

Broadcasting Sep 1



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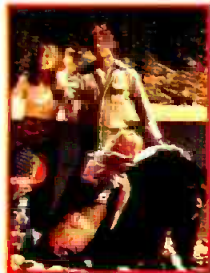
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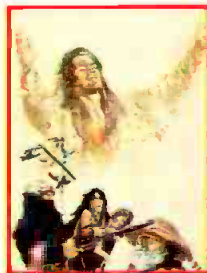
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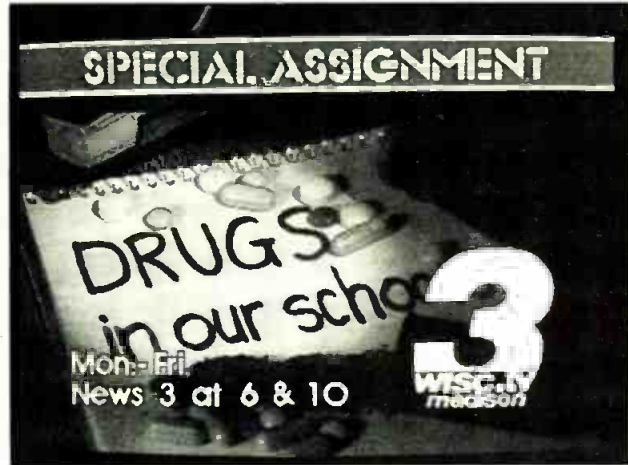
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Broadcasting Sep 1

Special Report: Local TV journalism Cable's problems with the A/B switch The word from the news directors at RTNDA



A train derailment on KENS-TV San Antonio, Tex.



Public affairs programming on WISC-TV Madison, Wis.

SECOND THOUGHTS □ Top cable industry representatives voice concerns with A/B switch portion of new must-carry rules. **PAGE 31.**

WRIGHT MAN □ General Electric names Robert Wright president and chief executive officer of NBC, filling spot of departing Grant Tinker. **PAGE 34.**

NEWS TALK □ Satellite newsgathering and the changing role of network and local news operations dominate discussion at RTNDA convention. Attendees hear from Brokaw, Friendly, Osgood. **PAGE 35.**

LOCAL TV JOURNALISM □ BROADCASTING's annual

survey of television station spot news coverage, investigative and documentary reporting and public affairs programming. **PAGE 39-85.**

DIAL UP PRODUCT □ Home Shopping Network is on the leading edge of broadcasting and cable's latest programming phenomenon—shopping via television. **PAGE 89.**

FM ADVICE □ FCC receives comments on proposed changes in its FM technical rules. **PAGE 102.**

GROUP W'S PACESETTER □ Tom Goodgame brings a steady and deliberate hand to the helm of Group W's television station group. **PAGE 119.**

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Countdown at CBS

Tom Wyman's hold on CBS chairmanship was reported last Friday to be "deteriorating by the hour" as board of directors prepared for fateful meeting Sept. 10. Concern over leadership erosion is said to motivate Loews Inc. Chairman Laurence Tisch—now 24.9% owner of CBS—to press for change in chief executive officer. One overture suggesting Wyman resign was said to have been rejected in belief he still has strong board support. But that situation, too, appeared in constant flux, with possibility that board members may meet informally before Sept. 10.

Also figuring in last week's speculation was report that Walt Disney Productions was investigating prospect of investment in CBS, perhaps as "white knight" that might buy out Tisch holdings. Company recently hired Larry Murphy from Marriott Corp. to head strategic planning department that recently was making inquiries about network profitability. Michael D. Eisner, chairman of Disney, reportedly met last week with CBS founder William S. Paley. Disney name joins those of Philip Morris and Gulf + Western as possible white knights.

A/B fan

FCC Commissioner Dennis Patrick is identified as early proponent of provision in new must-carry rules requiring cable operators to make available free A/B switches to subscribers, aspect of rule that appears to be giving cable operators fits (see story page 31). Patrick reportedly believed it made sense to require cable operators to help subscribers regain capability of receiving off-air signals they had before they subscribed and to help insure that new subscribers' abilities to receive off-air signals aren't diminished.

Wounded bird

RCA Americom has had problems with 16-transponder Satcom K-2, which may prove hardship for bird's principal user, NBC. According to industry sources, one transponder has been stuck on West Coast spot beam since satellite became operational early this year, severely limiting transponder's usefulness. What's more, sources said, one of six transponders being used by NBC for its program distribution went on fritz within last few weeks, forcing RCA to shift NBC

traffic to another slot. Both problem transponders are horizontally polarized.

Loss of two of satellite's eight horizontal transponders is troublesome to NBC satellite network, which is geared to handle horizontal signals. Remaining six horizontal transponders are sufficient to handle bulk of NBC traffic, but network had counted on two extra horizontals for transmission of occasional traffic like sports backhauls and newsgathering.

Images

National Association of Broadcasters is working on development of new logo for association. Under guidance of NAB's public affairs and communications department, association will work with outside consultant. Estimated cost to "enhance the NAB look" is expected to run \$10,000. Another project under way is sample mailing of NAB newsletter *NAB Today* to nonmembers as membership sales tool. Association is sending newsletter to about 300 TV stations and 3,500 radio stations during September and October, at expected cost of \$10,000.

Floor walker

Fox Television owner Rupert Murdoch may have done more in Salt Lake City last week than wine and dine news executives at mountaintop fete. One unconfirmed report had Murdoch spending bundle of money on exhibit floor of Radio-Television News Directors Association meeting. He was reportedly spotted perusing satellite news vehicles.

Goodnight

Outbreak of talk shows for late-night television this year (BROADCASTING, Aug. 18) has cooled development ardor among syndicators for time period in fall, 1987, according to number of syndication companies. "That's not the area to explore," said president of one major distribution company. Game shows and half-hour comedies will remain strong forms of first-run development for fall 1987. MCA-TV will have number of first-run half-hour comedies produced by Arthur Co. with which MCA recently became limited partner in production deal.

Among other first-run comedies being developed is *Rock Candy*, by LBS Communications, starring Dick Van Patten, Audrey Landers (formerly of *Dallas*), and Judy Landers (formerly of *Vegas*). Shot in Toronto, show is about

music school run out of family's house. In other half-hours in development, Viacom is developing untitled comedy series with Fred Silverman, Gordon Farr, and David Yarnell. Series will consist of sketches based on three sets of characters from classic comic books. Casting is now going on in Los Angeles.

Yesteryear's hits

Look for ABC Radio Networks, in conjunction with ABC/Watermark, to announce launch of oldies music library service for affiliates. Service, which is expected to be operational by late October, will concentrate heavily on top hits of late 1960's and early 1970's.

Solo truckers

ABC has backed off controversial clause in its Absat satellite newsgathering cost-sharing plan with affiliates. Contract for splitting mobile truck cost had originally called for network access to station's truck on demand during major news event. But affiliates were unhappy with clause which was stricken in latest version of contract on table at network-station news directors meeting in Salt Lake City last week. CBS contract still contains such clause. NBC's does not.

Not dead

When Congress returns Sept. 8 from its August recess it will have little over month to wrap up its business before targeted adjournment Oct. 3. TV scrambling is one issue that could come to head during last-minute rush of session. Senator Dale Bumpers (D-Ark.), who was thinking of attaching scrambling language to appropriations measure before recess, hasn't ruled out pursuit of legislative action. Bumpers is concerned that backyard dish owners are being denied access to scrambled cable programming at reasonable rates.

Court case

Surgery reconnecting ligaments in FCC Commissioner Mimi Dawson's right ankle torn in tennis game (BROADCASTING, Aug. 18) won't delay her return to commission. Dawson, after week in hospital, is convalescing at home and able to get around on crutches. She told BROADCASTING she would report to FCC for business on Sept. 7, after commission's vacation.

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Copyright adjustment

Copyright Office of Library of Congress issued new "interim" regulations this week for cable operators to file copyright payments for the first accounting period for 1986 in light of the District Court's ruling July 31 that cable operators have been overpaying their copyright royalty fees.

Judge June L. Green, ruling in a case brought by the National Cable Television Association and Cablevision Co., held that the Copyright Office's interpretation was in error in defining gross receipts as including all fees for nonbroadcast services—for which cable operators have already paid—if they are provided on a tier with broadcast signals. Green also directed the copyright office to limit the definition to revenues received for the retransmission of local and distant broadcast signals, regardless of the tier of service involved (BROADCASTING, Aug. 4). (The Motion Picture Association of American is appealing the decision and asked for stay, but Green denied the request. The federal appeals court also rejected MPAA's request for a stay [BROADCASTING, Aug. 25].)

The copyright office is holding off on redefining gross receipts until MPAA's appeal

is settled. In the meantime, cable operators are expected to go ahead and allocate gross receipts by a variety of methods. Because the copyright office says it will be "impossible" to evaluate which methods are acceptable until the litigation is resolved, it is issuing a new reporting form, "Statement of Account," to cable systems. This will enable the office to keep track of the allocations. Cable systems will be asked whether they allocated gross receipts in calculating their royalty fees for the accounting period, and if so, the systems also must report the figure for gross receipts as calculated under the old rule. For systems that allocate gross receipts, the new regulations also require the maintenance of records explaining "each step of the method followed by the system operator in computing the gross receipts reported in the Statement of Account."

The copyright office also addressed the issue of refunds to which cable operators will be entitled if Green's decision is upheld. The office opted to put that matter on hold until the court acts. "The current situation creates considerable confusion which could easily lead to chaos for the Copyright Office in receiving and processing requests for refund based on a court decision that may be altered or overturned on appeal, and which if upheld requires a new rulemaking proceeding to revise the regulation at issue."

According to attorney Peter Feinberg of Pepper & Corazzini, royalties might be cut by 50% in some situations depending on the number of channels on a system. One method cable operators might use to file royalty payments is to pro rate the number of broadcast signals over the total of number of services delivered on basic, he said. Or a cable system might allocate royalties on the basis of its costs in providing services, Feinberg noted.

HBO-MGM deal

Home Box Office and MGM/UA Communications (formerly United Artists Corp.) announced last week a new long-term agreement under which HBO and Cinemax may license up to 72 existing and future MGM/UA film titles. The deal is similar to ones HBO signed with Warner Bros. and Lorimar-Telepictures, which amount to quasi-exclusive deals, because Showtime-The Movie Channel Inc. has turned down offers from all three programmers to license films on a nonexclusive basis. Films included in MGM/UA deal are "Rocky IV," "Youngblood," "To Live and Die in L.A.," "Running Scared" and "Poltergeist II." Yet-to-be-released theatricals included in the package, the parties said, are the next James Bond film, "The Living Daylights," with Timothy Dalton; the new Mel Brooks film, "Solarbabies"; "Bobo," with Howie Mandell and Christopher Lloyd; "Shanghai Surprise," featuring Madonna and Sean Penn; "Dead of Winter" with Mary Steenbergen and Roddy McDowall, and "Where

the River Runs Black," with Charles Durning.

Money supply

C-SPAN will need up to \$2 million a year over the next five years to cover the cost of two transponders (one for C-SPAN II and one for backup) and to offset the expected loss of \$800,000 a year in revenues from a transponder subcarrier leased to StudioLine.

According to C-SPAN Chairman Brian Lamb, the extra cash will come from increases in the affiliates fees of all large operators (more than 200,000 subscribers) of between a half cent and one cent per subscriber per month.

In fiscal 1987, C-SPAN has an operating budget of around \$8 million, but, when capital expenditures are included, will end up spending \$9 million.

StudioLine, a Reston, Va.-based pay audio service, paid C-SPAN \$800,000 a year to lease subcarriers of C-SPAN's Galaxy I transponder, which it used to distribute its multiple audio channels. Earlier this year, StudioLine's principal backer, Western Communications, withdrew its support. As a result, StudioLine is now on the verge of bankruptcy.

C-SPAN's satellite troubles began when C-SPAN II (the service that telecasts the Senate proceedings) was bumped from its pre-emptible transponder on Satcom III-R to make way for The Weather Channel, whose protected transponder on the satellite failed. C-SPAN II is temporarily encosed on a transponder on Satcom IV, but will move off when the Senate adjourns in October because the cost of staying on the transponder is too high and because it doesn't serve Hawaii and Alaska.

C-SPAN is looking for two transponders, one to act as a permanent home for C-SPAN II and one to serve as a backup to C-SPAN and C-SPAN II. C-SPAN is now distributed over a preemptible transponder on Galaxy I, and a failure of one of the other transponders on the satellite could bump C-SPAN off its transponder.

C-SPAN feels that the three cable birds (Galaxy I, Satcom III-R and Satcom IV) are out of the running because of their high cost. So, it is considering American Satellite Co.'s ASC I and AT&T Telstar 303, which, because of their proximity to the Satcom III-R in the orbital arc, can be accessed by downlinks equipped with dual-feeds. C-SPAN is also seeing if it can generate interest in aggregating C-SPAN II and some other cable services on an entirely different satellite and creating a fourth cable satellite. Such an effort would require the cooperation of cable operators, since they would have to install another dish.

Converter standards

In further notice of proposed rulemaking, the FCC has proposed to adopt single set of standards for cable converters and decoders. Under current rules, cable terminal de-

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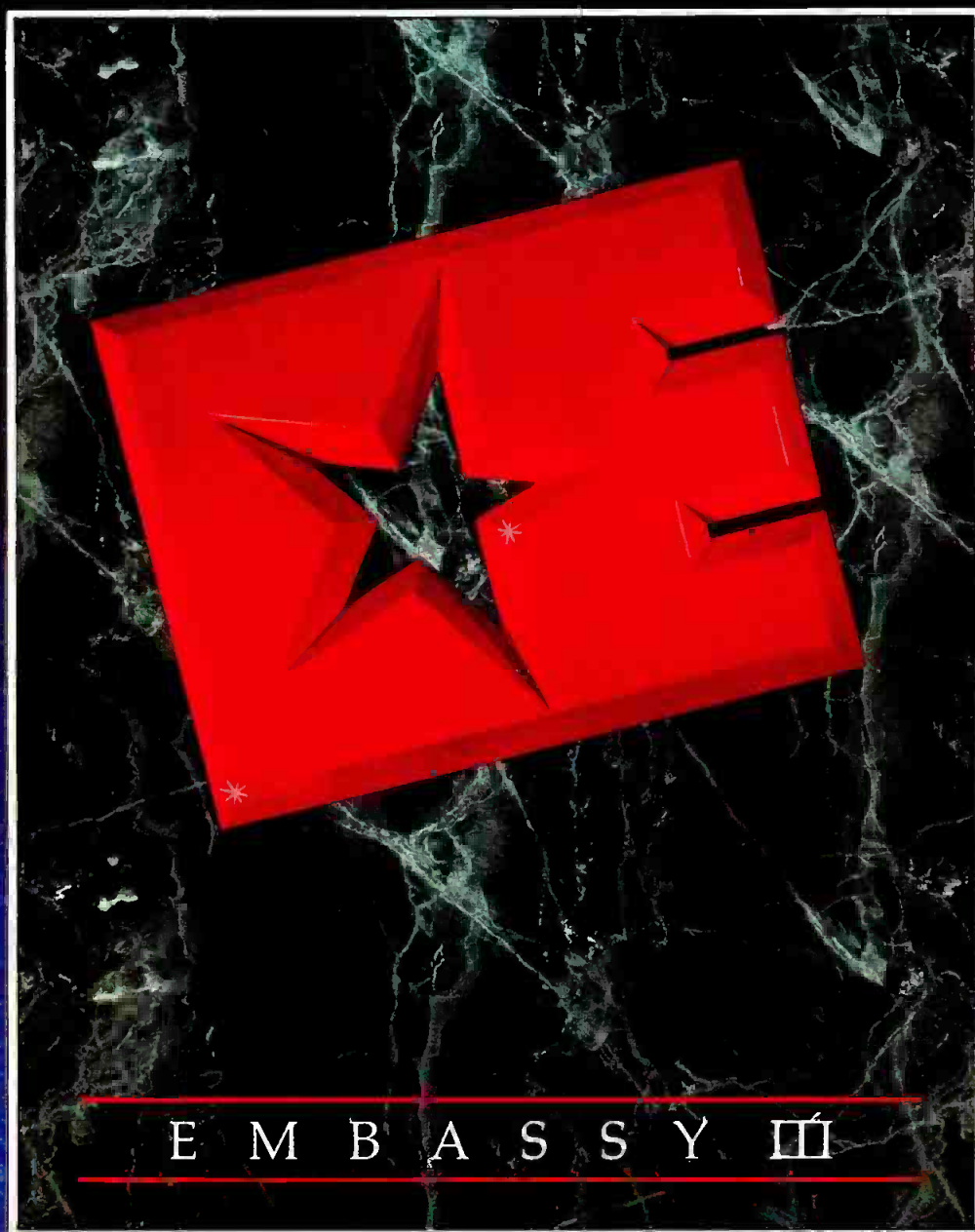


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vices owned or supplied by cable operators and those owned or supplied by cable subscribers are subject to different standards. The rulemaking is also seeking comment on what signal leakage limits should be specified in the new rules. Comments are due Oct. 14; replies are due Oct. 29.

Return to rhetoric

In a *60 Minutes* profile broadcast earlier this year, Ted Turner said he was toning down his antibroadcasting rhetoric. But he sounded like the same old Ted in a speech last week before the National Governors Association.

According to the UPI account of the speech, Turner called the leadership of commercial television "abominable" and said it is concerned with "nothing but the almighty dollar." "I think the country is self-destructing because of television," he said.

Chairman's lineup

The National Cable Television Association has issued a list of its committee chairmen for 1986-87.

The committees and their chairmen: accounting—Gary Bracken, vice president/controller, Tele-Communications Inc.; associates—Terry McGuirk, vice president, special projects, Turner Broadcasting System; audit and telecommunications—John Goddard—president and chief executive officer, Viacom Cable; awards—Jerry Lindauer, senior vice president, Prime Cable; Cablepac—Richard Loftus, president, Tri-

dent Communications; convention—James Cownie, president, telecommunications group, Heritage Communications; copyright, and membership—William Bresnan, president, Bresnan Communications; elections-bylaws—Myron Pattison, president, Cardinal Communications; engineering—Walt Cicora, vice president, research and development, American Television and Communications; independent operators board—Joseph Gans, president, Cable TV Inc.; minority affairs—Arthur Gregg, vice president-general manager, Cox Cable/New Orleans; music licensing—Robert Miron, executive vice president, Newhouse Broadcasting; national satellite network—Robert Wussler, executive vice president, TBS; regulatory policy committee—Ed Allen, president, Western Communications; state-local government committee—James Robbins, president, Cox Communications, and telco relations committee—James Hirschfield, president, Summit Communications.

On the warpath

The Office of Cable Signal Theft, a joint effort of the National Cable Television Association and the Motion Picture Association of America, is off and running with the publication of Volume I, Issue 1 of *Secure Signals*, a quarterly newsletter.

The newsletter fulfills the OCST's principal mandate to act as an information clearinghouse on cable theft. The initial number, which runs six pages, reports on the appointment of its advisory board, the development of a data base, what's happen-

ing on the legislation front, signal theft litigation in Quincy, Mass., amnesty programs, system audits and addressability as a way of combating theft.

The newsletter said the OCST's data base will be operational late this fall. The database will contain information on illegal decoder distribution networks; signal security programs implemented by cable operators; names, addresses and telephone numbers of industry signal-theft experts, prosecutors, law enforcement agencies, contractors, program suppliers and reporters; federal and state anti-theft laws with case citations, and technological information.

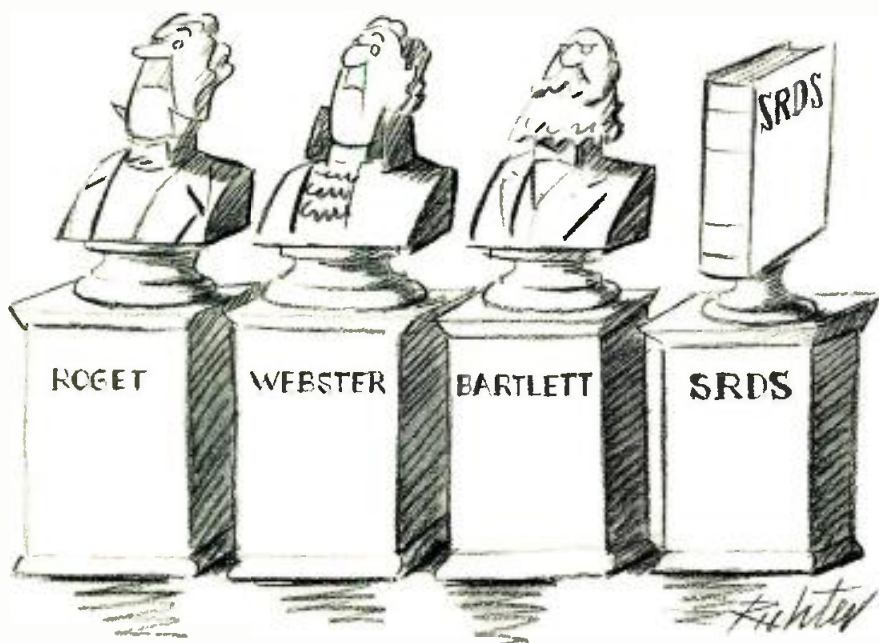
Jeremy Stern is director of the OCST; William Hood is his assistant.

CTAM answers

The Cable Television Administration and Marketing Society is out to answer some of the key questions raised by the coming of basic rate deregulation on Jan. 1, 1987: Which cable operators will increase their rates, how much and when will they raise them and how will they raise them without losing subscribers?

According to CTAM's Vic Parra, the society is preparing questionnaires to send to 5,200 system general managers this month. Parra said the form has been kept simple so the results can be tabulated, analyzed and released in November prior to the Western Cable Show.

Pricing in the post-deregulatory environment was one of the subjects of a CTAM research committee involving about 25 op-



Parra

erators and programers in Denver last month, Parra said. Judging from talk at the meeting, he said, most operators would be making modest increase in rates, often in tandem with repackaging of services or eliminating tiers between basic and pay, a marketing strategy that has come to be called "tier meltdown." It was his impression, he said, that increases would not be made in January because of the "post-Christmas blues" during which consumers are wary of all price increases. Most operators increasing rates would do so toward the end of the first quarter, he said.

The increasingly-active CTAM also said last week that it will sponsor its third General Manager Seminar, on Sept. 23, in Columbus, Ohio, in conjunction with the Great Lakes Expo. Speakers for the seminar include James L. Gray, president and chief operating officer, Warner Cable Communications Inc., and Robert Alter, president, Cabletelevision Advertising Bureau.

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Advertiser will kick off 12-week campaign in eight Midwestern markets, starting in early September. Commercials will be placed in daytime, fringe and prime periods. Target: adults, 18-54. Agency: Brooks Advertising, Palos Heights, Ill.

T. Marzetti Co. Four-week flight is planned to break in early September in about 30 markets including Detroit, Oklahoma City and Milwaukee. Various food products will be spotlighted in all dayparts. Target: women, 25-54. Agency: Fahlgren & Swink, Marion, Ohio.

Subaru Dealers of Pennsylvania, New Jersey and Delaware Fourth-quarter flight, with hiatus of two to three weeks, will begin in early October in six markets. Commercials will be presented in all dayparts. Target: adults, 25-54. Agency: McAdams & Ong, Philadelphia.

Dollar General Store Fourth-quarter flight will be launched in late September in about 60 markets including Paducah, Ky.; Chattanooga, and Orlando, Fla.

Commercials will be carried in all dayparts. Agency: Buntin Advertising, Nashville.

Alco Big Drum ice cream will be promoted in four-week flight starting in mid-October in about 60 markets, including El Paso and Santa Fe, N.M. Commercials will be placed in daytime and early and late fringe periods. Target: women, 25-54. Agency: Fahlgren & Swink, Marion, Ohio.

Johnston Co. Advertiser plans to introduce nationally its Hot Scoop hot fudge in September and October after seven-week test of product. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: Cramer-Krasselt, Chicago.

RADIO ONLY

A&P Client is launching three-week co-op advertising drive in early September in various Michigan markets. Weekday periods during morning, afternoon and early evening will be used for commercials. Agency: D'Arcy Masius

Rep Report

KSAT-TV San Antonio: To Petry Television from Katz Television.

□

WOJY(FM) Washington: To Weiss & Powell from Masla Radio.

□

KQV(AM) Pittsburgh: To CBS Radio Representatives from Christal.

□

KJR(AM) Seattle: To Hillier, Newmark, Wechsler & Howard from Torbet Radio.

□

KYXY(FM) San Diego: To Hillier, Newmark, Wechsler & Howard from Eastman Radio.

□

KEBC(FM) Oklahoma City: To Major Market Radio from Torbet Radio.

□

KSOL(FM) San Mateo, Calif.; KALI(AM) Los Angeles; WJM(AM)-WQRC(FM) Cleveland; WKDM(AM) Carlstadt, N.J.; WYST-AM-FM Baltimore, and WINX(AM) Rockville, Md.: To Major Market Radio from Masla Radio.

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In fact, each unit in the M-II line offers some pretty uncommon common features like four audio tracks (two linear and two FM), an integral longitudinal and vertical interval time code/time date generator with presettable user bits and Dolby*-C noise reduction. And M-II products utilize a standard edit control interface, so you can upgrade gradually if you like.

AU-650 Studio VCR. This compact, rack-mountable VCR has all the advantages and functions of conventional recorders with

the benefit of the M-II format. The AU-650 provides video and audio performance as good as—if not better than—that of 1" VTRs. In a 1/2" cassette format that lends itself to station automation. It records and plays either 90- or 20-minute cassettes, and provides smooth action, variable slow motion as well as freeze frame. And the AU-650 can perform frame-accurate automatic editing with multi-generation transparency. There's also an internal TBC to assure on-air quality playback.

AU-500 Field Recorder. The AU-500 offers the portability and functions demanded by ENG/IEFP users, while providing picture quality comparable to 1"—all on either a 90- or 20-minute cassette. This small, ruggedly designed unit is equipped with confidence field color playback, automatic backspace editing, TBC/DOC connection, search function and warning indicators that alert the operator should recording problems arise and the AU-500 accommodates NTSC composite or various component input signals.

The AU-400 Camera Recorder. This lightweight, compact camera recorder provides ENG users with more than 20 minutes of recording, and a picture quality that rivals that of 1" VTRs. The AU-400 also features B/W video confidence playback through the camera's viewfinder, a chroma confidence indicator and audio confidence output through a speaker.

There's even an automatic backspace editing function and warning indicators. And the AU-400's rugged construction provides excellent resistance to dust and moisture.

M-II, it's the only broadcast system of its type in the industry. And it's available now. Two of the best reasons to go with M-II from Panasonic.

To get the complete picture, call or write Panasonic Broadcast Systems Company, One Panasonic Way, Secaucus, NJ 07094. (201) 348-7671.

MII
THE NEW STANDARD
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Panasonic
Broadcast Systems

Benton & Bowles, Bloomfield Hills, Mich.

NYNEX □ Mobile car phones will be spotlighted in eight-week flight starting in Providence, R.I., and Worcester, Mass., this week, complementing campaign already on air in Boston. Commercials will appear in all time segments. Target: men, 25-54. Agency: Rizzo Simons Cohen, Boston.

Larsen Foods □ Frozen vegetables will be promoted in four-week flight starting in early September in 23 markets and in subsequent four-week flight in same number of markets, beginning in late October. Commercials will be placed in all dayparts on weekdays and weekends. Target: women, 25-54. Agency: Campbell-Mithun, Chicago.

Federici Pasta □ Imported pasta is being rolled out to major markets this fall with aim to expand by end of year to others, including Cincinnati, Denver and Des

Moines, Iowa. Commercials will be carried in all time periods. Target: women, 25-49. Agency: Sid Stone Advertising, Milwaukee.

RADIO&TV

Fulton Federal Savings & Loan □ Flight ranging from 14 to 16 weeks will be conducted throughout Georgia, starting in late September. Markets include Macon and Columbus. Commercials will run in news and prime positions on TV and in morning drive periods on radio. Target: adults, 25-49. Agency: Umphenour & Martin, Atlanta.

Saga Corp. □ Super Hard Shell car wax is slated to return to television advertising in early 1987 after absence of 20 years following completion of successful TV test. Plans now are being formulated to use television on national basis for Super Hard Shell. Target: men, 25-54. Agency: Lou Berres & Associates, Chicago.

AdVantage

Five challenges. National Advertising Division of Council of Better Business Bureaus has settled nine challenges to national advertising, including five on television. One challenge was handled by Children's Advertising Review Unit (CARU). Two cases were closed after NAD agreed that Gillette Co. (antiperspirant and deodorant) and Lowe's Inc. (Kitty Litter brand) had substantiated their claims. Modified or discontinued was TV advertising for American Home Products (calcium supplement); Borden Inc. (drink mix), handled by CARU, and Seiko Time Corp. (watch).

Snuffed out. Last week marked end of advertisements for smokeless tobacco products on TV, radio and cable. Passed by Congress and signed by President Reagan last February, "Comprehensive Smokeless Tobacco Health Education Act of 1986" banned advertising of smokeless tobacco products on electronic media as of Aug. 27. According to National Association of Broadcasters, advertising revenues for smokeless tobacco products are roughly \$17 million year (but reported to be dropping off at time of ban). Originally, legislation would have required audio or visual warnings in ads. National Association of Broadcasters opposed ban, but preferred it to mandated warnings because of precedent warnings would set for other advertising.

New in town. Chicago has new communications marketing agency, McConnaughy Barocci Brown. Agency is partnership among Thomas B. McConnaughy, former senior vice president and executive creative director, Bozell Jacobs, Chicago; R.L. (Bob) Barocci, former president, Leo Burnett International, and Bethesda, Md.-based The Earle Palmer Brown Companies, which is moving outside East Coast for first time. Barocci will serve as chairman, McConnaughy as president/creative director and Brown as vice chairman of the company. Address: 625 North Michigan Avenue, Suite 711, Chicago 60611. Telephone: (312) 280-5300.

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PROCTER & GAMBLE PRODUCTIONS, INC.
THE PEOPLE WHO INVENTED DAYTIME DRAMA

A broadcast station asset commentary from Jonathan Intrater, VP, Broadcast Investment Analysts, Washington

Counting new-buy assets for bigger cash flows

In a time when the prices of most broadcast properties are spiraling upward with continued vigor, the opportunity of making that first purchase, or expanding current operations, is becoming less affordable. In any type of acquisition planning it is important to consider future station cash flow, a key element of which is future tax liabilities. Today, many buyers lose a valuable opportunity to drastically reduce their tax liability by not considering an asset appraisal. By shielding as much of a station's projected future cash flow as possible from income taxes, the purchase becomes more affordable. Following the date of station transfer, an asset appraisal by either the buyer or an independent contractor will enable the buyer to obtain the most tax benefits. This may be of even greater importance with the proposed tax legislation.

The benefits of an asset appraisal are many. The revaluation (recapitalization) of tangible assets and the valuation of amortizable intangible assets will give the buyer the opportunity to write off the majority of the purchase price. In many instances, up to 70% to 90% of the purchase price can be written off.

A thorough valuation methodology focuses on the valuation of the tangible assets, the amortizable assets and the nonamortizable intangible assets at a station. In tangible-asset valuation, a complete procedure would be to visit the station and take a complete inventory of the station, compiling an asset-by-asset listing of all real and personal property present. Manufacturers' catalogues and price lists should be used to determine each major item's current replacement cost. Valuation of station land may best be completed by a local land appraiser.

After making provisions for observed depreciation, the assets should be valued using a "turnkey" approach, determining their cost in place and in use as an operating facility. This should include provisions for sales tax, freight charges, installation costs and other factors. A detailed appraisal will have the assets broken out in up to 20 different categories, with the report specifying each item's exact location and physical condition at the time of inspection.

The detailed inventory of a station's tangible assets conducted during the appraisal will usually lower insurance premiums by providing the underwriter with a precise list of the tangible assets and their specific values. The inventory may also greatly upgrade the property's fixed asset records. This allows for the immediate expensing of items once they are retired from service. The appraisal also provides, to either equity part-



Jonathan A. Intrater is a vice president of Broadcast Investment Analysts, Inc., a Washington-based firm specializing in the preparation of bank presentations and asset appraisals for broadcasting clients. Before joining BIA, he was coordinator for intangible asset development at Frazier, Gross & Kadlec, Washington.

ners or lenders, documentation as to exactly what has been acquired.

Total intangible assets at a station may be allocated by either IRS-suggested earning capitalization methods or by residualizing the purchase price in relation to the total tangible asset value. The amortizable intangible assets that this total value may include are: various favorable contracts, leasehold interests, broadcast rights, income, programming licenses, commercial advertising, and employment contracts, any demographic characteristics peculiar to the station's market and other factors. Favorable below-market financing, given by the station's seller, may also be considered an amortizable intangible asset whose value is directly reflected in the purchase price. Nonamortizable intangible assets would consist of station trademarks, network affiliation agreements, going concern value, FCC licenses and the goodwill that the buyer acquires.


