable. Professional experience required. Super employment opportunity in Southeast. EOE. Reply Box Z-74.

Production manager: minimum of two years as a production manager. Ability to handle difficult people and mold them into a team. No beginners. Attractive Northwest market. EOE. Write Box Z-141.

Program director for growing public television facility in a small market area. Individual will have total control of programming activities for university licensee. Ability to work with students and part-time personnel a must. Excellent opportunity to be part of a close knit broadcast facility strongly dedicated to local service and continual training. Salary range: \$20,880-\$26,100/year. Apply to Personnel Office, Central Missouri State University, Warrensburg, MO 64093, by August 5, 1983. CMSU is an EEO/AA employer.

Chief operating officer. Central Educational Network, based in Chicago. Will have responsibility and authority for all areas of corporate activity. Must have telecommunication management experience, business and marketing expertise. Salary: \$50,000-\$60,000. Applications accepted through August 31, 1983. Send to: Robert D. Page, CEN Search Committee, c/o WKAR-TV, East Lansing, MI 48824.

General manager—public company with 31 stations permits for full power independent television stations (Charleston/Savannah, Georgia, Asheville/Greenville/Spartanburg, Ogdon/Salt Lake City, U needs group manager to head broadcast division. Must have independent television station experience with group owner. Send resume to P.O. Box 1: Gainesville, FL 32602. All inquiries confidential.

HELP WANTED SALES

Northeast VHF network affiliate seeks a local sales manager with a proven record of excellence in broadcast sales. Resume and salary requirements to Z-114. EOE. M/F.

Sales manager. New Independent is looking for good local TV salesperson. Must have 3 or more years experience and leadership ability. EOE. Resumes General Manager, WNHT-TV, 110 North Main Str Concord, NH 03301.

Account executive—WTVD (TV), the CBS affiliate Raleigh/Durham, is seeking a team-oriented person with a proven record in broadcast sales. Apply in writing to: Peter J. Celentano, WTVD, P.O. Box 20 Durham, NC 27702. A Capital Cities Communication station. EOE.

Local sales manager—CBS affiliate, north California. KXTV is seeking experienced local sales manager from top 50 markets to direct the effort local sales team. Familiarity with TVB, co-op advertising and new business prospecting a must. Candidate should be willing to take charge, develop a team, maximize local sales efforts. Apply in confidence: Michael Fiorile, KXTV, PO Box 10, Sacramento, 95818.

HELP WANTED TECHNICAL

If you're No. 2 in the engineering dept. and handle the chief's job, we need to talk. UHF station market in mid-Atlantic region. \$30K. Reply Box Z-1 EEO/MF.

Chief engineer for WPBY-TV, Huntington, WV. Supervise staff of 12 with two-city production center. Assist in budget planning, equipment planning, purchasing, occasional statewide networking as well as state TV and radio system. Assure maintenance technical standards and licensing conformances. Resume should show television/radio background with progressive supervisory/administrative experience. Salary range: \$27,108-29,182. Position available October, 1983. Resumes by August 1983, to General Manager, WPBY-TV, Third Ave Huntington, WV 25701. EOE.

Studio maintenance engineer for Sunbelt Network affiliate. Requires 2-3 years' experience in repair modern studio equipment at the component level. UHF transmitter experience a plus. Super work conditions with a very competitive salary. Send resume stating specific equipment experience and salary history to Chief Engineer, WRBT-TV, P.O. 14685, Baton Rouge, LA 70898.

Radio-television chief engineer: Associate degree and three years' responsible electronic experience. Equivalent combination of education and experience required; Bachelor's degree preferred. Possession radio-television first class license or its equivalent. SBE certification desirable. Other qualifications include: considerable knowledge of operating equipment, components and circuitry of television and radio equipment; experience in interpreting complex schematic and wiring diagrams; skill in electronic troubleshooting; skill in the use of electronic repair and test equipment; experience in supervising of engineering personnel. The position involves work both with a radio-television instructional program and with a developing FM radio station. Application should be sent by August 15 to: Personnel Services Northern Kentucky University, Highland Heights, 41076. Northern Kentucky University is an affirmative action, equal opportunity employer.

HELP WANTED NEWS

Anchor/producer, Western states, 140+ market. Experience necessary. Send resume, salary requirements only to Box Z-97. EOE.

California station expanding its award winning news department. Need producers, reporters, photographers. Send resume only to Box Z-108.

HELP WANTED NEWS CONTINUED

Weatherperson—prefer 2-3 years' experience on-air; group owned CBS affiliate; send tape to: Gary R. Olton, VP & GM, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408.

Primary anchor—group owned CBS affiliate; must have ability to produce; prefer 3-5 years' on-air experience; send tape to: Gary R. Bolton VP & GM, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408.

V reporter for growing news service. Minimum three years on-camera. No radio. Resume only to Box Z-120.

Weekend weather/news reporter combination opening at top-rated station. Personality, drive and ability a must. Send tape and resume to News Director, WMTV, 615 Forward Drive, Madison, WI 53711. Equal opportunity employer.

Reporter to do in-depth reporting for weekly magazine format program. Min. 2 years' experience in TV news. BA degree preferred. Resumes: Gilda Jones, ERA TV/FM, 3000 Harry Hines Blvd., Dallas, TX 5201. EOE.

Full-time ENG news cameraperson and editor for top California independent station. Minimum 1-2 years' experience in field and editing videotape. Salary commensurate with experience. Send resume only to Dick Carr, News Director, KMPH-TV, 5111 E. McKinley Avenue, Fresno, CA 93727. An EOE/M-F.

Photographer-editor. Seeking energetic ENG journalist to serve in Mid-East bureau of growing network news organization. Long hours, travel, hard work, awards of taking on the big guys. Salaried position, Jerusalem-based. Knowledge of Middle-East languages a plus. Send resumes (no phone calls) to: Personnel Director, Metromedia News, 5151 Wisconsin Avenue, NW, Washington, DC 20016.

Weekend anchor/weekday reporter. Experienced only. Top 50 market. Send resume and videotape to: News Director, WOWK-TV, 625 Fourth Avenue, Huntington, WV 25701. EOE.

ENG camera operator/editor to shoot and edit 3/4" ENG video reports for weekly news magazine format program. Experience needed, prefer some college. Resumes: Gilda Jones, KERA TV/FM, 3000 Harry Hines Blvd., Dallas, TX 75201. EOE.

Reliance cameraman. 2 years' news/magazine format experience. Aggressive, creative, flexible. Excellent opportunity with pleasant, creative, fast growing company. Some national/international travel. Send resume and tapes to Nighthawk Productions, 3452 E. Coothill, Suite 341, Pasadena, CA 91107.

Sports reporter for group-owned CBS affiliate. Feature reporting for sportscasts and coaches' shows. Some anchor work required. Knowledge of ENG photography & editing preferred. Contact Randy Smith, WDEF-TV, 3300 S. Broad St., Chattanooga, TN 37408. OE.

Ready to move up? Send tapes/resumes to Steve Orricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. Attention news directors/general managers: when your need for outstanding air talent is critical, turn to Primo People, Inc.

Anchor for progressive, group-owned station in top city market. Early and late news. Must have reporting experience and strong writing skills. Must be a participant, readers not wanted. Energy, enthusiasm and desire to win are paramount. Send resume only, with all details on education, and experience, references to Box Z-150. EOE.

Anchor/producer for weekday 6 & 11 casts. Visually oriented communicator with good writing skills for IBC affiliate in the Roanoke Valley of Virginia. News philosophy, salary requirements, resume and tape to Larvey Cox, News Director, WSLV-TV, Box 2161, Roanoke, VA 24009. No beginners, no phone calls.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Ideotape editor—northern California ABC affiliate seeks creative, highly motivated individual with extensive CMX-340X experience. Send tape and resume to Lou Galiano, Production Manager, KOVR-TV, 1216 Linden Way, Sacramento, CA 95815. EOE, M/F.

Promotion director: top 50 East Coast affiliate looking for experienced promotion director or promotable number two. Want aggressive competitor with ability to plan and execute strong campaigns to take charge of creative four-person department. Send resumes only to Box Z-70. Equal opportunity employer, M/F.

Wanted-producer/director for strong community PTV station in New Orleans. 3-5 years' experience. Responsible for content development, budgeting and must have strong production experience, both studio and field. Film and video. Apply to: Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184. Equal opportunity employer.

Promotion manager. Must create, produce and implement ad campaign using television, radio and print. Ability to write press releases and/or create sales promotion pieces a plus. Experience required. We are a major market in the NE. An equal opportunity employer. Send resumes to Box Z-92.

Director: top 50 southeast group affiliate seeks strong director for prime time shift. Must direct fast-paced, clean newscasts, plus promotion and commercial sessions. Able to switch board but also able to work with TD. Digital effects experience desired. Ability to work well with clients, producers and engrg. crew. Tapes and references requested later. Salary negotiable. Resume and salary history only in confidence to Box Z-99.

Graphic artist. Major market independent seeks solid talent for print and on-air production. B.A./graphic design, minimum 2 years' television art experience. Send resume to Dept. GA, P.O. Box 98828, Tacoma, WA 98499. EOE.

Shooter/editor. Seeking person experienced in all aspects of video tape production to shoot and edit for news and instructional formats. B.A. required. University of Illinois College of Agriculture. Write: R. Grear Kimmel, 69 Mumford Hall, 1301 W. Gregory Dr., Urbana, IL 61801, or call 217-333-4780. An affirmative action/equal opportunity employer. For equal consideration, apply by August 15, 1983.

Television coordinator. Looking for creative self-starter with at least three years' commercial experience in field and studio production; on-camera work a must. Responsible for coordinating statewide news and feature service and packaging agricultural and natural resources information in up-beat magazine format. Send resume and air check tape to Michigan State University Personnel Office, Rm 110, Nisbet Bldg., 1407 S. Harrison Rd., E. Lansing, MI 48824. Refer to position A3106. Michigan State University is an equal opportunity/affirmative action institution.

Promotion manager: experience required. Produces all local material. Heavy on news promotion. Must know production techniques. Works closely with agency on all out of house material. Competitive salary and benefits. EOE. Resume only to Box Z-142.

Shooter/editor/story producer for top-rated PM Magazine show. Previous field and writing experience needed. Send resume and cassette to WCPX-TV, P.O. Box 7466, Orlando, FL 32854-7466. No phone calls accepted. EOE.

Program manager for Alaskan public television station. Seeking experienced, innovative, adventuresome leader to manage programming and production. Send letter of application, resume and job related references to: Kathryn Jensen, General Manager, KUAC, University of Alaska, Fairbanks, AK 99701. Applications will be accepted through August 31, 1983, 1983, or until position is filled. Your application for employment with the University of Alaska may be subject to public disclosure. The University of Alaska is an AA/EO employer and educational institution.

Art director. Major market group owned station looking for the best there is. Prior art management experience required. Must have working knowledge of Chyron IV, DVE, color graphics system. Must work well with people and understand deadlines and priorities. Set design, advertising and computer background helpful. This is a top management position. The successful candidate will be responsible for station's advertising and on-air look. Send resume, tape and samples of work, along with employment history and personal background, to WISN-TV, Employee Relations Director, P.O. Box 402, Milwaukee, WI 53201. An equal opportunity Employer.