The tangible asset appraisal is usually best handled by broadcast engineers who are familiar with station design and construction. The intangible asset valuation is best handled by an individual who is familiar with current tax laws and accounting procedures and who has a strong background in both finance and broadcasting. This latter point is very important as individuals who lack strength in either area may either fail to identify or incorrectly value the intangible assets of a station. In the case of large transactions, it may be necessary to employ a professional appraiser who can readily identify all ac-

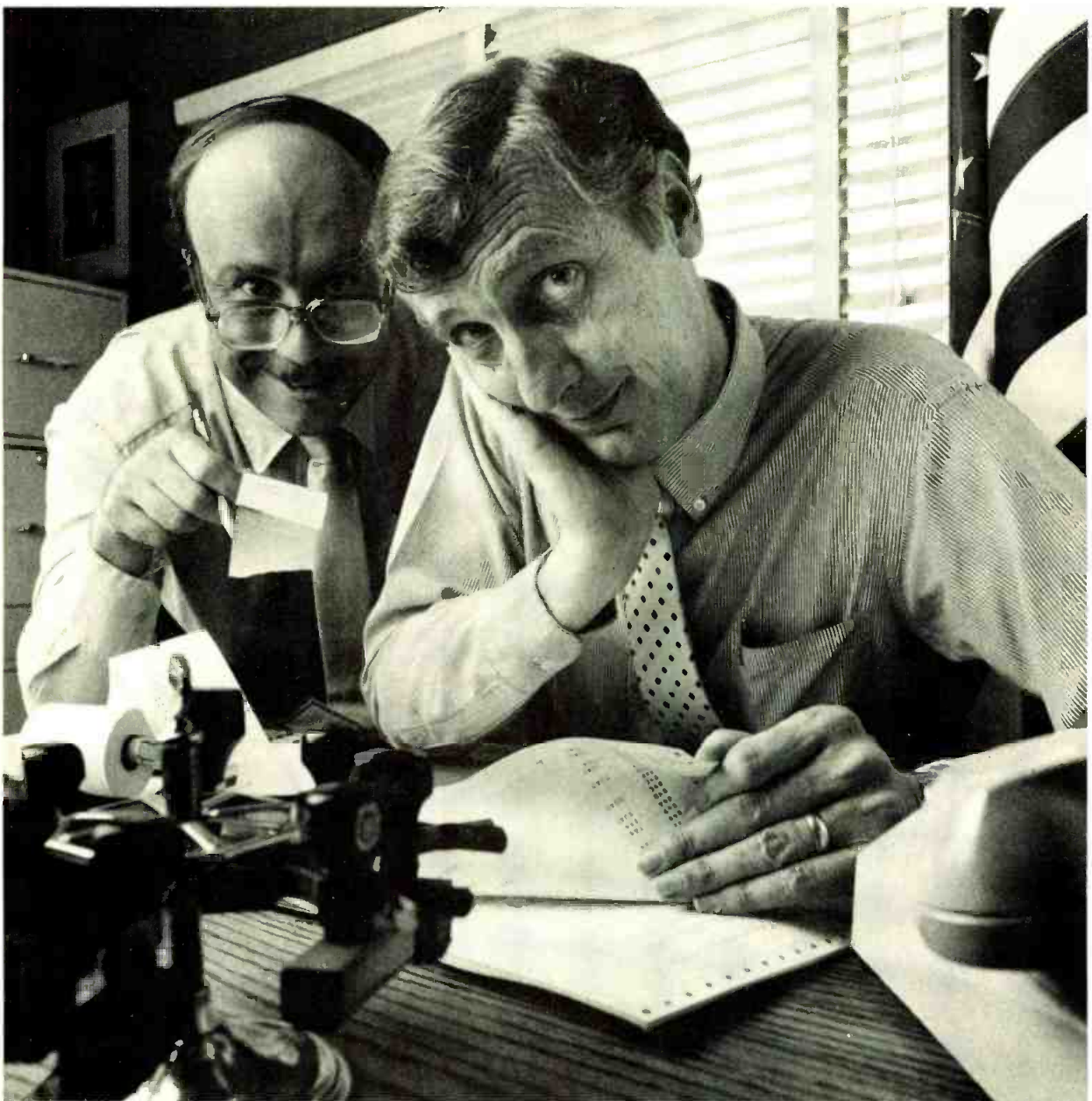
quired assets and maximize his client's depreciation base. This will be of even greater importance if many of the proposed changes in the federal tax codes are made.

With station prices continuing to escalate, the percentage of tangible-asset value to the total purchase price continues to decrease. Therefore, before purchasing a property, it can be very worthwhile to explore what opportunities there are to place value on amortizable intangible assets. For example, by having valuable oral agreements transferred to signed documents, or by placing key station employees under contract before the actual date of new ownership, the possibility to attribute a sizable portion of the purchase price to amortizable assets is enhanced. Finding out how these amortizable intangible assets could be developed before the purchase is advisable.

Finally, it is important to review the possible effects that the proposed tax legislation may have on broadcasters who are considering either an asset or a stock purchase. Aside from the recapture liability and acquired current and long-term liabilities, which are usually reflected in the station's value and thus its purchase price, the difference in the price paid for assets or stock usually does not differ significantly. In many transactions over the past few years, if the total value of all the assets acquired (if correctly valued) were under the purchase price, then the buyer was allowed to "write-up," so to speak, on a pro-rata basis, the value of all the assets to the purchase price. This was allowable under both asset and stock deals because IRS regulations allowed the buyer to liquidate the stock and book the assets so as to take advantage of the depreciation expenses associated with the assets.

However, if the recently proposed changes in IRS regulations become permanent (they went into effect in January this year), then the aforementioned "write-up" would not be allowed after a stock transaction (as of the date of this writing, Congress was considering further changes to the regulations that would affect both asset and stock transfers). Considering that this "write-up" in many instances adds up to 20% to the value of the acquired assets, it is a point worth considering in any stock transfer. The recourse open to the buyer may be either to insist on an asset amortization base or to take a more aggressive approach in valuing the acquired assets. It is in this last instance that it is critical to use individuals who have the expertise to minimize the depreciation/amortization base without relying on a high "write-up."

In summary, an asset appraisal allows a station buyer to identify all of the transferred assets and, if valued properly, usually will result in significant tax savings. 



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Datebook

This week

Sept. 3-9—*Photokina Cologne 1986*, "World's Fair of Imaging Systems." Cologne, West Germany. Information: (02-21) 821-1.

Sept. 4—*Women in Cable, San Francisco chapter*, meeting. Topic: cable foundations: Walter Kaitz Foundation and Foundation for Community Service Cable TV. Blue Dolphin restaurant, San Leandro, Calif.

Sept. 5-7—*Foundation for American Communications* conference for journalists, "Environment/Chernobyl." Co-sponsored by *Joyce Foundation*. Harrison Conference Center, Lake Bluff, Ill. Information: (213) 851-7372.

Sept. 6—38th annual prime time Emmy Awards for creative arts. Pasadena Civic Auditorium, Pasadena, Calif.

Also in September

Sept. 8—Deadline for entries in 29th annual *International Film & TV Festival of New York*. Information: (914) 238-4481.

Sept. 8-9—*Central Educational Network* third annual "CEN On-Site Screening." Opening address by Bruce Christensen, president, Public Broadcasting Service. Event features CEN National Programming Affairs Seminar, on Sept. 9. Hyatt-on-Capitol Square hotel, Columbus, Ohio. Information: Martha Chavez, (312) 545-7500.

Sept. 9—*Ohio Association of Broadcasters* news directors workshop. Radisson hotel, Columbus, Ohio.

Sept. 9—*Television Bureau of Advertising* second annual group head meeting. Waldorf-Astoria, New York. Information: (212) 486-1111.

Sept. 9—*Cabletelevision Advertising Bureau* local advertising sales workshop. White Plains hotel, White Plains, N.Y. Information: (212) 751-7770.

Sept. 9—*Hollywood Radio and Television Society* fall preview luncheon featuring network entertainments president B. Donald Grant, CBS; Brandon Stoddard, ABC, and Brandon Tartikoff, NBC. Beverly Hilton, Los Angeles. Information: (818) 769-4313.

Sept. 9—*New York Women in Cable* meeting on home shopping channels. HBO Media Center, New York. Information: Sherri London, (212) 661-4500.

Sept. 9-10—Conference for journalists, "Banks and Savings and Loans: How Many More Failures?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Sept. 9-12—*Telocator Network of America* 38th annual convention and exposition. Atlanta Apparel and Merchandise Mart, Atlanta. Information: (202) 467-4781.

Sept. 10—*Association of National Advertisers* new product marketing workshop. Plaza hotel, New York.

Sept. 10—RF radiation regulation compliance seminar, sponsored by *National Association of Broadcasters*. Marriott hotel, New Orleans. Information: (202) 429-5350.

Sept. 10—*American Women in Radio and Television, Washington chapter*, meeting, "International Reporting: Over Here, Over There." Speaker: Jan McDaniel, Washington bureau chief, Chronicle Broadcasting, National Association of Broadcasters, Washington. Information: Lea MacNider, (202) 823-2800.

Sept. 10—*New Jersey Broadcasters Association* sales seminar. Quality Inn, North Brunswick, N.J.

Sept. 10—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring Kay Koplovitz, president-chief executive officer, USA Network. Copacabana, New York.

Sept. 10-12—*National Religious Broadcasters* Southeastern regional convention. Heritage Village USA, Charlotte, N.C. Information: (804) 528-2000.

Sept. 10-13—Radio '86 Management and Programming Convention, sponsored by *National Association of Broadcasters*. New Orleans Convention Center.

Sept. 10-13—*American Association of Advertising Agencies* Western region convention. Speakers include Bart Cummings, chairman emeritus, Compton Advertising; Robert Jacoby, chairman, Ted Bates Worldwide; Charles Peebler Jr., chief executive officer, Bozell, Jacobs, Kenyon & Eckhardt, and Arthur Nielsen Jr., chairman, A.C. Nielsen Co. Hyatt Lake Tahoe Resort. Incline Village, Nev. Information: (213) 657-3711.

Sept. 11—*American Women in Radio and Television, Southern California chapter*, and *TV Guide* magazine luncheon, featuring look at new television season. Sheraton Premiere hotel, Los Angeles. Information: Nancy Logan, (213) 276-0676.

Sept. 11—*Cabletelevision Advertising Bureau* local advertising sales workshop. Valley Forge Hilton, King of Prussia (Philadelphia), Pa. Information: (212) 751-7770.

Sept. 11—*Women in Cable, Chicago chapter*, dinner meeting. Ambassador West hotel, Chicago.

Sept. 11-13—*Public Radio in Mid America*. Charleston Place, Charleston, S.C. Information: (504) 286-7000.

Sept. 11-14—*International Institute of Communications* conference on world communications. Edinburgh Sheraton hotel, Edinburgh, Scotland. Information: (01) 388-0671.

Sept. 13—Deadline for entries in International Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Information: International Council, 509 Madison Avenue, suite 1606, New York, N.Y. 10022.

Sept. 14-16—*National Religious Broadcasters* NRB West '86, regional convention. Marriott Airport hotel, Los Angeles. Information: (818) 246-2200.

Sept. 14-16—*Rocky Mountain Public Radio* annual fall meeting. Radisson Suite hotel, Tucson, Ariz. Information: (303) 351-2915.

Sept. 14-16—*Nevada Broadcasters Association* annual meeting. Hyatt Lake Tahoe, Lake Tahoe, Nev.

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

Sept. 17—*Ohio Association of Broadcasters* small-market radio exchange. Chillicothe Holiday Inn, Chillicothe, Ohio.

Sept. 17—*Connecticut Broadcasters Association* annual meeting and fall convention. Hartford Marriott, Farmington, Conn. Information: (203) 775-1212.

Sept. 17—"The Future of Animation," panel discussion sponsored by *International Animated Film Association*. Bank of America Center, San Francisco. Information: (415) 386-1004.

Sept. 17—Third annual *Walter Kaitz Foundation* awards dinner, honoring Bill Daniels, Daniels & Associates, Denver. Plaza hotel, New York.

Sept. 17—*National Academy of Cable Programming* luncheon, to discuss "dynamics of today's television hierarchy and the programming marketplace." Panelists include Thomas Burchill, Lifetime; Terrence Elkes, Viacom; John Malone, TCI; Fred Pierce, former president, ABC, and Marvin Kaslow, Bristol-Myers. Waldorf-Astoria, New York. Information: Michael Capes, (212) 719-8942.

Sept. 17—*Cabletelevision Advertising Bureau* local advertising sales workshop. Los Angeles Airport Hilton, Los Angeles. Information: (212) 751-7770.

Sept. 17—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring Robert MacNeil, executive editor and co-anchor, *MacNeill Lehrer NewsHour*. Copacabana, New York.

■ **Sept. 17**—*Academy of Television Arts and Sciences*

forum luncheon. Speaker: CBS's Dan Rather. Century Plaza, Los Angeles. Information: (818) 953-7575.

Sept. 17-18—Conference for journalists, "Politics 1986: A Democratic or Republican Year?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Sept. 17-19—*Magnavox* mobile training seminar for cable. Quality Inn, Westboro, Mass. Information: (800) 448-5171, extension 389.

■ **Sept. 17-19**—*Television Bureau of Advertising* sales advisory committee meeting. Indian Lakes, Chicago.

Sept. 18—"The State of the Media Worldwide," conference sponsored by *World Press Institute*. Macalester College, St. Paul. Information: (612) 696-6360.

Sept. 18—*Women in Cable, Washington chapter*, "roast" of Ted Turner, chairman, Turner Broadcasting System. Proceeds from roast will go to Better World Society. Vista International hotel, Washington.

Sept. 18—Annual Everett C. Parker Ethics in Telecommunications lecture, sponsored by *United Church of Christ and United Council of Churches*. Speaker: Representative Al Swift (D-Wash.). Interchurch Center, New York. Information: (212) 683-5656, extension 190.

Sept. 18—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Inn-Airport, Portland, Ore.

■ **Sept. 18**—*National Academy of Television Arts and Sciences, Washington chapter*, drop-in luncheon. Topic: "An Advance Look at the Fall Elections." Among panelists: Hal Bruno, political editor, ABC News. Blackie's House of Beef, Washington.

■ **Sept. 18**—42d annual *Permanent Charities Committee* campaign luncheon. Committee is fund raising organization of entertainment industries. Beverly Hilton hotel, Los Angeles. Information: (213) 652-4680.

Sept. 18-19—36th annual fall broadcast symposium, sponsored by *Institute of Electrical and Electronics Engineers Broadcast Technology Society*. Washington hotel, Washington. Information: John Kean, (202) 659-3707.

Sept. 18-19—*Alaska Broadcasters Association* annual convention. Hotel Captain Cook, Anchorage.

■ **Sept. 18-20**—*American Women in Radio and Television* South Central area conference. Intercontinental hotel, New Orleans. Information: (202) 429-5102.

■ **Sept. 18-20**—*American Women in Radio and Television* Western area conference. Westward Look Resort, Tucson, Ariz. Information: (202) 429-5102.

Sept. 19—*Ohio Association of Broadcasters* small-market radio exchange. The Centrum, Cambridge, Ohio.

Sept. 19—Deadline for entries in news writing competition, sponsored by *Atomic Industrial Forum*, for "significant contributions...to public understanding of nuclear energy." Information: Virginia Ridgway AIF, #1150, 1747 Pennsylvania Avenue, N.W., Washington, 20006.

Sept. 19-21—*Maine Association of Broadcasters* annual convention. Speaker: William O'Shaughnessy, president, WVQX(AM)-WRTN(FM) New Rochelle, N.Y. Sebasco Estates, Sebasco, Me.

Sept. 19-23—11th International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Society of Motion Picture Engineers, Institution of Electronic and Radio Engineers* and *Royal Television Society*. Metrople conference and exhibition center, Brighton, England.

Sept. 21—38th annual prime time Emmy Awards, telecast live on NBC-TV. Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 21-24—Sixth annual conference of *National Association of Telecommunications Officers and Advis-*

■ Indicates new entry

NBC

Sixty Years

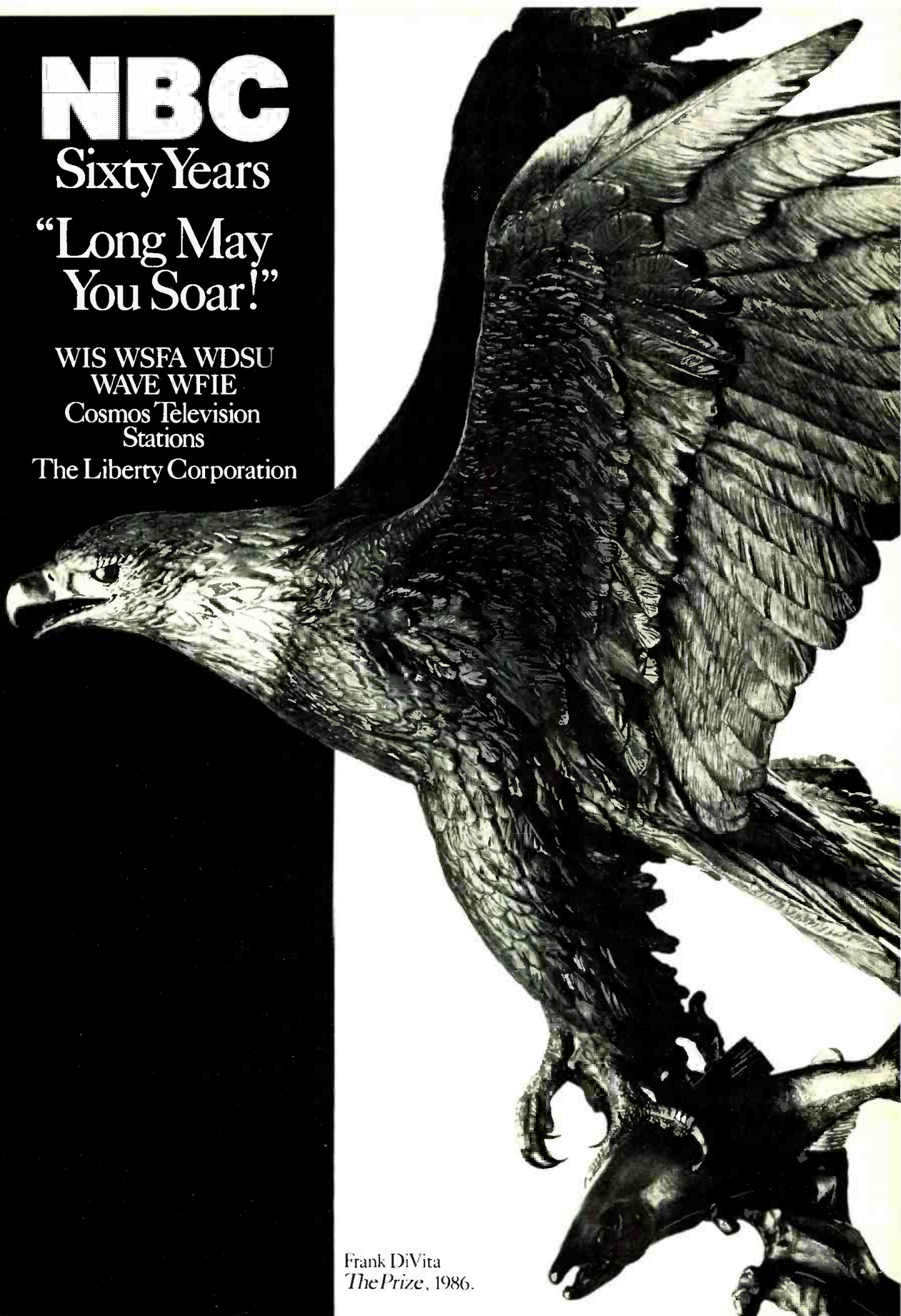
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You Soar!”

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Cosmos Television
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Frank DiVita
The Prize, 1986.

ers, affiliate of National League of Cities. Speakers include Cathy Reynolds, National League of Cities; Brian Lamb, C-SPAN; Irving Kahn, Broadband Communications; and Gene Webb, Management Information Systems. Hershey hotel, Philadelphia. Information: (202) 626-3250.

Sept. 22-23—Public Telecommunications Financial Management Association Workshop I, on preparing annual financial survey for Corporation for Public Broadcasting, and risk management. Dupont Plaza hotel, Washington.

Sept. 22-24—Magnavox mobile training seminar. Quality Inn, Westboro, Mass. Information: (800) 448-5171, extension 389.

Sept. 22-25—Seventh annual Nebraska Videodisk Symposium, "Making It Work," sponsored by *Nebraska Videodisk Design/Production Group*, University of Nebraska-Lincoln, UN, Lincoln, Neb. Information: (402) 472-3611.

Sept. 23—International Radio and Television Society newsmaker luncheon, featuring Frederick Joseph, chief executive officer, Drexel Burnham Lambert, Waldorf-Astoria, New York.

Sept. 23—Wisconsin Broadcasters Association sales seminar, Civic Center, Eau Claire, Wis.

Sept. 23—Cable Television Administration and Marketing Society general managers seminar, Hyatt Regency, Columbus, Ohio. Information: Judith Williams, (202) 371-0800.

Sept. 23—Cabletelevision Advertising Bureau local advertising sales workshop series, Columbus Marriott East, Columbus, Ohio. Information: (212) 751-7770.

Sept. 23-25—Great Lakes Cable Expo, "Cable at Your Service," sponsored by *cable TV associations of Illinois, Indiana, Michigan and Ohio*. Keynote speaker: Jim Mooney, president, National Cable Television Association, Ohio Center, Columbus, Ohio. Information: (614) 461-4014.

Sept. 23-28—Women in Communications national professional conference, Sheraton Center, New York.

Sept. 24—Wisconsin Broadcasters Association sales seminar, Radisson hotel, Oshkosh, Wis.

Sept. 24—New York chapter of National Academy of

Television Arts and Sciences luncheon, featuring George Kaufman, chairman of the board, and Michael Bannah, president, Kaufman Astoria Studios, New York, Copacabana, New York.

Sept. 24—Ohio Association of Broadcasters small-market radio exchange, Holiday Inn, Wapakoneta, Ohio.

Sept. 24—National Association of Broadcasters task force on radio allocations, NAB headquarters, Washington.

Sept. 24-25—National Association of Broadcasters radio membership blitz for Mississippi and Alabama, NAB headquarters, Washington.

Sept. 25—Wisconsin Broadcasters Association sales seminar, Sheraton hotel, Madison.

Sept. 25—Cabletelevision Advertising Bureau local advertising sales workshop series, Marriott Airport hotel, Kansas City, Mo. Information: (212) 751-7770.

Sept. 25-26—Public Telecommunications Financial Management Association Workshop II, on preparing annual financial survey for Corporation for Public Broadcasting, and risk management, San Francisco Airport Hilton, San Francisco.

Sept. 25-27—American Women in Radio and Television Northeast area conference, Marriott Thruway, Rochester, N.Y. Information: (202) 429-5102.

Sept. 25-27—National Religious Broadcasters South central regional convention, Bellevue Baptist Church, Memphis. Information: (901) 725-9512.

Sept. 25-28—Georgia Association of Broadcasters second sales university, Athens, Ga.

Sept. 26-27—North Dakota Broadcasters Association convention, Doublewood Inn, Fargo, N.D.

Sept. 27-30—Minnesota Broadcasters Association fall convention, Speaker: Eddie Fritts, president, National Association of Broadcasters, Cragun's conference center and resort, Brainerd, Minn.

Sept. 28-30—New Jersey Broadcasters Association 40th annual convention, Golden Nugget Casino hotel, Atlantic City, N.J.

Sept. 28-30—Nebraska Broadcasters Association annual convention, Cornhusker hotel, Lincoln, Neb.

Sept. 29-Oct. 3—Video Expo New York, sponsored by *Knowledge Industry Publications*, Jacob Javits Convention Center, New York. Information: (914) 328-9157.

Sept. 29-Oct. 4—Canadian International Animation Festival, Hamilton Place Theater and Hamilton Art Gallery, Hamilton, Ontario. Information: (416) 367-0088.

Sept. 30—Deadline for applications to Ohio State Awards program competition, sponsored by noncommercial *WOSU-AM-FM-TV Columbus, Ohio*. Information: (614) 422-0185.

Sept. 30—Louisiana Association of Broadcasters sales seminar, Ramada Inn, Baton Rouge.

Sept. 30—Cabletelevision Advertising Bureau local advertising sales workshop series, Hyatt Regency-Peachtree Center, Atlanta. Information: (212) 751-7770.

Sept. 30-Oct. 2—Mid-America Cable TV Association 29th annual meeting, Hyatt Regency at Crown Center, Kansas City, Mo. Information: (913) 841-9241.

Sept. 30-Oct. 2—Montech '86, sponsored by *Institute of Electrical and Electronics Engineers*, Montreal Convention Center, Montreal. Information: (514) 374-7000.

October

Oct. 1—New York chapter of National Academy of Television Arts and Sciences luncheon, featuring John F. Gault, president, Manhattan Cable TV, and executive VP, ATC, Copacabana, New York.

Oct. 1—Louisiana Association of Broadcasters sales seminar, Alexandria Hilton, Alexandria, La.

Oct. 1-2—Association of National Advertisers cooperative advertising conference, Hyatt Regency Crystal City, Arlington, Va.

Oct. 1-3—National Association of Black Owned Broadcasters 10th annual fall broadcast management conference, Sheraton Grand hotel, Washington. Information: (202) 463-8970.

Oct. 1-3—Oregon Association of Broadcasters annual conference, Rippling River resort, Welches, Ore.

Oct. 1-4—Kansas Association of Broadcasters con-

Major Meetings

Sept. 10-13—Radio '86 Management, Programing, Sales and Engineering Convention, sponsored by *National Association of Broadcasters*, New Orleans Convention Center, New Orleans.

Sept. 19-23—11th International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Society of Motion Picture Engineers, Institution of Electronic and Radio Engineers* and *Royal Television Society*, Metropole conference and exhibition center, Brighton, England.

Oct. 14-16—Society of Broadcast Engineers national convention, St. Louis Convention Center.

Oct. 22-25—National Black Media Coalition annual conference, Shoreham hotel, Washington. Information: (202) 387-8155.

Oct. 24-29—Society of Motion Picture and Television Engineers 128th technical conference and equipment exhibit, Jacob K. Javits Convention Center, New York. Future conference: Oct. 30-Nov. 4, 1987, Los Angeles Convention Center; Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

Oct. 26-29—Association of National Advertisers annual convention, Homestead, Hot Springs, Va.

Oct. 28-30—Atlantic Cable Show, Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Nov. 17-19—Television Bureau of Advertising 32d annual meeting, Century Plaza, Los Angeles. Future meeting: Nov. 11-13, 1987, Atlanta Marriott.

Dec. 3-5—Western Cable Show, sponsored by *California Cable Television Association*, Anaheim Convention Center, Anaheim, Calif.

Jan. 7-11, 1987—Association of Independent Television Stations annual convention, Century Plaza, Los Angeles. Future conventions: Jan. 6-10, 1988,

Century Plaza, Los Angeles, and Jan. 4-8, 1989, Century Plaza, Los Angeles.

Jan. 21-25, 1987—NATPE International 24th annual convention, New Orleans Convention Center, New Orleans. Future meeting: Feb. 26-29, 1988, George Brown Convention Center, Houston.

Feb. 1-4, 1987—National Religious Broadcasters 44th annual convention, Sheraton Washington and Omni Shoreham hotels, Washington.

Feb. 6-7, 1987—Society of Motion Picture and Television Engineers 21st annual television conference, St. Francis hotel, San Francisco. Future conferences: Jan. 29-30, 1988, Opryland hotel, Nashville, and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Feb. 7-10, 1987—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*, Hyatt Regency, Atlanta.

Feb. 19-21, 1987—Country Radio Seminar, sponsored by *Country Radio Broadcasters*, Opryland hotel, Nashville.

March 25-28, 1987—American Association of Advertising Agencies annual convention, Boca Raton hotel and beach club, Boca Raton, Fla.

March 28-April 1, 1987—National Association of Broadcasters 65th annual convention, Dallas Convention Center. Future conventions: Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

March 29-31, 1987—Cabletelevision Advertising Bureau sixth annual conference, New York.

April 1-5, 1987—Alpha Epsilon Rho, National Broadcasting Society, 45th annual convention, Clarion hotel, St. Louis.

April 21-27, 1987—23d annual MIP-TV, Marches des International Programmes des Television, international television program market, Palais des Fes-

tivals, Cannes, France.

April 26-29, 1987—Broadcast Financial Management Association annual meeting, Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt Regency, New Orleans, and April 9-12, 1989, Loews Anatole, Dallas.

April 29-May 3, 1987—National Public Radio annual public radio conference, Washington Hilton, Washington.

May 17-20, 1987—National Cable Television Association annual convention, Las Vegas Convention Center, Las Vegas.

May 17-20, 1987—CBS-TV annual affiliates meeting, Century Plaza, Los Angeles.

May 31-June 2, 1987—NBC-TV annual affiliates meeting, Century Plaza, Los Angeles.

June 6-9, 1987—American Advertising Federation annual convention, Buena Vista Palace hotel, Orlando, Fla.

June 9-11, 1987—ABC-TV annual affiliates meeting, Century Plaza, Los Angeles.

June 10-13, 1987—American Women in Radio and Television 36th annual convention, Beverly Hilton, Los Angeles.

June 10-14, 1987—Broadcast Promotion and Marketing Executives/Broadcast Designers Association annual seminar, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

June 11-17, 1987—15th Montreux International Television Symposium and Technical Exhibition, Montreux, Switzerland.

Aug. 16-19, 1987—Cable Television Administration and Marketing Society 14th annual meeting, Fairmont hotel, San Francisco.

Sept. 1-4, 1987—Radio-Television News Directors Association international conference, Orange County Convention Center, Orlando, Fla.

JANUARY

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vention. Ramada Inn. Topeka, Kan.

Oct. 2—Women in Cable, San Francisco chapter, meeting. Topic: regulatory issues, state and federal. Blue Dolphin restaurant. San Leandro, Calif.

Oct. 2—Louisiana Association of Broadcasters sales seminar. Holiday Inn. Financial Plaza. Shreveport, La.

Oct. 2—Cabletelevision Advertising Bureau local advertising sales workshop series. Orlando Airport Marriott. Orlando. Fla. Information: (212) 751-7770.

Oct. 2-3—Television and ethics conference sponsored by Emerson College and National Academy of Television Arts and Sciences, Boston/New England chapter. Marriott hotel. Copley Place. Boston. (617) 578-8615.

Oct. 3-4—20th annual South Dakota Broadcasters Day, sponsored by South Dakota State University. SDSU campus and Holiday Inn. Brookings, S.D. Information: (605) 688-4171.

Oct. 3-5—Missouri Broadcasters Association fall meeting Hyatt Regency hotel. Kansas City, Mo.

■ **Oct. 3-5—Journalism ethics conference,** co-sponsored by Foundation for American Communications and Detroit Free Press. Hotel Pontchartrain. Detroit. Information: (213) 851-7372

■ **Oct. 5-7—Pennsylvania Association of Broadcasters** 54th annual convention. Speakers include FCC Commissioner Jane Quello and ABC's John Sias. Hershey Lodge. Hershey, Pa.

Oct. 5-8—Women in Cable fifth cable management conference. Among sponsors. Turner Broadcasting System. Ritz-Carlton Buckhead. Atlanta. Information: (404) 434-6800.

Oct. 6—Northern California Broadcasters Association annual wingding Crow Canyon country club. San Ramon. Calif. Information: (415) 362-2606.

Oct. 6-7—Pratt Center for Computer Graphics in Design seminar. Hyatt on Union Square. San Francisco.

Oct. 6-10—"Telecommunications for Modern India," first India-U.S. conference on telecommunications, sponsored by nonprofit group. India-U.S. Foundation. New Delhi. Information: Dr. Indu Singh, (202) 783-5030

Oct. 7—Conference for journalists, "Chernobyl and After: Does Nuclear Power Have a Future?" sponsored by Washington Journalism Center. Watergate hotel. Washington. Information: (202) 331-7977.

Oct. 7—Cabletelevision Advertising Bureau local advertising sales workshop series. Arlington Park Hilton. Arlington Heights (Chicago), Ill. Information: (212) 751-7770.

Oct. 8—Conference for journalists, "The Oil Glut—Our Energy Future," sponsored by Washington Journalism Center. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 8—New York chapter of National Academy of Television Arts and Sciences luncheon, featuring Frank J. Biondi Jr. executive VP, Business Sector Inc., Coca-Cola Co. Copacabana, New York.

Oct. 8-10—National Religious Broadcasters Midwest regional convention. Billy Graham Center, Wheaton College. Wheaton, Ill. Information: (402) 845-6595.

Oct. 8-12—National Broadcast Association for Com-

munity Affairs 12th annual convention. Sheraton-Washington hotel, Washington. Information: Mal Johnson, Cox Communications. (202) 737-0277.

Oct. 9—Cabletelevision Advertising Bureau local advertising sales workshop series. Amfac hotel, West Tower, Dallas. Information: (212) 751-7770.

Oct. 9-10—Society of Broadcast Engineers, Pittsburgh chapter, 13th regional convention and equipment exhibit. Howard Johnson's Motor Lodge. Monroeville, Pa.

Oct. 12-14—Illinois Broadcasters Association convention. Galena, Ill.

Oct. 14—Cabletelevision Advertising Bureau local advertising sales workshop series. Newton Marriott, Boston. Information: (212) 751-7770.

Oct. 14-16—Society of Broadcast Engineers national convention. St. Louis A.J. Cervantes Convention Center, St. Louis. Information: Sam Caputa. (314) 727-2160.

■ **Oct. 14-16—Community Broadcasters Association** first low power television conference (held in conjunction with Society of Broadcast Engineers convention, see above). St. Louis A.J. Cervantes Convention Center, St. Louis. Information: (703) 893-8844.

Oct. 15-17—Indiana Broadcasters Association fall conference. Holiday Inn Union Station, Indianapolis.

Oct. 15-17—Magnavox mobile training seminar for cable. Holiday Inn North, Richmond. Va. Information: (800) 448-5171, extension 389.

Oct. 16—Cabletelevision Advertising Bureau local advertising sales workshop series. Governors Inn-Research Triangle Park. Raleigh. N.C. Information: (212) 751-7770.

Oct. 16-17—Broadcast Financial Management Association board of directors meeting. Westin Crown Center, Kansas City, Mo.

■ **Oct. 16-17—American Women in Radio and Television** Southeast area conference. Wyndham hotel. Orlando, Fla. Information: (202) 429-5102.

Oct. 17—Radio-Television News Directors Association region 12 meeting with Sigma Delta Chi. Shera-

Errata

David Friedman, VP, Eastern sales and marketing, Lionheart Television International Inc., New York, was named **senior VP**, not VP, commercial syndication sales, as reported in Aug. 4 "Fates & Fortunes."

□

Russell H. Myerson, program director, WJKS-TV Jacksonville, Fla., was named **corporate director, programing, Media General Broadcast Group**, Richmond, Va., not program director, Media General's wxFL(TV) Tampa, Fla., as reported in Aug. 18 "Fates & Fortunes."



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Oct. 17-21—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France.

■ **Oct. 17**—*Ohio Association of Broadcasters* small-market radio exchange. Westbrook country club, Mansfield, Ohio.

■ **Oct. 17-19**—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Keystone resort and conference center, Keystone, Colo. Information: (213) 851-7372.

Oct. 19-22—Intelevent '86, fifth annual conference on international telecommunications policy, sponsored by *International Televent*. Hotel Bayerischer, Munich. Sponsors include Finley, Kumble, Wagner; E.F. Hutton;

Peat, Marwick, Mitchell & Co.; *International Herald Tribune*, and International Chamber of Commerce. Information: (202) 857-4612.

Oct. 20-22—*National Religious Broadcasters* Southwestern regional convention. Holiday Inn Holiday, Dallas-Fort Worth. Information: Sharon Barela, (918) 664-7991.

Oct. 20-22—*Magnavox* mobile training seminar for cable. Holiday Inn North, Richmond, Va. Information: (800) 448-5171, extension 389.

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

Oct. 21-22—*New York State Broadcasters Association* 32d annual meeting. Turf Inn, Albany, New York.

■ **Oct. 21-23**—Annual convention of *Microwave Com-*

munications Association. Theme: "MMDS/ITFS/OFS/DEMS Emerging Microwave Technologies." Ramada Renaissance hotel, Washington. Information: (202) 659-4417.

Oct. 22-23—*Ohio Association of Broadcasters* fall convention. Stouffer Dayton Plaza hotel, Dayton, Ohio.

■ **Oct. 22-24**—*American Women in Radio and Television* North Central area conference. Hilton on the Circle, Indianapolis. Information: (202) 429-5102.

Oct. 22-25—*National Black Media Coalition* annual conference. Shoreham hotel, Washington. Information: (202) 387-8155.

Oct. 24-25—*Friends of Old-Time Radio* 11th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887 or (203) 795-6261.

Open Mike

Shortwave suggestion

EDITOR: Commercial radio needs every leg up it can get in today's ultracompetitive environment for listener time and attention. The conventional radio set—AM and FM—offers no particular attraction or innovation. Basically some are portable, some are not; some are mobile as in automobile radios. With the displacement of AM radio as "king" by FM, now is the time to consider the entire future of all radio in general to the year 2000.

The natural enhancement to entice the listener to spend more time with radio is continuous wave reception on AM-FM and SW-LW (shortwave-longwave). With this increased spectrum coverage the listener could explore the world from his easy chair through international high frequency (shortwave broadcasting), one of the oldest forms of broadcasting. This added spectrum would cost no more, since the microchip architecture could contain all broadcast frequencies through the use of phase loop circuitry which is commonplace in today's computer oriented digital marketplace. The Electronic Industries Association estimates over 50 million radios are sold yearly in the USA alone. Tuning in any station, AM-FM-SW-LW, is as easy as using a pushbutton phone. A memory makes recall of favorite stations just a button punch away and band switching automatic. All of this technology is here today. Sony Corp., the world's largest manufacturer of consumer radios, has a line of world band radios that offer continuous coverage with the ease of button pad tuning. In the U.S., with over 10,000 radio stations, the spectrum war between AM and FM has begun to destroy the viability and credibility of AM. This insanity must stop for the good of the public trust, the good of the broadcast industry and for the future of our great Fifth Estate.

We must unite to strengthen radio. The revitalization and re-education of the American public to international broadcasting is important. Congress should perhaps require all radios sold here to have continuous wave capability. The American public would benefit greatly as would the radio industry in general.—*H. Dickson Norman, chairman*

and founder, NDXE Global Radio Corp. USA, Opelika, Ala.

Daytimer suggestion

EDITOR: I am writing in response to your Aug. 11 editorial ("Sideshow") and the comments you reported from the various clear channel broadcasters on possible changes in the AM band rules.

KSM(AM) Shakopee, Minn., is one of those "aspiring daytimers" you refer to. The station has served the public well over 20 years—subsisting on a ration of hours that the clear channel owners would find wholly unacceptable. However, with many of the increases in competition from all media, surviving and providing service are very difficult.

Even with pre-sunrise authority, when January comes, we are limited to a 7 a.m. sign-on and a 4:30 p.m. sign-off. Not so, the case with my competing class III daytimers who, with pre-sunrise, are able to sign on at 6 a.m. every day of the year.

Our post-sunset treatment is not much better. Ours is unusable at a maximum of 3.6 watts—that's right—less than a citizen's band radio, yet again, my class III daytime competitors have 50 watts or better.

In this day of satellite receive antennas next to tarpaper shacks in the most sparsely populated areas of the country, the concept of skywave listening is the province of the DX'er or the occasional homesick transplant.

Drive time is very important to virtually all radio stations, yet at the time of the year most critical for us in the snow country, we must sign on late and sign off early.

We provide community radio service in a way none of our big-city brethren do. Whether it is a local fund-raising effort for the Cancer Society, community announcements or coverage of local sports, none of our nearby market stations are interested.

I propose three steps that would improve AM service to the public without hurting the revenue base of the existing clears:

■ Allow only existing daytimers on U.S. clears to operate at night under dominant clear channel.

■ Allow only existing daytimers to negotiate a payment agreement with the clear channel station as compensation for accepting nighttime interference within the normally protected daytime (ground wave) coverage area.

■ Allow only existing daytimers on U.S. clears to operate at night with either their normal daytime or pre-sunrise power as long as such operation would not cause interference within the clear channel station's normally protected daytime (ground wave) coverage area.

None of these proposals would "open the flood gates" to disastrous results for existing the stations, yet could significantly help improve AM service overall. My listeners do not understand why we can't carry school closings at a reasonable hour in the winter. They don't understand why we have to sign off in the third period of a Saturday afternoon high school hockey game. They don't feel they are getting good AM service.

I have offered the following proposal to the FCC and do so now through your publication. We would be pleased to participate in a double-blind test of night time operation with either our full or pre-sunrise authorized facilities to determine "in the real world" whether such destructive interference as predicted by the clears and others would actually occur. I predict no one would know the difference.—*Raymond Voss, vice president-general manager, KSM(AM) Shakopee, Minn.*

Out-of-place 's'

EDITOR: With reference to the contents page of BROADCASTING's Aug. 18 edition, which observes: "In FCC's passage of must-carry rule were raft of notice of inquiry's (sic)..."

Will we next see BROADCASTING cover cable operators' battles with telephone companies over "right of way's" for cable lines? Or reporting the wheeling-and-dealing of those "ball of fire's," Laurence Tisch and Saul Steinberg? Or perhaps critiquing network coverage of visiting "head of state's?"—*Joe Waz, associate, Wexler, Reynolds Harrison & Schule Inc., Washington.*



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Broadcasting Sep 1

Vol. 111 No. 9

TOP OF THE WEEK



The FCC's new A/B switch and must-carry rules were at the top of the NCTA executive committee's agenda when it met last week in San Ysidro, Calif. Standing (l-r): Joe Gans, Cable TV Co.; Bob Miron, Newhouse Broadcasting Corp.; John Malone, Tele-Communications Inc.; John Goddard, Viacom Cablevision; Jim Cornie, Heritage Communications; and Brenda Fox, NCTA. Sitting (l-r): NCTA President Jim Mooney; Ed Allen, Western Communications; Trygve Myhren, American Television & Communications; and Ed Merlis, NCTA.

Cable's red flag on must carry

A/B switch aspect of FCC's new rules could be fatal to industry's acceptance, NCTA declares; technological flaws, little need for installations cited; TCI off the block early with own protest

The FCC's new must-carry rules, not yet in official form, were attacked unofficially but unmistakably last week by the cable television industry, which finds them flawed. The first villain in cable's eyes—although not necessarily the last—is the A/B switch upon which the FCC predicated its must-carry policy. Technologically, such devices present great difficulties, the cable industry feels, and in most cases won't be needed at all (although they would be mandated in all new cable installations). All things considered, cable feels there are more questions than answers about the A/B devices, and it wants a second look.

National Cable Television Association President Jim Mooney, upon his return to Washington from a meeting of the NCTA executive committee in San Ysidro, Calif., last Monday and Tuesday, told reporters the industry has "serious problems" with the rule.

"We think the commission needs to take another look at its rule, and especially that aspect of it involving A/B switches," Mooney said. "There is a growing feeling in the cable industry that the A/B switch is a good 'lawyer's solution' to the must-carry controversy, but one with severe technological, economic and practical weaknesses. We

await with keen interest publication of the actual text of the commission's rule, and will decide at that time what next step to take."

But Mooney's initiative wasn't the first taken by a cable entity on this subject. In a move that had observers variously perplexed or outraged, Tele-Communications Inc., the cable industry's largest MSO, sent its own letter to the FCC, on Aug. 21, serving notice of its displeasure with A/B switches. Once FCC officials realized what had happened, they scooped up copies from commissioners in-boxes and impounded the lot. NCTA's own announcement last Wednesday (Aug. 27) was widely perceived as an attempt to tidy up after the TCI broadside and get the deliberations back into appropriate channels.

What bothers the industry most about the A/B switch rules is that the switches, after being installed at considerable expense to the operator and ultimately to the consumer, "will never be used," Mooney said. "If a cable system carries all nonduplicated VHF broadcast stations within a 50-mile radius of its headend—which the vast majority of cable systems will do—the A/B switch will be merely an expensive and useless appendage."

Mooney said he has heard all sorts of estimates of what the rules as currently written would cost the industry, ranging from \$30 million to \$100 million a year. However, NCTA has yet to come up with any figures, he said. "I'm not going to put a number on this because I don't think anybody has decided with any certainty either what the per-unit

what the per-unit cost is going to be or how many households annually you would have to install such a switch in."

Besides cost, Mooney said, the rules present the industry with a number of serious technical, safety, marketing and legal problems. For instance, he said, improperly installed A/B switches could result in severe signal leakage (see box, page 32).

NCTA also has problems with provisions of the new must-carry rules, specifically those that give favorable treatment to new television stations and noncommercial stations in determining must-carry status. Mooney said.

The order containing the new rules is being drafted by FCC staff and, after review by the commissioners, is expected to be made public by the end of the month.

Mooney said he doesn't believe the NCTA can influence the writing of the order by going public with its concerns now. "You can't jawbone regulatory agencies through the press." However, he added, it's not beyond the power of the FCC to change the rules between now and the issuance of the order. "The commission can do anything it damn well pleases."

NCTA is making its concerns known so as not to be considered "too coy," Mooney said. "I think people have a right to know what our opinion is...and to the degree that opinion has developed, I'm saying what it is," he said. "We haven't reached any carved-in-concrete conclusion, but this is the direction we are tending."

Although Mooney believes he cannot in-

fluence the drafting of the order. TCI apparently believes it can. Two weeks ago, just four days before the executive committee convened in San Ysidro, TCI President John Malone sent a letter to FCC commissioners suggesting changes in the A/B switch and must-carry rules.

Although some of the changes suggested by Malone are the same as those now being advocated by Mooney, Mooney dismisses the suggestion that the tail (TCI) is wagging the dog (NCTA). NCTA's position is the product of weeks of canvassing many cable operators, he said.

As adopted by the FCC, the must-carry rules reimpose for five years a limited form of the rules that were declared unconstitutional by a federal appeals court last year. They reflect, to a large extent, a proposal hammered out by major elements of the broadcasting and cable industries.

Instead of requiring cable operators to carry all local broadcast signals, as did the old rules, the new rules require operators to set aside no more than 25% of their channel capacity to carry certain types of local signals and signals that meet certain viewership criteria.

In an effort to make the new rules impervious to constitutional challenge, the FCC also adopted the A/B switch rules, requirements that cable operators install A/B switches in the homes of all new subscribers and to offer switches and information about them to all

old ones. The cost of buying and installing the switches is to be borne by the operators.

The requirements are intended to do away with the justification for must-carry rules by eliminating the "bottleneck" created when cables are hooked up to the VHF terminals of subscribers' television sets in place of off-air antennas. With the cable attached, subscribers are no longer able to receive all local VHF signals directly off the air and so, the reasoning goes, the cable system must be forced to provide those local signals over the cable through some form of must-carry.

The A/B switch, attached between the VHF terminals (the output) and an off-air antenna and the cable (the inputs), allows subscribers to receive either off-air VHF signals or cable signals with the flip of a switch.

In his briefing of reporters, Mooney indicated that the industry would be willing to go along with the A/B switch rules, but only if they are made considerably less onerous for the industry. "There is obviously a lot of difference between a rule which requires a cable operator to install an A/B switch in the home of a subscriber who wants one and a rule that requires the installation of an A/B switch in every subscriber's home whether or not the subscriber wants one or whether or not there is a need for one."

Systems that are carrying local VHF stations should not have to install any switches since the installation of cable only affects the off-air reception of VHF stations, Mooney

said. Most systems will carry all VHF signals, he said. "Why make a rule that hits 95% of the systems...because of events occurring at 5% of the systems?" he asked. "From an efficiency standpoint, it doesn't make any sense."

Another change that would make the rules more palatable to cable, he said, would be to drop the requirement that operators include switches as part of every new installation. Instead, he said, put new subscribers on a par with old ones by making both ask for the switches. That "would help a lot," Mooney said.

Mooney also suggested that the A/B switch burden be shifted from the cable industry to the consumer electronics industry. "Manufacturers [of television sets] can build a good A/B switch into the receiver a hell of a lot cheaper than we can install one as an incremental piece of equipment," he said, adding that the situation was analogous to the all-channel set requirement that made UHF tuners standard in all TV receivers.

The NCTA position is echoed in the TCI letter. If a cable system carries all the local VHF signals, "the switch is wholly unnecessary," it said. "Except for duplicated network affiliates, it is difficult to foresee any scenario whereby cable systems will not carry local VHF stations. Assuming this to be the case, the commission has ample time to review the actual carriage of local VHF stations and require provision of A/B switches

NCTA turns thumbs down on A/B

The NCTA's engineering committee has taken a hard look at the implications of the FCC's newly adopted A/B switch rules and concluded that "the logistics of providing and installing... switches will be difficult, time-consuming and costly."

The committee's conclusions are contained in a five-page memo obtained by BROADCASTING. The memo was written by Wendell Bailey, NCTA's vice president of science and technology, following a two-day meeting of the committee two weeks ago. The committee, the memo said, has formed a subcommittee to prepare a more detailed analysis of the impact of the rules on cable operators.

"While no one doubts that an A/B switch can be made to work in any given application, the widespread application of this device to a multitude of potential scenarios is extremely troubling and its potential for success is low," the memo said. Committee members, it said, "felt quite strongly that they would not like to have to undertake the burden of providing these devices on their systems."

According to the memo, an A/B switch adequate for the job spelled out in the A/B rules can be purchased in quantity for between \$2.50 and \$3.40. However, it noted, "a satisfactory installation" might require an operator to spend an additional \$3 or \$4 for such items as VHF/UHF combiners, coax-to-twin-lead transformers and signal splitters.

The committee's technical analysis of the switches and their installation found problems with, among other things, signal leakage, addressability, signal isolation, consumer friendliness, reliability and mounting of switches.

The committee estimated that one of three subscribers that are sent switches for self-installation will install them incorrectly. And the most likely result will be that "the cable ends up connected to the customer's antenna and radiates the cable frequencies over the air at high gain. This will completely violate the FCC's signal leakage rules and put our continued use of the

midband channels in jeopardy."

A/B switches will not always be compatible with addressable cable systems, the committee said. Some addressable converters require a stream of addressing information to preserve their memories and work properly. If an A/B switch is installed between the cable and the addressable converter, some converters will lose their memories when the subscriber switches from cable to off-air signals.

Although the committee said a \$3 switch would be adequate in its cost analysis, it suggested that it would be inadequate in its technical analysis because such a switch would provide 60 db of isolation between the off-air and cable signals, insufficient to prevent interference between the two. "It becomes obvious that switches with isolations as high as 100 db [or more] would be necessary to function properly. As a general matter, switches of that sort are not available anywhere in the marketplace for any price."

The cable industry has been struggling to improve the consumer friendliness of cable—that is, its compatibility with TV sets and other types of home video gear. The committee said the introduction of an additional A/B switch "greatly complicates" attempts to interconnect video equipment with cable.

The committee also pointed out that the switches do not last forever. The life span of a switch is between six months and three years, depending on how much it is used. "Those switches that are not used at all will never report a problem, those that are used frequently will last as long as the switch can be expected to last, those that are used infrequently will likely fail on a fairly regular basis," it said.

The relatively simple task of mounting the switch presents problems, the committee said. Whether the switches are attached with double-sided tape or screws or simply allowed to hang behind the set, it said, the mounting will inevitably leave some customers unhappy and lead to service calls.

to all subscribers, existing and news ones.

As with the NCTA, TCI's concerns are not limited to the A/B switch rules. In its letter, it said, the must-carry rules do not distinguish between so-called specialty stations and conventional stations in determining must-carry eligibility. A specialty station "can acquire must-carry status by constructing, or purchasing within the first twelve months of operation, a broadcast station within the specified zone."

Significantly, both NCTA and TCI believe that systems should be exempted from providing switches so long as they carry all unduplicated VHF signals. They want the freedom to drop a duplicated network signal and still not have to provide the switches.

In calling for an exemption from A/B requirements for systems that carry all local VHF signals and for a requirement that switches be built into sets, Mooney and the cable industry are adopting, in essence, a proposal put before the FCC early this year by former cable operator and NCTA director Richard Leghorn.

An irony in NCTA's new concern about the A/B switch is that various elements of the industry, including NCTA and Turner Broadcasting, have at times past put forth the A/B switch as an alternative to must-carry rules. Now, faced with the prospect of having to install millions of them, the industry is taking a hard look at the switch and the problems therewith and finding it less of a panacea than advertised.

Mooney said NCTA is still willing to support rules reflecting its compromise with the broadcasting industry, which doesn't require A/B switches, but also lacks the five-year sunset provision. "It's a very odd situation," he said. "The industry joined together to go recommend a rule to the commission involving the regulation of one of them and with all of their combined horses and soldiers they can't get it done."

□

"I can understand why cable is taking this approach. I even predicted they'd do something like this," said John Summers, the National Association of Broadcasters senior executive vice president for government relations. When the FCC announced its new rule, NAB was disappointed with the five-year sunset provision and the A/B switch requirement. Nevertheless, Summers said that NAB would not consider supporting a lifting or modification of the A/B switch requirement unless the proposal was expanded beyond VHF to encompass carriage of all stations within a 50-mile radius.

The Association of Independent Television Stations was reserving its final judgment on the FCC's new rule and NCTA's opposition to the A/B switch until its Oct. 17 board meeting in Nashville. (The independents also voiced dissatisfaction with the switch proposal and sunset provision.)

"INTV won't have any formal reaction until the board decides what to do," INTV President Preston Padden said. Moreover, he noted that "too many variables" are involved for him to speculate what his board will do. But, Padden added, concern is mounting within the independent community over the

potential for abuse that might develop over the issue of channel positioning. Broadcasters fear their signals will be given a less desirable position than cable programming services on cable systems.

□

The FCC, according to several well-placed commission sources, will not consider the TCI letter before the must-carry order is released. Indeed, FCC security personnel, warned of the existence of the letters, intercepted them before the commissioners could get their hands on them. It appeared last week, however, that the FCC may well be receptive to considering TCI's suggestions after the order is issued, in the form of a petition for reconsideration.

One FCC official said it appeared that the TCI letter, assuming the MSO actually sent copies to all parties who commented in the proceeding, would not constitute a technical violation of the FCC's *ex parte* rules. But the FCC, according to this official, would interpret its consideration of the recommendations as a violation of its sunshine rules. This official said that the commission's "informal policy" under the sunshine rules has been not to consider submissions from outside parties from the time it gives public notice in a "sunshine notice" that an item is scheduled for a vote until the order is released. "It [the TCI letter] will not be considered in any way prior to release of the order," the official said. "No one writing the order will look at it."

Another FCC official suggested that TCI's letter, despite TCI's insistence that it not be considered a petition for reconsideration, appeared to be such a petition, "filed prematurely," and couldn't be considered before the commission's order was released. But this official did not foreclose consideration of TCI's recommendations later. "Obviously, when people come in on a petition-to-reconsider basis, we will look at anything that looks reasonable, as long as it does not do violence to the basic principles in our decision," this official said.

It was also being said that while, at first blush, TCI and NCTA's problems with the rules may appear to make sense, the FCC's ruling had been intended to assure that there was an independent means for over-the-air stations to reach consumers whose homes are cabled. It was noted, for instance, that cable companies carrying all local VHF's now may drop some of them in the future. The FCC also, as a legal matter, had reportedly wanted the A/B switches out there so it could conclude that cable was not a bottleneck, and, as a practical matter, it wasn't believed that the switches would actually be installed *en masse* unless cable was making them available free.

An FCC official said the commission staff may be finished drafting the order this week, but that that order wouldn't be released until the commissioners had an opportunity for review, a process that could take several weeks. □

BAR survey offers first look at barter-syndication data

Advertisers spent more than \$121 million in second quarter; over \$259 million in first six months

In the first study of barter-syndication advertising activity, Broadcast Advertiser Reports estimates that 237 advertisers spent \$259,590,000 on 17,232 spots during the first six months of this year. The new BAR service monitored 117 syndicated programs.

According to BAR's National Syndicated TV, although there were 15 more shows monitored in the second quarter, total revenue for the quarter came to \$121,732,000, down \$16,126,000 from \$137,858,000 for the first quarter. It said that a drop in HUT levels (homes using television) in the spring is often accompanied by a decrease in advertising prices.

Television Program Enterprises had the largest sales revenue for the first half of the year with an estimated \$60,932,100. It also led the first quarter with \$33,690,300. TPE sells time in eight shows, including *Entertainment Tonight*, *Solid Gold* and *Star Search*. LBS Communications was second in the first six months with \$44,934,850 and was also second during the first quarter with \$24,727,550 for sales of 14 shows including *Fame* and the MGM/UA Premiere Network. Camelot Entertainment, which sells time in five King World shows including the top-

rated *Wheel of Fortune*, was third for the first six months with \$31,552,699 and third during the first quarter with \$16,686,900. Lorimar-Telepictures was fourth in the first half of the year with \$20,856,632 and also fourth in the first quarter with \$10,218,900 for sales in seven shows including *People's Court* and *Love Connection*. Rounding out the top five for the first quarter was MCA-TV with \$7,904,900 for eight shows including *Puttin' on the Hits* and *Puttin' on the Kids*.

During the first six months, King World's *Wheel of Fortune* had the highest sales—322 30- and 60-second spots that generated revenue of \$18,470,200, with \$9,792,000 from the first quarter. The show, which received a 20.3 rating in the February Cassandra report, was seen in 193 markets.

MGM's *Fame*, which appeared in 144 markets, and ranked 34th in the February Cassandra report with a 5.3 rating, grossed \$17,322,000 in the first half and \$9,340,800 from 195 spots in the first quarter, placing second in revenue.

TPE's *Entertainment Tonight/This Week*, which appeared in 145 markets and got a 10th-ranked 8.8 rating, grossed \$16,369,500 in the first half and \$8,819,300 in the first quarter. The show ranked 10 in the Cassandra with an 8.8.

Solid Gold, which ranked 52d with a 4.4

Cassandra, grossed \$13,384,900 in the first half and \$7,581,600 in the first quarter. *Star Search*, fifth in revenue with \$11,824,100 in the first half and \$6,769,400 in the first quarter, appeared in 159 markets and ranked 35th in the Cassandra report with a 5.2 rating.

Procter & Gamble was the largest syndication advertiser: it purchased 1,034 spots during the first six months for an estimated \$27,763,950. The second largest advertiser was Philip Morris which purchased 944

spots for an estimated \$18,404,050. RJR Nabisco was third with 575 spots totaling an estimated \$9,918,550. Mars, the fourth largest spender, purchased 594 spots for an estimated \$8,077,900. Kellogg was fifth with 644 spots totaling \$7,646,100.

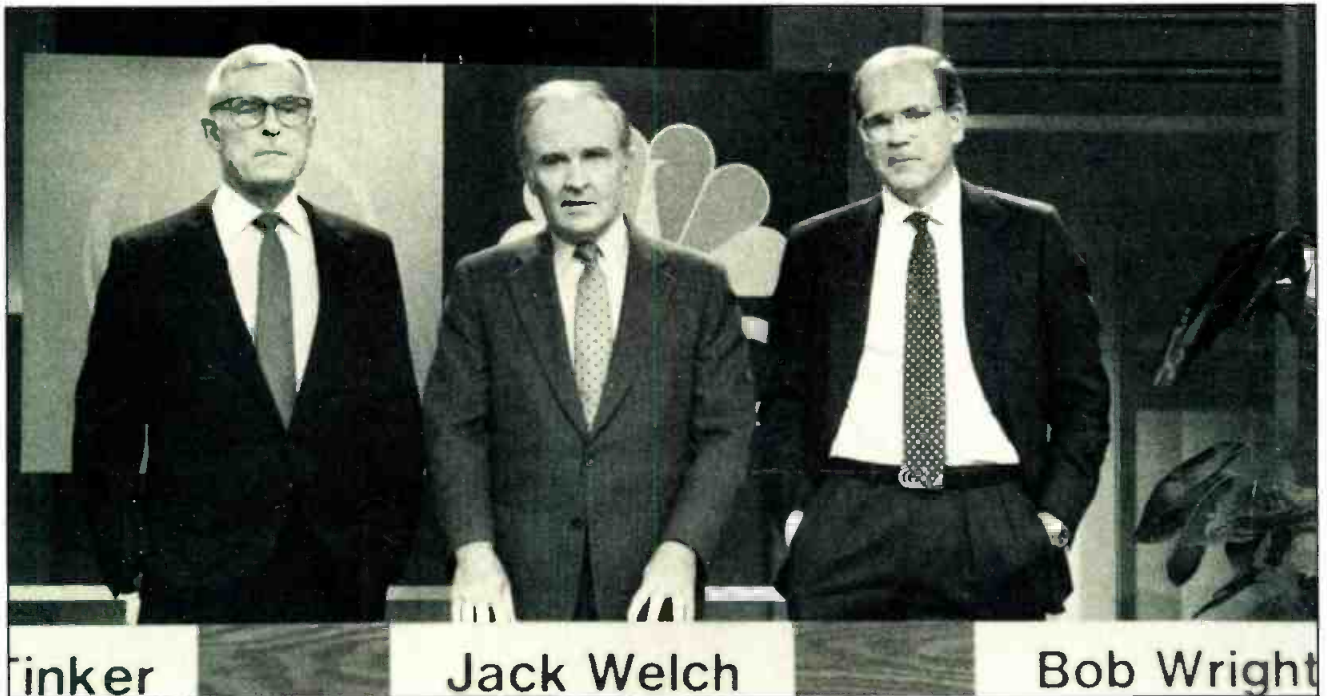
Candy and gum were the leading product category. Advertisers bought 1,283 spots for \$20,537,550.

Twix candy bars was the largest single advertiser in the first half, spending \$3,046,000 for 234 spots.

Games, toys and hobbycrafts were the second largest category, with advertisers purchasing 1,995 spots for an estimated \$16,659,5000.

Cereals were the third largest category with estimated expenditures for 1,072 spots totaling \$12,560,500.

Dental supplies and mouthwash were the fourth category with purchases of 592 spots totaling \$9,110,700. Cookies and crackers were fifth with 392 spots totaling an estimated \$8,397,350. □



Tinker to Welch to Wright

Welch names Robert Wright to NBC presidency

Former Cox Cable executive takes over for Tinker, and says he has no plans for changes; Welch to become chairman of NBC

General Electric Co. and NBC made it official last week—GE insider Robert C. Wright, long-time colleague and confidant of the company chairman, John F. Welch, has been named the new president and chief executive officer of NBC. The appointment is effective today, Sept. 1. (GE's corporate policy under Welch has been that he retains the chairmanship of all the company's subsidiaries, and that will apply to NBC as well.) Welch made it clear last week that he would not have been comfortable with an NBC chief executive whom he did not know very well. That eliminated everyone within NBC. Welch acknowledged last week, except the departing chairman, Grant Tinker, who will leave probably by the end of September, despite, said Welch, his "best sales efforts" to keep Tinker in place.

"The easy, unanimous first choice to run NBC," Welch said, "was Grant Tinker." Tinker's track record at the network, he noted, speaks for itself. But when the first choice ruled out an extended term, Wright was the man Welch turned to next. Why? Welch's

explanation: "NBC is an extremely important piece of the RCA investment for which [GE] shareholders paid more than six billion dollars. To insure that we could allow it the necessary autonomy and still sleep at night, we felt we needed, in Grant's absence, someone we knew well, someone with experience running large businesses, someone accustomed to independence, someone with an unbroken track record of success."

Welch praised Wright for his success in managing G.E. Financial Services since rejoining the company after a three-year stint with Cox Cable in 1983. In 1983, GEFS had net earnings of \$271 million on revenues of \$1.949 billion. The following year, earnings jumped to \$329 million on revenues of \$2.933 billion and in 1985 earnings climbed to \$413 million on revenues of \$3.804 billion. So far this year, GE has not broken out revenues and earnings by division, but a GEFS spokesman said both revenues and earnings were up for the first six months of 1986. During his tenure at GEFS, Wright guided the company's acquisition of the Employers Reinsurance Corp. and, last April, the purchase of the investment banking firm, Kidder Peabody & Co.

Tinker said he supported Welch's decision to go with Wright, although he was ques-

tioned last week on his apparent turnaround on the recommendation of a network insider to succeed him. Since confirming his intention to leave the network six months ago, Tinker has been repeatedly quoted as saying that Welch should and probably would name someone within the company to succeed him, to maintain both the company's morale and momentum. But last week Tinker said Welch had "persuaded" him, after a series of talks, that promoting an NBC executive was not essential. Tinker has always modestly stated that NBC's fortunes were due largely to the network "team" he inherited (albeit with a few of his own modifications) and not due nearly as much to his shining leadership. "[I] was kind of hoisted on [that] petard," said Tinker, explaining that Welch hurled those past statements at him while debating the succession question. Tinker said that Wright should "work well" with the NBC team.

After Welch ruled out picking a new NBC chief from the existing network management pool, he said Wright was the only executive within GE who was considered for the job. "The only people we looked at was Grant's staff," Welch said. "And the only internal candidate from [GE] was Bob Wright. He was the only one we felt had the mix of skills that was a potential candidate to put against

the management staff at NBC."

But apparently it wasn't as cut and dried as just giving Wright the nod. In June, he was asked to "spend some time with Grant" at 30 Rockefeller Plaza to see if he would make "a good fit" at the network, Wright said last week.

Asked if he had serious questions about his "fit" at NBC, Wright answered, "Obviously it is a concern to me." He suggested that perhaps only time will tell whether or not he is the right choice for the job. "I want to do whatever I can to convince people at NBC that the leadership around here is going to be as good as it's been. It's just going to take time. And I'm not going to be the individual that's going to be doing the voting on that. The people around NBC are going to be doing the voting. So the real way for you to get the answer to that question is to keep looking around here over the next number of

months or number of years, and draw your own conclusions. But I'm going to do what I can to capitalize on the success that NBC is already enjoying.

"My job as I see it," said the 43-year-old Wright, "is not to rebuild NBC, or fix it. It doesn't need any of that. My job is to see that the momentum of quality programming and quality performance is maintained and accelerated." He said he had no plans to cut staff or bring in any GE people, or make any "structural changes" at NBC. "I have no resource constraints and no deadlines. Our objectives are not short-term. General Electric simply wants me to take the best and make it better."

Nevertheless, Wright will soon have to make some judgments about the way the network is run, as the top management there is close to completing a comprehensive analysis exploring the way the network goes about

its business and whether greater efficiencies can be achieved. It is similar to a study CBS did several months back, shortly before eliminating about 800 jobs.

Wright also pooh-poohed reports shortly before last week's press conference that he would take a tough stand with program producers on soaring costs. "I have no preconceived notions about program costs being too high or too low or in between," he said. "The details of my plans will be formulated, and carefully, with every possible piece of advice I can extract from Grant and the team that is in place at NBC." Specifics aside, he said he intended to "stay with winning players, continue on a proven and winning course and never for a moment cease to demand the excellence that Grant instilled in NBC during his stay." Tinker, it was noted, is also giving up his seat on the board of directors. □

Broadcast journalists ask themselves tough questions

Among topics at annual RTNDA convention in Salt Lake City: where satellite newsgathering is leading TV news and what future holds for radio news

Local TV news is growing very strong, very fast, but at what, or whose, expense? That question was raised, but not entirely answered, at the news business's annual ritual of self-examination, better known as the international conference of the Radio-Television News Directors Association, which this year drew approximately 2,500 news executives and others to Salt Lake City for three days last week.