Assistant promotion manager. Looking for a creative person with TV production and copywriting experience. No. 1 station located 30 miles from the beaches of the Gulf of Mexico. EOE. Send resume: Personnel Director, KGBT-TV, Box 711, Harlingen, TX 78550.

Staff director. Active PTV station seeks professional with minimum 4 to 6 years' directing experience, including extensive location production. National credits a plus. Letter and resume to: Personnel, WTVS, 7441 Second Blvd., Detroit, MI 48202.

Producer/director. With a starting salary of \$32,448, we aren't looking for beginners. Single and multi-camera remote and studio directing experience a must. Send resume, tape and references to: KUAC-TV, University of Alaska, Fairbanks, AK 99701, and postmarked by August 12, 1983. The University of Alaska is an EO/AA employer and educational institution. Your application for employment may be subject to public disclosure if you are selected as a finalist.

Experienced promotion director needed for Ohio television broadcaster. A strong creative writing background, knowledge of media advertising, and college degree required. Please state your starting salary needs. Resume only to Box Z-152. EOE.

Art director. 100 plus market station looking for versatile designer who can give a crisp, contemporary look to an established No. 1 affiliate. Great opportunity for designer looking for experience. EOE. Write Box Z-153.

TV public affairs producer (information officer) to produce a broad range of public affairs programs for eight-station South Dakota Public Television network, including producer-anchor for 90-minute daily legislative coverage during annual seven to eight week sessions, Producer-host for live phone-in programs, and producer-talent for half-hour discussion and documentary programs. Qualifications: graduation from a college or university with a Bachelor's degree in journalism, communications, or related field, and three (3) years' experience in the mass media communications field or an acceptable equivalent combination of education and experience. Minimum salary: \$14,414/12 mos. plus fringe benefits. Deadline: August 8, 1983, or until filled. Contact: Dave Leonard, Director, KESD-TV, SDSU, Pugsley Center, Box 2218B, Brookings, SD 57007-0894. Audition videotape requested only of finalists. SDSU is an equal opportunity/affirmative action employer, F/M.

Production assistant—looking for conscientious worker, experienced in camera operation and studio procedures. Writing and producing abilities desired. Opportunity for advancement. Resume and 3/4" sample of work to: Bob Peltz, Production Manager, WPTA-TV, Box 2121, Fort Wayne, IN 46801 EOE.

Creative services coordinator: top station in 30th market seeks high-energy, high-quality writer/producer/idea person to oversee on-air promotion spots, graphics, station campaigns. Individual must bring top-notch creative credentials. Appropriate salary plus benefits. Send tape to Creative Services Director, WSMV, P.O. Box 4, Nashville, TN 37202.

SITUATIONS WANTED MANAGEMENT

10 years radio/TV news/community affairs experience in U.S. 6 yrs' experience in TV programming overseas. Seeking behind-scenes mgmt. position in community affairs or programming. 212-362-0361.

Television station manager with 30 years' experience in station management/sales/programming/film buying. Available soon, due to merger. Box Z-154.

SITUATIONS WANTED TECHNICAL

Experienced in management and hands on engineering, including VTR's, cameras, transmitters and microwave. Call 601-366-7526.

SITUATIONS WANTED NEWS

TV sports anchor/reporter w/major network production experience. PBR all sports. Would consider a good radio offer. 401-683-2276.

Sports. Nine year TV-radio veteran, anchor/PBR. Looking for serious station in medium-large market. Write Box Z-82.

SITUATIONS WANTED NEWS CONTINUED

Medium market sports director currently employed seeking sports-minded station in top 40. Degree. 5 years' experience in television sports. Top 20 experience. Creative, hard worker, strong writer. Solid references. Write Box Z-90.

Top-rated female co-anchor. Looking for position, medium/larger market. Also, experienced reporting/producing. Broadcast news degree. Write Box Z-94.

Meteorologist seeking media setting. Radio and television experience. Respond to Box Z-104.

Sportscaster with top 10 market experience seeking a good, stable operation in a large to medium sized market. Call 713-893-1965.

Award winning sportscaster who loves local coverage available now. Will relocate anywhere. Television or radio. 703-433-2093.

I'm a meteorologist with over two years' experience. Looking to move into a medium market. Chuck. 919-272-3832.

Very personable weatherman, early 30's, experienced. B.A. communications, extensive meteorological knowledge. Seeks spot in small to medium market. Strong feature and environmental reporting skills. Salary and location flexible, but I needed the job yesterday. Hurry! 319-391-4077.

Meteorologist—available September. With degree, plenty of forecasting experience, and three years on radio and cable TV. Write Box Z-135.

Vitality-experience. Nine-year TV-radio pro with both seeks new challenges. Currently reporter-weekend anchor. Weather background, too. 315-387-5428.

Weekend anchor/reporter. Weekend ratings dominate market. Award winning, aggressive reporter looking for weekend anchor and/or reporter position in right market. Inquiries to Box Z-146.

Anchor/producer/reporter. Credibility, experience, looks, voice, savvy. Expert in financial or scientific news. 815-455-5797.

Sportscaster with sparkle. Seeks new challenge in operation which justly rewards credibility, leadership, and versatility. Experienced professional. Solid background. Top references. Available immediately. 203-673-2231.

Attorney/reporter. General assignment reporter/morning news anchor, small market station. Looking for position in medium/major market, with chance to specialize in legal stories. Call 207-764-4661.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Major market experience in production, master control, engineering, producing, operations. Dedicated to quality and organization. Willing to relocate & work long hours with low pay for the right position. Write Box Z-96.

Director/videographer/editor. Award winning. 5+ years' experience. 3+ years CMX-340. Industrial, educational, cable, commercial, and broadcast clients. Creativity, craftsmanship, and proven track record. P.O. No. 6085, Evanston, IL 60204.

Need new challenges! P/D seeks position as special projects producer. Experience includes documentaries, magazine, performance, sports, children's shows. Box Z-132.

Promotion team member—looking for that number two or number three position in your promotion department now. Promotion director potential. Solid professional experience: heavy marketing, promo writing (TV, print) & on-air. Creative with strong organizational skills. Degree broadcasting-Boston University. Will relocate. 203-453-5719.

Program manager with exceptional management and film buying experience. Prefer Western or South-western commercial TV challenge. Write Box Z-155.

Self-starting, quick-learning, honors RTVF graduate with production assistant, newswriting and research experience with ABC, CBS and PBS affiliates in top 5 market seeks same with daytime talk or PM magazine format. I'm enthusiastic, thorough, well-read and call my mother at least once a week. Contact Paul, 215-356-8529, before your competition does.

CABLE

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/writer. Municipal access cable TV. Plan, write, direct, and edit cable programming for Lakewood's municipal access channels. Minimum AA degree required; BA preferred in radio/television. One year experience in cable or broadcast television as producer/director. Both technical ability and organizational skills needed. Full-time recurrent position, beginning at \$9.80 an hour. Applications from the Personnel Office, Lakewood City Hall, 5050 Clark Avenue, Lakewood, CA 90714. Application and resume required by August 5.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Entrepreneurial CEO. Major new communications company in formation requires experienced dynamic chief executive. Excellent opportunity in the fast developing field of program applications in interactive computer/laser videodisc technology. Equity position available. Minimum requirements: direct P&L responsibility for multi-million dollar enterprise in communications industry; demonstrated ability to manage and motivate creative people; enthusiasm and vision to expand company on a world-wide basis. Salary commensurate with responsibility and competitive for industry plus incentive compensation. Resume and any supporting written material (only) applicant deems significant to Box Z-101. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Audio production house looking for full-time, top-flight voice actor. Very high rewards for proven performer willing to re-locate. Send tape and resume to Box 14123, Tulsa, OK 74103.

HELP WANTED INSTRUCTION

Mass communication. Instructor/assistant professor to teach introduction to mass communication, production and announcing. Develop areas of specialty. Professional and teaching experience preferred. PhD preferred. Salary: \$15,000-\$23,000. Start August 20 or January. Send application and letters of recommendation to James Rapport, Department of Speech, Northern Michigan University, Marquette, MI 49855.

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.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Instant cash-highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Bill Kitchen, Quality Media Corp., 404-324-1271.

Interested in buying all or part of your station's record library, 45's and LP's. Bernie Binnick, 7315 NW 79th Terrace, Miami, FL 33166. 305-887-4359.

FOR SALE EQUIPMENT

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transco 215-379-6585.

Transmitters-antennas-towers. Call us for gre prices on new & used equipment. Quick delivery. Several used items in stock; best deals on new equipment. Bill Kitchen, Quality Media Corp., 404-324-1271.

New TV startups—let Quality Media show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corp., 404-324-1271.

Studio equipment—cameras, VTRs, film chair thousands of items available. Best deals on new used. Bill Kitchen, Quality Media Corp., 404-324-1271.

Copper wire, strap, expanded ground screen, I screen. 317-962-8596. Ask for copper sales.

Video camera, Ikegami HL79A with Fujinon 14 lens. \$19,000, or best offer. Video production switcher Vital VIX 114-10A, featuring downstream keyer and audio-follow video package. \$9,000, or best offer. Contact: National Video Industries, Inc., 15 West 17 Street New York, NY 10011. 212-691-1300.

Gates transmitter. BC-10-B including Gate M5548A relays, amplifier, Criterean R/P Carl Mach, Scully No. 270. Playback, ATC mono record camera, Trimm headphone, Gates tube modulator monitor No. SA66, McMartin SCA No. TBM2000, frequency meter, Symmetra Peak SP58-1A voice enhancer, General Radio 1931-B tube frequency mod monitor, Simpson 303 vac. tube voltmeter, AT Criterean PB, 3 magnacord reel to reels, parts for Ampex 350, 500 foot Columbia Wire 6030-18-10, wired 26 hole patch bays, 12 pin blocks, 1.7 am Northern Electric motor. \$15,000, as is entire lot. Turner. 213-510-0200.

Chyron III B multifont character generator with cc orizer, remote control. Excellent condition. \$15,000 212-757-8919, Eric Duke.

Used broadcast television equipment. Hundred of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listing. 213-641-2042.

(2) Ikegami demo H-79DAL color cameras with Canon J13X9BIE II lenses and accessories. \$29,000 each. Call Steve Detch at Roscor Corporation for add details. 312-539-7700.

Rest broadcast test gear from the largest inventor in America. Potomac field strength meters and proof of performance systems, Delta operating impedence bridges, Belar modulation monitors, Orban Optimoc Moseley remote control and STL links, Mari RP1 equipment. David Green, Broadcast Consultants Corporation, 703-777-8660 or 703-777-6500. Box 590, Leesburg, VA 22075.

FM transmitters: CSI T-20-F, 20 KW (1978)-Collin 830F, 10KW (1969)-Gates FM 1C, 1KW (1965)-M Cooper, 215-379-6585.

AM transmitters: Collins 21E, 5KW (1962)-RC, BTA-5H, 5 KW (1959)-Gates BC5P2, 5KW (1963)-CS T2.5-A, 2.5KW (1980)-Gates BC-1G, 1KW (1965) Bauer 707, 1KW (1971) Gates 250GY and 250T-N Cooper, 215-379-6585.

COMEDY

Free Sample of radio's most popular humor service (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

RADIO PROGRAMING

One minute psychological features with impact psychologist written and taped. Debra Kleist, 327 10th St. S., Minneapolis, MN 55404.

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo; PO Box 2311, Littleton, CO 80122. 303-795-3288.

MISCELLANEOUS

Add another voice to your station! Without the added cost. Send copy, free sample. Kauffman Creative Services, RD3, Box 570, Palmyra, PA 17078. 717-838-3668.

RADIO

Help Wanted Programing,
Production, Others

AMERICA'S TOP RATED MAJOR MARKET

Contemporary hit radio is looking for America's best program director. This is a rare opportunity to help lead a legendary radio station through the '80's. Please submit tapes & resumes to:

Mason Dixon
WRBQ A/F
5510 Gray St.
Tampa, FL 33609
EOE.

 HARTE-HANKS RADIO

AMERICA'S TOP RATED

Major market contemporary hit radio station has its first rare opening in years. We are looking for a major morning drive talent.

Please submit tapes & resumes to:

Cleveland Wheeler
WRBQ A/F
5510 Gray St.
Tampa, FL 33609
EOE.



Help Wanted Management

WANTED

Aggressive selling general manager for southern New Jersey AM-FM stations. Also wanted: (1) sales manager, (2) production director to write, voice & produce spots. Write: Central Broadcasting, PO Box 329, Palmer, MA 01069.

Situations Wanted Management

GENERAL MANAGER

Last 8 years 100,000 watt FM in Dallas, Texas. General Manager 20 of last 23 years, including 5 as owner. Complete knowledge sales, programing, personnel, FCC matters, EEO, all legal aspects. Good health and ready to go. Very profit-oriented. Call Bill Nicholson in Dallas, 214-659-1628.

HARD WORKING

Attorney/broadcaster seeks new challenge. Currently employed as station manager in NE major market. Have tripled billings in six months. Sixteen-year track record in all areas of the business, plus B.A. in mass communications and first phone. Open to all serious inquiries. Reply Box Z-134.

EXPERIENCED, COMPETENT

selling GM wants greater challenge/opportunity in top 100. Southwest preferred! Write Box Z-156.

Situations Wanted Programing, Production, Others

PROFIT-ORIENTED

Goal directed PD with proven track record in medium and major markets seeks position with country station. National awards and a reputation for success. Write Box Z-110.

EXPERIENCE, TALENT

And state-of-the-art equipment will make a tremendous impact on your billing revenues. I have 15 years of production and copywriting experience; superior and innovative production skills; and **my own fully equipped production studio**. What would quality production mean to your station? Make me your production director and find out! Write Box Z-147.

TELEVISION Help Wanted News

ATTENTION REPORTERS

KNOE-TV Monroe, Louisiana, a truly great TV station, is looking for talented and experienced general assignment reporters to help us meet our strong commitment to news programing. Send tapes, resumes, and college transcripts to:

Ken Booth
KNOE-TV
PO. Box 4067
Monroe, LA 71203
EOE

BUREAU CHIEF

For unique statewide television news program in No. 1 and No. 5 television markets. Responsibilities include management of three reporters/crews and producing of nightly program from Newark bureau. Three years' experience as television news reporter and two years experience as producer required. Send resume to Ms. Kathleen Lynch, Executive Producer, New Jersey Nightly News, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. EOE. No phone calls.

THIS PUBLICATION IS AVAILABLE IN MICROFORM University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

Help Wanted Sales

Midwest and Southwest Sales Opportunities

Birch Radio, America's fastest growing radio research company, seeks two aggressive, highly motivated Sales Representatives for our Chicago and Dallas Regional offices. To qualify, you must be goal-oriented, college educated, and have broadcast or research sales experience. Exceptional income potential, benefits, opportunity for advancement. Send resume with salary history, in confidence to:

David Gingold, Vice President
Birch Radio
3200 North University Drive
Coral Springs, Florida 33065

For Fast Action Use
BROADCASTING's Classified Advertising

Help Wanted Technical

DIRECTOR OF ENGINEERING & OPERATIONS TELEVISION & RADIO

Public VHF and FM facility in Southwest seeks professional with senior management and state-of-the-art experience. Position requires strong leadership abilities and desire to continue building program. Requires BS and technical or management discipline with 7-10 years' experience in the technical and operations area of a broadcast television station, including a minimum of 2 years in an administrative capacity. General class radio telephone license required. Knowledge of FCC rules and regulations and procedures necessary. Equivalent experience and education accepted on a one year for one year basis. Salary \$26,790-\$33,488. Send resume and materials to: University of New Mexico, Personnel Department, 1717 Roma NE, Albuquerque, NM 87131.

Resumes to be received no later than August 31, 1983. Please reference ad and requisition number 747-A.

Equal opportunity employer.

SUPERVISOR MAINTENANCE/ REMOTE SERVICES

KUED
SALT LAKE CITY, UTAH

FCC license and 4 years' experience in broadcast electronics maintenance required. Supervisory experience preferred. Supervises the maintenance of all studio, remote and operational gear for KUED, including a complete remote van. RCA TX-77 and 79 cameras, CMX editing systems, Sony and Ampex VTR machines. Prepares, schedules and carries out preventive maintenance of all electronic equipment for department. Supervises and schedules seven maintenance staff of television engineers, assists director of engineering with replacement parts, equipment replacement plans and schedules. Application and/or two copies of resume being accepted.

UNIVERSITY OF UTAH
Personnel Department
101 Annex Building, PB-28
Salt Lake City, UT 84112
Equal opportunity employer.

Help Wanted Programing, Production, Others



Talent position now available for PM Magazine. Seeking bright, articulate co-host to work with female co-host already on staff. 1 year of television on-air experience necessary. Field producing experience desired. Send resume & tape to Ron Obston, Executive Producer, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE, M/F.

Help Wanted Programing, Production, Others Continued

SUNNY OPPORTUNITIES

NEWS DIRECTOR—Highly qualified, experienced professional for top 25 market in high growth Sun Belt area. A tremendous opportunity for bright, energetic, people-oriented person. Able to motivate and lead a large aggressive news team. Send resume and brief description of news philosophy to Delbert R. Lewis, President & General Manager, P.O. Box 5068, Phoenix, AZ 85010. No phone calls please.

PRODUCTION MANAGER—Bright, energetic, highly creative, well-organized; 3 to 5 years experience for high growth Sun Belt area, top 25 market. Top managerial skills; knows how to handle and motivate people; working knowledge of the sophisticated Hi Tech equipment. Send resume to Delbert R. Lewis, President & General Manager, P.O. Box 5068, Phoenix, AZ 85010. No phone calls please.



Equal Opportunity Employer

Miscellaneous

FOR SALE

Full-day, individual seminar for broadcast investors, given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, 551 Fifth Ave., Suite 800, NYC 10176. 212-661-2820.

FM AND TV APPLICATIONS

Including new 80-90 FM. Very reasonable. I travel to your site if required. Over 25 yrs' experience. Call 24 hours: 415-392-4910, Mr. Meyer.

Help Wanted Management

COME GROW WITH US

Durham Life Broadcasting is proud of the heritage of our Raleigh flagship stations, WPTF-WQDR-WPTF-TV, and now we plan to build on this fine tradition. We're entering a period of aggressive growth. Soon, we'll add several fine broadcast facilities in top hundred growth markets to our group, and we will need broadcast professionals who are looking for real opportunity to join our team. Managers, sales managers, announcers, program directors, news directors, corporate planning officers, engineers, and sales people. Durham Life Broadcasting offers top salaries, excellent benefits including a stock option plan, and the opportunity to be a part of an exciting era of growth. Let us hear from you. Send a resume and tape, if applicable, to Evelyn Ramey, Durham Life Broadcasting Inc., P.O. Box 1511, Raleigh, NC 27602. EOE.

For Sale Equipment

CAMERA SALE!



MINT CONDITION!

11 Triax Hitachi SK96's, currently in use on NEP Supershooters II&III.

RTS intercom, remote senior video, handheld breakdown kits, big lenses

Chet Sawicki (717) 826-1616

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New and Used Broadcast Equipment Bought, Sold, Traded

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FORT LAUDERDALE, FL 33334

IN FL: 1-800-432-2245

Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in regular session on Friday, July 29, 1983, beginning at 9 a.m. in the Board Room of National Public Radio, 2025 M Street, NW, Washington, DC. Subject to amendment, the agenda includes: Chairman's Report, Acting Chief Operating Officer's Report, reports from Board committees on Governance/Nominations, Finance/Development, Membership, Programing and Technology/Distribution. The Board committees will meet on July 28, 1983, at NPR. For further information concerning these meetings, please contact Michael A. Glass, NPR General Counsel, 202-822-2043.

ALLIED FIELDS Help Wanted Management

EXECUTIVE DIRECTOR

CORPORATION FOR EDUCATIONAL TELECOMMUNICATIONS

The Massachusetts Corporation for Educational Telecommunications (MCET) is seeking an executive director with knowledge of state-of-the-art in telecommunications technologies, and with a minimum of five years of senior administrative experience in telecommunications or related fields. MCET is a recently formed statutory corporation with responsibility for creating and operating a statewide educational telecommunications network to serve educational and informational needs in all sectors of the Commonwealth, including higher education, schools and libraries, health and cultural institutions, business and industry, and state and local government. The executive director will report to the Board of Directors as chief administrative officer of the corporation, and will coordinate initial planning and feasibility assessment and capital and operational funding; oversee development and construction of the network; and administer it in ongoing operations and development. Applicants with appropriate educational and professional qualifications should forward resumes to:

Search Committee
Kevin M. Crain,
Acting Executive Director
Corporation for Educational Telecommunications
250 Stuart Street
Boston, MA 02116

Nominations with resumes will be accepted. Salary: \$60,000 range, commensurate with ability and experience. MCET is an equal opportunity employer.

For Sale Stations Continued

OPPORTUNITY!

- Class "C" FM/Full Time AM Combo In Unique Small/Medium Southern Market.
- \$700,000 Down To Qualified Buyer.
- Valuable Real Estate Included.

Call 901/767-7980
In Complete Confidence!



MILTON Q. FORD
& ASSOCIATES
MEDIA BROKERS/APPRISERS

5050 Poplar Ave. • Suite 816 Memphis, TN 38157

Radio Programing

WANTED: AIRTIME WILL PURCHASE MIDNIGHT TO 6 AM

From several small AM/FM stations in California markets. (Up to \$20,000 annual net compensation). Major production company needs time for syndicated programming. NBS RADIO, 106 W. 32nd St., NYC 10001. 212-279-2360.

Employment Service

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MW Medium	FM 950K 300K Jim Coursolle (414) 233-6222
SW Small	AM/FM 825K 200K Brian Cobb (303) 322-3763
M.AtI. Metro	AM/FM 800K 200K Jim Mackin (207) 623-1874
SE Metro	CLIV 600K Terms Bill Cate (904) 893-6471
SW Small	AM/FM 300K 75K Bill Whitley (214) 680-2807
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SW Small	FM 185K 50K Bill Whitley (214) 680-2807

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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 department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

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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 including area code or zip code counts as one word each.