Radio news executives, on the other hand, also spoke to the future of their medium at the gathering, but were not so sanguine about the growth of their specialty, or for that matter, its survival.

Sparking much discussion on the caliber of today's news among those attending the conference's sessions, exhibit floor and private meetings, was the phenomenon of satellite newsgathering. Hotly debated as a catalyst of change in the business, satellite news applied by local stations can lead them to change not only their techniques of coverage but also the scope of what they cover. The technology virtually forces stations to redefine the physical boundaries of their markets since geographical limitations have been virtually set aside by the wide-ranging, mobile, Ku-band uplinks.

But satellite newsgathering also eliminates another set of boundaries; those established by the long arm of network news, which for so long has used satellite technology in ways virtually impossible for local stations to emulate. Network news, its high profile making it always vulnerable to criticism, has become exposed in yet another way. Now that stations can take advantage of satellite technology's instantaneous and distant reach, either on their own or in concert with other stations, the networks are feeling heavy pressure to reconsider their traditional



role as the affiliate news supplier and partner.

The current economic climate also means network news executives are simultaneously seeking strength to withstand the buffeting of corporate politics, and are fighting to maintain balance between program content and marketable form, struggles made apparent in conference speeches. Predictions for the future of network news abounded at the three-day gathering, and ranged from the most dire, to the most optimistic.

NBC's Brokaw says broadcast journalism must not be blinded by glitzy technology and trends

These themes were broached right from the convention's start by NBC's Tom Brokaw, in a thoughtful address opening the conference last Tuesday (Aug. 26). Although saying



Brokaw

that he believes broadcast news remains relatively healthy, the medium's "awesome" power to affect society makes that state increasingly difficult for journalists to sustain.

"It is not just the length of our reach that is

impressive. It is the impact we have when we reach out to whatever place it is that we have decided to aim our cameras and satellite transmitters." Brokaw said. "We cannot be indifferent to its power, even in our day-to-day familiarity."

Brokaw warned against the lure of technology, of allowing the excitement of reporting from remote locales to crowd out important, but less exotic, local news. "I'm not suggesting you give up Manila for Main Street," he said. "I am suggesting the formula is out of balance. It seems to my eye as I travel the country that we've become a hit and run business, racing from one trendy issue and format to another."

Despite the importance of form, style, flow and promotion in broadcast news, Brokaw also said, "the packaging is the final step; it should not be the motivation. . . . I worry that we have become hostage to these matters, that we are a profession so bedazzled by the technology available, so frantic in our determination to prevail in the short run that we have lost sight of the fundamental reason for our privileged place in this universe."

Brokaw said broadcast journalists were not entirely unaware of changes in the medium, but "it is possible that given the press of day to day responsibilities, we don't measure as carefully as we should the cumulative effect of these many developments involving ownership, technology, qualifications, cost, profit and purpose."

And that broadcast journalists might be distracted from their "fundamental assignment" worried Brokaw, who asked: "How can we concentrate on that role when there is so much change going on within our corner of society?"

Friendly accepts White award; urges local stations to strive for high journalistic standards

Former CBS News President Fred Friendly echoed Brokaw's concerns in a speech scheduled for the closing session last Friday, when he accepted RTNDA's Paul White Award.

"Network news is not what the news used to be," Friendly told the closing banquet. "Substance is being sacrificed for the sensational tabloid snapshots in the constant search for brevity and pace." For local stations as well, he added, "Making ratings rather than news value the top priority is a tempting, but deceiving quick fix."

Arguing that the "permanence and dominance of the national network news and their anxious anchors are not etched in granite," Friendly drew attention to what he views as the increasingly important news role played by local stations. "In the television age—the center of gravity has been sliding to the station level—because that is where the money is," he explained, "the impact of the affiliates' power on the networks is only beginning to be felt."

Calling local station news managers the industry's "last best hope," Friendly acknowledged, "If I had my very rewarding career to start again in a 1986 environment, I

Ten-course meal

Richard E. Wiley, the former FCC chairman now a Washington communications attorney with Wiley, Rein & Fielding, and president of the Federal Communications Bar Association, has announced a star-studded speaker roster for the FCBA's 1986-87 Washington luncheon series.

- Sept. 29—Howard Cosell, commentator, ABC Radio Network.
- Oct. 22—Thomas Wyman, chairman and chief executive officer, CBS.
- Nov. 20—James Olson, chairman and chief executive officer, AT&T.
- Dec. 16—The McLaughlin Group: "Media Style," with moderator John McLaughlin and panelists Don West, *BROADCASTING*; Paul Harris, *Variety*; Dawson Nail, *Television Digest*, and Penny Pagano, *Los Angeles Times*.
- Jan. 15, 1987—Congressman John Dingell (D-Mich.), chairman, House Energy and Commerce Committee.
- Feb. 19, 1987—Patricia Diaz Dennis, FCC commissioner.
- March 24, 1987—Tom Brokaw, NBC evening news anchor.
- April 16, 1987—Judge Antonin Scalia, U.S. Supreme Court justice designate.
- May 21, 1987—Jack A. MacAllister, chairman and chief executive officer, US West.
- June 18, 1987—Mark Fowler, FCC chairman.

would strive not to be a network executive producer or president, but instead to be the news director of a major regional television station. That's where the news audience, the technology and certainly the air time are."

But local news directors must resist the business's commercial pressures, Friendly said. There are general managers, Friendly said, "who have not learned that cost shaving, bumpers and the pursuit of violence with matching pictures will in the end of the day produce a lazy, distrusted and unwatched station."

"You are journalists," he concluded, "not salesmen, not accountants, not showmen; you are inheritors of a noble tradition."

Osgood fears audience may be forgotten as journalists are pulled to front-office distractions

CBS correspondent Charles Osgood expressed his own concerns about the corporate influences affecting broadcasting. Broadcasters, he said in a luncheon address last Wednesday (Aug. 27), must deal with "many constituencies" these days, and life is getting very complicated. While broadcasters must "please" the front office, the home office, the parent company, corporate management and Wall Street, among others, they should not overlook those watching television or listening to the radio, he said.

Viewers and listeners are constantly interrupted while tuned into a program, Osgood noted. "They are not watching the way we think they are" with "their eyes glued" to the TV set. And while some may argue that journalists put out the news and it is up to the audience to get the information, Osgood was not convinced that that is completely true. Broadcasters have a responsibility to see that information sent out is "packaged" correctly, he said. "It is up to us to make things simpler," he said.

Broadcasters have to attract an audience and serve it, Osgood said. "If we lose sight of that, then everything we do is whistling in the wind."

Panelists look into cloudy crystal balls for future of radio news

While discussion of television news tended to focus on new forces of growth in that medium, a panel on the future of radio news addressed a more basic question—will radio news survive? The panelists' reactions were mixed, but for the most part, optimistic. Harvey Nagler, of United Stations, said that radio news "has become in too many formats, an endangered species. News has become the exception, rather than the rule, on radio." However, Arch Madsen, of Bonneville International, saw the future of radio news as "sharp and clear and promising." He sees a gradual return by owners and managers to an emphasis on radio news, in part because "even the most bottom-line-oriented owners and operators will come to recognize that their own best interests require community service. And that means radio news." If stations don't serve the community, Madsen said, the government and audience demand will force them to. Additionally, he said, technology will change the public's demand for more information, and "it may change what audiences expect from radio stations."

Jim Farley, of NBC News, also believes that a "turnaround is coming" because station operators will "realize that market forces are going to make them do it. For their station to be successful day in and day out, to hold the audience, to build the audience, they have to provide some news and information." He said in order to make "the cycle reverse itself," radio news directors have to "remarket themselves" as "information programmers."

Gordon Rice, senior vice president, UPI broadcast sales, said that he "was not entirely the voice of gloom, I think there is some hope." However, in "the short run" the stations that have "established the dominant news identity" have "a franchise" in that area and are "solid, stable" and are going to be "the foundation of radio news in the coming years."

Among the "good signs for the future," are "an aging population" in the United States with "increasing purchasing power, increasing significance to the advertiser" and "increasingly more interest in news and information," he said.

Said Jack Swanson, operations director at KGO(AM) San Francisco: "There is a great future for radio news if we change our sights just a little bit." While radio news is doing well on all-news stations in the top 20 markets, it is not a "viable format" in smaller markets because "there is not an audience base that leads to a dollar base that can pay the salaries and still stay in black ink."

However, he said "the future is there" for all-information formats, "particularly on the AM band, which is now in crisis."

Swanson said AM is "in desperate need of some kind of new programing concept which I suggest will be information, which will be the product of the 1980's and '90's."

Panelists say credibility problem still faces broadcast journalism

Not everyone at the RTNDA found journalists to be in good standing with their audiences. During a crowded general session on journalism ethics and fairness, moderator Doug Ramsey, senior vice president of the Foundation for American Communications, said that "the credibility problem [with the audience] really does exist."

He said that "most surveys of public opinion about the press show that fewer Americans than ever trust newspeople to be fair, accurate and objective." And unless journalists "take steps to elevate the public perception of news responsibility and professionalism," Ramsey said, "you run the risk of inviting increased public dissatisfaction, and inevitably, attempts to control news practices through legislation and through judicial action."

Jeff Greenfield, ABC news correspondent and *Nightline* analyst, agreed that there is a suspicion among the public that "we're playing fast and loose" with the audience. It has "to do, really fundamentally, with ethics. That is, are we being fair?", he said.

Once the public "gives up on us as a fair-minded institution, you can take that First Amendment and you can put it in the circular file," he said, "because when public confidence and trust of any institution in this country disappears or is eradicated, sooner or later the public will bring that institution to heel." In the long run, the ethics issue is "a matter of survival" for the press, said Greenfield.

Former CBS News vice president, Burton Benjamin, now a senior fellow at the Gannett Media Center, told the RTNDA news directors that if they want to do controversial programing—"and I urge you to do it," he said—"you have to be sure of the fine print. Because it is going to get you in trouble and it will cast doubt on a broadcast that otherwise might be flawless," he said.

Reporters should not "be imposters" for a story, or use unnamed sources unless there is no other way to get a story, he said. "The whole issue today," Benjamin added, "is one

of ventilation. On the network level, it's the lack of an op-ed page, it's the lack of letters to the editor. . . Television is going to find some way, somehow, to let the person out there respond."

Last week at RTNDA, Benjamin also discussed his authorship of CBS's internal investigation of the network's controversial program, *The Uncounted Enemy: A Vietnam Deception*. He said he was "surprised and discomfited" to find that there were some CBS employees interviewed for the report who had never read CBS's guidelines on ethics. During the time of the Westmoreland affair, Benjamin said, there were people involved in the production of *Uncounted Enemy* "who wanted to complain, who wanted to blow the whistle. And they didn't know who to go to." With a network ombudsman in place, "they would have known" whom they could have told, Benjamin said, adding that "whether it would have changed the outcome or not, I don't know. It could have."

Benjamin's report found the broadcast to be "flawed [and one which] violated our guidelines," and in retrospect, "if I had to do the report again today, I don't think I'd change a line of it," he said.

Equipment exhibit features parking lot full of SNV's, newsroom computers and ENG gear

For the more than 150 companies appearing at this year's exhibition, the sometimes sketchy floor traffic was in large part outweighed by the quality of those visiting—news executives with greater than ever control over news technology, as well as programing, expenditures. Anticipated budget pinches, however, may have limited this year's buying for more than a few stations.

Satellite newsgathering, here as in other areas of the show (see above), was a dominant category this year, if not in sheer number of displays, then in impact and interest. The show's outdoor exhibit was replete with satellite news vehicles (SNV's) of all shapes and sizes, with vendors still apparently looking for and getting closer to the characteristics most sought by potential customers. And with network cost-sharing plans soon to kick in, the list of users, now at more than 60, is expected at least to double during the next year.

Communications systems were near the top of the list in the SNV area, with the

Journalists get good marks in Roper report card

A three-question survey of 1,991 viewers by The Roper Organization Inc. for the RTNDA showed that local television news reporters are considered to be "hardworking" (by 47% of those sampled), "professional" (46%), "intelligent" (42%), "enthusiastic" (38%) and "fair and balanced in reporting" (37%). Those surveyed were given a list of 10 adjectives or phrases—five positive and five negative—and asked: "Which comes closest to describing your impression of most local television news reporters?" Half the respondents gave "overwhelmingly positive" answers, according to the Television Information Office, which commissioned the study for the RTNDA. Of the negative responses given, 21% found reporters were "often insensitive to feelings of people"; 19% said they were "interested mostly in the sensational," and 16% said that local news reporters were "biased in their views." Of those answering, 12% said reporters were "too aggressive"; 9% answered that they were "not well informed," and 8% did not answer.

Two other questions sought to determine the viewers' preferences in "local news program subject matter." Half the respondents were asked which subjects they wanted to see covered more and half were asked which topics they'd prefer to see covered less. (In both instances the same 11 subjects were listed and multiple answers were accepted. TIO said.)

The subjects and the answers: Consumer information, 35% more, 8% less; what's going on in local government, 29% more, 8% less; crime and police activities, 29% more, 21% less; major events in the area, such as strikes, fires, accidents, etc., 27% more, 13% less; environmental problems, 25% more, 8% less; local economics and business news, 25% more, 10% less; health and fitness information, 24% more, 15% less; information about local entertainment events, 20% more, 15% less; developments in local politics, 18% more, 14% less; weather, 18% more, 9% less; information of special importance to minorities in your community, 15% more, 15% less; none, 18% more, 31% less; don't know/no answer, 5% of those on the more list, 4% on the less.

According to TIO director Robert E. Mulholland, the survey indicated "that viewers are generally satisfied with the content balance of local newscasts and do not feel over-newsed in any category. It's gratifying to see that viewers across the country respect and appreciate the professionalism and hard work of local news reporters," he said. "Critics who charge 'bias' or 'interested mostly in sensationalism' do not reflect viewer opinion."

Missing from the survey was radio ("Closed Circuit," Aug. 25). The survey by Roper represented a nationwide sample of adults 18 and over and was conducted July 12-19. It was presented last Friday (Aug. 29) at the RTNDA conference in Salt Lake City.

greatest attention probably going to newcomer Skyswitch, an innovative system developed by a Canadian-owned telephony firm for GTE and Ku-band customers ABC, CBS and CNN.

Conus continued to merit attention, announcing the signing of several new and major customers of its cooperative. ABC-owned WXYZ-TV Detroit and ABC affiliate KSAF-TV San Antonio, Tex., and NBC affiliates WJKS-TV Jacksonville, Fla., and WSAV-TV Savannah, Ga., have enrolled in the service, bringing Conus membership to 45 stations. Also on the satellite service side, GTE was displaying its News Express service on GII, flush from the capture of business from ABC, CBS and CNN for satellite transponders, and Comsat General was demonstrating its SkyBridge satellite news network management system.

Trucks were well represented, with new showings from Dalsat, Centro and Midwest, as well as a major push for new lines from Harris and Gray, and gear from BAF, Hubcom, Microdyne and BMS.

Panelists debate ultimate worth of satellite newsgathering, how to cope with changed relations of local, regional national news

Satellite newsgathering's impact on television was, with little doubt, the conference's most incessantly scrutinized theme, both in and out of sessions, and on and off the exhibit floor.

Attendees generally acknowledged that Ku-band portable transmission capabilities have created new technology in television newsgathering and have prompted widespread reassessments of the scope of local news, the benefits of station-to-station news sharing, and the relationship between networks and affiliates in news.

But the still-emerging Ku-band satellite industry, with its growing vehicle options and transponder services, is in a rapid state of change, and news directors wary of over-extending themselves in costly satellite newsgathering are eyeing offerings carefully before buying them.

"The whole issue is the redefinition of local news," commented Robert Mulholland, attending the convention as new head of the Television Information Office. A former president and chief operating officer of NBC, and once vice president of NBC News, Mulholland explained that with satellite newsgathering, stations no longer have strict geographical boundaries, such as limits of their ADI. As a consequence, regional news has the chance to grow in importance. "Then it's a question," Mulholland remarked, "of who does a better job" providing regional news—state or region-wide station consortiums, already operating successfully in several cases, or the commercial networks, all three of which are now providing regional news services.

Agreeing that the interdependence between stations will become more evident with satellite newsgathering was Stanley Hubbard, a pioneer in the technology with his Conus Communications. "The nature of evolution of this business," he told more

than 200 attendees at a Thursday session on satellite newsgathering. "[is that] TV stations are relying more heavily on themselves and other stations. Where do we go from here? We go to more independence."

But Mulholland, among others, rejected the idea held by some that the logical conclusion of satellite newsgathering implementation at local stations would be the serious weakening or even demise of network news programming. "The idea you could do without network news is wrong," he said.

Others also raised concerns about using, as part of a regional or national new sharing arrangement such as Conus, local journalists from other stations for live reports on potentially sensitive topics. Other critics of satellite newsgathering suggested gains derived from the technology are less journalistic than promotional. Panelist Tom Capra of NBC-owned KNBC-TV Los Angeles (which has recently purchased a Hubbard Communications Ku-band truck), commented during the hour-long session on satellite news: "It makes it all go faster, but it doesn't make us better journalists."

Hubbard rankled at the critiques. "It hurts me to hear elitist network comments on 'you don't know what you're going to get from local stations,'" he remarked to audience applause. "Don't kid yourself, the network isn't the only one to cover the news."

System compatibility is one of the biggest concerns among satellite newsgatherers, participants in the field suggest, particularly in the wake of last week's news of deals between satellite provider GTE Spacenet and ABC, CBS and CNN for transponder time on GII (BROADCASTING, Aug. 25).

The move by those three companies leaves unresolved a potential problem of cooperation among affiliates of those networks and NBC and Conus stations that use RCA's K-2 satellite. Especially worrisome to many are the radically different communications packages to be used by NBC and ABC, CBS and CNN (the latter three will use a new system, Skyswitch, that, unlike NBC's, works on a direct-dial basis without an operator and is carried on a special communications-only transponder on the GTE satellite).

CBS's Sauter blames much of network's news problems on corporate problems; defends his actions on 'Morning News'; Wyman and Jankowski offer support at earlier meeting

CBS News President Van Gordon Sauter told CBS affiliates attending the RTNDA conference in Salt Lake City last Tuesday, that the problems vexing the network's news division "are not editorial." Rather, they "relate to the expanding competition, the fragmented audiences, the declining revenues, the insistent cost increases, the tilting of power within the broadcast industry, the issues of ownership."

He said that those problems "will not be alleviated by shouting at Black Rock. They will not disappear if new executives take over the corporation or the group or the news division. They will be with us for years to come, bringing pain and frustration and awkwardness," he said, adding that the

problems "can be solved, and, in my opinion, are being solved," although "it won't be quick and it won't be tidy."

Sauter's remarks followed similar words given during a CBS News bureau managers' meeting earlier in the week at Park City, Utah. At that meeting, he was joined by CBS Chairman Thomas Wyman, and Broadcast Group President Gene Jankowski, who flew in late in the afternoon as an apparent vote of confidence for the CBS News organization and its management. Wyman spoke and took questions for an hour from the group, which included executive producers of hard news and senior management. He stressed CBS News's importance to the network and discussed the economy and growth rate at the network, a CBS spokeswoman said.

In his prepared remarks last Tuesday, Sauter defended CBS News's employe cutbacks and its decision to cancel the *CBS Morning News*. "There are some who feel I should have thrown my body in front of budget cuts or layoffs or the *Morning News* decision," Sauter said. "There is a feeling I did not adequately represent the news division at Black Rock. I increasingly feel I did not adequately represent the forces of the outside world to the news division," he said.

He said the news department's problems were "compounded by the nagging questions of who will own this company and who will run it. I wonder if those in the outside world know the anguish this period of doubt has brought to bear upon the people who work in this company... we have reached a point of distraction where our work can be compromised."

In his earlier speech last week, he spoke more specifically about the financial pressures facing the network, saying that CBS sees no revenue increases for the first three quarters of 1987 and that even though the election and Olympics in 1988 could make it "a good year, there is no assurance that subsequent years will bounce back to the healthy revenue and profit growth that we once took for granted."

While declining to give any details about CBS's new morning broadcast, Sauter announced plans for CBS News to be responsible for programming the 6-7:30 a.m. portion of the network's 6-9 a.m. block with "hard news." He said that the 7:30-9 a.m. block will be produced by a new unit of the CBS/Broadcast Group outside the news division. Affiliates—"as is the case now," he said—"will have the option of clearing either the 6 or 6:30 a.m. half-hour, or both, if they prefer. They will all be asked to carry the 7-7:30 a.m. portion," he said. The *CBS Morning News*, Sauter said, cost \$35 million a year and lost \$10 million annually.

Despite the problems facing the network, Sauter was more optimistic about CBS's other news programs, including *The Evening News with Dan Rather* and *West 57th*. Sauter said 22 more people will be hired for the latter "in the next few weeks." While providing no details, Sauter also said that the CBS/Broadcast Group has asked CBS News "to see if we can develop a concept for a half-hour pilot for prime time consideration." □



The definition of local journalism is not black and white any more. Coverage of stories that, until recently, were too far from home or too close to deadline for TV stations and cable systems is becoming the rule rather than the exception. Satellite capability is allowing news departments to report stories—and report them live—from virtually anywhere in their market or in the world. ♦ Some of the stories that sent stations to their satellites included hurricanes along the East Coast, an earthquake in Mexico, a volcano in Colombia and a space shuttle explosion in Florida. ♦ Documentaries and investigative reports examined a wide range of problems from the farm crisis to illiteracy to government corruption. ♦ Among the public affairs contributions were campaigns against drunken driving and drug abuse, examinations of the growing problem of AIDS and tests for colorectal cancer. ♦ Capsule reports on what the stations and systems have been up to in the last 12 months begin on page 40.



KNBC-TV photographs the "Walk-In Killer"



WFAA-TV on the scene at the Dallas-Fort Worth Airport

Spot news: around the block and around the world

One of KNBC-TV Los Angeles's coups in the past year was footage of Richard Ramirez soon after his capture by police. Ramirez was dubbed the "Walk-In Killer" and was captured by residents of an East Los Angeles neighborhood. A KNBC-TV crew was on its way to cover a story in Newport Beach when they saw several police helicopters and squad cars exiting the freeway. The crew followed and came upon police holding suspect Ramirez in a patrol car. The station began shooting Ramirez, head bandaged, in the back of the patrol car. Reporter Elizabeth Anderson interviewed neighbors and gained first-hand reports on his capture. The station, upon confirming that police had arrested Ramirez, interrupted programming at 11 a.m. for a special report. Hourly updates were provided throughout the day that included helicopter footage of cheering crowds as the police car carrying the suspect traveled to the jail. The station summed up the day's events in a half-hour special at 7:30 that Saturday.

When the earthquake devastated Mexico City last September, KTSP-TV Phoenix, through reporter Bill Leverton, provided live, on-location coverage of the aftermath. The station's coverage also focused on Phoenix residents who were concerned about how their relatives in Mexico had fared. KTSP-TV established a communications link to confirm the fate of some of those relatives. It also aired public service announcements for relief efforts.

Under the banner of "Celebrate Arizona," KTSP-TV Phoenix, for more than a year, has been airing live newscasts originating from across the state, exploring its people, places and events, with reports ranging from the Territorial Prison in Yuma to Zane Grey's cabin on the Mogollon Rim. This year, the station also originated coverage around themes. One, produced at the University of Arizona and the Arizona Cancer Center, focused on the war against cancer. Another set of live newscasts originated from the Phoenix Country Club for special reports on the Phoenix Open.

KTSP-TV also provided live coverage in the

wake of the collision of an airplane and helicopter in the Grand Canyon last June. Helicopter pilot and reporter Len Clements produced packages on salvage efforts and the impact of the crash on helicopter tours of the canyon. Reporter John Kain provided live coverage of events surrounding the crash from the canyon's rim.

WFAA-TV Dallas's extensive coverage of the crash of a Delta jet earned it national Sigma Delta Chi and AP Broadcast awards. The station went live from the crash site during its 6 p.m. newscast and stayed with the story, uninterrupted, for the next five-and-a-half hours. One reporting team continued reporting live while another put together crash coverage for the 10 p.m. newscast. Three live remote units plus live footage from the station's helicopter were utilized. WFAA-TV's reports were fed by satellite to CNN and other stations across the country.

WFAA-TV took its Ku-band satellite newsgathering truck on the road to produce an eight-day series. A 19-person crew traveled the roads of Texas focusing on the people and places of the state during its sesquicentennial celebration. Six reporters had staked out the territory in advance of the eight-day push, producing some 40 stories to be included in the *Celebrate Texas* newscasts.

WFAA-TV developed a news program for time-shifting VCR users. *INDEX* was created



Time shifting the news on WFAA

last year and began in the middle-of-the-night time slot but was switched to 5 p.m. Saturday as its popularity grew. The half-hour newscast offers an overview of the week's news, and other stories on current issues facing the area. The show begins with an index and high tech graphics allowing viewers to skip to the parts of the newscast they want to see. The station reports the show is consistently winning its time period.

Shortly before its 5 p.m. newscast, KARE-TV Minneapolis learned that a funnel cloud had been spotted in a northwestern suburb of the Twin Cities. Its helicopter was in the air on another assignment when its pilot, Max Messmer, heard the report and headed toward the sighting (see box, page 42) and began sending back live video. The station's meteorologist, Paul Douglas, was on the air at 4:50 p.m. with a storm report and the first live pictures were carried in that weather bulletin. The station carried live pictures for the next 30 minutes while the tornado stayed on the ground, cutting in occasionally to provide updates from the studio on weather conditions, the path of the storm, and possible damage. KARE-TV was the first station to broadcast live pictures, and the only station to broadcast for that length of time. The entire 5 p.m. newscast was devoted to the tornado coverage, and the station cut into the *NBC Nightly News* at 5:45 to continue coverage of the storm and its aftermath. There was no loss of life and little damage to populated areas.

The video was requested by ABC, NBC, CBS and CNN, as well as *National Geographic*, NASA, the National Weather Service and a number of colleges and universities. The footage shows details of the tornado that are not yet fully understood by scientists, giving them a chance to study funnel formation, wind velocity and lateral movement.

The tornado was one of the most photographed ever. Many viewers brought videos and snapshots of the tornado into the station. In response to viewer requests to see more of the tornado tape, KARE-TV produced a half-hour

half-hour special, *Unheard Sirens*. The special warned viewers that the best place to be in a tornado is in the basement, not on the front lawn with camera in hand.

□

WNHT Concord, N.H. is an independent with a news staff of three: news director, anchor-reporter and videographer. The news there consists of five, 90-second news breaks in the evening, preceded by a six-minute newscast at the end of CNN Headline News at 5:30.

The station committed to major coverage of Christa McAuliffe when she was chosen for the Teacher in Space program. She had first been interviewed by news director Martha Cusick when she was one of several New Hampshire teachers interviewed for the program. The station followed her through her selection as one of 114 semifinalists, then 10 finalists, then the announcement by Vice President Bush that she had been selected. Cusick and videographer-editor Tony Venti produced a half-hour piece on McAuliffe that aired a week after the announcement. They also went to the Johnson Space Center in Houston to interview McAuliffe and her backup, Barbara Morgan. On Thanksgiving, the station aired another half-hour program updating McAuliffe's progress. They were also at Cape Canaveral for the launch, sharing satellite and uplink time with WBZ-TV Boston.

On March 15, WNHT aired *Christa McAuliffe, A Remembrance*.

□

KLAS-TV Las Vegas broke a number of stories of national significance last year. One was the failure of an underground nuclear test at the Nevada test site. Some \$20 million worth of test equipment was damaged or destroyed. According to the station, it was the first to report the disappearance of reputed mobsters Tony and Michael Spilotro. Their bodies were found a week later in a makeshift grave. Mark Fierro interviewed serial killer Carroll Edward Cole with some of the interviews conducted only hours before he was executed. The station's coverage earned it best newscast in America (division II) from UPI.

□

KTBS-TV Shreveport, La., won the state UPI award for best spot news reporting for a tragic story. While his father was washing the car, a two-year-old boy reached into the glove compartment and began playing with a pistol he found there. The child was killed when the gun went off. The station covered the story and followed up with stories about the anguished father, the paramedics and police who responded and the need to educate people



A tragic shooting on KTBS-TV

about the dangers of keeping firearms where small children can reach them.

KTBS-TV also aired spots about the availability of false drivers licenses and the lax enforcement surrounding the license process. It covered the flooding in the area during June, the wettest month on record, and the flooding from Hurricane Bonnie two weeks later.

□

One of the biggest stories in the past year for **KFTY Santa Rosa, Calif.**, came with February floods. The station was on the air with coverage for 24 hours. In addition to the live reports from the devastated area, KFTY provided information on access roads, health precautions, food, clothing and shelter availability, school conditions and relief action. Reporters and camera crews remained in the field for long periods. One cameraman was stranded by flood waters for three days, telephoning in reports to the nightly news from a small patch of dry land in otherwise totally flooded acreage.

□

After the bombing by Philadelphia police of the MOVE headquarters, Mayor W. Wilson Goode appointed a commission to investigate the resulting destruction of the neighborhood. To keep viewers informed, **KYW-TV Philadelphia** broadcast special summary and analysis during the five weeks of hearings. The broadcasts aired at 11:30 p.m., with the station taping *The Tonight Show with Johnny Carson*. It also hired an attorney and former special prosecutor to team up with anchor Jack Jones to provide analysis at a time when a lengthy newspaper strike had shut down the city's major daily newspaper.

□

Although Raleigh, N.C., is the 37th largest TV market, **WRAL-TV Raleigh** has equipment that could rank up there with top 10 stations. It has a Ku-band truck, three live ENG vans, a helicopter equipped with live capability and three satellite downlinks. All that hardware was called into action as Hurricane Gloria churned up the coast last year. The station transmitted 60 uplink feeds for 50 continuous hours, as it covered the progress of the storm. There were also microwave feeds through the four-city Carolina News Network.

Two members of a "Witness For Peace" group, which is based in Durham, N.C., were among 29 kidnapped by Contra rebels in Nicaragua. WRAL-TV wasted no time in sending a reporter to the scene. Reporter Ned Colt filed four reports: documenting the group's safe landfall after their release, providing an overview of the situation, profiling the peace group and covering the turmoil in the region.

□

Last November when West Virginia was hit by serious flooding, **WSAZ-TV Huntington, W.Va.**, took to the road providing live broadcasts from the governor's emergency service control center in Charleston. The station also sent a camera crew to Hinton which provided live reports via telephone during the worst of the flooding. The station later broadcast taped reports from Hinton.

□

One of the bigger stories for **WBAL-TV Baltimore** over the past year was one that gathered national attention—the Maryland savings and loan crisis. It began in May 1985 and is

still making news. WBAL-TV's continuing coverage of this complex story included examinations of the depositors, the confusion, the legislation to deal with the problem, the court proceedings and criminal investigations and what it would mean to the taxpayers. Over the past year, the station has interrupted programming to cover statements by the governor, special sessions of the Maryland legislature, court proceedings against the owner of one of the S&Ls as well as exclusive reports on many aspects of the story.

WBAL-TV found a local angle to last September's earthquake in Mexico City in a local ham radio operator who was working around the clock relaying messages worldwide to families with relatives in the stricken city. The station did a follow-up piece on one Baltimore family, the Garcias, whose children were missing in Mexico City. They had no money to fly there and search for them. A viewer who saw the story called the station and offered to pay for their trip. WBAL-TV went along and filed daily reports via satellite until the children were found unharmed and were reunited with the family. Followups continued as the Garcia children were brought to Baltimore, enrolled in school and celebrated Thanksgiving in their new country.

While in Mexico City, reporter Nat Harrington and photographer Chuck Cochran, were asked by opera singer Placido Domingo to send requests for a special piece of equipment to cut through concrete. The news department located the gear and got government officials to expedite shipping.

Another big breaking story for WBAL-TV was Hurricane Gloria. The storm was headed for the Maryland coast and the resort of Ocean City. The station dispatched two crews, two reporters, an anchor and a field reporter to Ocean City where they went live via satellite. Storm preparation and predictions were covered in reports from Baltimore and Annapolis with the station's meteorologist, Norm Lewis, providing constant updates. When it was determined that the hurricane would reach land in the early morning, the station added a special 6:30 a.m. half-hour newscast with live reports from Ocean City police headquarters and Annapolis, where very high tides were expected. It stayed on the air from Ocean City as the eye of the storm passed.

At 9 a.m. on May 19, WBAL-TV learned of the sinking of the *Pride of Baltimore*, a replica of a clipper ship that served as the city's goodwill ambassador. Later that morning, eight crew members were found in a life raft off the coast of Puerto Rico. By noon, the station had a live interview with the Coast Guard in Miami, using the Newstar Network and wtvj Miami's Conus



Pride of Baltimore crew rescue on WBAL-TV

On the trail of a twister

Tom Empey, news photographer, KARE-TV Minneapolis

Some days, shooting video for a TV news department is pretty routine. Then there are other days...

KARE-TV's helicopter pilot, Max Messmer, and I left at about 4:45 p.m. on assignment to get a live aerial shot of a block party in downtown Minneapolis.

After receiving approval from flight control we approached our destination. Suddenly, an excited pilot squawked over the radio that he had sighted a funnel cloud in the Brooklyn Park area, a Minneapolis suburb. We snapped our heads in that direction and saw it too. Max immediately banked the chopper in that direction while requesting clearance for that area.

I switched on the microwave equipment, pulled down the window and started shooting. At 4:50, we were sending live pictures back to the station. I was told that people preparing the 5 p.m. newscast ripped half-written scripts from their typewriters, preparing for what would turn out to be an hour and a half of fly-by-the-seat-of-your-pants broadcasting.

As we approached the funnel, we watched as the tornado

bounced along the landscape. I had one thing in mind: get as much footage as possible before it disappears. I never dreamed the tornado would sit on the ground for so long, but I knew my camera would probably be hot until it dissipated.

Max brought us close, sometimes as close as a quarter mile, while keeping watch for the rocks, pieces of trees, and other debris swirling in the 250-mile-an-hour winds of the tornado. We watched as the twister tossed trees into the air like toothpicks, popped high tension wires and threw debris thousands of feet into the air. I was able to get great closeups of the tearing action of the tornado thanks to a gyroscopic lens (a Schweim Co. 60/300 gyro-zoom lens) that helped smooth the bumps and tosses from the turbulence as well as the vibrations of the chopper. We followed the tornado, broadcasting live pictures, for more than 25 minutes.

Many variables went into our coverage: a great pilot, the best equipment and a station staff who knew what to do with it. It made for a wild ride, and definitely an *unroutine* day.



Cameraman Empey and pilot Messmer



The tornado forms



This picture was taken by University of Minnesota photographer Mike Leschisin, and ran on the front page of the *Minneapolis Star and Tribune*. The arrow points to the KARE-TV helicopter.



Touchdown



Damaged roof and overturned truck

truck. At the same time, reporter Rich Hollander and photographer Howard Melnick left for Puerto Rico, where the survivors were to be taken via helicopter. They booked the only uplink on the island, in San Juan, and reported live during the 5:30, 6 and 11 p.m. newscasts. Hollander also covered the crew's reunion the next day with associates of the *Pride*. He did a live phone report for the noon newscast and fed back passages to be used with his live shots at 5:30 and 6 p.m.

When the space shuttle *Challenger* exploded, **WJLA-TV Washington** had Dan Lewis on the scene at Cape Canaveral shortly thereafter, providing live interviews of NASA principals and an inside view of the events leading up to the catastrophe.

WJLA-TV's Ed Turney and station photogra-

pher Peter Estrada traveled to Ocean City, Md., to report on the progress of Hurricane Gloria. They remained behind long after the city was evacuated, shooting footage of Ocean City's boardwalk as the storm swept it away. Estrada won an Emmy for his photography.

WJLA-TV was also on the scene of another natural disaster, a flood that devastated West Virginia. The station's David Paulson and photographer Hal Herman flew in on a helicopter after the flood subsided and recorded the heartbreak of its aftermath. The station's coverage earned Emmys for best spot news segment and for Paulson's reporting.

WTHR Indianapolis originated its entire newscast from remote locations in four Indiana counties last November. Since that initial pro-

ject, the station has originated newscasts from 10 county seats across the state. Daily remotes are being planned for two weeks at the Indiana State Fair. About half of the special on-location features are done in advance of the full crew's arrival with the remainder produced on the day of the broadcast. The three camera remotes come complete with portable sets, promotional support, a centralized temporary bureau and computer link-ups.

On Sept. 14, 1985, a Southern Pacific train derailed over the Medina river, spilling 50,000 gallons of sulphuric acid. According to executive producer Gary Boyer, **KSAT-TV San Antonio, Tex.**, was the first station to have early morning video of the scene, shot from its helicopter. Coverage continued throughout the di-

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saster, with newscasts co-anchored from the scene.

On Oct. 16, 1985, an empty bus was stolen by a man who took police on a six-mile chase that ended in the death of a three-year-old girl. Photographer Rey Elizardo and reporter Cathy Teague were on the scene within minutes, with coverage that won them a first-place award, UPI Best Spot News.

On June 8, another train derailed in the area, this one carrying the hazardous chemical, butadiene. The accident killed two; hundreds were evacuated. KSAF-TV was at the scene 24 hours a day for eight days, providing live coverage of the evacuation, news on shelters and efforts to extinguish the fire.

KTLA Los Angeles found itself in the thick of two potential disasters in the past year. A small plane, in making its approach to Ontario International airport, became entangled in high tension wires, while its two passengers clung to life some 90 feet above the ground. Reporter Stan Chambers arrived on the scene and



A high-wire act on KTLA

the station went live for its 10 p.m. newscast and continued coverage for three hours (the feed was picked up by CNN) until the two men were rescued.

KTLA got a call from the manager of a Beverly Hills jewelry store after a gunman took hostages there. The manager asked the station to send a news crew to the store so the gunman could see himself on TV. The gunman eventually got on the phone and the media became involved in the three-way communication among it, the gunman and the sheriff's department. The gunman told KTLA assignment manager, Ken Levine, that the store's security guard had been killed and another hostage was about to be killed. Levine talked throughout the day with the hostages and the gunman about his demands for food, water and a news crew. During the siege KTLA interrupted programming for live reports from the scene and portions of its interview with the gunman aired on other stations nationwide.

A leak from a chemical plant forced the evacuation of daycare centers and elementary schools in Roebuck, S.C. **WSPA-TV Spartanburg, S.C.**, covered the exodus live, providing parents with information on where their children had been transported. As the station interviewed parents and nearby residents, it discovered long-standing complaints against the plant. As a result of the complaints brought by area residents, the factory has installed an audible warning device to alert residents of an

emergency.

WSPA-TV went live from Greenville, S.C., to cover the arrival of 42 tons of hay—donated by Illinois farmers—on an Air Force C-141 transport plane. The station interviewed South Carolina Governor Dick Riley as he greeted the plane and Tom Trantham, the dairy farmer whose plea for help on a network newscast sparked the airlift.

To improve its local news coverage, **wcco-TV Minneapolis** has developed what it calls "instant special reports." Whenever an important story breaks, wcco-TV presents live, half-hour special reports on short notice. One such report was on the Gopher rape trial. In January, three members of the University of Minnesota Gophers basketball team were accused of raping a woman in Madison, Wis. When the verdict was handed down in July, the station presented its "instant special report" live from Madison.

Wcco-TV cameras were allowed into the courtroom in October to record the conduct hearings of Scott county, Minn., prosecutor Kathleen Morris. Morris had been accused of using improper methods in the investigation of child abuse cases in the town of Jordan, Minn.

A crew from wcco-TV set up shop in Austin, Minn., during the strike at the Hormel meat plant. Nightly reports were sent by satellite on the day's breaking news and on the effect the strike was having on the city and the families of the strikers.

In May 1986, Rhode Island Supreme Court Justice Joseph Bevilacqua was undergoing impeachment hearings. **WLNE-TV Providence, R.I.**, devoted reporter Al Vaughters, free-lance producer Rebecca Morris, associate producer Audry Laganas and photographer Tom Turner to produce the station's coverage. The unit produced stories for the early and late newscasts. The station also aired a 15-minute special report each night following the late newscast. The special reports allowed more time to be devoted to key testimony and live interviews, both remotes and in-studio, with principals in the case. After three weeks of hearings, Bevilacqua resigned. WLNE-TV aired two special reports that day. The first immediately following the network news, the other following the 11 p.m. newscast.

The coverage by **wnct-TV Greenville, N.C.**, of a school bus accident that killed six children was honored with state AP and regional RTNDA awards. Wnct-TV followed up its coverage of the the accident with reports of the National Safety Board investigation, efforts to



A school bus accident on WNCT-TV

console the students on the bus and their classmates, how the bus driver prevented the accident from being worse and the lawsuits that were later filed.

The acquisition of a satellite newsgathering vehicle (SNV) and **wcsc-TV Charleston, S.C.**s participation in the Conus network has increased its ability to cover news and score beats. Wcsc-TV's truck went to Lake City, S.C., home of Challenger astronaut Ron McNair, to gather live reaction from family and friends after the shuttle explosion. The station sent a reporter and producer to the Johnson Space Center in Houston and was soon broadcasting live from both sites. Included in its followup coverage was what it said was the only live coverage of McNair's memorial service.

The Conus network helped wscsc-TV give its viewers updates on the path of Hurricane Gloria. Each station in the network broadcast continuous live shots plus live bulletins for newscasts for member stations.

The Conus network also helped it stay



WCS-TV reporting from Houston

ahead of the competition by tracking Midwest hay donations as they traveled to the drought-stricken areas in the southeast.

And when an escaped convict began burning rural churches in wscsc-TV's ADI, the station sent its SNV to follow the story that was beyond the reach of microwave units. Live reports and updates throughout the night kept viewers informed as officials tracked the escapee. The station set up a command post to coordinate live coverage and broadcast an advisory from police officials asking residents to go to their local churches and stand guard overnight.

Widescale flooding in Virginia last November provided **wxex-TV Richmond** to shine. It aired live cut-ins throughout the day and evening as the flood watch began. Reports tracked river levels, flood forecasting and warnings. The evening newscast was lengthened to one hour for two days that experienced the most serious flooding. During those newscasts, a field anchor was stationed in downtown Richmond and a second live crew reported from the James river. Other reports reviewed emergency evacuation plans, the threat to drinking water and the scope of the cleanup. The wxex-TV helicopter, along with a ground crew, captured the rescue of two boys from the rain-swollen river by the Air National Guard.

Wxex-TV last December joined with three other television stations and 56 radio stations to form the Virginia News Exchange. In a daily conference call, the stations exchange story ideas, tips and background information. The

television stations, through the public broadcasting microwave system, exchange news packages daily. Among the scoops wxEX-TV has reported in its market because of the exchange, it says, was the verdict in the Walker spy trial case.

□

WPVI-TV Philadelphia sent reporter Elliott Rodriguez to Mexico to cover the earthquakes in that country last September. Downed telephone lines made communications difficult and it was two days before Rodriguez could file reports, only after a private jet flew him to Houston where he sent material from co-owned KTRK-TV there. Included in his reports was a hand-delivered message from a survivor to her family in Philadelphia.

The station sent 19 staffers to cover the Liberty Weekend celebration. Reporting live from the top of a 29-story building in 50-mile-per-hour winds, it felt more like January than July, said WPVI-TV anchorman Jim Gardner. During the coverage, WPVI-TV conducted an impromptu ship-to-ship interview, as the station's boat sailed alongside that of singer Billy Joel and his wife, model Christie Brinkley, during the "parade of sail."

□

On May 24, **WBRE Wilkes-Barre, Pa.**, aired an hour-and-a-half presentation of the opening ceremonies of the portable replica of the Vietnam memorial wall, known as the Moving Wall, in Pottsville, Pa., where it made its only appearance on the East Coast. The broadcast was done with three cameras and a satellite uplink. The week preceding the wall's appearance, the station aired a five-part series on the wall and its effect on the cities it has visited. The planning for the series took several months and included numerous sessions with the veteran's organizations that planned the exhibit. The station also sent a crew to Hot Springs, Ark., where the wall had appeared before coming to Pennsylvania.

□

On election night 1985, **wbbj Roanoke, Va.**, prepared for extensive live coverage of the gubernatorial election coverage 200 miles east in Richmond. What it had not prepared for was the worst flood in Roanoke's history. The station was positioned to air updates from both the Democratic and Republican headquarters and to feed the coverage to several stations across the state. There were also plans to go live from key regional locations within the viewing area. The station now had the dual challenge of covering the elections and the flood.

Coverage of the flood continued for days and the following Wednesday a thirty-minute documentary on the flood aired in prime time against a two-hour episode of *Dynasty*, garnering a 27 rating and 42 share. The station received 1,500 requests from viewers for tapes of the flood documentary as well as requests from a number of emergency and human service organizations.

□

A brush fire burned more than 3,500 acres in the Sierra Nevada mountains, near the California-Nevada border. **KTVN Reno** has eight reporters, six photographers and two live units. The fire was 60 miles away and out of live range. They established a live location about



Brush fires on KTVN

five miles from the fire and coordinated crews so that photographers could return to the live truck in time to microwave video to the station for the 5 and 6 p.m. newscasts. The crews showed how the firefighters were battling flames in steep terrain and how families in the threatened areas were fairing. The 11 p.m. newscast featured stories on people who saved their homes, and those fighting the fire. The coverage was followed over the next few days with profiles on how the firefighting was coordinated, the role of volunteers and the method of assessing the damage.

Another story that required creative coverage was a hostage situation at a local convenience store that happened just as the station began its 6:30 p.m. newscast. The news department confirmed the story, then gave it to the anchor. A live truck was dispatched to the scene and the news crew was able to file a live report outside the store during the last part of the newscast. As the situation continued, KTVN

broke into programing with updates. They were able to get close enough to show the man pacing the floor. He eventually released all his hostages, but refused to give himself up. In the end, he ran out the door with his gun pointed at police, who shot and wounded him. The station cut into programing with live footage of the man on the ground, the police rushing in and the ambulance arriving.

□

When the space shuttle Challenger exploded, **wabc-TV New York** went on the air with a half-hour "instant" special. It went live from Pasadena, Calif., at the Jet Propulsion Lab, with its meteorologist, Dr. Bill Gutsch; from Cape Canaveral with correspondent Mike Parker, and in Concord, N.H., with Tim Fleischer. Reporters talked to ex-astronauts, school children and New Yorkers.

For a week during the Statue of Liberty centennial, **wabc-TV's** Ernie Anastos and Roz Abrams anchored the 5 p.m. news from a 20-by-40-foot platform on Governor's Island. Reports from other sites and aerial coverage were included. The station also ran public service announcements from May to the end of Liberty Week in which its correspondents shared stories and thoughts about liberty.

□

When riots erupted last year over the results of local elections in the Mexican city of Auga Prieta, **KOLD-TV Tucson, Ariz.**, was there filing live reports. For four days, the station's correspondents Carmen Jeffery and Gerry Grant and videographers Dennis Monahan and Ma-



Rowland B. Wilson

*"If you think this is dry—
just wait 'til we get to the oasis."*



Mexican rioting on KOLD-TV

ria Canales broadcast daily on the situation which included footage of rioters storming the city hall and burning police cars. The station used its bureau in nearby Sierra Vista, Ariz., to microwave the reports back to the station.

The escape of convict Lee Artis Befford from a Pima county, Ariz., courthouse, was another newsmaker for KOLD-TV. The station was on the air reporting Befford's escape shortly after it occurred and kept viewers informed throughout the day. KOLD-TV followed the story for two days as the station tracked down several leads that led correspondent Tim Daly and videographer Mike Knott to Mexicali, Mexico, for what they believed would be Befford's apprehension, finding instead, two men wanted for several armed robberies in Texas and Arizona who were arrested in Mexicali. Sticking with the Befford story, the station wrapped up its coverage with a report that evening—live via satellite—on Befford's court appearance in Los Angeles and an interview with Los Angeles police concerning his arrest.

Halley's Comet was seen by KOLD-TV viewers when the station broadcast live from nearby Mount Hopkins. Using the telescope on the mountain, the station was able to telecast a computer-enhanced image of the comet. The broadcast was also carried live on *CBS Morning News*, which sent its weatherman, Steve Baskerville, to the site.

With the tall ships arriving in **Providence, R.I.**, WPRI-TV pulled out all the stops. Three camera crews were sent out as the ships arrived and provided live and taped coverage for the evening newscasts. And the station culminated its coverage with a one-hour live show at noon on July 1. The production required six live cameras at four different locations including one on a helicopter that provided a mast-top view of the ships. The ships drew more than 500,000 spectators for the four-hour parade.

WPRI-TV also spent five weeks on the road providing news and feature reports from various sites in the ADI. The first week, the seven-person crew profiled Newport, providing both live and taped coverage of the issues confronting the city: waterfront development, new construction, waste treatment and the growth of tourism. The station went next to cover the 350th anniversary of the state, providing live cut-ins for the evening and late-night news. The next stop was Narragansett, profiled as one of the state's fastest growing areas. Once again, live and taped reports were sent back to the station using WPRI-TV's microwave production unit. The station also traveled to the

Blackstone Valley, recognized as the birthplace of the American industrial revolution, and profiled New Bedford and Fall River, Mass.

AMC-Jeep is the largest employer in the Toledo, Ohio, area. In early 1986, AMC said it was considering closing its plant there. **WTVL-TV Toledo** aired 66 stories on the company and its unions. The station was the only one in the market to interview AMC President Joseph Cappy as he was attending an auto show in Chicago. WTVL-TV also aired a half-hour prime access special on the plant. During the course of continuing discussions, the station reported on politicians' urgings, employee marches and citizens calls for the auto maker to stay in Toledo. The station visited a General Motors plant near Detroit, comparing it to the AMC plant in Toledo. It also followed secret meetings between AMC and union representatives held in Ann Arbor and reported on the major stumbling block: a repayment of money invested in the company by its employees.



WHIO on the scene at a chemical fire

When a freight train derailed and a tanker car carrying chemicals burst into flames, **WHIO Dayton, Ohio**, swung into action. The station, using three cameras, including one in its helicopter, was on the air live 20 minutes after the 4:30 accident. For the next 40 minutes live coverage detailed what had happened, where the toxic cloud was headed and details of evacuation plans. The evening newscast was expanded to 90 minutes providing details of the status of the fire and evacuation plans. In the eight hours following the accident, WHIO was on the air live for five hours.

The story did not end that day. The station followed up the next day and was preparing to photograph the flames from its helicopter late in the day when a second explosion occurred. The scenario began all over again as evacuation plans were reinstated and WHIO provided information on the best routes to leave the area. The 6 p.m. newscast that evening ran until 8:40.

In May, a nine-year-old was stricken with heart failure on a **Chicago** bus. **WLS-TV** investigated and found witnesses who said the driver refused to deviate from his route and take the girl to a hospital. Reporter Linda Yu broke the story the next day from the street corner where the girl was stricken and showed how close the spot was to a children's hospital. Yu interviewed the child's mother and the bus passenger who eventually took the girl to the hospital.



WLS-TV's Linda Yu

Included in the reports were details of the child's history of heart problems, the ambiguities in the transportation department's guidelines on such problems, coverage of the bus driver's suspension and an exclusive interview the day the driver returned to the job.

When the clipper ship, *The Pride of Baltimore*, sank off the coast of Puerto Rico in May, **wjz-TV Baltimore** sent a team of reporters to Puerto Rico and Miami to cover search operations. The station aired live reports from both locations and claimed to be "the first to speak with the surviving crew members upon their arrival in Puerto Rico, and later in Baltimore." The station followed up with a documentary on the ship.

As part of its pre-election coverage, which included a series on the candidates, wjz-TV held a "Candidates Quiz." The station gathered the politicians in the studio and gave them a kind of pop quiz, on current affairs. Most of the candidates scored poorly and the story was picked up by the networks, newspapers and wire services.

Wjz-TV was on top of a big story when a murder suspect who was the subject of a nationwide search decided to turn himself in by calling the station from a bus terminal. Wjz-TV notified the police and sent a news crew along to cover the arrest.

Kovr Sacramento, Calif., anchor Susan Blake and photographer Ken Day were in Israel on assignment when U.S. planes bombed targets in Libya. They provided satellite reports of reaction there to the attack in the Middle East. The station also claimed an exclusive with its flood coverage in northern California in February. Kovr reported the devastation that affected thousands of residents and it aired live pictures from the town of Linda after the levee broke there. The station also sent a news crew to cover the Mexican earthquake, filing reports from the scene of rescue operations.

KPIX San Francisco went to Latin America to cover two disasters. Reporters Miranda Dunne and Linda Schacht covered the Mexico City earthquake. Schacht focused on two babies found alive after being buried for nine days. The station said Schacht was the only reporter who learned of the rescue and was there with a crew when the first baby's parents came to the hospital to see if the child was theirs. A KPIX crew flew to Colombia to cover the devastation following the volcano eruption. The crew traveled 13 hours by plane, an-

other six hours by car and then walked for six miles to get to the devastated town of Armero to cover rescue operations.

□

ABC ran a story on its *World News Tonight* about a South Carolina farmer who was going to sell his cattle because the drought had left him unable to feed them. A central Illinois farmer called his local ABC affiliate, **WAND-TV Decatur, Ill.**, asking for the phone number of the South Carolina farmer because he wanted to give him 10 acres of hay. The station got the number, then interviewed the Illinois farmer and sent the tape to ABC. The Hay Express, an effort by farmers in the Midwest to help their drought-stricken neighbors in the Southeast, had begun. During the first few weeks of the effort, WAND-TV filmed hay collection efforts, including the loading of hay on a military transport plane and the formation of an 80-car hay train. ABC used WAND-TV footage as part of its coverage of the story, and reciprocated by providing WAND-TV with ABC footage of the hay arriving at its destination.

WAND-TV has found itself doing more team reporting on stories. An example was its coverage of the Chernobyl nuclear reactor disaster. A network piece told the story from the USSR, while a station reporter live from an area nuclear plant explained the differences in plant construction that would preclude a similar catastrophe there. A meteorologist on the set showed the wind conditions that would be required for fallout to reach the Midwest, while a medical reporter discussed precautions normally taken when radiation exposure is a possibility.

□

A gas explosion leveled a Derby, Conn., restaurant. **WTHH-TV New Haven, Conn.**, was on the scene within minutes, having just picked up one of their remote trucks from a repair shop nearby. Coverage also originated live from a local hospital where the injured were taken.

Weather anchor Geoff Fox had plotted the path of Hurricane Gloria, and the station had aired specials on how to prepare for it. So, when the storm hit the Connecticut coastline Sept. 27, WTHH-TV was ready, with continuous live coverage, using trucks until high winds prevented putting up their masts. Then, phone lines were used. Information included evacuation updates, school and work closings and the status of marinas. Because of widespread power outages during the storm, the station aired a special report on the hurricane the following week.

□

Hurricane Elena provided **WTVT Tampa, Fla.**, with some of its most ambitious spot coverage over last year's Labor Day weekend. The station had put together a hurricane plan prior to Elena's threat that contained a number of contingencies, including arrangements to continue broadcasting if the WTVT studios had to be evacuated (which did not happen). When the hurricane approached, the plan went into action. This included making sure all station employee phone numbers were up to date. It also included a computer break-out of the different evacuation zones so viewers could be instructed where to go for shelter. There were lists on what to do during such an emergency, including what to take to the shelters, the best

way to secure their property, phone numbers for emergency management and how to get traffic information. The station's six meteorologists and the entire news crew were on a constantly rotating schedule. All vacations and leaves were canceled. Using the station's satellite truck, WTVT reported from as far away as 150 miles. When the storm finally turned away, the station followed it to Alabama, using its satellite network.

WTVT sent a three-person crew to Colombia to cover the aftermath of the Nevada del Ruiz volcanic eruption. The crew traveled with a Tampa woman searching for her brother. Re-



A Colombian rescue on WTVT

porter Alan Wendt described the conditions: "Loaded with gear, we had to cross rickety, makeshift trails over a sea of mud. The stench of death was nearly overwhelming, as was the sight of dozens of decaying bodies strewn along the path." In addition to filming the rescue of a man buried in mud, the three helped dig him out. Despite transportation problems and other difficulties, the crew managed to make their deadlines every night for a week.

□

Major portions of the East Coast braced for Hurricane Elena last September, including **WGME-TV Portland, Me.** It added two half-hour newscasts and provided live updates from three meteorologists every half hour keeping viewers abreast of developments. When regular programming aired, WGME-TV supered the National Weather Service advisory on the bottom of the screen. During the evening newscast, WGME-TV aired live pictures of surf and weather conditions on the coast. Live reports also came in from shelters set up to house coastal island inhabitants evacuated for the storm. WGME-TV was forced to use auxiliary power for the 11 p.m. newscast in which the station re-

ported live from Central Maine Power on the status of outages.

WGME-TV provided extensive coverage on the prospects of creating a nuclear waste dump in the state. Hearings on the subject were aired live. In one case, the station had to temporarily mount a dish 1,000 feet up its transmission tower to assist in sending coverage. One night, the station pre-empted its prime time lineup to air a three-hour town meeting. A satellite hookup with officials in Washington was established. Telephone lines were opened for viewer questions and remote locations were set up near proposed waste sites. Nine cameras from four locations were used in the broadcast.

WGME-TV also covered the space shuttle tragedy. It followed two Maine teachers who were semifinalists in the teacher-in-space program to Florida for the launch. One returned home after the flight was delayed. WGME-TV put a wireless microphone on the remaining teacher to capture the reaction to the launch. The station aired live and taped reports from Florida covering the tragedy. And WGME-TV said it was the only local station to air Christa McAuliffe's funeral.

□

Wowt Omaha sent a three-person crew to Tecate, Mexico, to file live reports on a high school church group spending a week there building homes for needy families. Using a satellite truck out of San Diego, about 40 miles away, the crew broadcast live reports for three days. They were linked to another truck back in Omaha that allowed the children's parents to talk with them.

□

During the months between fall 1985 and spring 1986, **KSTP-TV Minneapolis-St. Paul** provided regular coverage of an expedition to the North Pole led by Minnesotans Will Steger and Paul Schurke. Also in the crew was Ann Bancroft, a Minneapolis elementary school teacher, believed to be the first woman to reach the North Pole on foot.

Reporter Jason Davis and photographers Kimmon Harmon and Don Friedell shuttled between the expedition and its base camp 600 miles above the Arctic Circle to gather live and taped reports that were transmitted to KSTP-TV by satellite and stations around the country on the Conus system. On two occasions KSTP-TV covered missions to rescue injured members of the expedition. A taped report was made

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when the expedition reached the North Pole, followed by interviews with the crew members back at base camp. The next day most of the crew flew back to St. Paul with Davis, Harmon and Friedell and a live half-hour special was presented to celebrate the homecoming.

When Chicago held a parade for Vietnam veterans, **WMAQ-TV Chicago** provided live two-hour coverage of the event, pre-empting network programming. Co-anchors incorporated pieces from 10 reporters covering the parade. Pre-produced reports examined MIAs, the effect of Agent Orange, widows of vets, women who served in the war, the plight of AmerAsian



A parade of veterans on WMAQ-TV

children and a profile of parade grand marshal, General William Westmoreland. Coverage was anchored outside the reviewing stand where dignitaries were available for interviews. The station's early evening newscast was devoted to parade coverage, recapping the day's events.

WMAQ-TV also provided on-the-spot coverage of the Mexican earthquake and the ensuing rescue operations. The NBC Stations Division flew a satellite newsgathering truck to Mexico City where a WMAQ-TV news crew waited. For three days, the crew worked under difficult conditions, sending back exclusive live reports for the 4:30, 6 and 11 p.m. newscasts. Back in Chicago, news personnel brought the story home to viewers talking to area Mexicans about their fears and concerns for their relatives.

Wbz-TV Boston began its pre-launch coverage of the space shuttle Challenger live from Cape Canaveral with two special reports. One focused on how New Englander Christa McAuliffe had been chosen and trained to become the first ordinary citizen to travel in space. The second was on how her children and "young astronauts" were learning about space science. The latter story was tied into another story later the same day on the shortcomings of space science education in Massachusetts schools. Live and taped reports from Cape Canaveral continued for the next five days. Moments after the explosion, reporter Liz Gonzales was live from the launch area. Through the station's Canaveral uplink facilities, the station also serviced three other New England stations. Gonzales stayed with the story during the first days of the investigation and recovery of shuttle parts; then she went to Houston to provide taped and live coverage of the national memorial services attended by McAuliffe's family. Wbz-TV produced a half-hour special on the disaster and coordinated

live and taped coverage of the official New Hampshire memorial service at the state house in Concord for Group W stations in Philadelphia and Pittsburgh, and for NBC and the Newsfeed Network.

Wbz-TV mobilized all its resources, including a portable satellite uplink, as New England prepared for the onslaught of Hurricane Gloria. The station provided continuous coverage for 11 hours from nine locations throughout the New England storm path with live and taped reports from New Bedford, Providence, Hartford, Springfield and Boston. In the wake of the storm, which left hundreds of thousands of homes without power, Wbz-TV provided consumer information on marine and property insurance, tree removal and how to cope with delays in the restoration of phone and electrical service.

After lying on the ocean floor for 70 years, the ocean liner Titanic was discovered by a team of American and French scientists. Wbz-TV used its microwave capabilities to provide extensive live coverage from the Woods Hole Oceanographic Institute on Cape Cod, the base of operations for the Titanic mission. The week-long effort featured reports on the station's 6 p.m. newscast and on its 5:30 p.m. show, *Live On 4*.

The city of **Rochester, N.Y.**, had been having problems with bacteria in its water supply for months when a decision was made in early July to ban the use of all city water for human consumption. The announcement came late one afternoon and **WOKR** responded with expanded coverage on the 6 p.m. newscast. The first reports told what had happened and why, followed by detailed explanations of where to get good water and what would be the deleterious effects of drinking the contaminated water. The story continued for weeks as the city struggled to pinpoint the cause. WOKR's coverage continued as well, with stories on the economics of public water, how some con artists took advantage of the crises by posing as city water officials to gain access to homes, and the lack of purity standards for the bottled water many residents were using.

When southeast Texas was hit by hurricane Bonnie, **KJAC-TV Port Arthur, Tex.**, meteorologist Bob Becker stayed at the station to monitor the storm throughout the night. When the storm moved inland, the station's reporters covered the coastline from Texas to Louisiana. The storm knocked out the power to the station and when power was restored, the transmitter link was moved by the wind, making it impossible to transmit from the station. The station engineers and production crew set up an emergency news studio at the transmitter tower, enabling **KJAC-TV** to continue broadcasting news of the storm.

When a man with a weapon burst into the office of Representative Joseph Kolter (D-Pa.), in New Castle, Pa., and took hostages, **KDKA-TV Pittsburgh** was soon on the scene covering the man's list of demands for the congressman, who was not in the office. The station led its 6 p.m. newscast with the story, plus it had the congressman live from Washington, thanks to help from Group W Newsfeed.

Some of the worst flooding in recent memory caught the Pittsburgh area by surprise on Friday, May 30. **KDKA-TV** began to move after hearing of a series of emergencies over various two-way radio frequencies. In addition to coverage on the regular newscasts, the station was on the air every half hour, starting at 7:30 the night of the flood, followed by an expanded 11 p.m. newscast. Coverage continued over the weekend and into the next week as eight people died and the President declared it a disaster area. The coverage included live remotes from numerous areas and live coverage from Washington on the events leading up to federal emergency aid. A first-person



Flood coverage on KDKA-TV

look at the flood was contributed by reporter-anchor Lynn Sawyer—she was trapped in a building when a wall of water flooded a wedding reception she was attending. Her car floated away, but she was rescued from a second floor window by a canoe.

WVIT Hartford, Conn., switched to Sony Betacam ENG equipment this year, which they used extensively during seven-day coverage of the Canon Sammy Davis Jr. Greater Hartford Open golf tournament. The station broadcast a live half-hour special at 7 p.m. every night between June 30 and July 6, with several updates throughout each day. Meteorologist Brad Field provided his weather reports live from the tournament, and much of the daily 6 p.m. newscast was also broadcast from the course. WVIT employed two production control trucks and two live cam trucks. The station's field studio was a scaffolding adjoining the 18th green.

The golf tournament was held during the July 4 weekend. Although most of the station's resources were dedicated to the tournament, WVIT wanted to cover the Liberty Weekend festivities. It sent a reporter and videographer to New York, who reported live via satellite, and they relied on NBC's Skycom affiliate news service.

On Jan. 28, reporter Rolanda Taylor and photographer Bob Gillum of **KETV Omaha** went to a local junior high school to film the responses of a science class as they watched the Challenger shuttle lift off with the first "Teacher in Space" aboard. The delight turned to shock as the tragedy unfolded. Their film aired on KETV's nightly newscast and later on ABC's *World News Tonight*.

KETV sent a news crew to cover the closing of the Security State Bank in Broken Bow, Neb. The resulting story, "Anatomy of a Bank Closing," explained what happened and why. Reporter Carol Kloss and photographer Jeff Fro-

lio won honorable mention in the national Janus awards for economic reporting.

The troubled farm economy sparked a resurgence of extremist groups in the Midwest. KETV interviewed farmers about how they felt about neo-Nazi groups, and about what they thought of government and business interests that many blame for economic troubles.

□

Live coverage of the Jan. 28 space shuttle launch was seen by **wcsh-tv Portland, Me.**, viewers. Reporting from the scene of the shuttle disaster was **wcsh-tv's** Pat Callaghan; cov-



WCSTV's live coverage of the shuttle

ering the event from Portland was Patsy Wiggins. The station's 6 p.m. news ran an extra half hour that day with live reports from Florida, Washington, Maine and New Hampshire.

When Samantha Smith died in a plane crash (Smith was a Maine youth who gained national recognition for her trip to the Soviet Union), her memorial service was carried live by **wcsh-tv**. The service was broadcast as a two-hour special at 12:30 p.m. and rebroadcast at 11:30 p.m. The station also aired numerous reports when Smith's plane crashed.

WCSTV also carried live reports when Maine sailor Dodge Morgan set the solo round-the-world sailing record this year. When Morgan docked in Bermuda, reporter John Dougherty broadcast live from the site.

□

With two of every five jobs in **Peoria, Ill.**, dependent on the Caterpillar Tractor Co., contract negotiations with that company were a top story. **WMBD-TV** assigned a full crew—photographer, reporter and editor—to remain at the St. Louis motel where negotiations dragged on through the May 31 deadline. Throughout the negotiating process, **WMBD-TV** fed regular satellite reports using an uplink facility at **KPLR-TV** St. Louis. The contract deadline of May 31 was extended. For the second deadline, **WMBD-TV** rented a satellite truck from **KCTV-TV** Kansas City, Mo., to feed a live report at 6 and 10 p.m. When no agreement was reached at midnight, viewers saw live satellite reports of interviews with Peoria's mayor; live microwave coverage from the Caterpillar plant, where picket lines began to form, and reports from St. Louis, where both sides announced a third contract extension. A contract was finally agreed to during the July 4 weekend.