Fates & Fortunes

Media



Wood

F. Russell Wood, VP, station manager, Bonneville Broadcasting's KMBR(FM) Kansas City, Mo., named VP and general manager of Bonneville's Kansas City division, assuming executive responsibilities for KMBZ(AM)-KMBR(FM) there, succeeding **Walton Lochman**, president and general manager of division, who mains consultant to division, but has reced his involvement due to health reasons.

John Siegel, tax counsel, Chris-Craft Industries, New York, and VP and director of Iris-Craft's television stations division, ins UTV of San Francisco Inc., as president. UTV is licensee of KBHK-TV there, and 47% owned by Chris-Craft.

Ann Swanson, station manager, KABC-TV Los Angeles, joins WLS-TV Chicago as VP and general manager, succeeding **Peter Desros**, who resigns to direct new broadcasting company, Burnham Broadcasting, Chicago.

Matt Mills, VP and general manager, KEZK(FM) St. Louis, Mo., named president and general manager of KEZK and co-owned WRTH(AM) Good River, Ill.

William John Steding, general manager, WAM(AM)-KAFM(FM) Dallas, named VP, general manager and chief executive officer of stations.

Bill Stumbo, general sales manager, WLI(AM)-WKJY(FM) Hempstead, N.Y., named general manager.

Alan Mak, general manager, KINK(FM) Portland, Ore., named VP.

Harry Dean, national sales manager, WMLX(AM)-WUBE(FM) Cincinnati, and general sales manager for WMLX, named general manager of both stations.

Tom Menowsky, VP and general sales manager, WSQV(FM) Jersey Shore, Pa., named executive VP and general manager.

David Milner, VP and general manager, Taft Broadcasting's WDAE(AM) Tampa, Fla., assumes additional responsibilities as acting general manager of co-owned WYNF(FM) St. Petersburg, Fla., succeeding **Robert L. Lawrence**, resigned.

Clark Porteus, VP and general manager, WBO-AM-FM Orlando, Fla., joins WING(AM)-WAI(FM) Dayton, Ohio, as general manager.

Michael Hurley, VP, development, Catholic Telecommunications Network of America, New York, joins WLIG(TV) Long Island, N.Y., station expected to go on air in May, '84, as general manager, and VP of licensin, Lite Broadcasting.

James Pratt, VP and station manager, WAPA-TV San Juan, P.R., joins KGMC(TV) Oklahoma City as station manager.

Dan Bates, assistant manager and general sales manager, KTVY Oklahoma City, joins KSLA-TV Shreveport, La., as VP and station manager.

Cliff Brown, general sales manager, WDAM-TV Laurel, Miss., named station manager.

Bobby Rich, assistant program director for Cox Communications's KFI(AM) Los Angeles, joins Cox's WWSH(FM) Philadelphia as operations manager.

Jay Clark, operations director, WABC(AM) New York, resigns. Position will not be filled.

Russell Vossen, station manager, WOTV(TV) Grand Rapids, Mich., joins WUHQ-TV Battle Creek, Mich., as operations manager.

Jack Fitzgerald, program director, WTVN(AM) Columbus, Ohio, named operations manager.

Russell Myerson, program director, WJKS-TV Jacksonville, Fla., named director of programming and operations.

Frank McNellis, regional VP, Southwest region, Group W Cable, Los Angeles, resigns.

Diane Rappoport, director of compliance, consent decree, ABC Television, East Coast, New York, assumes additional responsibilities as negotiator, business affairs, East Coast.

J. Edwin Conrad, controller, wood products group, International Paper Co., Dallas, joins Belo Broadcasting there as VP and controller.

Evelyn Westfall, assistant to president, MetroMedia, New York, named to new post of assistant VP.

Florence Pokrant, promotion director and sales coordinator, WKXA(AM) Brunswick, Me., joins Essex Cable TV, Gulf Breeze, Fla., as regional marketing director.

Suzie Cecchini, sales assistant, WTVZ(TV) Norfolk, Va., named office manager.

Donalee Nelson, assistant research director, KTTV(TV) Los Angeles, joins KHJ-TV there as research director.

Gordon MacInnes Jr., executive director, New Jersey Public Broadcasting Authority, Trenton, N.J., resigns.

Marketing

Appointments, SSC&B, New York: **Lynn Giordano** and **D. Dana Jones**, VP's, associate creative directors, and **Ian McGregor**, VP, account supervisor, elected senior VP's. **Jody Wiethoff** and **Peter Bulkley**, account supervisors; **Ralph Palamidessi**, art director, and **Eric Brenner**, producer, elected VP's.

Named management representatives, Needham, Harper & Steers, New York: **Pat Martin**, **Kathie McKirdy**, **Don Putzier** and **Mike Zar-emba**, VP, account directors, and **Tom Hanft**,

management supervisor. **Paul C. Mangan-iello**, media supervisor, NH&S, named assistant media director. **Rolf Iverson**, from SSC&B, New York, joins NH&S/USA there as account executive.

Frank Brugos, VP, creative supervisor, art director-producer, Compton, Advertising, Detroit, joins Campbell-Ewald there as VP, associate creative director.

Larry Hoffner, senior VP, director of media buying, BBDO, New York, joins NBC-TV there as VP, national sales.

Frank DiSalvo, VP, executive producer-director, broadcast productions, Calet, Hirsh, Kur-nit & Spector, New York, named senior VP.

Stephen Brewer, president, McCluney-Brewer, Kansas City, Mo., joins Barkley & Evergreen, Shawnee Mission, Kan., as VP.

Appointments, Foote, Cone & Belding, New York: **Maurice Mahler**, creative director, named senior VP; **Elliot Matlin**, executive art director, and **Antony Talalay** and **Catherine O'Rourke**, account directors, to VP's.

Debbie Karnowsky, from Caldwell, Van Riper Inc., Indianapolis, joins W.B. Doner, Baltimore, as VP, creative group supervisor.

Michael A. Pararas, staff artist, W.B. Doner, Baltimore, named junior art director. **Evelyn**

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Miller, from Galleria Oaks Corporate Inn, Houston, joins W.B. Doner there as Southwest accounting manager.



Brochstein

Michael Brochstein, head of market development, Blair Television, New York, named director of marketing for division.

Judy Baker, from Carlson & Co., Indianapolis, joins MacGill Johnson & Hargreaves there as VP, account executive.

Geraldine Newman and **Nikolai Pronovich**, creative supervisors, and **Joseph Puhly**, television art and production supervisor, Young & Rubicam, New York, elected VP's.

Thomas Baldacci, executive producer, CDA Productions, subsidiary of Carrafiello, Diehl & Associates, Irvington-on-Hudson, N.Y., named senior VP, C,D&A.

Jeanne Smith, general manager of San Francisco office of Haworth Group, media and marketing services firm, elected senior VP.

Shirley Kaiden, senior VP, Ruder Finn & Rotman, Washington, named acting manager of office following resignation of **James Plumb**, president of Washington office.

James Dolan, media planner and buyer, Woolf Co., Baltimore, joins Weitzman, Dym & Associates, Washington, as senior media buyer.

Barbara Hellman, from BBDO, New York, joins Ogilvy & Mather Partners there as media planner.

Elyze Summer Zorn, from Kobs & Brady Advertising, New York, and **Collette Liantonio**, from Urban General Corp., Fairfield, N.J., join Dancer Fitzgerald Sample, New York, as account supervisors.

Don Ershow, senior media planner, Young & Rubicam, New York, joins Weather Channel there as advertising sales account manager.

Deborah Reynolds, sales assistant, Katz Television, New York, named research analyst.

Michael Panethere, account executive, Seltel, Chicago, joins Katz American Television there as account executive.

Drew Pape, account executive, Group W, Los Angeles, joins Katz Radio there in same capacity.

Jan Teich, from Chenoweth, Ellis & Faulkner, Tampa, Fla., joins Henry J. Kaufman & Associates, Washington, as account executive.

Lynne Simon, from MMT, Los Angeles, joins Hillier, Newmark, Wechsler & Howard, station representative there, as account executive.

Red Abels, account executive, Stuart Broadcasting, Lincoln, Neb., joins NTV Television Network, Kearney, Neb., as senior account executive.

Kent Francis, account executive, Marsteller Inc., Chicago, joins Petry Television there as farm specialist.

Gus Chelepis, from TeleRep, New York,

joins Harrington, Righter & Parsons there as account executive, green team.

Sandi Tracy, manager, sales planning and development, NBC-TV, New York, joins USA Cable Network, Glen Rock, N.J., as advertising account executive.

Bill Byrd, national sales manager, WFA-TV Montgomery, Ala., named general sales manager.

W. David Chandler, general sales manager, WSGF(FM) Savannah, Ga., joins WTIP(AM)-WVSR(FM) Charleston, W.Va., in same capacity.

David Krause, from WTVH(TV) Syracuse, N.Y., joins WIXT(TV) there as national sales manager.

Mary Ann Courtright, researcher, WDIV(TV) Detroit, named marketing and research coordinator.

Beth Ann Herring, account executive, KEZK(FM) St. Louis, joins Blair Radio, Dallas, in same capacity.

Jay Phillip Orr, from Eggers Personnel and Consulting, Omaha, and **Donna Ridgley**, from Smith, Kaplan, Allen & Reynolds, Omaha, join KETV(TV) there as account executives.

Rusty Kirkland, account executive, KMIR-TV Palm Springs, Calif., joins KSBY-TV San Luis Obispo, Calif., in same capacity.

Linda Beaudoin, from Office Machines & Furniture, Bismark, N.D., joins KTHI-TV Fargo, N.D., as account executive.

Programing

Bill Brademan and **Ed Self**, executive producers, Quinn Martin Productions, Los Angeles, join Walt Disney Pictures to direct newly formed television division. Brademan will be president of division, and Self executive VP.

Irving Ivers, president, worldwide marketing, MGM/UA Entertainment, Los Angeles, named executive VP, distribution and marketing division, succeeding **Richard Kahn**, resigned. **Ross Portugeis**, manager, worldwide television-film services, MGM/UA Television Distribution, Los Angeles, named director, international administration and operations.

Terrence McNally, playwright, joins Embassy Television, Los Angeles, to develop projects for television.

Micheline Perlman, from Columbia Pictures Television, New York, joins Sandy Frank Film Syndication there as director, sales service and foreign operations.



Carter

Virginia Carter, senior VP, special projects, Embassy Television, Los Angeles, named senior VP, drama.

David DePatie, president, Marvel Productions, Sherman Oaks, Calif., has announced resignation effective in mid-1984.

Tom Piacentini, financial analyst, Entertainment and Sports Programming Network, Bris-

tol, Conn., named senior financial analyst. **Paul Leger**, office services administrator, ESPN, named purchasing coordinator.

Peter Terranova, untitled executive, business department, Universal Television, named talent development and acquisition.

John Irwin Beach, director of broadcast standards and practices, United Broadcasting Co., Bethesda, Md., named national program director.

Rosita Peru, assistant to president, SIN Television Network, New York, named director of programming.

Maggie Maki, scheduling supervisor, Premiere, Los Angeles-based video production company, joins Kresser & Robbins, production facility there, as manager of broadcast production.