□

Spanish-language station **WLV** Miami received high praise in a local newspaper for its three hours of live 1985 election night coverage. That coverage included five live locations, exit poll predictions and analyses from a Washington-based political analyst, commen-

tary from former Miami Mayor Maurice Ferre and results from its own tabulating system.

The station's coverage also took it to federal court. A Dade county supervisor of elections interpreted a Florida statute as prohibiting exit polling within 300 feet of the polling place. **WLV** lawyers argued that the distance was too great, and the station won a temporary order allowing its poll takers to stand within 15 feet.

Because much of its viewing audience comprises Cuban exiles who sought political freedom in America, **WLV** thought it especially important to cover the Statue of Liberty celebration. There were live reports from New York City with anchor Leticia Callava and reporter Carlos Granda. Callava also did a four-part series, "En Busca de Libertad," focusing on Hispanic immigrants. One of the people profiled was chosen to represent Miami in the special Ellis Island naturalization ceremony. **WLV** interrupted its prime time schedule to carry the ceremony live from the Orange Bowl, while reporter Granda covered the main ceremonies at Ellis Island.

WLV has joined the Florida Satellite Network, a regional Ku cooperative, and through its facilities, covered a variety of stories, including Hurricane Kate and Elena. Entertainment and feature reporter Mauricio Zeilic covered the visit of Prince Charles and Lady Diana to Palm Beach; Anabelle Ramos covered live from Tallahassee the swearing in of the first Hispanic Florida Supreme Court justice, and reporters Bernadette Pardo and Oscar Haza covered the shuttle disaster live from Cape Canaveral.

□

KPNX-TV Phoenix went all out in its coverage of Liberty week. News anchor Patti Kirkpatrick sent back live reports each night from New York. The station's Sky-12 helicopter enabled it to report live from Prescott, Ariz., site of the state's largest July 4 celebration. A third live remote came from the state capital. In addition to the live reporting the station aired a half-hour documentary on *The New Immigrants* and a news series focusing on the current flood of immigrants. The station traveled to Korea to document the immigrants coming from the Far East and examined the problems of illegal entry in the U.S. along Arizona's southern border. The station topped off Liberty week coverage with a live broadcast of the Boston Pops festival.

□

Noncommercial **WHA-TV Madison, Wis.**, sent a crew to Germany to report on the practice maneuvers of the Wisconsin National Guard. *Wisconsin Magazine* producer Mark Weller, videographer Everett Soetenga and sound recordist Brad Wray spent their nights in a compact car overloaded with cases of equipment during the three-week stay. The final half-hour report, "Standing Guard," focused on whether expensive field trips actually prepare the Guard for combat or whether so many troops could be moved easily in a wartime situation.

Also airing on *Magazine* was a special report on the murder trial of an area judge, Daniel McDonald, who had shown little sympathy for mental illness defenses during his time on the bench. McDonald's trial was interesting because he used that plea in his own trial, for the stabbing death of the law partner of a political rival. Producer Steven Jandacek provided

extensive documentation of the earlier murder cases for his documentary, "Fall From Grace."

□

When torrential rains caused several northern California rivers to overflow their banks, **KXTV Sacramento, Calif.**, carried extensive live disaster coverage over a 10-day period. Thirteen reporters and four anchors reported on the damage and relief efforts, bringing 117 live shots to viewers. Live helicopter reports were also used. In addition to regular coverage, there were numerous bulletins with live field reports. The 11 p.m. newscast was expanded on five nights to accommodate the story; early weekend newscasts were expanded from 30



Torrential rains on KXTV

minutes to an hour. For the 10-day period, operating costs rose \$40,000 above that period's normal cost.

□

When a forest fire threatened three counties in the **WECT** Wilmington, N.C., viewing area, the station cancelled all leaves and brought in staff from its satellite news bureaus.

At the height of the fire, **WECT** was broadcasting hour and half-hour updates. The station went live Sunday afternoon, May 11, to cover Governor Jim Martin's visit to the fire scene, and aired a special half-hour newscast at 6 p.m. During early morning hours, the station broadcast seven live updates from the fire. **WECT's** electronic graphics capability enabled it to update maps of the fire every 30 minutes. The station broadcast live from the fire via a two-way radio communication system.

□

On Nov. 21, 1985, Hurricane Kate took aim on Florida. **WTXL-TV Tallahassee** deployed four news crews, two to the coast to record scenes of the storm moving ashore, one to cover evacuation centers and the fourth to locations where state, county and city officials were monitoring the storm. The station's microwave truck was stationed at one of the evacuation centers, with a microwave link at Florida State University's department of meteorology.

Throughout the day, the station broke into regular programming with updates on the storm's progress. The 6 p.m. newscast was devoted entirely to the storm. A special report began airing at 9 p.m. The tape went on the air pretty much as it was shot since there wasn't time for editing because radar showed the storm was about to pass directly over Tallahassee. Reporter John Lucas, anchor Joe Larkins and weatherman Connor Vernon were on the set. Connor indicated a point just west of the city, saying it appeared the eye was passing there when the hurricane knocked out power

to 95% of the market, including the station. The power remained off for the next 23½ hours.

As Tallahassee turned to battery powered radios and tuned to the only radio station in the market still on air, **wrxl-TV** reporters began calling reports to the radio station, which had a small news staff, and **wtxl-TV News Director Tony Windsor** phoned reports to several television and radio stations downstate. When the station returned to the air, it ran a 34-minute special, even though 90% of the market was still without power. A week later, it aired another special, pre-empting an hour of prime time to rebroadcast many of the first reports, followed by a live discussion featuring officials from utilities and government.

The station's coverage was given a special achievement award for spot news reporting by the Florida UPI Broadcasters.

At the height of the debate over aid to the contras, **ksbw-TV Salinas, Calif.**, anchor Joe Glover and cameraman Brian Cardello accompanied a group of schoolteachers on a fact-finding mission to Nicaragua. While there, they came across a burned army Jeep in which six people had been killed. The story was fed via satellite for a story on **ksbw-TV NBC** also picked up the video for use in their lead story on Nicaragua that night. On their return, the reporters put together a 10-part series on their mission.

When Clint Eastwood ran for mayor of Carmel, Calif., **ksbw-TV** hosted the only live prime time debate. On election night, it was the only station to cut into live programing with his victory speech.

Budget stories are notoriously dry material for television stations but **wvl-TV New Orleans** decided to change that this past year. With the drop in oil prices, the state was looking at a significant budget deficit as the legislature convened. The station created "The Turning Point" project to tell viewers how the state got into trouble and what could be done about it. **Wvl-TV** distributed "Turning Point" booklets at supermarkets, which attempted to give viewers information needed to understand day-to-day reporting of legislative events. The booklets contained maps of legislative districts, a description of the lawmaking process, phone numbers of legislators and a chart to keep vote tallies.

Daily reports from the state capital on the legislature's work were accompanied by a series of 32 sidebar reports on where and how taxes were being spent: private education, health care for the poor and aid to local governments. During the session, **wvl-TV** set up a special 900 phone line for viewers to give their opinions on budget cuts and tax increases.

Four producers and one photographer worked on the project fulltime. The costs included \$27,000 for the booklets, \$7,000 in overtime and nearly \$8,000 in satellite time. The station said the reports helped to give it one of its highest May sweep ratings in history.

With the Super Bowl coming to town, but the game to be televised on NBC, CBS affiliate **wvl-TV New Orleans** sought to involve itself in the activities. It aimed to air at least one Super Bowl-related report each night on each of its three newscasts during January. Reports in-

cluded interviews with NFL planners, stories on the arrival of fans to New Orleans, where they would stay and where they would spend money.

With the advent of satellite newsgathering vehicles, helicopters are no longer the newest tool. But **wfsb Hartford, Conn.**, reports that the helicopter remains valuable to its operation.

When a tanker truck filled with toxic chemicals overturned on a mountain, **wfsb's** helicopter was able to enter the area, closed to other vehicles, and gather footage for the newscast and report alternate traffic routes for commuters.

And when a small plane made an emergency landing in a river, the **wfsb** helicopter crew aided in rescuing the pilot. The helicopter also made it possible for the station to shoot the only live footage of a factory fire in Broadbrook, Conn. Live cut-ins provided viewers with updates on the blaze.



Hurricane Elena on WFSB

Wfsb provided live coverage from all parts of the region when Hurricane Elena struck. The station gave viewers information on where the storm was and safety tips. The station has expanded its newsgathering apparatus by joining a coalition of other radio and TV stations in the state to share information and provide better local news coverage.

Wkft Fayetteville, N.C., claims the only prime time newscast in North Carolina. In 30 minutes, the program covers 30-plus stories and devotes four or five minutes each night to a cover story. Weather is not a segment with the traditional three or four minutes reserved, but is treated as a news story. There is no meteorologist. The weather facts and forecast are presented by the anchor, and usually take less than a minute. Stories are treated briefly on the newscast, without the reporter package treatment. The program is "a producer's dream," according to the station, with complete flexibility of format.

The city of **Rochester, N.Y.**, had been having problems with bacteria in its water supply for months when a decision was made in early July to ban the use of all city water for human consumption. The announcement came late one afternoon and **WOKR** responded with expanded coverage on the 6 p.m. newscast. The first reports told what had happened and why, followed by detailed explanations of where to get good water and what would be the deleterious effects of drinking the contaminated water. The story continued for weeks as the city

struggled to pinpoint the cause. **WOKR's** coverage continued as well, with stories on the economics of public water, how some con artists took advantage of the crises by posing as city water officials to gain access to homes, and the lack of purity standards for the bottled water many residents were using.

A chemical fire in **Miamisburg, Ohio**, sent **WKYC-TV Cleveland** to the scene, and thanks to its satellite newsgathering truck, it said it had the city's only live report on the accident. In fact, reporter Paul Orlosky's live report on the 6 p.m. newscast was cut short as officials ordered him out of the area because the fire and winds had shifted and toxic fumes were drifting his way. **WKYC-TV's** report served stations in Columbus and Cincinnati as well as the **NBC Nightly News** and **Today**.

The space shuttle tragedy was of particular interest because astronaut Judith Resnik was from nearby Akron. The station was able to get an exclusive interview with Resnik's father for



WKYC-TV's exclusive interview

the evening newscast. Reaction was also gathered from employees at a local NASA research facility. The station aired the 11 p.m. newscast without commercial interruptions. Plans for live coverage of the memorial services three days later were somewhat interrupted by an earthquake in Ohio that morning. The epicenter was located only five miles from a nuclear power plant. The evening newscast was co-anchored from the John Carroll University seismograph room and the synagogue where the Resnik memorial service was held.

The addition of **KHU-TV's Los Angeles** partnership with **Conus** has expanded its news coverage. Live coverage has included Clint Eastwood's victory in the Carmel mayor's race, and the evacuation of **Miamisburg, Ohio**, after a toxic train derailment there. In addition, the station covered the devastation in Mexico after last September's earthquake. A field crew and two reporters spent several nights sending back reports to Los Angeles, of special interest to the Hispanic audience.

Ku-band technology has afforded **wjtv Jackson, Miss.**, the opportunity to expand in many areas of coverage. It went on the road visiting 25 communities in 30 days as part of its weather on-the-road segment. The remote weather reports included coverage of local landmarks and the people in their hometowns.

Using its **Ku-band** technology, **wjtv** set up a live statewide hookup for the Miss Mississippi pageant, the first such cooperative venture in

the state, it said. The truck also enabled the station to air two live sporting events using a remote production, five-camera setup that included videotape replay facilities, graphics, an announcer and color analyst.

□

KGW-TV Portland, Ore., continued its exhausting coverage of the Bhagwan Shree Rajneesh last year, culminating in the arrest of his former secretary. Last November, the station aired a half-hour report documenting the latest news, which included the Bhagwan's attempt to flee the U.S. KGW-TV sent reporters to the organization's ranch, Washington, Charlotte, N.C., and Frankfurt to cover all angles of the story.

The station was also on top of the climbing expedition on Mount Hood that ended with nine climbers losing their lives. For three days as authorities searched for the missing climbers, KGW-TV interrupted regular programming for live reports from the scene and aired updates on the evening and late-night news. The sta-

tion wave and phone company cables were used to transmit the signals. Because of the movement of the storm, the news teams had to continually reposition themselves, and each time, they had to re-establish the microwave signal. Another problem wcbstv had in covering Gloria was keeping the sensitive broadcast equipment dry. They went inside when possible, and filmed from behind windows. Outside, they used trash bags.

For wcbstv coverage of the Statue of Liberty centennial celebration was its "largest undertaking ever." Using 200 staffers, 25 camera crews, "a small army" of correspondents, a mobile control room, portable newsroom and a news set with anchors sitting in front of a window that looked out on the statue and Manhattan, the station covered Liberty Week activities, provided traffic and transportation tips and advice on the best places for viewing. Reporters were stationed in the Goodyear blimp, at Liberty State Park in New Jersey, on one of the tall ships and at Manhattan's Battery



The Mount Hood rescue on KGW-TV



WCBS-TV reporting from the top of Liberty

tion also followed the progress of climbers found alive, who were hospitalized.

□

The day after the Libyan air strike, **wlky-TV Louisville, Ky.**, had a live satellite feed from Washington, with interviews with Kentucky's senators who had just left a State Department briefing. There was also a story from Fort Knox on military preparations, and one on reaction from the academic community. There was also a light-hearted piece on a locally produced song condemning the Libyan leader.

When a double murder trial was moved from Louisville to Lexington, Ky., the station still wanted to provide daily live reports. Technical arrangements and budget both presented a problem. The solution was to team up with a competitor, the NBC affiliate, and install phone lines and complete editing facilities, splitting the cost.

□

Hurricane Gloria was one of the year's big news stories for the East Coast. As the storm worked its way north in September of 1985, **wcbs-TV New York** planned its coverage, in case Gloria reached the New York area. The station rallied more than 200 of its staffers who worked "around the clock." Reporters spent the night at hotels in New York, New Jersey and Connecticut. The eight-person weather team, including four meteorologists, monitored satellites and radar. The station was also prepared to expand the evening newscast. Gloria hit, and wcbstv broadcast live cut-ins from New York City, atop the Empire State Building, and from locations around New York and New Jersey, including Atlantic City, Micro-

Park. As the celebration climaxed on July 4, wcbstv cut into programming hourly and aired an expanded late news.

Coverage of the suicide attempt of Queens Borough President Donald Manes turned into coverage of a major political scandal. Wcbstv correspondents Barbara Nevins and Tony Guida covered the story almost full time, as they tried to find out why Manes had tried to kill himself. As the story unfolded, the reporters learned about a political payoff in which Manes was involved. Claiming an exclusive, wcbstv reported that Manes had met at a restaurant, on several occasions, with people involved in the scandal. Nevins also reported the connection between Manes, the payoffs and an exclusive franchise given to a company run by a friend of Manes. The scandal widened, and it was believed that Manes's political friends were also involved. Manes committed suicide, but evidence of city corruption continued to surface.

Wcbstv says it arrived on the scene "immediately" after an explosion in an industrial area of New Jersey. Correspondents Barbara Nevins and Jane Velez-Mitchell filed live reports on the fire that followed the blast, and on the hundreds of people evacuated from a four-block area. Followups to the story focused on recovery efforts, including emergency assistance and rebuilding.

□

The police radio reported a "multiple shooting at the First National Bank of Bath," and thus began a hectic day for **wfmz-TV Allentown, Pa.** The first crew arrived at the scene in minutes,

beginning a six-hour vigil in the rain, followed soon by another crew. A third crew went first to the hospital from which the MedEvac helicopter was dispatched and subsequently went up in a private plane for some aerial shots. A producer and engineer were dispatched with a fourth camera to follow the hunt for the assailants' car. When the police captured the suspects, the station dispatched several crews via different routes, and was able to get some of the few shots of the suspects. The result was a 7 p.m. newscast that told the story from the earliest moments through capture. The police made their first official statement at a news conference that wfmz-TV alone covered during its evening newscast, the station said. The next day, a followup story profiled the victims, as well as interviews with witnesses and neighbors as well as community reaction.

□

WDAM-TV Laurel, Miss., got inside coverage of the Miss America pageant because Cindy Williams, Miss Mississippi, is also a news anchor at the station. Although Williams missed her late-night newscasts during May to prepare for the pageant, she filed a series of reports that aired on other stations owned by Beam Communications. She interviewed state winners from the hometown stations in the Beam group and filed other reports about the pageant. Williams was chosen as one of the 10 finalists and host Bob Barker asked her to do a standup on the contest from Miami. Williams finished as third runnerup.

She also was involved in another story, about a missing girl. Police tracked a man who contacted Williams, claiming to know how the girl had been murdered. Williams agreed to meet the man in Hattiesburg, Miss., where he was arrested by police.

□

WVTM-TV Birmingham, Ala., joined three other NBC affiliates in the state for live coverage of political runoff elections in both parties. Using NBC's Skycom system, live coverage of four candidates in two cities was achieved. All four stations used live reports in their early and late-night news shows. The system also allowed stations to air live the candidate's victory or concession speeches. The pooled effort, which included a five-hop microwave pool in Montgomery, was the most cost-efficient way for the stations to get live coverage.

As part of its coverage of the senatorial campaign, wvtm invited viewers to call in their questions for the candidates. The station took over 1,000 calls in a two-hour period and drew from them four main issues on which it quizzed the candidates during the 10 p.m. newscast.

□

When **wyff-TV Greenville, S.C.**, learned of a prison break at Perry Correctional Institute, it called on the helicopter it leases to cover the story. The chopper, however, was already in use, stolen by a woman who engineered the escape of three prisoners. When the hijacked pilot was released, wyff-TV got an exclusive interview with him. Wyff-TV also aired the first taped interview with one of the escapees after his capture in Florida.

Another cross-border escape attempt was covered by wyff-TV. Two inmates who escaped from a county jail in Arkansas were thought to be in the woods of western North Carolina. The

mountains where the search was concentrated presented a formidable obstacle to microwave transmission. Relays to Atlanta and WYFF's bureau in Asheville, N.C., were set up and live and taped reports made it on the air. Portions of the tape were used on network news, by both CBS and NBC. WYFF said it was the only station with footage of the escapees being removed from their hiding place.

WSFA Montgomery, Ala., teamed with the NBC affiliates in Mobile, Birmingham and Huntsville to provide coverage of the state's gubernatorial and primary runoff elections. In the first primary, satellite facilities helped WSFA move seven hours of coverage from three remote locations in Montgomery and another in Birmingham.

The station does a lot of traveling. To coincide with the opening of a \$23-million Shakespeare theater in Montgomery, WSFA went to Stratford-On-Avon, England, to give viewers a taste of the great playwright's life. The station also accompanied Governor George Wallace on his trip to China, Japan and Korea, and followed state national guardsman to Panama and Honduras.

While the space shuttle Challenger disaster made national and international headlines, there were also a number of local angles of particular importance to Tampa Bay, Fla., viewers.

WxFL Tampa-St. Petersburg's satellite truck and helicopter were dispatched immediately for the cross-state trip, sending back live reports. The helicopter's microwave gear was employed when satellite time was unavailable. Senior correspondent Bill Ratliff and reporter Steve Cole covered the story, joined by space and science reporter Craig Smith, who had made many trips to the Cape as part of his beat. On the day of the disaster, the station aired a locally produced special immediately preceding its 6 p.m. newscast. The next day, weeknight co-anchor Gayle Sierens was dispatched to Houston to cover details being released by the Johnson Space Flight Center. Some wxFL newscasts had reports from both Ratliff at the cape and Sierens in Houston to co-anchor Bob Hite at the station.

Over Labor Day weekend 1985, Hurricane Elena threatened the Tampa Bay area, with high tides causing several radio and television stations to shut down. Unaffected by the weather, wxFL stayed on the air 24 hours a day for three days, with weather reports and evacuation information on the half hour from meteorologist Bob Baron and anchor Ratliff



WXFL's coverage of Hurricane Elena

and three half-hour specials. Crews were dispatched to the Florida Keys to detail the damage, and satellite and microwave reports were sent from the Florida Panhandle, where the hurricane came inland. Almost the entire 250-person staff worked around the clock.

WCVB-TV Boston carried news of the space shuttle Challenger's explosion live from Cape Canaveral via the station's satellite uplink truck and reporter Shirley McNerney's descriptions.



Christa McAuliffe's parents on WCVB-TV

Videographer Alice Daly had her camera trained on the family of school teacher Christa McAuliffe, who was on board the shuttle. As the shuttle lifted off, the faces of McAuliffe's parents and friends were radiant. But their expressions transformed to reflect their horror when the shuttle exploded. The video was requested for broadcast by the three networks.

WKBW-TV Buffalo, N.Y., covered the efforts of Peggy Say to get her brother, hostage Terry Anderson of the Associated Press, released from captors in Lebanon. When Say traveled to the Middle East, WKBW-TV followed and used studios on Athens and Nicosia, Cypress, to send back live reports. The station arranged for a stringer in Syria to shoot part of Say's trip in that country and it used World News Satellite in London to transmit material back to Buffalo. The station also rented a small plane to fly Say's husband to Boston for her arrival. Using a Boston TV studio, WKBW-TV gave its viewers another live report on her saga.

To cover the Liberty Weekend festivities, the station sent three reporters and three photographers to New York City. The crew sent live reports every day for each of the station's three newscasts. Nine packages plus live shots, done without producers, presented a challenge, as the photographers functioned in that capacity.

When a tornado struck near Sweetwater, Tex., at 7:30 a.m. on Saturday, April, 19, station personnel from **KRBC Abilene, Tex.**, headed in for what was to become a long day of coverage. Before 8 a.m., two news crews were en route to the affected areas and the station had already aired five weather bulletins and one live cut-in. By 8:35 a.m., information was pouring in so the station pre-empted network programming and began what was to become six hours of continuous coverage. A live microwave hookup from Sweetwater began transmitting the first pictures of the devastation by 9:15 a.m. KRBC also aided in getting emergency information disseminated since the local radio station has suffered some damage and was temporarily off the air. At 11, KRBC covered the first of

many news conferences by the Sweetwater mayor. By early afternoon the station began putting together a half-hour newscast to recap the morning's events, providing the latest damage and weather information. Finally, at 2:30, KRBC went back to regular programming but continued assembling material for the 6 p.m. newscast. That included cleanup information plus a plea for assistance from the Sweetwater mayor. All 37 staffers worked on the 62 reports and 34 bulletins that were aired.

Newsmen know that scoring a beat often means being in the right place at the right time. For **wusa-TV Washington**, it held true even if the place was 3,000 miles away. Reporter Bruce Johnson and crew were in Paris to tape a documentary on the city, and on their way to a scheduled interview, saw police cars speeding. They followed the cars to a shopping gallery where a terrorist attack had left two people dead and 28 injured. Johnson and crew searched out English-speaking eyewitnesses and taped the first pictures that U.S. viewers would see of the attack. The crew edited the tape at CBS's Paris bureau and sent the story via satellite for airing on the station's evening newscast. The footage was also used by CBS for its morning and evening news show.

The station also reported that it had several exclusives in the story of the death of Maryland basketball star, Len Bias. WUSA-TV said it was first on the air from Leland hospital with news of his death and first to reveal the cocaine connection on that evening's newscast. The national news media, says WUSA-TV, frequently attributed information on the Bias story to WUSA-TV.

The station also said it got an exclusive interview with boxer Sugar Ray Leonard in which he announced he would return to the ring to challenge Marvin Hagler.

WKEF-TV Dayton, Ohio, said it was first on the scene of a train derailment in Miamisburg, Ohio, that released toxic fumes. The station aired reports on the effects of the fumes, where evacuated citizens could relocate, when they could return to their homes and agencies providing assistance. The NBC affiliate supplied other NBC affiliates in Ohio with video of the incident. Reporter Lyle Steig was reporting live on the second day of the accident when more explosions caused officials to move the press contingent further away from the area.



Train derailment on WKEF-TV

□ A local resident called **KSBY-TV San Luis Obispo, Calif.**, to say he had heard an explosion. Then a scanner report said a large orange cloud was floating over Vandenberg Air Force Base. At 10:15 a.m., a Titan 34D exploded shortly after liftoff. KSBY-TV pulled out all the stops.

All reporters and anchors were called and told to head to the station. The Santa Maria bureau was assigned the air base and the story angle there. Another reporter was sent to



The Titan explosion on KSBY-TV

Santa Maria to cover community reaction and the evacuation of a nearby beach community. One priority was finding out what was in the cloud. Having done so, the station contacted the county hazardous materials expert, Bob Holden. Holden was unaware of the accident, but he said that the ingredients were potentially lethal. Later, Holden appeared live as a guest on the 6 p.m. newscast. The station, an NBC affiliate, contacted the network, and as the day progressed, shuttled tapes to Burbank via private plane. It was a team effort, said news director, Randy Caruso, as the station and network exchanged video and information. That evening's *NBC Nightly News* story on the accident was composed primarily of KSBY-TV aerial footage. According to KSBY-TV it was the first station on the scene with a helicopter, it had the first special bulletin, the first video of the accident scene and the first live interview with an eyewitness. During the 6 p.m. newscast, the station reported on the national security problems associated with the accident, having discovered that the Titan carried a Defense Department payload and was being used as a back-up launch to the space shuttle after the Challenger explosion, making the Titan explosion a major blow to the already crippled satellite launch program.

□ When an earthquake hit Mexico last September, **KDFW-TV Dallas** chartered a jet and sent a full coverage team to Mexico City—four reporters, photographers, edit team and producer. The Lear jet ferried staffers, machines and equipment to Mexico as well as serving as a communications link since phone lines and satellite links were often unavailable. Through nine days of coverage, KDFW-TV provided information and served to relay news on relief efforts by Texans.

KDFW-TV sent a nine-man crew to Houston within hours after the Challenger tragedy. Another crew headed for Cape Canaveral while a third went to the hometown of Christa McAuliffe in New Hampshire. All three crews pro-

vided reports ranging from the technical questions about the shuttle to the human element of the seven deaths.

And as part of KDFW-TV's salute to the 150th anniversary of the state of Texas, the station went on the road for a 3,000-mile journey throughout the state. Anchors Clarice Tinsley and Steve Bosh anchored the 6 and 10 p.m. newscasts live from 30 different sites across Texas. Some 30 staffers using 12 vehicles, including a helicopter, journeyed from El Paso to Piney Woods in their coverage.

□ **Wtvo Rockford, Ill.**, has expanded its use of satellite technology. When the president of the University of Illinois, who had been under fire, resigned, precipitated by the reassignment of a faculty advisor, **wtvo(tv)** filed a microwave report from the university, some 40 miles away, as the resignation was announced. Coverage also included satellite coverage of the outgoing president's news conference at the state capital, about 200 miles away, and a taped account of the advisor in Rockford.

The station reported that it uses satellite feeds regularly in its newscasts, two examples of which were a feed from the World Series and from the Chicago Cubs training camp in Arizona.

□ An explosion at the Aerlex fireworks plant in Hallet, Okla., killed 21 and injured five others. According to **ktvy Oklahoma City**, the station was first with live programing cut-ins from its helicopter and first with a live report from the ground, capturing the shock of the survivors. The station reported that no state agency had inspected the company, that there were minors working there in violation of state law and that there had been a previous fire at the plant. KTVY continued to follow the story throughout the year with reports on investigations of the Bureau of Alcohol, Tobacco and Firearms and the state labor department. The station won UPI's Best Newscast of the Year award for its coverage.

□ **KTTV Los Angeles** said it was the first station to broadcast live from the Rodeo Drive jewelry store where a gunman had taken hostages. Its reporter Marsha Bonhart provided live updates throughout the day. The station dispatched another live camera and the move paid off. At 11:25 p.m. the second camera captured the sheriff's squad storming the store. The station then stayed with the action for the next 70 minutes, providing uninterrupted coverage.



KTTV at the Rodeo Drive hostage scene

KTTV also rushed to the scene of two men clinging to their small airplane that crashed into and dangled from power lines. The station aired live reports during its late news and went live for more than an hour as the men were rescued.

□ The weather in Green Bay, Wis., is usually no big story, but a three-day storm over Thanksgiving weekend that dumped more than two feet of snow caused **WLUK-TV Green Bay** to pull out all the stops. All 38 news employes



WLUK-TV's snow storm footage

were put on alert and Monday evening's newscast was expanded from a half hour to an hour to cover all aspects of the storm. The station hired plows and drivers to get reporters and photographers to hard-hit areas. The coverage won the station an award from the Milwaukee Press Club.

□ When what was believed to be a Stealth fighter crashed north of Bakersfield, Calif., last July, **KERO-TV Bakersfield** was, according to the station, the first to the area. Reporter Karl Schweitzer and photographer Carlos Gonzalez made it to the scene via a rented helicopter. They were ordered out of the air space, but, according to the station, they still had a leg up on their competition, relaying the first video of the security being put into effect and the first word there had been a fatality. The station also said its video was used by the *CBS Evening News*, as were its interviews with eyewitnesses to the crash.

KERO-TV covered the Palm Springs, Calif., earthquake last July live via satellite through CBS's regional cooperative. The station also issued a follow-up brochure of tips on earthquakes, which was requested by several hundred viewers.

□ **WBNG-TV Binghamton, N.Y.**, broadcast four days of live reports from the Republican state convention in Syracuse, N.Y., and the state Democratic convention in Albany, N.Y. Anchor Greg Catlin reported live from the Syracuse Convention Center, site of the GOP convention. The station featured reports during its 6 and 11 p.m. news, plus updates each evening between 7 and 11 p.m. Reporter Veronica McQuillan reported live from the Empire State Convention Center, site of the Democratic convention.

WBNG-TV said it provided the first live coverage of the LPGA Corning Classic women's professional golf tournament. Beginning with the first two rounds, the station featured reports on its noon and 6 p.m. news. Throughout the weekend rounds there were live updates between noon and 6 p.m., with a wrap-up on

Sunday's 6 p.m. news. Sports Director Mitch Gross anchored the coverage, which included interviews with leaders and highlights of important shots.

□

Within an hour after a Midwest Express flight crashed outside **Milwaukee**, **WTMJ-TV** had three microwave units and five reporters at the crash site for live reports. Part of the footage used was shot by a commercial production crew that witnessed the crash. **WTMJ-TV**'s coverage was used by both **CNN** and **NBC** for *The Nightly News*.

Spring training for major league baseball is usually time for leisurely feature reports and a chance for cold-weather sportscasters to work in warmer weather. A worker was adjusting a gas valve at the Milwaukee Brewers training site in Phoenix when an explosion occurred, injuring the worker and several players and coaches. The news crew in Phoenix following spring training rushed to the scene to interview witnesses and to the hospital to report on the injured. The **NBC** affiliate in Phoenix, **KPNX-TV** had only that morning placed in operation its portable uplink, enabling **WTMJ-TV** to go live with its baseball and explosion coverage.

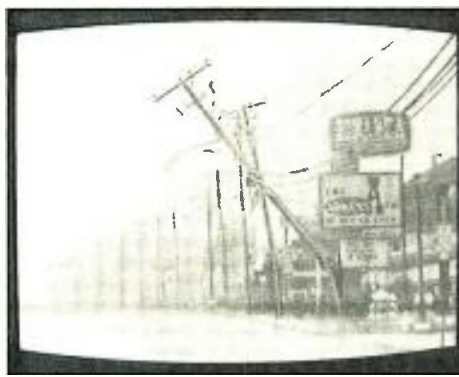
During the state's fair, **WTMJ-TV** anchors its 5 p.m. newscast from the fair site, and includes live farm-related interviews and feature packages. A full production crew is on hand at the fair to provide coverage of the day's activities.

□

A big news story, especially in Washington, was the death of the University of Maryland basketball star Len Bias. **WTTG Washington** covered the story when it broke and stayed "actively" with it as details emerged, but the station had taped an interview with Bias "just a few days earlier." It aired the interview the night of Bias's death and claims to have been "the only station in Washington with such an interview."

Last year when Hurricane Gloria struck the East Coast, **WTTG** went to Ocean City, Md., where the crew filmed from the boardwalk and the streets as sirens wailed in the background. The resort was evacuated but the station stuck with it as the storm struck full force, and continued filming until residents began to return.

Two floods struck the Washington area last year. **WTTG** went to Petersburg, W.Va., to cover the devastation, but another flood hit closer to



Hurricane Gloria on WTTG

home. When the Potomac River flooded in November, **WTTG** crew members used a boat to travel what is normally a road, and across farmland. To add insight, the reporter took along a man who ran a ferry in the area to provide information on the river.

When a Henson Airlines commuter plane crashed in the Shenandoah mountains, **WTTG** sent a crew, even though the crash site was a three-hour drive from Washington and in a remote spot. At first, the crew thought it would be impossible to microwave video and a live report back to Washington, but they succeeded.

To videotape a police raid of parents delinquent in child support payments, **WTTG** worked with police. The station claims its footage of police making a door-to-door roundup of almost 500 parents was exclusive.

□

A satellite truck and **KCNC-TV Denver's** participation in the Conus network has made a big difference for the station over the past year. When flooding hit Cheyenne, Wyo., **KCNC-TV** sent a crew of 18 there to send back live reports for two days. Reporters, photographers and engineers worked virtually around the clock to meet deadlines that ran from 6 a.m. to 10 p.m. Live reports from the scene also highlighted **KCNC-TV**'s coverage of a head-on tractor-trailer collision that killed five and wiped out a turnpike overpass key to commuters. Reports from the ground and air let viewers know the status of highway routes.

In another instance where commuters needed to know fast information, live reports from **KCNC-TV**'s satellite truck provided the necessary information. A concrete roadway span-



Pre-season injuries on WTMJ-TV

ning a section of heavily traveled highway collapsed, injuring many on the overnight work crew. Live reports from the accident updated the situation and gave commuters alternative routes. And as part of the Conus network, **KCNC-TV** has been able to air live and up-to-the minute reports on Hurricanes Danny, Elena and Gloria, the Challenger explosion and the Mexican earthquake.

□

Modeled on a campaign by **KTSP-TV** Phoenix, **WNEV-TV Boston** took its newscast on the road for a five-week tour of the six New England states. The station broadcast its 6 and 11 p.m. news live from 12 different locations. In addition to Boston, national and international news normally covered, anchors Tom Ellis and Diane Willis reported from each remote site the news and features of that area. In Newport, R.I., for example, stories included a look at how tourism has been affected by the loss of the America's Cup. In Providence, R.I., one story dealt with the suburb of Central Falls, called by some the "cocaine capital" of the East Coast. Some of the other remote sites were the U.S. Coast Guard Academy, New London, Conn.; the former estate of Robert Todd Lincoln in Manchester, Vt., and the Maine Maritime Museum in Bath, Me. Producers for the newscasts were Sasha Norkin and Mike Dreaden.

□

Ten minutes after the fatal crash of a Midwest Express flight from Milwaukee, **WISN-TV Milwaukee** anchor John Vallentine was on the air with the first details. Network programming was pre-empted throughout the afternoon with live interviews from the station's satellite newsgathering truck. The 10 p.m. newscast summed up the day's events, with interviews from eyewitnesses and airport and airline officials. In-depth coverage continued throughout the weekend as newscasts were expanded.

□

WOR-TV Secaucus, N.J., reacted quickly to the shuttle disaster. According to the station, it was the first in the market to go live from New Hampshire, home of teacher-astronaut Christa McAuliffe. Their prime time broadcast also included a report from Cape Canaveral.

During Liberty Weekend festivities, channel 9's co-anchor were live at both Governor's Island and the station's Secaucus studio. With the use of a microwave link from atop the Stevens Institute of Technology in Hoboken, N.J., the station gave viewers a panoramic view of the harbor and the tall ships there.

WOR-TV has used its Ku-band satellite truck for a number of events, ranging from the visit of

Home tapes. The three **Columbus, Ohio**, network-affiliated television stations were supplied with videotapes of, and apparently made by, an escapee from a mental institution.

On July 5, William Milligan, a patient in a work release program at the Central Ohio Psychiatric Hospital, failed to return from his job as a graphic artist in the public defender's office. Milligan first gained national attention in 1978 when he was diagnosed as suffering from a multiple personality disorder and found not guilty of rape, robbery and kidnapping.

On Monday, July 7, two of the three network affiliates in Columbus, **WBNS-TV** (CBS) and **WTVN-TV** (ABC), received anonymous phone calls advising that a clerk at the gift shop in the Greyhound bus station would hand them keys to locker number 10 for **WBNS-TV** and number nine for **WTVN-TV**.

The two stations found two videotapes in each locker. The tapes featured Milligan complaining about the criminal justice system, the hospital and his treatment, and giving the reasons for his escape.

There was also a tape and locker for **NBC** affiliate **WCMH-TV**, but, according to news director, George Tyll, the station received no call and did not know about the tapes until a **UPI** reporter called late Monday afternoon to ask about the story.

WTVN-TV aired the story at 5:30, 6 and 11, including tape of its reporter opening the locker and excerpts from the tape. **WBNS-TV** aired the story at 5:30, 6, 7 and 11. **WCMH-TV** said that because it came late to the story the station ran a sound bite on the 11 p.m. news.

President Reagan to the arrival of Hurricane Gloria to the departure of the New York Mets for spring training in Florida.

After the Chernobyl nuclear plant explosion, reports included what the accident meant to local residents, reaction from parents whose children were near the site, an in-studio interview with a nuclear physicist and the effect on travel to countries with increased radiation levels.

When a would-be robber was holding hostages in a Beverly Hills jewelry store last June, **KCBS-TV Los Angeles** was there, from shortly after the start to finish. The station had one crew, equipped with a night lens, in position on the 10th story of a nearby building. It also provided an aerial view from the station helicopter. According to **KCBS-TV**, other stations cut back to skeleton crews after their 11 p.m. newscasts, but **KCBS-TV** remained on the scene, and its reporter, positioned in back of the store, was ready when the gunman emerged and was shot by the police.

Over the July 4 weekend, St. Louis boasted the second biggest birthday party in the country, according to **KTVI St. Louis**. The station moved its entire news operation to a remote location on a scaffold above the fairgrounds, broadcasting live news, sports and weather from the St. Louis Arch grounds. A number of remote camera locations were used, including one on a barge on the Mississippi river and one atop a multistory building. Live coverage included various fair events, shows and the fireworks display.

In January, when an Albany, N.Y.-based theater company, The Empire State Institute for the Performing Arts, was chosen to represent the U.S. in a cultural exchange with the Soviet Union, **WTEN Albany** was in Moscow covering the event. The station's anchor-reporter, Marci Elliot, and photographer Katie McGuire reported on the troupe's performances in nightly satellite feeds to the station. Two news series and a documentary, *Raising the Iron Curtain*, were also produced after the trip.

WJAC-TV Johnstown, Pa., has established a network of 1/2-inch video stringers. Video dealers cooperate in getting information to home video enthusiasts, who sign individual contracts to provide videotape of spot news for a specified fee and on-air credit. They receive membership cards, written "shooting tips" and attend seminars conducted by the station's photographers.

KRON-TV San Francisco covered the globe to report news as it happened. It claimed to be the first area station to file reports from Mexico after last September's earthquake. The crew headed to Mexico City and began filing reports. No sooner did they arrive than a second quake hit and the station was on the air live three minutes later. Another crew was dispatched to cover rescue operations as workers searched for survivors in the rubble.

A disaster a little closer to home was the torrential flooding that hit the Bay area in February. **KRON-TV** aired 15-minute special reports at 6:45 a.m. each morning and newscasts

were live throughout the day with reports coming in from the station's satellite and microwave trucks. **KRON-TV** also said it was first on the air with a bulletin on a warehouse fire that killed eight at the city's Hunters Point. **KRON-TV** aired live aerial footage of the blaze and broadcast continuously live from the scene. A few days later the station said it exclusively reported that the fire had been caused by an illegal fireworks factory.

The station also traveled to the Philippines prior to the national election there and sent back a week-long series of reports on the political and emotional climate of the country. The



KRON-TV in the Philippines

station also aired live and taped reports from the Philippines during election week.

One added aspect to **KRON-TV**'s newscast was its "Celebrate California" week-long series of two daily, live newscasts from various sites in the area. The station went live from Mendocino, Napa Valley, Tahoe, Yosemite and Monterey and included reports on the people and natural resources that make those areas unique.

A busy hurricane season enabled **WTSP-TV St. Petersburg** to test its new Ku-band satellite newsgathering truck. The truck allowed the station to go live anywhere, even if electrical and telephone service were knocked out. Live hurricane coverage included Dick Fletcher's report from the eye of Kate as it hovered off the coast of Cuba. (Fletcher was aboard an Air Force plane monitoring the storm.) Labor Day weekend was particularly busy, as **WTSP-TV** had to contend with Hurricane Elena while the station was airing the Jerry Lewis telethon. At one point, the studios had to be evacuated for seven hours as Elena bore down on the area.

The royal visit of Prince Charles and Princess Diana to West Palm Beach, Fla., was big news for **WPEC West Palm Beach**. The day of the visit, the station combined its two half-hour newscasts into one hour, devoting 40 minutes to coverage. One anchor reported from the Polo Club where Prince Charles was playing; another from the Breakers hotel, site of that evening's \$10,000-a-couple charity ball, and a third from the studio for the day's other news. Security requirements gave the station more than its share of headaches, as State Department officials nixed a broadcast from the roof of the Polo Club, even though the station had the club's permission. A compromise was eventually worked out, but **WPEC** still had problems. They had to convince security to remove bullet-proof glass so the station's cameras could shoot without interference. The station

made arrangements for its helicopter to land near the club and shuttle tapes of the 3 p.m. match and 5 p.m. trophy presentation back to the studio in time for the 5:30 p.m. newscast.

When the *Pride of Baltimore* sank off Puerto Rico, **WMAR-TV Baltimore** sent a news crew to San Juan to cover the rescue operation. Cameraman George Stover became the pool photographer and provided footage used by the major television networks of the Coast Guard picking up the survivors from a Norwegian fishing vessel. **WMAR-TV** interrupted afternoon programming to go live to the news conference where the survivors discussed their ordeal. And regular programming was interrupted to televise the memorial service held at Fort McHenry.

WMAR-TV used its satellite truck to provide daily reports from Ocean City to preview the summer vacation season. For one week, reporters sent back live reports and one evening the 5 p.m. newscast was done live from the beach. The anchors were flown to Ocean City for the evening broadcast and back to Baltimore in time for the 11 p.m. show.

In the fall of 1985, two hurricanes, Elena and Kate, hit the Gulf Coast directly south of **Columbus, Ga.** On both occasions, **WTVM** reporter Rebecca Todd and a camera crew headed for locations where the storm was expected to hit. **WTVM**'s Live Action Cam was stationed at Columbus's emergency communications center while weathercaster Miltzi Oxford tracked the storm from the station's computer weather center. During Elena's four-day siege, 25 reports were received from Action 9 news teams, and a similar number during Kate's two-day siege.

When a local high school band was invited to perform in the Soviet Union, reporter Rebecca Todd packed her bags. The result was a five-part series and a half-hour documentary, concentrating on the local traveler's reactions to the Russian people and country. Todd shot much of her own footage, assisted by a band member with an interest in videography. **WTVM** was the only local station to provide on-the-spot coverage of the trip.

Doppler radar has helped **WBNS-TV Columbus, Ohio**, get a leg up on the competition when covering fast breaking weather stories.



Tornado coverage on WBNS-TV

The station said the radar's information helped it get exclusive footage of tornadoes near West Jefferson, Ohio.

Cooperation between commercial and non-

commercial stations in **Plattsburgh, N.Y.-Burlington, Vt.**, highlighted spot news coverage of **WPtZ**. That station joined with public station **WCfE** to provide election and county youth fair coverage. **WPtZ** and **WCfE** placed microwave dishes at Republican and Democratic headquarters to provide live remote special election-night coverage as staffers from the engineering, production and news departments chipped in. The cooperation continued as **WCfE** provided a remote production facility (a converted bus) for **WPtZ**'s program on teen-age substance abuse, done from the county youth fair. **WPtZ** provided the personnel, remote set and additional equipment. The show interviewed teen-agers and members of the community on substance abuse. □

WANE-TV Fort Wayne, Ind., pulled out all the stops in its coverage of Fort Wayne's Mad Anthony 29th Annual Hoosier Celebrities Golf Tournament. The station built a camera/interview platform near the clubhouse and the 9th green. A microwave unit was mounted on a golf cart. From both venues came live cut-ins throughout the day, beginning at 6 a.m. and running to 6 p.m. Major portions of the day's newscast, including the weather, was done from the site.

And every July **WANE-TV** covers the activities surrounding the week-long Three Rivers Festival. Festival updates created to air every half hour were produced in addition to features that aired on the evening newscasts. □

In early 1986, the largest employer in Miami, Okla., decided to close its doors. B.F. Goodrich had employed 1,900 workers in a community of 14,000. The impact would be devastating. On the day of the plant's closing, residents gathered at the local high school football field to form a human chain symbolizing their solidarity. **KODE-TV Joplin, Mo.**, covered the gathering live, but went one step further, devoting their entire evening newscast to the story of the plant closing. Reports were done on the nationwide trend which led to the closing, on current efforts to attract new employers and on the history of B.F. Goodrich in Miami, as well as profiles of workers and their fates. The broadcast was anchored from the football field. □

The rescue of 119 Indiana doctors, pharmacists and college students in Haiti during the overthrow of dictator "Baby Doc" Duvalier's regime was recorded by **WISH-TV Indianapolis** reporter Mike Androvett and videographer Bill Fisher. The local airline chosen to make the rescue mission allowed the reporters to pose as flight attendants to gain access to the country, which had been declared off limits to the press. During the flight, the reporters disassembled their video gear and hid the parts throughout the plane. In the hour the plane was on the ground in Haiti, Fisher used a 35mm camera to take pictures of the passengers. During the return flight, the reporters revealed their identities and conducted interviews. □

WJBK-TV Detroit focused much attention on the governor's race. Coverage began in January, when the station used its polls on important issues as a jumping-off point for a number of stories, including position statements from

the candidates early in the campaign. Throughout the campaign, the three reporters assigned to the coverage traveled across the state with live reports on each candidate. The station also concentrated on the candidate's television commercial campaigns, gauging the effectiveness of the spots and whether the messages were consistent with the candidates' stated positions. Twice weekly mini-debates were featured in newscasts, along with vote polling. The station correctly predicted the winner the day before the election. Coverage concluded with live shots of the candidates and a special half-hour program. □

Coverage of Hurricane Gloria for **WJAR-TV Providence, R.I.**, began almost a week before it touched land in New England on Sept. 27, 1985, and it provided the station's largest concentration of news coverage since the 1984 elections. The station began hourly cut-ins on Sept. 26. Reporters covered preparations at marinas, civil defense headquarters, airports and the governor's office. **WJAR-TV** borrowed two cellular phones from a local distributor and set up a storm desk through which all calls were funneled. Without microwave gear or a portable uplink, telephones were vital. A live unit was positioned to get storm footage, and used as a second anchor position. Full coverage began at 6 a.m., with the station bringing in Portuguese, Spanish and Cambodian interpreters to provide emergency information to those groups. A prime time special on the storm was prepared, running on Oct. 2. According to the station, it was the highest rated local special ever in the market, with a 26 rating and a 44 share.

Of great interest to New England viewers was the trial of a Ralph Richard, accused of raping and murdering his infant daughter. To complement its cameras in the courtroom, **WJAR-TV** set up a direct microwave link to the station where a producer monitored the trial feed. A reporter, producer and photographer were assigned full time to the story. The day of the verdict (Richard was acquitted), the station got Richard and his attorney to the studio for the first one-on-one interview in the market, according to the station. The interview was incorporated into the 6 p.m. newscast, and then run in its entirety during a special broadcast later.

When the station got word that Rhode Island Supreme Court Justice Joseph Bevilacqua's resignation was imminent, a live unit was dispatched to the courthouse. A copy of the resignation was hand delivered to reporter Jim Taricani, who read it on the air 10 minutes before it was read on the floor of the Rhode Island state house. □

At 10:15 p.m. Dec. 20, **WFRV-TV Green Bay, Wis.**, received an unconfirmed call of a fire in the small logging community of Laona. With no all-night news desk, producer Neil Woulfe had no one but himself to assign the story. With photographer Don Burich, Woulfe set off on the two-hour ride. What they found was the town's high school in flames and firefighters battling the blaze in temperatures with a wind chill factor of 40 degrees below zero. While firefighters battled the elements, Burich and Woulfe returned to the station with what would prove to be an award-winning story.

Reporter Julie Pesch and Burich covered a

strike at the James River paper company. They spent the night on the picket line talking to the men and women of the late shift, about themselves and their families. □

WVVB-TV Buffalo, N.Y., went live during its newscast last April to cover a breaking hostage drama. With three photographers and a reporter on the scene, the station captured SWAT teams members getting into place and the eventual release of the hostages after intervention by Mayor James Griffin.

When a seaplane crashed into the Niagara river, **WVVB-TV** was there to shoot tape of the rescue of two passengers by volunteers. One crew shot the rescue while another sent up a live feed for the noon newscast. The station later learned that the passenger was an FBI agent testing the plane for official use. □

WGBH-TV Boston continues to run what it says is the only prime time local newscast on public television. Five reporters work on the 10 p.m. newscast, with the station sometimes devoting half to two-thirds of the half-hour newscast to explore one topic. **WGBH-TV** receives international feeds from Visnews and national footage from INDX to supplement its local reporting. In its coverage of the Challenger tragedy, the station interviewed professor Josh Meyrowitz, author of a book in the television generation, on what effect the instantaneous sharing of the event would have on society. That was followed by a discussion with a psychologist on the effect of the tragedy on schoolchildren. □

Wsvn Miami said it was the area's first news crew to journey to Mexico and cover last September's earthquake. The **Wsvn** crew accompanied area Mexicans in their search for relatives at the disaster site. The station also covered the activities of the Miami-Dade rescue squad in Mexico City. And the station said it beat the competition by 36 hours in getting reports out of Haiti during the fall of Baby Doc. The station chartered a Lear jet, arrived in Port-au-Prince and sent back twice-daily reports for a week. A month later the station returned to cover the homecoming of a Catholic priest, his first visit to Haiti in over 10 years. The crew filed a week's worth of reports on that visit also and the accumulated footage was used in a special half-hour documentary. □

When the Bingham family was expected to sell its Louisville, Ky., newspaper and broadcast properties because of family politics, **WAVE-TV Louisville** kept abreast of developments through investigation and through sources behind the scenes. Several weeks before the announced sale, the station told viewers Gannett would likely be the buyer. When that news was announced officially, **WAVE-TV** was the only one to cover it live, with a live update on the noon news and a story at 6 p.m. The station also had stories from Nashville and Des Moines, Iowa, on how recent Gannett ownership had affected local papers in their cities. □

When the two major daily newspapers in Detroit proposed plans last April to enter a joint operating agreement, **Wdvt Detroit** provided coverage that included participation by its Washington bureau explaining how the agree-

ments worked in other cities, how advertisers and unions would be affected and how the Department of Justice handled such requests. The station also organized a debate on the proposal on its 5 p.m. news with former editors and journalism critics.

After Ronald Bailey, the suspect in a Michigan kidnap and murder case fled to Florida, wdiv went south. A station reporter was on the scene when authorities apprehended the suspect and returned him to the Detroit area for trial.

□

According to CBS affiliate **KHOU-TV Houston**, it was the first station in the market to go on the air with information about the Challenger explosion. Two of its reporters, NASA space correspondent John Getter and anchor-reporter Myra Jolivet were at the Cape, off duty, as guests of commander Dick Scobee and his wife. Both established communications with the news department and necessary technical arrangements were made. The day's results included:

■ When CBS news went on the air, Getter wrote and produced for CBS correspondent Bruce Hall for 4½ hours.

■ Getter had done interviews with the Challenger crew before they left. Those interviews became the basis for all bumpers and obituaries for CBS and KHOU-TV.

■ When CBS News went off the air, Getter and Jolivet filed several live satellite reports for the station's 5 p.m. newscast and a 6:30 p.m. special report.

■ KHOU-TV interrupted programming throughout the day with reports, and aired a half-hour special report.

On day two, Getter and Jolivet taped pack-

aged reports for local cut-ins during *CBS Morning News*, in addition to helping the network produce their coverage for that broadcast. Back at the station, a one-hour special was prepared. Getter and Jolivet continued to report live for the noon and 5 p.m. news, and produced a package for the 10 p.m. news.

The two reporters flew back the next day to tape a public affairs show. Then Getter went to Johnson Space Center, where he produced more than 100 reports over the next three months.

Among Getter's exclusives, all later acknowledged by NASA officials after initial denials, according to the station, were that the O-ring seals were the direct cause, that there had been near disasters before, that the crew may not have died instantly, that NASA had discovered human remains and that the families were meeting with attorneys to investigate legal recourse.

□

KMOV-TV St. Louis has instituted a Team Four approach to major news stories of the day, expanding and fleshing out major items in the news. When two new business complexes opened in downtown, KMOV-TV field anchored the evening newscast from the site of one and reported on the social, economic and historical aspects of the complex. The other complex that opened was similar to one in Milwaukee, and the station traveled there to document the positive and negative aspects of its opening in the Wisconsin city.

Live coverage became commonplace for KMOV-TV in the past year and the station said it was the only area broadcaster to have a reporter in New York for the Lady Liberty celebra-

tion over the July 4 weekend.

□

When it rains, it pours. On June 4th, 10 inches of rain fell on **San Antonio, Tex.**, flooding the city. **KENS-TV** began live reports at 3:30 a.m., with reports throughout the morning rush hour, and scheduled reports at noon, 5 p.m., 6 p.m. and 10 p.m. Just about the time follow-up stories were winding down, a Union Pacific train carrying various chemicals derailed. Live reports began during a Houston Rockets-Boston Celtics championship basketball game (A cut-in the station says was "not appreciated by all"), and continued through the 5:30 and 10 p.m. newscasts. Helicopters were used, but restricted by minimum distance rules set by officials at the emergency site. Live reports continued on every scheduled newscast for four days. Overtime for coverage of both stories totaled 142 hours in one week.

□

Noncommercial **WPBY-TV Charleston-Huntington, W.Va.**, located less than three miles from the Institute (W.Va.) Union Carbide plant, provided live studio access and taped reports to PBS's *MacNeil/Lehrer NewsHour* following chemical leaks there. Producer Neil McCormack and field team Russ Barbour and Bill Evans covered press conferences and conducted interviews with Union Carbide officials, then fed their segments to WETA-TV Washington via the West Virginia Public Broadcasting interconnect system. A live interview in the studio gave Robert MacNeil a chance to question members of the West Virginia Citizen's Action Group and the National Institute for Chemical Studies from his studio in New York.

A year's worth of investigative/documentary highlights

KHJ-TV Los Angeles's four-month investigation into street gangs produced an hour-long documentary that won both a local Emmy and a Robert F. Kennedy journalism award. The station equipped reporter Dan Medina and the station's two-man camera crew with bullet-proof vests as they worked pre-dawn hours in some of the city's rougher neighborhoods. At one point KHJ-TV hired security guards to ac-

company the crew. Image intensifiers were also used to aid in shooting night footage. Another Emmy-winning program dealt with three subjects: the state's death penalty, devil worship and couples legally placing ads in newspapers for new-born infants.

Another investigative report took the station to Mexico to report on the economy. The report looked at the devaluation of the peso and the

effect it would have on Mexicans traveling north. The station went live from the border using its satellite truck to complement those reports.

□

On Friday, July 25, Steven Lynn Fossum, a Minnesotan imprisoned since 1984 for rape, was pardoned after lab tests raised questions about his conviction. The tests were prompted



A freed Steven Fossum on WCCO-TV



KHJ-TV's award-winning street gang series

by an investigative piece by CBS-affiliate wcco-TV **Minneapolis**, *The State of Texas vs. Steven Lynn Fossum*, that revealed a number of holes in the prosecution's case. The 60-minute documentary aired in April and was carried by CBS affiliate KTHV-TV in May. Harris county (Tex.) district attorney, John Holmes, asked Texas Governor Mark White to pardon Fossum after tests—suggested by wcco-TV—indicated Fossum could not have committed the crime.

Among the other new information uncovered in the investigation, according to the station:

- Medical verification for Fossum's broken thumb, an injury that would have made it difficult for him to have done some of the things of which he was accused. Fossum's attorney had introduced no such evidence.

- The woman who said she had been raped—the single eyewitness—also said she had been attending a football game with her mother immediately prior to the attack. The I-Team interviewed her mother, who said she had not been with her daughter that night. Neither the defense nor the prosecution had interviewed the mother.

- One of Fossum's alleged victims told the station she thought her attacker had been circumcised. Fossum is uncircumcised. That information did not come out at the trial.

Contributing to the documentary were Mike Sullivan, executive producer, Al Austin and Andy Greenspan, producers-reporters and Peter Molenda, photographer-editor.

In another investigation, wcco-TV looked at the state of home health care for elderly and handicapped people in Minnesota. The station sent a college student with no previous experience in health care to apply as a home health care aide. He was hired by the first agency where he applied without having any of his references checked. He was sent to care for a 91-year-old man with Parkinson's disease. Wcco-TV then reported that no licensing, qualifying standards or inspections of home health care agencies existed. The college student's hiring and assignment were legal.

The series, "Home Health Care," ran in four parts in November, followed by a half-hour documentary. It led to a call by Minnesota Governor Rudy Perpich for reforms in home health care and placement of the issue on the state legislature's agenda.

On Aug. 18, wcco-TV debuted *Newsday*, a live, half-hour program designed to cover single issues and news stories in greater depth, beyond the coverage in daily news shows. *Newsday* is shown weekday afternoon at 4:40 p.m., before the regular evening newscast.

WVVA-TV **Bluefield, W. Va.**, investigated reports of soil contaminated with dangerous PCB toxic chemicals at a former coal mine motor and repair shop. The report disclosed that some 500 men in the facility worked on motors that were filled with PCB oil. The men interviewed did not know of the danger and said they had come in contact with the oil for decades. WVVA-TV checked with the EPA, which had no record of any contamination. Within a week, the EPA was conducting its own tests, verifying the earlier findings, and it or-

dered a cleanup.

The story caused great concern in the community. Followup reports during the next eight months showed no contamination in nearby residential areas although high levels of dioxin were found at the shop. In other segments the station interviewed health experts, EPA and



Uncovering dangerous PCB's on WVVA-TV

company officials, residents and workers about the situation in Bluefield.

Another ongoing project is on illiteracy and the effect it has on a state where some 25% of the population reads below a fifth-grade level. The reports examined how illiteracy affects the state's economy, as companies decide to establish plants in other states. Educational programs designed to help both children and adults read were profiled. The station followed the story of a coal miner in one program and the day-to-day difficulties he faces because of his illiteracy.

Murders old and new were the target of investigations by WTSP-TV **Tampa-St. Petersburg, Fla.** The station examined a 30-year-old unsolved murder of two civil rights leaders. The station found retired FBI agents who said the case had been solved but that indictments of seven people were quashed by the Justice Department "for the tranquility of the South." WTSP-TV also investigated the death of a horse ranch owner. He was shot by three armed robbers and later died. The medical examiner ruled the death was from natural causes because he had died of a ruptured aneurysm. The station found medical experts who said the cause of death was the bullet wound. Prosecutors are now planning to convene a grand jury to explore first-degree murder indictments.

Other investigations turned up four men and women who were arrested and charged on 38 counts of racketeering, fraud and grand theft for bilking hundreds of home buyers, sellers and investors of millions of dollars. Another report found drug use and sales, mismanagement, bad record keeping and lack of rule enforcement in Tampa's public housing agency. One week after the series aired, the agency's executive director resigned.

In the wake of the death of Maryland basketball star Len Bias, WMAR-TV **Baltimore** put together two news series focusing on drugs and athletics. The first five-part series focused on cocaine: how it affects the body, how it reaches the city and what the police are doing about it, why it is an attractive drug, why cocaine is linked to big-time sports and how addicts are rehabilitated. The next series examined how high school and college athletes deal with the pressure of sports and academ-

ics. The series went to a New Jersey basketball camp and interviewed top college coaches.

Among the documentary efforts by WIVB-TV **Buffalo, N.Y.**, were examinations of child sexual abuse, the hearing impaired and the changing family. In "Family Secrets," the station interviewed victims of incest and sexually abused children, and examined prevention programs and how the legal system works, from disclosure to prosecution. During the one-hour program, the station opened phone lines for those seeking advice or help and eventually logged more than 200 calls. The project took three months to research, shoot, write and edit. In addition to the documentary, the station aired a three-part news series on sexually abused children.

In *Breaking Sound Barriers*, WIVB-TV examined communicating with the handicapped. The program began with the local production of the deaf play, "Children of a Lesser God," and what it took to put on a play, part of whose cast was deaf. Included were profiles of some of the children involved, their families and medical advances made for the deaf. The program won a national media award from the President's Committee on Employment of the Handicapped and the American Association of Disability Communicators.

In a three-part series, reporter Wadi Sawabini examined the growing use of drug testing by companies as a prerequisite for employment. The series looked at the legal and moral issues surrounding testing, and the laboratory techniques used to determine drug use. Sawabini interviewed a cocaine addict who lost her job because of drugs and documented a company that encourages treatment for employees with drug problems.

In "Families—The Changing Portrait," WIVB-TV examined three couples: a two-career marriage where the husband and wife work in different cities 70 miles from each other, single parents who adopt (which included a woman and her adopted baby from El Salvador and a Catholic priest and his three sons) and a divorced couple who share custody. After one segment of the series aired, the station got a call from a lesbian couple who conceived a child through artificial insemination. Their story also became part of the series.

WPix **New York's** Kristi Witker obtained an exclusive interview with convicted murderer Jean Harris despite attempts by her publisher to halt the interview, fearing she would reveal too much and hurt book sales. Harris, recalling Witker's coverage of her trial, overruled the publisher.

Reporter Mary Murphy uncovered a botched city sidewalk repair contract in Floral Park, Queens, that included removal of 2,000 trees instead of 200. The report led to an investigation that could lead to criminal charges.

Reporter Frank Casey uncovered a building in Jersey City, N.J., in terrible condition, where tenants could not find the landlord. He also discovered the reason: The landlord was in the Federal Witness Protection Program.

WPix reported on Yahwej, a large cult in Queens that advocates corporal punishment for their children. The station obtained an exclusive interview with one of the children and did follow-up reports on their worldwide activi-

ties.

Reporter Ed Miller profiled an AIDS patient who had been sent home from the hospital to die. The story came to the attention of mother Teresa, who arranged for the man to be placed in her hostel.

□

A telephone-based organized crime syndicate specializing in fraudulent investments was the subject of a five-part news exposé at Gannett-owned KUSA-TV **Denver**. The hour-long *The Telephone Bandits* was the culmination of three years of work by reporters Ward Lucas and John Fosholt and led to the prosecution of one participant in the scheme and sharing of information with various law enforcement agencies from around the country, according to the station. The KUSA-TV investigators also found themselves the object of a homicide plot during the work, the station reported, but eventually met and spoke in detail with the purported "hit" man about the alleged murder plot and his participation in the telephone scheme. To compile the report, Lucas and Fosholt used SEC and state corporation documents; real estate records; mining, land use and Forest Service permits; criminal filings; court records, and the Nexis computer system.

□

KCET Los Angeles began a new documentary series that provides "glimpses into significant moments in people's lives." *Turning Points*, a one-hour program made up of three or four segments and hosted by actor Robert Foxworth, featured such events as a national skating champion making a comeback, a lawyer's first case, an overweight man's struggle to lose 150 pounds and the opening of a chic restaurant in New York. Two camera crews were assigned to the program, which aired six times during the 1985-86 season. *Turning Points* is scheduled to begin its second season Sept. 10.

□

Wbz-TV Boston reporter Andy Hiller broke a story of a federal probe into Boston and Medford, Mass., police allegedly selling cocaine. Later, he reported that the investigation included charges of a major, statewide cheating scandal involving stolen police promotion exams.

The station's investigative team concluded a four-month investigation with a series of reports revealing abuse of the state's minority contracting requirements for state and federal construction projects. The series uncovered charges of fraud and bribery and prompted reform in various state agencies obligated to monitor the multi-million-dollar minority assistance programs.

The I-Team also conducted a two-month investigation on the Malden, Mass., police chief, disclosing how he used city employes and equipment for his personal gain. Among the allegations documented were the chief's use of stolen construction materials in the renovation of his home; the illegal lease of a luxury car for his private holiday travel; a conflict of interest in his ownership of a Malden bar, and his unreported cash collections for an annual charitable event. The report prompted an internal investigation that confirmed many of the I-Team's allegations and resulted in an official reprimand from the city's mayor. The State Ethics Commission is continuing an investigation.

Another wbz-TV investigation, "Chemical Cuisine," was a series of reports on the dangerous chemicals used as food additives. The series generated 2,000 letters and postcards from viewers seeking more information on the additives and their hazards.

"Cape Cod For Sale" was wbz-TV's examination of the increased development and overpopulation that threatens to destroy the natural beauty of the seashore. The show got a 30 share.

Other documentary topics addressed by the station included: AIDS, foster care prob-



The war in Afghanistan on WBZ-TV

lems, single parents, caring for elderly parents, censorship, children in the Afghan war and changes in the Catholic church.

□

Last fall, **KCTV Kansas City, Kan.**, produced a report about misleading sales tactics and questionable practices of an area alcohol treatment center. Reporter Stan Kramer spent

four months documenting "The \$23,000 Hangover," which won the Radio-Television News Directors Association's regional investigative reporting award. The station also told the story of a veterinarian who allegedly killed small animals in his pet store's garbage disposal. The pet store owner has been charged with 11 counts of inhumanely killing animals. That story won an award from the Kansas City Humane Society.

□

To mark the 50th anniversary of the Blue Ridge Parkway, **wbaj Roanoke, Va.**, produced a series of 60-second inserts entitled "Scenic Overlooks." Each segment focused on a historical event or geographical highlight of the parkway. Each of the inserts was written and researched by Washington & Lee journalism professor, Ron MacDonald, former news director of the station. The series garnered a UPI feature award and an IRIS nomination from NATPE.

□

In February 1986, **WLNE-TV Providence, R.I.**, aired a three-part series, "Crime and Punishment in Rhode Island." Reporter Al Vaughters found that two-thirds of the state's convicted felons who were on probation or had been paroled were unsupervised. Vaughters traced the problem to a shortage of personnel in the probation system. In interviews with convicted felons, he found many were as frustrated with the system as the parole officers were. Since the series aired, the state has hired 11 new staffers for the parole and probation department.

In a three-part series and daily news stories, reporter John Roberts disclosed that a small

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group of Rhode Island doctors are responsible for 25% of the malpractice damages paid in the state. In the series, "Malpractice: Code of Silence," Roberts interviewed malpractice victims, with interviews electronically altered to protect their identities. Malpractice cases settled out of court in Rhode Island carry the stipulation that the victim will not divulge the doctor's name nor the amount of the settlement. WLNE-TV filed suit against the Rhode Island Board of Medical Review to obtain the names of doctors responsible, but were unsuccessful.