Emma Torres, supervisor, comedy series development, ABC Entertainment, Los Angeles, named manager of unit.

Ronald Stein, director of production services, The Burbank Studios, Los Angeles, named VP, production services.

Ken Golden, production manager, Chrysler Yellen Productions, Los Angeles, named production supervisor.

Douglas Arango and **Phil Doran**, producer-writers, NBC-TV's *Too Close For Comfort*, Don-El Productions, Los Angeles, join La Larry Productions there as producers NBC's *Jennifer Slept Here*.

John Corcoran, entertainment editor, WJLA-Washington, joins *Newscope*, satellite-syndicated information program that is joint production of Gannett and Telepictures Co. Los Angeles, as entertainment reporter.

Arthur Hasson, director of station clearance telefeatures, Los Angeles, joins Orion Entertainment Corp. there as account executive.

Gerry DeFrancesco, program director, KHS(FM) Los Angeles, named VP, programming.

Michael Kelly, line producer, *All My Children*, ABC-TV, New York, joins WOR-TV there production manager. **Jim Gehman**, from WKBW-TV Buffalo, N.Y., joins WOR-TV sports producer.

Tim Yelton, executive producer of program, WCPO-TV Cincinnati, joins WLWT(TV) there general producer-director.

Martha Foster, assistant production manager, WTVZ(TV) Norfolk, Va., named production manager.

Tina Noor, project coordinator, WDIV(TV) Detroit named commercial production manager.

Charles Jackson, producer-director, WKJG-Fort Wayne, Ind., joins WTHR(TV) Indianapolis as director.

Tom Gorman, creative services director, WCHL(AM) Chapel Hill, N.C., named program director.

Stephanie Campbell, production manager, WDCA-TV Washington, named program manager.

Steve Physioc, from WIBW-TV Topeka, Kansas, joins WLWT(TV) Cincinnati as sports director.

Joe Townley, associate sports producer, WDVM-TV Washington, named sports producer.

Al Calegro, news editor, WDVM-TV, named sports editor-producer.

erry Drapcho, from WKVA(AM) Lewistown, Pa., joins WTAJ-TV Altoona, Pa., as sports reporter.

arlos DelValle, from KCPQ(TV) Tacoma, Wash., joins KING-TV Seattle as sports reporter.

Appointments, KAKE-TV Wichita, Kan.: **Randy Brown**, sports editor, Wichita *Eagle-Beacon*, to senior reporter; **Jon Roe**, columnist, *Eagle-Beacon*, to "video columnist," and **Chris MacCallum**, sports director, WTVE(TV) Reading, Pa., to weekend sports anchor.

Paul Ryan, independent cable television producer, Los Angeles, joins KHJ-TV there as co-host, *Mid-Morning L.A. Show*.

Ed Cowgill, sports reporter, WOKR(TV) Chester, N.Y., named sports director.

News and Public Affairs

Eric Burstein, associate producer, *World News Tonight*, ABC News, Washington, named producer, ABC Morning News there.

Appointments, KWWL-TV Waterloo, Iowa: **Mike Cerbin**, producer, 6 and 10 p.m. news, to news director; **Pam Hildebrand**, noon anchor, succeeds Cerbin, and **Laurie Fagen**, backup anchor and weather reporter, succeeds Hildebrand.

Appointments, AP Radio Network, Washington: **Dave Lubeski**, sports director, AP Network sports, to sports director, AP Broadcast Services, to include expanded duties as result of consolidation of AP Network and AP Ra-

dio Wire; **Jack Briggs**, from AP Network, to assistant sports director, AP Network sports; **Shelley Adler**, from CNN Atlanta, and **Arty Goodman**, from WGST(AM) Atlanta, to AP Network sports staff, and **Dave Ochs** and **Bob Kimball**, from AP Radio Wire, New York, to staff, AP Network sports.

Tom Cock, news director, KWWW(AM) Wenatchee, Wash., joins KQEU(AM) Olympia, Wash., in same capacity.



Moore

Jack Moore, news director, WGHP-TV High Point, N.C., joins WHBQ-TV Memphis in same capacity.

Appointments, Financial News Network: **Jim Newman**, correspondent, Group W's Satellite News Channel, Stamford, Conn., to New York bureau as co-host of new morning

program, *The Market: Today*; **David Feingold**, public affairs manager, Warner Amex, New York, to New York as news director; **Ed Hart**, financial analyst, KFWB(AM) Los Angeles, to Los Angeles office as stock market editor; **Ken Gale**, freelance correspondent, Los Angeles, to *FNN: Morningline* anchor there, and **James Person**, from Merrill Lynch, Los Angeles, to commodities editor there.

Robert Cohen, business editor, UPI Radio, New York, joins *Business Times*, morning business program on Entertainment and Sports Programming Network there, as night editor.

Don Schafer, news director, KRDO-TV Colorado Springs, joins KWGN-TV Denver as managing editor.

Ernest Arboles, news writer, KNBC(TV) Los Angeles, joins WCVB-TV Boston as weekend assignment editor.

Karen Bonnell, anchor-producer, WEHT(TV) Evansville, Ind., joins WIS-TV Columbia, S.C., as news producer.

Appointments, Satellite News Channel staff, WHAS-TV Louisville, Ky.: **Lenore Ballard**, coordinating producer, to supervising coordinator; **Jim Douglas**, news director, WQMF(FM) Jeffersonville, Ind., and **Carol Grady**, from WFAA-TV Fort Worth, to anchors-writers, and **Bob Jacobs**, from production assistant, WSMV(TV) Nashville, to producer-anchor.

Bill Griffin, from WLEX-TV Lexington, Ky., joins WKYT-TV there as noon and 5:45 p.m. news producer.

Lindy Stuthridge, copy editor and air personality, WQNE(FM) Cleveland, Tenn., joins WTVC(TV) Chattanooga as news desk assistant.

Marjie Schlessinger, producer, KYW(AM) Philadelphia, named writer-reporter and editor.

Denise Franklin-Jones, from KMBC-TV Kansas City, Mo., joins WXII(TV) Greensboro, N.C., as anchor-reporter.

Al Beard, acting public affairs director, WFYR(FM) Chicago, named public affairs director.

Don Dunwell, reporter, KPLC-TV Lake Charles, La., joins WLWT(TV) Cincinnati as

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money reporter.

Shirley Hancock, reporter, KVAL-TV Eugene, Ore., joins KOIN-TV Portland, Ore., in same capacity.

Alan Cohen, assignment editor, WSET-TV Lynchburg, Va., named general assignment reporter.

Jack Hamaan, reporter, KEZI-TV Eugene, Ore., joins KING-TV Seattle in same capacity.

Doug Bunze, from WNEM-TV Saginaw, Mich., joins WTMJ-TV Milwaukee as reporter.

Lee Carter, reporter, KING-TV Seattle, joins KIRO-TV there in same capacity.

John Fuller, meteorologist, WJIM-TV Lansing, Mich., joins KSDK(TV) St. Louis in same capacity.

Larry Barr, from WNYT(TV) Albany, N.Y., joins WCMH-TV Columbus, Ohio, as news photographer.

Technology



Henderson

D. Max Henderson, executive VP, Panduit Corp., Tinley Park, Ill., manufacturer of cable television equipment, named president and chief operating officer, succeeding **Jack Caveney**, who remains chairman and chief executive officer.

Geoffrey W. Gates, director of research and development, Cox Cable, Atlanta, named VP, engineering.

Manuel Romero, director of ABC's European engineering operations, named to temporary position of director of ABC's International Broadcast Center, Los Angeles, for coverage of 1984 Olympic games.

Robert Bossi, manager of television services, ITT world communications, New York, joins Modern Telecommunications Inc., New York, full-service teleproduction facility providing networking services including uplink and downlink facilities, as director of international communications.

Peter Haas, manager of financial control, engineering and technical services, NBC, New York, named operations manager, broadcast systems engineering, operations and technical services division.

Appointments, Netcom International. San Francisco-based satellite communications corporation: **Paula Nunes**, VP, special projects, to VP, special projects and creative services; **Lillian Chin**, director of administration, to VP, administration; **Paul Minkiewicz**, from Honig, Schmelzer & Associates, San Francisco, to director of accounting; **Christopher Guthrie**, from Bauer Audio Video Inc., Dallas, to manager of video projection services; **Deborah Smith**, office manager, to administrative manager, video division; **Vicki Landesman**, from KGO(AM) San Francisco, succeeds Smith; **Craig Landis**, operations coordinator, Los Angeles office, to operations supervisor; **Patty Thometz**, executive secretary, Los Angeles, succeeds Landis, and **Bonny Kroll**, from Pyramid Video, Washington, joins

Washington office as office manager.

Appointments, United Video, Tulsa, Okla.: **Jamie Witmer**, Midwest regional marketing manager, to north central division manager; **Leanne Knowles**, Southern region marketing manager, to Southeast division manager, and **A. Diane Flournoy**, Western region marketing manager, to Western division manager.

Richard M. (Mel) West, director of material, Dynair Electronics, San Diego, Calif., manufacturer of communications switching and distribution equipment, named director of operations.

Edward R. Kearney, from Morton Thiokol, Chicago, joins General Instrument, New York, as VP, investor relations.

Promotion and PR

Helene Blieberg, manager, press information, CBS Radio Networks, New York, named manager, national sales development and promotion, CBS-FM National Sales.

Jeanne Janes, advertising and promotion manager, KSAT-TV San Antonio, Tex., and vice chairman of ABC-TV's network promotion advisory board, elected chairman of advisory board.

Wendy Kelly, marketing manager, American Television & Communications, Green Bay, Wis., named creative project manager at ATC's Denver headquarters.

Julie Ross, manager of product marketing, American Film Institute, Washington, joins Creative Directions Inc. there as assistant account executive.

Barbara Molotsky, senior VP, Daniel J. Edelman, Chicago, joins Hill & Knowlton there as VP.

Dave Fanning, promotion manager, KDFW-TV Dallas, joins KXAS-TV Fort Worth as director of advertising and promotion.

Marshall Hites, promotion director, WJBF(TV) Augusta, Ga., joins WJKS-TV Jacksonville, Fla., as creative services director. **Terry Reid**, promotion assistant, WJKS-TV, named director of special projects.

Joanne Calabria, assistant director of public relations, KYW-TV Philadelphia, named public relations director, succeeding **Janet Fuhrman Levine**, resigned. **Anne Jones**, public relations assistant-writer, KYW-TV, succeeds Calabria.

Gayle Allen, promotion writer-producer, WRAL-TV Raleigh, N.C., joins WLWT(TV) Cincinnati as promotion producer.

Lisa Fladager, production assistant, noncommercial KTCA-TV Minneapolis-St. Paul, joins KTHI-TV Fargo, N.D., as writer-producer, creative services department.

Jenny Gelber, media and public relations consultant, Boston, joins noncommercial WGBH-TV there as director of national promotion.

Allied Fields

Ellis Woodward, from Ground Zero, antinuclear environmental group, Washington, and former director of advance for President Carter, joins House Telecommunications Subcommittee, Washington, as press aide,

succeeding **Roberta Weiner**, resigned.

Dale Bring, director of labor relations, and counsel to, Ohio Chamber of Commerce, Columbus, Ohio, joins Ohio Association of Broadcasters Sept. 1 as executive director succeeding **Thomas Sawyer**, who is joining NBC, Washington, as VP, operation. (BROADCASTING, June 13).

Bernard Ryan Jr., director of public information, New York City Partnership, New York, joins American Association of Advertising Agencies there as VP, public affairs.

Mark Goodson, game show creator and producer, elected to Caucus for Producers, Writers & Directors, Los Angeles.

Joe Moscheo, director of affiliate relations Broadcast Music Inc., Nashville, named assistant VP.

Michael Luckoff, VP and general manager KGO-AM-FM San Francisco, elected chairman of board of California Broadcasters Association.

Roger Fransecky, VP, corporate affairs Home Box Office, New York, resigns to become consultant, remaining in New York.

Rick Stanits, account manager, A.C. Nielsen Dallas, named VP, account manager of Nielsen's Marketing Research Group USA.

John D. Callaway, director of news and current affairs, noncommercial WTTW(TV) Chicago, named director of William Benton Fellowship in broadcast journalism at University of Chicago.

Elected officers, Association of Federal Communications Consulting Engineers, Washington: **Jeremy K. Raines**, Raines Engineering president; **John A. Lundlin**, A.D. Ring and Associates, VP; **Warren P. Happel**, Scripps-Howard Broadcasting, secretary, and **William G. Ball**, Moffet, Larson & Johnson, treasurer.

Jon Nottingham, manager, Southwestern television station sales, Arbitron, Dallas, named division manager of newly created Southern television station sales division there. **Susan Howard**, from MMT Sales, New York, joins Arbitron Eastern television station sales there as account executive.

Elected officers, greater Kansas City (Mo.) chapter, American Women in Radio and Television: **Beth Monger**, Travis Walz Associates president; **Barbara Olsen**, WDAF(AM), vice president, **Sue Holmberg**, KUDL(FM), treasurer.

Jon M. Nottingham, manager, Southwest television station sales, Arbitron, Dallas, named division manager for newly created Southern division there.

Deaths

Buck Orchard, 23, account executive KVVQ(FM) Victorville, Calif., died June 30 at a Victorville Community hospital of injuries sustained in automobile accident. He is survived by his parents, Ken and Millie Orchard, who own station, and by two brothers and sister, who are employed at station.

Glenn Van Horn, 68, former general manager WTTS(AM)-WGTC(FM) Bloomington, Ind., died of cancer July 14 at Bloomington hospital. He is survived by his wife, Hazel, and son.

Jeff Davidson: keeping things moving at Gannett

The matter of the man's name must be settled right first. Otherwise, as he pointed out, "if I use just my real name, nobody will know who in the world you're talking about." That's because his real name is Jere Barton Davidson, but everyone knows him as Jeff. Sometimes, wishing to formalize him, people put the name up to Jeffrey, but that only worsens the extent of the misunderstanding. (How he got the nickname is worth a parenthetical note. He was going on his first full-time job, as a DJ at WDDT(AM) Greenville, S.C., and "they told me I couldn't have a name with so many syllables. I said: 'All right, pick a name.' Somebody said: 'Well, Jeff Davis was president of the Confederacy'—obviously I was in a Southern market—so I said: 'O.K. to Jeff.' I wasn't about to change my last name. So Jeff it was, and it stuck.")

Now back to Jeff Davidson. . . . Speaking to a group of Atlanta college students, he was asked for his recipe for success in broadcasting. His reply: "You have to be willing to move around a lot."

Jeff Davidson has been moving around a lot since he got out of Murray State University in Murray, Ky. He didn't graduate, but that was because he was restless, "I think I had enough years to graduate," he said, "but I was offered an all-time job and I didn't want to wait." The all-time job was with WDDT(AM), where Jere Barton Davidson became Jeff Davidson. On the road to his present job, as president and chief executive of the Gannett Broadcasting Group, he has worked at nine stations, one of them twice. His pace has increased, if anything, in his present post. His office estimates he traveled 350,000 miles last year. He finds it number hard to believe, but concedes that is usually away from his Atlanta headquarters for three or four days a week.

Among other things, he has negotiated Gannett's acquisition—subject to FCC approval—of WTCN-TV Minneapolis, KRON-TV in San Francisco and WLVI-TV Boston, and divestiture of three other stations. The acquisitions, combined with previously owned KBTU-TV Denver, KPNX-TV Phoenix and WXIA-TV Atlanta, give Gannett a strong television picture, in the top 25 markets. Also in his bailiwick are 13 radio stations, Gateway Productions in New York, the Gannett documentary unit in Atlanta and a 50% interest in the *MacNeil-Lehrer Report*.

Gannett has also entered into a joint venture with TelePictures for a new, national feature/news report, *Newscope*, a half-hour, satellite-delivered, six days a week, for use prior to local news, starting next fall and already sold in more than 60 markets.

Davidson is also on Gannett's nine-member Select S Committee, the "S" standing for strategy and the committee's responsibility be-



Jere Barton (Jeff) Davidson—president and chief executive of Gannett Broadcasting Group, Atlanta; b. Sept. 18, 1937, Dyer, Tenn.; attended Murray (Ky.) State University 1954-57; announcer and DJ at WDDT(AM) Greenville, Miss., 1957-58; at WHHM(AM) Memphis, 1958-59 and 1960-62, and at KNUZ(AM) Houston, 1959-60; director, national sales and programming, WNYS(TV) [now WIXT(TV)] Syracuse, N.Y., 1962-66; general sales manager, WSTV-TV [now WTOV-TV] Steubenville, Ohio-Wheeling, W.Va., 1966-70; local and general sales manager, WPGH-TV Pittsburgh, 1970-71; general sales manager, WDCA(TV) Washington, 1971-72; executive VP, becoming president and general manager, WLKY-TV Louisville, Ky., 1972-76; president and general manager, WXIA-TV Atlanta, 1976-81; VP and general manager, Gannett Broadcasting Group, 1981-82; in present position since December 1982; m. Kathleen Walsh, 1968; children—Bambi, 21, and Bart, 19, by previous marriage; Bret, 13, and Jennifer, 11.

ing to "figure out where Gannett is going in the future." He is also on Gannett's Operating Committee, a 15-member group. Thus, he says, "My domain and my love is broadcasting but I get to see a total picture of the company."

After WDDT(AM) Davidson went to WHHM(AM) Memphis and then, after a stay at KNUZ(AM) Houston, returned to WHHM(AM) when Bill Grumbles bought the station. There, he did the morning shift and was program director, too. Grumbles, he says, "probably had more influence on my [professional] life than anybody else. He taught me that 'if you think you're smart enough to do it, then go out and do it.'"

Davidson has been going out and doing it ever since.

Davidson moved from radio into television when Grumbles, whom he had rejoined at WHHM, was hired to put WNYS(TV) Syracuse N.Y., on the air. Davidson was director of national sales and programming at WNYS(TV) (now WIXT(TV)) from 1962 to 1966, leaving for WSTV-TV Steubenville, Ohio (now WTOV-TV), after Grumbles had died. From there, he

went to WPGH-TV Pittsburgh as local and general sales manager, then to WDCA-TV Washington as general sales manager and on to WLKY-TV Louisville, Ky., as vice president and then president as well as general manager. The presidency came after Combined Communications Corp. bought the station and led him, in time, to WXIA-TV Atlanta, where he was president and general manager when Gannett acquired Combined in 1979.

Davidson resists the suggestion that he turned WXIA-TV around after getting there. "It's still number three," he said, "but it's a good station and it's well respected in the market." And it's making money, which he said it certainly was not when he got there.

He made local news a top priority, expanding the 30-minute evening local news to an hour, and then adding a half-hour morning report and another half hour of news at night. The upshot: Emmy awards for news in 1977 and 1978, 21 news service awards in 1980 and a "Television Station of the Year" award from the Georgia Association of Broadcasters in 1978 and 1981.

Davidson also was a leader in sponsoring and setting up a First Amendment Congress in Atlanta for broadcasters and print media editors and led WXIA-TV in fighting closed door trials in Georgia.

Davidson was chairman of the ABC Television Affiliates Association in 1979-80 and is described by one of his successors in the office, Robert Rice of WRAU-TV Peoria, Ill., as a man "very aware of the industry and its changing facets" and "very contemporary."

"He is likable, a hard worker and a good leader," Rice said.

There is a postscript to Davidson's chairmanship of the affiliates association. Within a month after it ended, ABC moved its Atlanta affiliation from WXIA-TV to WSB-TV. Davidson doesn't sound bitter, but he remembers, "as soon as I wasn't chairman any more, they elected to resign us and go to WSB-TV." He's an NBC affiliate now—and hopeful about signs that NBC is on the comeback trail.

His plans for Gannett include "trading up as far as we possibly can, both radio and television," and "then we want to get into some of these joint ventures like the one with TelePictures [*Newscope*], and then we are going to have to begin to look at software production."

Gannett is not in cable. "The only cable we are interested in," he said, "is software—unless somebody wants to go back 10 years and let us buy them at the right price. But that's where we want to go—to get more involved in creative things; *Newscope* was the first step in that process."

The first step in his own process, when it comes to hobbies, is "television, radio and newspapers, not necessarily in that order." Apart from those three, he likes to fish—when he gets the chance. He also plays "a little social tennis," and he has tried jogging, "but not lately. It hurts my feet," he explains, "and it's boring as hell."

ABC Inc. reported last week **record second-quarter revenues and all-time record earnings and earnings per share** for any quarter in company's history. For quarter ended July 2, revenues rose from \$684.8 million in 1982 to \$754.9 million this year, with net income dropping from \$69.3 million to \$64.6 million in 1983. Per share increased from \$2.06 in 1982 to \$2.20 for latest quarter. Net income included \$4.6 million, or 16¢ per share, received from ABC's exchange of stock and cash for debt. According to board chairman Leonard H. Goldenson, "the record second-quarter profit performance of the ABC Television Network and ABC Owned Television Stations contributed strongly to the company's record results." Broadcasting's profits for quarter rose to \$144.3 million from \$116.3 million reported during same period last year. Video Enterprises division increased losses from \$7.4 million to \$14 million during quarter, as revenues declined from \$3 million in 1982 to \$2.3 million in 1983. Decline was attributed primarily to division's cable ventures, pay-per-view venture, and development of in-home recording service, Tele1st.

CBS won first place in daytime ratings for third consecutive week ending July 17, although not by as great margin as week ending July 10 ("In Brief," July 18). CBS researchers say CBS-TV captured 7.0 rating to ABC-TV's 6.7 and NBC-TV's 5.4, to give it six of top 10 shows of week. NBC-TV said that was highest rating since January, 1981, and claimed two shows in top 10. NBC-TV also said it won Tuesday night for sixth consecutive week, averaging 13.7 to CBS-TV's 11.8 and ABC-TV's 13.5.

More than three months after it settled on **David Markey** as assistant secretary of commerce for communications and information (BROADCASTING, March 21), **White House last week sent his nomination to Senate.** Commerce Committee promptly scheduled hearing for today (July 25) on nomination. Markey, who has been serving in his new role as consultant, will head **National Telecommunications and Information Administration.**

ABC scored 11.9/23 nationally for its exclusive exhibition of **USFL championship** game on Sunday, July 17, in which Michigan Panthers defeated Philadelphia Stars 24-22. Network placed second for night with 10.5/20.5 behind CBS, which finished evening with 18.4/35.4, while NBC had 9.6/18.4. On local level, Arbitron reported that of its metered markets, Detroit had highest USFL viewing

Technicality. *The legal tussle between Broadcast Music Inc. and CBS owned-and-operated stations took another turn last Wednesday (July 20) when U.S. District Court Judge Charles S. Haight Jr., of the Southern District in New York, told both parties he would have granted BMI's request for a preliminary injunction against all playing of BMI music on CBS-owned stations if not for a minor technical mistake in BMI's filing. BMI, which maintains CBS stations have been playing its music without licenses since May 17, had filed a copyright infringement suit against CBS after a New York State Supreme Court Judge denied CBS's request to block BMI's termination of those licenses (BROADCASTING, July 11). According to Judge Haight's ruling, BMI needs only secure one of its affiliates as co-plaintiff in the copyright suit to win its preliminary injunction, an action CBS executives have estimated could cost the stations \$2 million per day in losses.*

Peter Temple, vice president, finance and planning for CBS owned-and-operated stations, said Friday that CBS expects to sign a new agreement with BMI early this week. The new agreement, reached the same day as Judge Haight's decision, would set CBS owned station's blanket license fee above that paid by NBC-owned stations but below that of ABC-owned stations, according to Temple, and would be subject to retroactive adjustment upon the outcome of the class action suit against BMI and ASCAP by Buffalo Broadcasting Inc. Television station industry executives hope that suit will result in an end to blanket licensing of music and a significant lowering of license fees.

level with 38.1/61, while in Philadelphia game scored 23/42 other metered markets Arbitron reported following USFL rating: New York, 4.9/11; San Francisco, 11.1/24; Los Angeles, 11.6/24; Chicago, 9.1/18; Dallas, 9.8/20, and Washington, 11.9/27.

Upfront selling season, which exploded two weeks ago with a surge of sales, **reached its virtual end last week.** With handful of additional sales likely to be completed this week, most estimates are that market will end up at about \$1.9 billion, slightly higher than last year. ABC-TV executives note its figures do not include sales for 1984 Olympic games coverage to be carried in prime time or those for *Monday Night Football*. H. Weller (Jake) Keever, president, TV network sales at ABC, said rate increases have averaged 10% to 14% and that ABC's upfront sales will amount to about \$600 million. "We're now turning our attention to daypart upfront," he said. "We've already sold about \$175 million" and expect entire network upfront will amount to about \$650 million, 12% higher than last year. ABC has "just started working on upfront for news program," he said. Robert Blackmore, vice president, sales, NBC-TV, indicated that NBC will close prime time upfront at about \$700 million and that network is "pleased" with volume of sales, which he said underlines growing strength of economy. Motion picture companies have made substantial investments in upfront this year, said Blackmore, as have auto companies and financial institutions. At NBC, plans for upfront time are in hands of agencies, according to Blackmore, and expects that marketplace to accelerate this week. CBS officials were not available for comment late last week.

Layoffs anticipated as result of streamlining at **CBS/Broadcast Group** took place last Thursday and Friday as news division's pink slip to 14 staffers and owned-and-operated stations division gave notice to 35. News cutbacks are expected to result in original programming on CBS-TV's late night news program *Nightwatch*, where features and interviews broadcast in first hours will be repeated in second half of program and only first newscasts will be updated each hour. At stations, reduction force have been made primarily in support personnel, according to spokesman for division, with eye toward avoiding any cutback in quality of on-air news or entertainment programming.

Warner Communications Inc. reported **second-quarter pre-tax loss** of \$339,617,000, and after-tax loss of \$283,417,000, or \$4.38 per share, on revenues of \$735,025,000. This compares to net income of \$68,239,000 on revenues of \$923,330,000, in same period last year. Warner was **hit hard in consumer electronics** division, which includes Atari line of video games and home computers. Consumer electronics division reported operating revenues of \$236,823,000 and loss of \$310,489,000. Warner reported operating income declines in its other divisions of recorded music and motion picture publishing, filmed entertainment and consumer products. Warner Chairman Steven J. Ross said in statement that Atari's \$310,489,000 loss was due to excess inventories—both at Atari and throughout retail distribution system—and "substantially less" from current operations and "heavy cost of" revamping Atari's distribution system. Reported **loss was over three times previous estimates** of \$100 million for second quarter, sent shocks through investment community. Wall Street reacted to Warner's stock price hit new low Friday morning at 21 3/8, down from previous day's closing of 23 1/4. Ross said company will show turnaround results in second half.

National Radio Broadcasters Association is featuring **survey in Monday Morning Memo** today (July 25) to **determine if industry willing to support Arbitron's "four week cume study."** Overall price tag for study: \$750,000. Arbitron has agreed to contribute \$100,000 and other overhead expenses amounting to \$250,000, an asking radio broadcast industry to pick up rest of tab. Current Arbitron utilizes one-week cume or diary system for its audience measurement surveys. Proponents of four-week cume methodology, which will allow all persons 12-plus in randomly selected households to fill out diaries for entire month, say radio will still

od marks. "Broadcast coverage of national campaigns is balanced, and is available to all who have standing in the polls or side the party," concluded Michael Robinson in testimony before the House Telecommunications Subcommittee and the action task force of the House Administration Committee. "But, even in those areas where the networks do the worst job—minor parties and issue coverage—it is impossible to imagine a policy that would help and would stay within the limitations of a First Amendment."

The conclusions are based on "Over the Wire and On TV," a book written by Robinson and Margaret Sheehan, directors of the Media Analysis Project at George Washington University, and published by the Russell Sage Foundation. For the book, the co-authors studied the CBS Evening News and UPI campaign reports throughout 1980 and did "some cross-checking" with the other networks' newscasts.

Among their other findings: Reagan and Carter received almost equal time on the CBS Evening News. The networks are "highly objective" when covering the "issues." The networks do not favor the Democrats or show "overt liberal bias." The networks do not behave "imperically"—three-fourths of their campaign stories were neutral in their message about the candidates. The networks concentrate on polls and events and play down issues and candidate qualification.

er audience reach, thus allowing it to compete better with papers. Arbitron Radio Advisory Council has appointed subcommittee to solicit industry support on issue while Radio Advertising Bureau said it has asked its new consultant, Jim Yergin, to impact four-week cume ratings would have in marketplace. According to recent McGavren Guild Radio survey of 51 agency directors and planners, 50% said four-week cumes would radio "a viable advertising force."

national Association of Broadcasters President Eddie Fritts has slated a series of meetings (Aug 1-3) with executives from major stations in New York. Fritts is scheduled to meet with: James J. O'Connell, president of Meredith Broadcasting; Joseph Dougherty, executive vice president and president, broadcasting division, National Cities Communications; James McCreary, Ziff-Davis Broadcasting; Ralph Baruch, board chairman, Viacom International; and Donald Pels, president and chairman, LIN Broadcasting.

TV station in Wichita Falls, Tex. (CBS on channel 6), has been sold by Wichita Falls Telecasters II Inc. to Adams Communications Corp. of Dallas for \$10,925,000. Seller has no other broadcast interests. Buyer is principally owned by Stephen Adams. It owns (AM) Wood River, Ill.; WTWN(AM)-WLAV-FM Grand Rapids, Mich.; KEZK(FM) St. Louis, and WGTU(TV) Traverse City, Mich. It is being sold, subject to FCC approval, KIVA-TV Farmington, N.M., for \$35 million (BROADCASTING, July 4). Norman Fischer & Associates Inc. brokered sale.

TV station added three full-time affiliates last week when Eagle Communications Inc., Los Angeles, switched its full complement of stations from part-time affiliation with both CBS-TV and NBC-TV. Stations are KECI-TV Missoula, KTVM(TV) Butte and KCFW-TV Kalispell. Agreement is effective Sept. 1.

A group concerned about children's programming has failed in its bid for FCC decision renewing licenses of three Washington television stations that group said had failed to provide regularly scheduled children's programming. Three-judge panel, in affirming FCC decision to renew licenses without hearing, said commission had "unreasonably interpreted" its policy statement on issue as not requiring stations to provide regularly scheduled weekday programming for children. Petitions to deny license renewals of WRC-TV, WILA-TV and WQVM-TV were filed by Washington Association for Television of Children (WATCH). After filing complaint with commission and after its brief with court, WATCH sought to broaden issue to include "general sufficiency of the licensees' weekday program-

ing." However, court said WATCH was too late with that effort; it said WATCH could have made that effort in petition to commission for rehearing but had skipped that step in favor of direct appeal to court.

At request of Media Access Project, FCC has extended comments deadline on proposal to re-examine application of fairness doctrine and equal time rule to cable television to Aug. 25; reply comments are due Oct. 11.

Senator Alfonse D'Amato (R-N.Y.) sent letter last week to FCC Chairman Mark Fowler urging commission to repeal its financial interest and syndication rules. D'Amato's letter follows letter sent by his colleague, Daniel Patrick Moynihan (D-N.Y.), also asking Fowler to rescind rules (see story, page 93).

Representatives of U.S. and West German governments will hold three days of talks starting today (Monday) at State Department on international communications matters. Talks will follow pattern set in April with United Kingdom (BROADCASTING, April 18) and will include as subjects International Telecommunication Union, Organization of Economic Cooperation and Development and International Program for Development of Communications, as well as upcoming communications conferences. Domestic developments in communications policy in U.S. and West Germany and international telecommunications services between two countries are also on agenda. State Department, in announcing meeting, said it is "motivated by a common recognition that technological and regulatory changes as well as global political and economic developments are forcing a reassessment of past practices in the field." U.S. team at talks will be headed by Ambassador Diana Lady Dougan, executive branch coordinator for international communication and information policy. Ambassador Dr. Barthold Witte, coordinator for international media policy in West Germany's foreign office, will lead that country's delegation.

Donald E. Swartz, president and director, United Television, Minneapolis, has resigned but will remain consultant to company. Evan C. Thompson, head of Chris-Craft's television division (Chris-Craft owns 47% of UTV), and operating head of C-C's KCOP(TV) Los Angeles, succeeds Swartz. In other changes at UTV, Herbert J. Seigel, chairman of board, becomes chief executive officer, and Lawrence Barnett, director, has been elected vice chairman of board.

Telephone turf fight. Senator Robert Packwood (R-Ore.), chairman of the Senate Commerce Committee, and Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, announced last week they are introducing legislation aimed at holding down local telephone rates in the wake of the AT&T divestiture. The legislation will play havoc with the FCC's landmark access charge decision, which would require local telephone users to pick up some costs currently picked up by long-distance services. Joint hearings have been set for July 28 and 29 ("Closed Circuit," July 18).

The FCC is scheduled to reconsider its access charge decision July 27, but no major modifications are expected, and some commissioners are already urging Congress to back off. In a speech to the Organization for the Protection and Advancement of Small Telephone Companies last week, for instance, Commissioner Henry Rivera said the FCC already is "concerned and committed" to insure universal telephone service. Passing legislation is a "tortuous and time-consuming" process, he noted. "Once enacted, if statutes become non- or counterproductive, they may be 'incapable' of being quickly adjusted or rescinded," he said. "Legislatures [also] have a tendency to use their big guns to blow even unintended targets out of the water," he said. "This matter would be far better left to the FCC which can react quickly and with the requisite precision to any unforeseen consequences."

Editorials

Wrong target

The politicians were at it again in Washington last week, berating broadcast news executives for corrupting the election process. Members of the House Telecommunications Subcommittee went over the familiar complaints about computer projections influencing the vote while polling places are still open. It has all been said before and can be expected to be said again until the politicians can be made to listen to the only sensible solution.

Everyone agrees that electronic reporting on the sophisticated scale of recent years has made a difference in the way U.S. elections are covered. It may even be, although the proof is lacking, that voters in precincts where polls are still open have been influenced by reports of probable results. Neither phenomenon is reason enough to advocate that something be done to inhibit broadcast coverage. How would the House Telecommunications Subcommittee prefer the networks to have treated Jimmy Carter's concession of defeat in the election of 1980 before the Western polls had closed? Tell the incumbent President to shut up until the precincts were locked in California?

As the news executives from ABC and CBS testified last week, in accord with proposals that have repeatedly been made by the chief executives of their corporations, the problems that the politicians perceive could be eliminated by repairs in the election process. Not only that, the repairs just might initiate conveniences in voting that would encourage larger turnouts at the polls—a much-to-be-desired objective.

Frank Stanton proposed a common, 24-hour voting day when he was president of CBS. The idea has been revived by Thomas Wyman, the incumbent CBS president, and endorsed by Leonard Goldenson, chairman of ABC. Representative Mario Biaggi (D-N.Y.) keeps trying to interest the Congress in Sunday voting, timed to noon to 9 p.m., Eastern time. Whatever the day and however long it may be, commonality in opening and closing is long overdue in a nation covered by a thicket of instantaneous communication.

Last December, in a major speech at Harvard, Goldenson proposed to sponsor a seminar on electoral reform. ABC officials said last week that Goldenson was serious and the seminar would be held at the Smithsonian Institution in Washington in the early fall. If ABC can direct Washington's attention to the real problem that was all but dismissed by the House Telecommunications Subcommittee last week, it will perform a real public service.

One more straw

As if more demonstration were needed, the most recent contretemps at the National Association of Broadcasters should remove any remaining doubt that something needs doing to end the radio-television divisiveness plaguing that organization. The spectacle of so respected and experienced a broadcaster as Tom Bolger resigning from the NAB executive committee after aspersions were cast on his objectivity in intramural issues has to distress all who care about the long-range good of the industry, regardless of the media wherein they ply their trades.

One need not take sides in this matter—or point fingers—to conclude that the NAB is in danger of unraveling strand by strand. It was only two issues back that we reported the official formation of the Major Market Television Caucus, organized by 42 major station groups to deal with the representational gap they

believe bedevils their specialty in Washington. In New York State last week, Mutual Broadcasting System President Marty Rubenstein raised an alarm about the dangers of disunity and declared that "the last thing broadcasters need right now is another trade association."

For all the mischief sown at this most recent NAB executive committee session, members can be justifiably relieved that the leadership appointed a "Structural Study Committee" to consider how the NAB might better be organized to deal with the problem of representing its media components equally well. Events of the past two weeks have added a new urgency to the basic wisdom that motivated that decision.

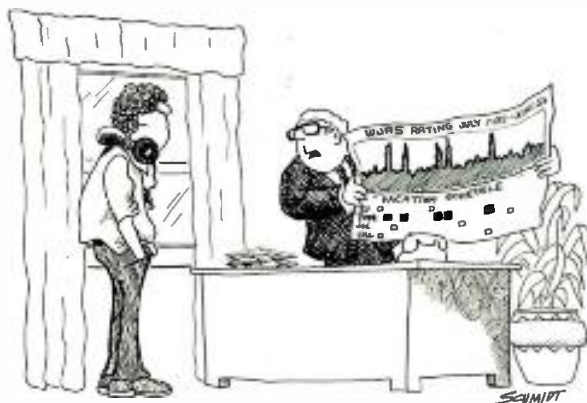
Blunt instrument

Radio broadcasters, in a body, could rush to support the draft of deregulatory legislation that Representative Al Swift (D-Wash.) produced last week. Television broadcasters had better hang back long enough to read it twice.

The deregulation that Swift prescribes for radio is as complete as that offered by anybody else in this session of the Congress. The deregulation he prescribes for television is limited to the elimination of the comparative renewal process (plus, as for radio, some liberalization of the equal-time law). In exchange for that modest reform, Swift would exact a price that, depending on the sitting FCC, could be heavy.

Swift would order the FCC to devise a system of quantifying public service programming. He is short on details. At one point he wants the minimum standard to be that now contained in FCC guidelines for nonentertainment and local and informational programming (which the FCC has proposed to repeal). At another point he would decree that the "standards shall provide for an overall, meaningful increase from current levels in the amount of public interest programming broadcast by each category of licensee." The two points are in evident conflict.

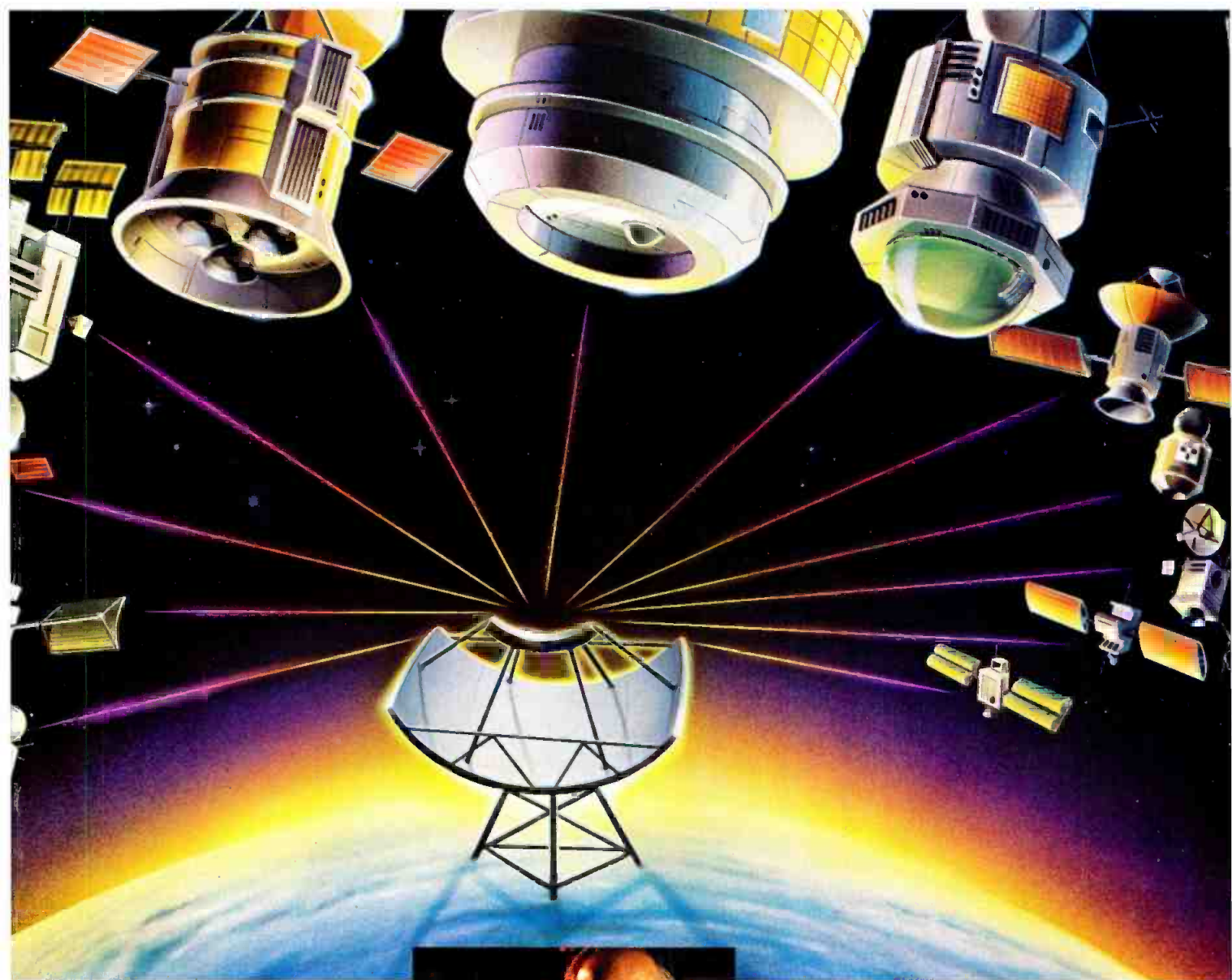
Swift was wise to emphasize that his draft is meant for discussion, not formal introduction. If this somehow turned out to be law, a regulatory-minded FCC would have the perfect instrument for program control hitherto unimagined.



Drawn for BROADCASTING by Jack Schmidt

"Tom, I took the liberty of matching our ratings with your vacation schedule."

**“W H S MU SA , WE CAN P CK UP
5 SA E ES AT ONCE.”**



Mr. Gerald Dreger
Chief Engineer
KTVO, (ABC affiliate)
The Post Corporation
Kansas City, Missouri

SIMULSAT, the multi-beam antenna from Antenna Technology Corporation, that can simultaneously see all domestic satellites at once with consistent broadcast quality performance. It is being heralded as a major breakthrough by broadcast and cable operators everywhere.

Listen to what Chief Engineer Gerald Dreger of KTVO, one of SIMULSAT's more than 200 nationwide customers has to say:

“We purchased SIMULSAT 8 months ago. We're very pleased with it. SIMULSAT does everything

I was told it would do and more. We now pick up 5 satellites simultaneously, and also run our low power station K40AI off SIMULSAT, which, before was impossible. On top of that, it has the capabilities to help us

expand even more. We could reach 13 (domestic) satellites at once. SIMULSAT will pay for itself over and over again.”

Call or write Antenna Technology Corporation for a full-color brochure, and information on turn-key installation and two-year warranty for 3m, 5m and 7m SIMULSAT.

ANTENNA TECHNOLOGY CORPORATION
8711 East Pinnacle Peak Road, C-103
Scottsdale, Arizona 85255
Call (602) 264-7275





From the wheelchair to the slopes.

The sensation of moving with speed and grace is a dream made possible for the handicapped through a special ski program at Winter Park, Colorado. And when KOLN-TV/KGIN-TV in Lincoln, Nebraska, heard about the program, it organized a trip for two local people and sent a production crew to record their experiences.

Cameras followed the 7-year-old boy, a victim of cerebral palsy, and the young paraplegic woman throughout the week. The station then devoted several segments of its daily public affairs and news program, "10/11 Mornings," to the story. Highlights of the trip were also aired during the prime-time, "Etc.," and tapes featuring the boy have been shown on local children's shows.

KOLN-TV/KGIN-TV publicized the free Winter Park ski program to encourage handicapped people to participate. Helping make people aware of opportunities to enhance their lives is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City