□

The trauma of breast cancer became a stark reality for **wusa-tv Washington** and its consumer reporter, Ellen Kingsley, who discovered she had breast cancer early last year. Kingsley set out to document her struggle with the disease: Her six-month ordeal through mastectomy, reconstructive surgery and chemotherapy were included in a five-part series on the evening news and formed the basis for a half-hour prime time documentary. Interviews with Kingsley, her husband, mother,



WUSA-TV's Kingsley's bout with cancer

friends and doctors were included. To heighten awareness of the problem, Kingsley, her husband and her doctor appeared on the station's morning talk program to discuss the medical, emotional and psychological aspects of the illness. The station also joined with the American Cancer Society to publish a breast cancer guide for Washington. Some 25,000 booklets were distributed. The documentary won a number of local and national awards. Breast screening clinics in the area reported a two-month backup as new patients sought to schedule mammograms.

One of **wusa-tv's** top investigative efforts this past year documented city motor vehicle inspectors taking bribes to ignore safety defects in taxicabs. Working undercover, the station discovered a network of middlemen through which payoff money was funneled. The four-month investigation involved early morning stakeouts at three different locations simultaneously. **Wusa-tv** was able to capture the alleged payoffs on tape and that led to House hearings, and renewed investigations by the city's police and motor vehicle departments.

The station also took a three-month look at the homeless, coordinating efforts in Washington with homeless advocate Mitch Snyder. The three-part effort searched for street people who did not fit the normal stereotype, and found a law school graduate, a former insurance executive and a World War II veteran,

nicknamed "the Admiral." "The Admiral" died before the series aired, but the station was able to verify his veteran status and contact his family who had not heard from him in eight years.

Another investigation reported on the dangers of three-axle trucks without front brakes, which prompted Congress to probe the problem with Transportation Secretary Elizabeth Dole. The report found that 50% of three-axle trucks had no front brakes and that tests had documented the dangers involved but that the government had never reconsidered its front brake disconnection rule. As a result, the Transportation Department is moving to rescind the rule.

□

Fortunetellers have invaded Northeast Wisconsin, and three viewers were duped out of more than \$10,000. After an investigative series by **wfrv-tv Green Bay** consumer reporter Glen Loyd, one fortuneteller began making restitution of \$10,000 to an elderly couple who paid for an illness cure that didn't work. A young woman who paid \$1,400 to a mail-order fortuneteller got her money back after Loyd referred her to postal authorities.

□

Wsoc-tv Charlotte, N.C., said it broke exclusively the story of a local sheriff who allegedly had county jail inmates performing personal work for him. The report showed inmates working out of state and the probe touched off an inquiry by the state's Bureau of Investigation. In a five-part series, the station examined the controversy behind home education and the effects of this nontraditional form of education on students, parents and school officials.

Wsoc-tv said it was the second station in the country to promote the Rotation diet, including distributing some 60,000 pamphlets on losing weight through the diet.

□

One of the highlights of **wstm-tv Syracuse, N.Y.'s** news offerings of the past year was a five-part series, "Whatever happened to Rob?," on the state of the art burn treatment available. The series focused on a man disfigured in a fire who was rebuilding his life. The series won several state awards.

The station broke several stories about well water contamination, identifying the source as state road salt stockpiles. The stories prompted several people to come forward with stories of land fill runoff, easement encroachments and hidden asbestos in the municipal airport terminal ceiling, the last was confirmed by independent lab tests commissioned by the station.

□

Ktvi St. Louis took advantage of the rededication of the Statue of Liberty to produce a special series and half-hour documentary. Correspondent Don Marsh found two immigrants in the St. Louis area who had sailed into New York harbor in the 1940's. One was a survivor of the Nazi death camps, the other a prominent local businessman. Their stories ran as a multipart series in newscasts over the July 4 weekend, and as a 30-minute documentary, *An American Story*, on the fourth.

Meteorologist Ron Yaros focused on a program called *For Spacious Skies* that uses the sky to increase student's awareness of sci-

ence, geography and history, including a trip to Boston to interview the program's developer, then airing a series on the projects applicability to St. Louis. the program is now incorporated into 1,700 schools in the St. Louis area.

□

In addition to spot coverage of the release of 750 million gallons of treated waste water in the Russian River, **kfty Santa Rosa, Calif.**, examined the causes—deficiencies in the city's sewage storage system. It followed up with reports on efforts to correct the problems and prevent similar emergencies as well as the effects on area residents who suffered economic setbacks to their tourist trade after the environmental risks had passed.

□

WCAU-tv Philadelphia anchor Larry Kane gained a rare interview with Pope John Paul II last October. Kane was working on a series marking Philadelphia John Cardinal Krol's 20 years in his position and gained access to the Pope through Archbishop John P. Foley. Foley and Kane had met years before when Kane was a young journalist and Foley was teaching English in a Catholic high school in Philadel-



The Pope and WCAU-TV's Kane

phia.

Consumer reporter Herb Denenberg uncovered fraud by a Philadelphia jeweler that resulted in 213 counts of theft of deception brought against the man. The jeweler allegedly misrepresented color, weight and clarity of diamonds sold in his store.

Another investigative report dealt with the growing drug traffic in a north city neighborhood, tracing the drug trade from Miami to Philadelphia. After the series aired, the mayor appointed a special commission of community citizens to address the problem.

□

WJAR-tv Providence, R.I., produces *10 Inside*, a local investigative and documentary program. This past year's investigations dealt with heroin addiction. One segment, "No Vacancy," looked at the lack of facilities for emergency treatment, including the waiting lists for detoxification facilities. Some doctors even encouraged heroin users to overdose on valium or some other drug to get into treatment more quickly. As a result of the program, the state requested additional funds to expand its treatment facility, and has created a task force to examine the problem.

WJAR-tv sent a crew to Rome to cover the Extraordinary Synod of Bishops there last December. The purpose was twofold. First to produce three packages for use in regular newscasts and second, to get enough material for a

documentary. The reports included an interview with Cardinal Bernard Law of Boston. The documentary, *The Power, The People and the Glory*, dealt with the attitudes of one Catholic family toward church doctrine, and featured material from the Synod, as well as findings from the poll. It included interviews with church leaders both locally and internationally. The station also commissioned a poll on the attitude of Catholics in Rhode Island.

Photographer Bob Farrell rode with a local rescue squad. The result was a series, "Rescue," shot, edited and produced entirely by Farrell and with no reporter track. The series was commended by a national firefighters group.

□
WJW-TV Cleveland investigated the problem of sudden acceleration without warning in General Motors cars, a problem that has caused 1,000 injuries and 40 deaths. The investigation found that GM knew of the problem but did not voluntarily recall the vehicles in question. GM says the incidents were caused by driver error. The report took two months to produce and encompassed interviews with victims and reviews of thousands of pages of



GM investigation by WJW-TV

government documents.

WJW-TV also found, upon investigation, irregularities in the National Rib Cook-Off. It found business ties between the promoter of the event, which draws some 250,000 people, and the eventual winner.

Among the documentaries produced by WJW-TV this past year was one examining the plight of two elderly couples in which the wives had Alzheimer's disease and the husbands, seemingly out of compassion and love, shot them. The report included interviews with family members, prosecutors, right-to-die advocates and religious experts.

Robots in the steel industry were also examined as the station reported on factories where robots outnumber their human counterparts. Segments included trips to Japan and the rust-belt of the U.S. and show how some U.S. workers were going back to school to better compete with the new kids on the block.

□
 The murder of two policemen in **Springfield, Mass.**, was an important story for the community and WJW-TV there. They were shot while making a routine check of a suspect's car. WJW-TV covered the investigation, the apprehension of one suspect, the suicide of a second and the large manhunt for the others. The station also aired live the funerals of both officers and won kudos from the community for its tasteful coverage (no closeups of grieving faces). Both were covered in their entirety (the

first was five hours long) from the funeral homes, to the churches, to the burial sight. A helicopter was used to cover the 5,000 who marched in the two processions.

WJW-TV also went on the road for the month of May to salute western Massachusetts. Twenty-one evening newscasts were broadcast live from different cities. A four-production advance team set up each evening's newscasts, which used two cameras. The month also saw *Today's Willard Scott* doing his weather segments live from Springfield as part of the city's 350th anniversary, and live coverage of a five-mile road race.

□
 A medical reporter and photographer from **WKY-TV Louisville, Ky.**, photographed several brain operations in which the patients were awake throughout surgery. In the procedure, surgeons must know how their work is affecting the patient. Also on the medical front, the station sent a team to a summer camp for cancer victims. A general assignment reporter and chief photographer spent several days with a Kentucky couple who have adopted 21 children, most of them severely handicapped.

□
KNBC-TV Los Angeles devoted Sept. 19, 1985, to a day-long look at AIDS. The latest information on the disease was presented in the station's four daily newscasts, and a half-hour special aired at 7:30 p.m. The station, which spent six weeks researching material for the day, interviewed AIDS victims and medical experts from the Center for Disease Control and the National Institutes of Health. KNBC-TV also conducted a poll surveying people's attitudes toward the disease. An AIDS brochure with commonly asked questions and answers was prepared. News Director Tom Capra organized a special seminar where experts answered questions from local news crews who had objected to AIDS-related assignments.

□
 The Missouri National Guard was sent to Honduras to build a road. Many other states had refused to send their guardsmen there. **KODE-TV Joplin, Mo.**, went along, sending two reporters and two of most pieces of equipment as backup to follow the progress and record the exercise through the eyes of the local men and women who went along. The result was a 10-part report and documentary, giving viewers a chance to decide for themselves whether the guard should have been sent there.

□
 Mark Lagerkvist, investigative reporter for **WXFL Tampa-St. Petersburg, Fla.**, headed a three-month investigation into Florida's largest health maintenance service in Florida—with over 60,000 clients in the station's viewing area. The result was a four-part series, "IMC Gold Plus; A Healthcare Nightmare," raising questions about whether the Miami-based company considered profits more important than proper health care—an especially important issue in Florida, where a large part of the population is of retirement age and living on fixed incomes. Lagerkvist pored over hundreds of IMC cases. Lagerkvist and photographer, Rosco Glisson, interviewed patients, former patients, health care experts and former IMC doctors. Reporter Steve Overton was dispatched to Washington to report on the federal government's involvement in the case. An IMC

hotline was set up to record listener comments on the series and IMC services. The 700 comments received were used in follow-up reports and copies were sent to appropriate regulatory agencies.

Two Florida congressmen asked for tapes of the series to aid an investigation by the House Committee on Aging. Only days after the series aired, IMC executives announced major changes in their health plan. The most recent development was IMC's announcement of its impending sale to a larger out-of-state health company.

□
KCBS-TV Los Angeles's Investigations Unit scored one coup in a series of stories about Martin Luther King hospital. One called into question practices by an orthopedic surgeon. A second reported that attending physicians in the ophthalmology department were being paid for several times the hours they were working, with the knowledge of the department's head. The ophthalmology department, according to the station, was subsequently shut down.

Another investigation by the KCBS-TV team exposed how an area woman, who had oper-



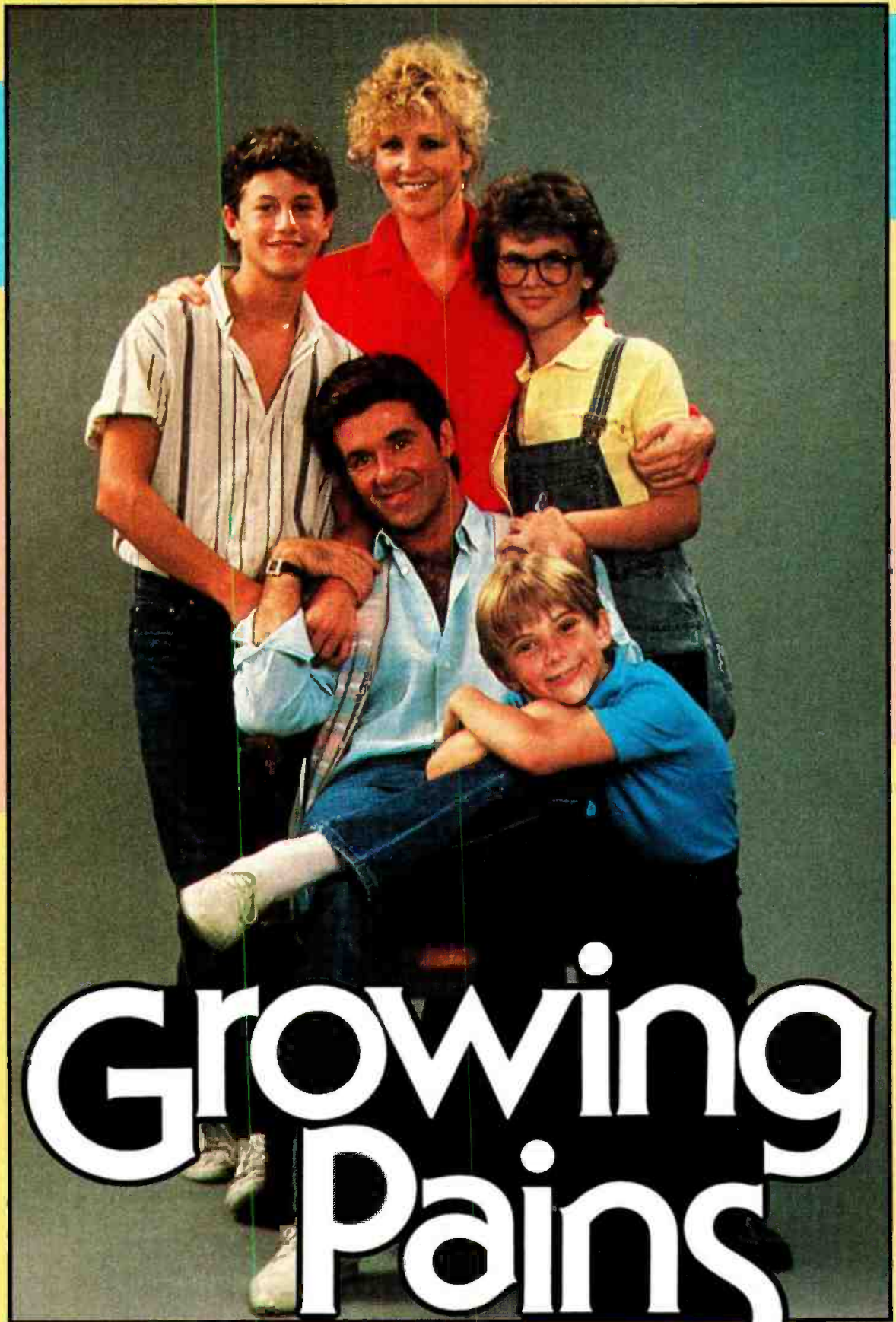
Animal displacement on KCBS-TV

ated a "placement service" for unwanted pets for 15 years, was finding "homes" for those animals. Using a night lens camera, KCBS-TV followed the woman and recorded how she placed a pet in a distant park. She has since been convicted of theft and fraud, according to the station.

The KCBS-TV Los Angeles Investigations Unit also took on the United Way. A six-month investigation revealed that five senior vice presidents of the charity had borrowed more than \$300,000 for their own use, some of it interest free. According to the station, the investigation also revealed that the board of directors had used funds to pay off debts of its credit union, which had gone broke in 1981. As a result of that story, according to the station, the United Way president has taken a leave of absence and a 12-member committee has launched an investigation into the irregularities.

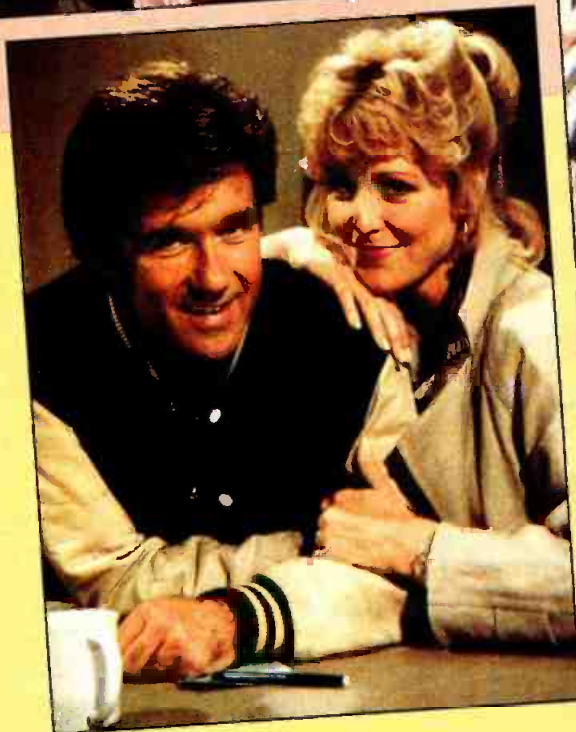
□
WPLG Miami said that for the first time in many years it got a reporter and crew inside Cuba and did a five part series and one-hour special on the economy, health care, the church and the present way of life for Cubans. Additionally, 1986 was the 25th anniversary of the Bay of Pigs invasion and, in a half-hour special, the station examined the invasion through the eyes of those who participated.

One investigative series WPLG undertook centered on the abuse of the elderly. The half-



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hour special and accompanying series featured interviews with victims and law enforcement officials. An alleged abuse uncovered by the station at one adult living facility prompted the state to close it.

Hurricane Elena's arrival last August put WPLG and its six Florida News Network affiliates to the test. All of FNN's satellite trucks went into action, reporting along the state's west coast and went live from Gulfport, Miss., when the storm came inland.

□

It started with an unusual tip. A source told **WTNH-TV New Haven, Conn.**, that the state's chief medical examiner was allowing her dogs into the autopsy rooms, where they lapped blood off corpses and ate scraps of tissue from the floor during autopsies, including one on an AIDS victim. Investigative reporter Andy Houlding broke the story. The station sent a news crew to the medical examiner's office, where they found files and papers in disarray, half-eaten meals on the floor, little security and a two-year backlog of cases. The story concluded several weeks later when the medical examiner admitted to letting her dogs attend autopsies. She was removed from office.

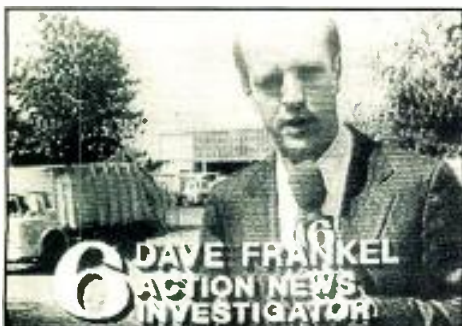
□

Investigating a viewer's complaint about the police chief, a reporter for **WILX-TV Onondaga, Mich.** (Lansing), began digging. In 10 stories over 10 months the station discovered that the chief: illegally sold and destroyed city property; encouraged a fellow officer to illegally wiretap another; lied on his resume—he had been fired from one police department and forced to resign from another; had been rejected as a candidate for the Michigan State Police and been refused a private detective license because of a background check that said he was unsuitable; ordered another police agency to write a letter to the city council stating that TV coverage of him was biased; sent the city's only on-duty officer on a three-hour trip to get that letter; purchased two motorcycles for himself and put them in the city's name to avoid paying state tax; formed a police association and solicited public donations, claiming they were tax deductible, with no federal or state permission for such a venture, and punished a female officer while ignoring misdeeds of male officers.

As a result, two councilmen resigned, the mayor said he would not run again and the female officer filed a \$1-million law suit against him.

□

Investigative reporter Dave Frankel of **WPVI Philadelphia** spent a month undercover in an unmarked van documenting abuses by trash collectors. His tapes showed collectors mak-



Trash investigation on WPVI

ing private collections, wasting time and meeting their girlfriends on taxpayers' time. The three-part series led to sanctions against several employees and a plan by the mayor to revamp the trash collection system.

□

The news department of **KDRV Medford, Ore.**, recently celebrated its first anniversary. The staff of 15 has produced a number of multipart series. More than 100 people from the station's metro area travelled to Honduras to do missionary work, including building a water system, providing dental and medical care and conducting an evangelical mission. The station sent a crew along to report on who the people are, why they have chosen to spend their summer vacation in the jungles of Central America and what kind of work they are doing. The crew filed live telephone reports to go with videotape flown out of the capital of Tegucigalpa. The station wanted live feeds, but could find no easy or inexpensive way to do that since there is no uplink in the country and material would have to be fed via landline to another city, microwaved to still another location and then uplinked.

KDRV also produced a five-part series on the declining number of OB-GYN physicians in Southern Oregon and Northern California. Some large areas with populations approaching 100,000 rely on only one or two doctors. This has resulted in a high rate of home births. The series culminated with a one-hour program consisting of a half-hour documentary on the problems of malpractice insurance followed by a half-hour telephone call-in program.

□

Of the eight multipart investigative reports by **KMOV-TV St. Louis** this past year, one on county electrical inspectors who were not working when they claimed otherwise sparked an investigation and resulted in several dismissals. The station won a local Emmy for its work on that report.

□

A series of stories on **KSBW-TV Salinas, Calif.**, by reporter Maria Barrs revealed that farm workers were being housed in caves and cardboard boxes. As a result of the report, state and county health officials closed down the camps.

The station ran a series of stories about a two-year-old girl, suffering from cancer, abandoned by her parents, who was living with her grandparents in an abandoned car. Viewers contributed to a fund for the girl and her grandparents were able to rent an apartment. A few weeks later the child died and people from throughout the area attended the funeral.

□

An investigative reporter for **wCBS-TV New York** discovered that 3,000 driver's licenses with phony names had been issued to a ring of criminals in New York. Using hidden cameras, Correspondent Arnold Diaz went undercover to show how easy it was to get a license. He pointed out in his report that in many instances, licenses were obtained for people who never took a road test and that some of these people had been involved in serious auto accidents while driving under a phony license. The report pointed to problems within the New York Department of Motor Vehicles. After the story aired, said wCBS-TV, the DMV

changed its procedures to better prevent abuse of its system.

The cameras of wCBS-TV focused on the Catholic Church in New York in a prime time special. Correspondent Rolland Smith looked into the archdiocese's finances, including real estate and "never-before-made-public stock portfolio," and its tax-exempt property, \$810-million worth.

Another prime time report on wCBS-TV looked at what it called "homeless children" in New York. According to the hour-long documentary, thousands of children live in "welfare hotels" in the city's worst areas. Anchor Carol Martin interviewed mothers who said they could not let their children go outside to play because the neighborhood was so dangerous. But inside the hotels, conditions were deplorable. In the process of taping the story, inside one of the hotels, the camera crew captured on tape "a violent knife fight between two women in the hallway."

To talk to the son of a reputed mobster, wCBS-TV went into a prison. Anthony Columbo, son of Joe Columbo, known to be among the country's most notorious mobsters, was interviewed by Correspondent Barbara Nevins, who also talked to Anthony Columbo's children and his mother. Anthony Columbo said he wanted to tell his side of the story. As son of a mobster, he said he and his family had been stigmatized and discriminated against. Anthony Columbo is serving time in a federal jail. The New York police department says he is involved in organized crime; Columbo denies it. The report told the story of Joe Columbo, including claims the government had plotted to kill him. He was gunned down in 1971, and after seven years in a coma, died.

wCBS-TV produced a three-part series of half-hour specials, on the New York City fire-rescue companies, emergency medical service (EMS) teams and hospital trauma unit specialists. In each part, wCBS-TV told viewers how the services operate and talked to members of the teams who described what it is like to do the job.

□

WTHR Indianapolis aired *Secret Wars at Home*, a one-hour documentary about spying and potential targets in Indiana. It studied the countermeasures in place in the region's universities and military bases. Reporter Tom Cochrun exposed attempts to obtain "Star Wars" technology research and attempts to infiltrate the staffs of Senator Richard Lugar (R-Ind.) and Congressman Lee Hamilton (D-Ind.). During the investigation, two Soviet infiltrators were exposed, one of whom has since returned to the USSR.

WTHR reporter Bill Gephardt investigated



Medicare fraud on WTHR

overbilling for Medicare products. Medicare was overcharged for products as much as four times cost. When the costs were reviewed annually, the allowable limits for products were revised upwards in a self-perpetuating cycle. The reports spurred a congressional investigation, which resulted in a change in Medicare policy.

□

KICU-TV San Jose, Calif. had on-location coverage of the earthquake in Mexico, provided by co-anchor Ysabel Duron, videographer Dave Serrano and managing editor Lloyd Beeker. According to the station, it was the first San Francisco Bay area station to provide news coverage of the quake with original video and make a plea for Red Cross assistance. There were also follow-up reports on where the money had been used and what the results were.

□

A six-hour heart transplant operation became a one-hour special for noncommercial **WVIZ-TV Cleveland**, which produced *Out of Tragedy Comes Triumph* for its weekly medical magazine series, *Medi-Scene*. Two camera crews recorded the story, one working in the operating room and the other interviewing family members, doctors, organ donor families and recipients of organs. The in-room crew prepared for the operation by filming an earlier bypass operation, and a step-by-step listing of procedures was developed so that they would know what to watch for and what to watch out for during the heart transplant. The outside crew provided the context for the operation, presenting the ethical considerations of being an organ donor, the effects of operations on patients and their families, and patients' recovery.

□

A two-month investigation into career criminals by **WSVN Miami** helped cause the state's attorney's office to form a special unit to prosecute career criminals. The four-part series detailed how hard-core criminals did not stay in jail long because of loopholes and conflicts in the parole, bonding, correctional and judicial processes. The *Miami Herald* followed with its own investigation.

□

Dave Browde, reporter for **WNYW-TV** (formerly **WNEW-TV**) **New York**, who had served a stint as a reporter in the Middle East, sought out the passengers from the Achille Lauro cruise ship that had been hijacked by terrorists. He reached them at the Concord hotel in Cairo. In an exclusive interview, Browde, according to the station, was the first reporter to talk to an



WNYW-TV's Browde during the hostage crisis

American passenger on the air, a New Jersey man, Matthew Polito, who said that both he and his wife were fine. Polito's family was watching **WYVW-TV** at the time and learned that the couple was safe.

In a 13-part series, "LILCO: Power to the People," reporter Bob O'Brien explored the controversy surrounding the Long Island Lighting Co.'s Shoreham nuclear power plant. The series examined the safety, cost and politics behind Shoreham, and the options open to LILCO and its ratepayers. As a result of the series, public attention was focused on the problem, followed by a flurry of legislative activity.

After the Chernobyl nuclear-reactor disaster, O'Brien traveled to Turku, Finland, to interview a group of Long Island students who had been in Kiev shortly after the explosion. O'Brien was the only American television reporter there. His report gave relatives and friends a chance to see their loved ones for the first time after the accident.

□

Last November **KPNX-TV Phoenix** aired a five-part news series on the estimated 12,000 people who, since 1981, had left a troubled farm economy in the Midwest to set up homes in Arizona. "Pullin' up Roots" examined the problems the new residents face and what impact they would have in Arizona. The series was the result of eight months of research that included trips to Iowa to cover the planting season in April. The station followed some residents who were about to leave and checked up on them seven months later during their first Thanksgiving in Arizona.

In addition to covering the Mexican earthquake when it occurred, **KPNX-TV** returned five months later to do a six-part series on the disaster. Part one recapped the quake while part two examined the state of Mexico City five months later. Part three included a look at a Scottsdale, Ariz., couple who moved to Mexico City after the quake and offered their skills to help rebuild the city. Part four followed the search of a Mesa, Ariz., woman to find her sister. Part five examined corruption in Mexican construction companies while part six updated the story of Miracle Baby Isaac, the newborn who survived the collapse of a hospital.

□

One of the biggest stories of the year for **KOLR-TV Springfield, Mo.**, was the wreck of a bus carrying students from Missouri Bible College. Five were killed. Initial reports indicated the bus had bad brakes. The station sent a crew 50 miles to the accident scene and to the hospital where the victims were taken and to the hotel where relatives had gathered, beating their competition on air, according to the station. The station followed the story for several days and were the first to report that the Arkansas Highway Patrol had determined bad brakes to be one of the main causes of the accident.

CBS affiliate **KOLR-TV** assisted CBS's *West 57th Street* in its coverage on a story involving pharmacists in West Plains, Mo., who sold re-packaged drugs. The station reported that the pharmacies were under surveillance and also reported on the charges when they were eventually filed.

When a local radio salesman from Houston, Mo., allegedly took the wife of a Raymondville,

Mo., banker hostage and subsequently shot and killed her, **KOLR-TV** reported the story on the midday news, beating their competition by an hour, according to the station. Since Raymondville is 2½ hours away, the station chartered an airplane and flew the tape to the station, made a dub, and sent it to CBS.

□

KING-TV Seattle produced an hour-long documentary, *Living with AIDS*, on the health and civil rights issues surrounding the disease, and its impact on people in the Northwest. According to the station, it commissioned the first public opinion poll in the Seattle area to determine local concerns about the disease. The documentary coincided with a Seattle-King county health department educational campaign about AIDS.

KING-TV produced a series of "Schoolhouse Specials" to look into public education. The first, *Reading, Writing and Reform*, looked at a local high school, past and present, through the eyes of three students and their parents, who were alumni of the same school. *Rich School, Poor School* examined classrooms in two different school districts, comparing the quality of education in "high rent" districts with that in low income areas. *Teachers: Just a Little Respect* focused on teacher's goals of money, respect and autonomy. Finally, a program honored Top Teachers with a \$1,000 cash award and a banquet.

□

In **Columbus, Ga.**, weather anchor Mitzi Oxford, chief photographer Mike Kyser, the director of the Columbus planetarium and a nature photographer went on a **WTVM** sponsored expedition to Argentina to get a better view of Halley's comet. The result was a five-part series and a half-hour special on the comet, the trip and the Argentine countryside.

□

A four-month investigation by **KIRO-TV Seattle** turned up improprieties in the state's prison system. The series linked a high prison official with a homosexual-drug-sex ring that used state long-distance services and prison passes. The piece showed how special privileges were sold and some prisoners received an early release for sexual favors. One of those released murdered three people and is now on death row. The state settled three civil suits that came out of the murders out-of-court. The series has prompted a special investigation by the state's anticrime unit.

□

KYW-TV Philadelphia anchor Jackie Hays spent six days interviewing inmates, officials and psychiatrists at Clinton (N.J.) Correctional



Correctional institution profile on KYW-TV

Institution for her series, "Hard Time Women." She profiled the women inmates and their feelings on their separation from their families; their feelings about homosexual relationships at the prison and their plans for life after they are released.

Tomorrow (Sept. 2) **Jacksonville, Fla.**, voters will go to the polls to cast ballots on changing the city's toll road system. In large measure the genesis for the push came from **WJXT** there. The list of grievances against tolls includes their economic inefficiency, poor safety record, air pollution problems and traffic congestion. Last August the station examined the alternatives to the toll system and in an informal survey found most respondents favoring abolishment of the toll system. As a result of the program, a state legislator launched a



WJXT's look at toll roads

study of toll alternatives and the mayor set up a committee to study the issue. **WJXT** brought a national pollster to town to survey residents and found most favored dismantling the toll apparatus in favor of new taxes. The station traveled to Connecticut to see how that state functioned after it discontinued its toll collecting. Ten months later the legislature passed a bill that will allow residents to decide between tolls and taxes.

Highways were also the focal point of a **wjxt** investigation into the city's dangerous roads. Segments focused on the court system that returns bad drivers to the road, how poor road design and roadside hazards contributed to about 25% of all accidents and how poorly designed and confusing signs cause accidents. The station brought in a national expert on road safety who called the city's roads "deplorable."

As a result of the series, some legislators are examining ways to make the transportation department allocate funds more efficiently and electric companies are studying break-away utility poles.

On the lighter side, the station used its **Ku-band** truck to bring the change of seasons to Florida. Reporter **Ted Brown** sent back five live reports from North Carolina, showing the state's beautiful color and highlighting various attractions.

More than one-half billion dollars in gold, jewels and pieces of eight, retrieved by treasure-seeker **Mel Fisher** and his crew, were the subject of a half-hour documentary produced by **wisn-tv Indianapolis**. Reporter **Leslie Olsen** and videographer **Ron Prickel** accompanied Fisher's team on a deep-sea dive to the remains of a Spanish galleon that sank in 1622. Also included in the news report were inter-

views with actors **Cliff Robertson** and **Loretta Swit**, who will portray **Fisher** and his wife in an upcoming **CBS** movie about Fisher's life.

Krtv Salt Lake City has expanded its cover story unit, which now comprises two reporters, a producer-researcher and a photographer. The unit produces a two-part series an average of every other week. Among them was "Killing Time," the "slow and costly" process of imposing the death sentence in Utah and whether justice delayed proves to be justice denied. Another was "Keeping a Secret," about spying at high tech industries and research facilities in Utah, what is being done to impede the flow of information to them and why that is difficult in a free society.

When the shuttle **Challenger** exploded, reporter **Sheila Hamilton** was assigned full time to report on the story. This led to many firsts, according to the station, including reporting the position of engineers of **Morton Thiokol**—which manufactured the faulty shuttle part—who opposed the launch. She also reported live via satellite from Washington during the presidential commission hearings on the disaster.

Anchor and managing editor **Phil Riesen** has conducted a number of one-on-one interviews. One example was a satellite interview with **NASA** chief engineer, **Milton Silvera**, in which **Silvera** suggested **Morton Thiokol** should make top management changes in light of their handling of the shuttle disaster.

An investigation into a mental health center by **wkrn-tv Nashville** turned up a number of cases of abuse. The station was tipped off by a patient who called and said he had been beaten for refusing to take medication. The station pored over hundreds of internal hospital memos and personnel files that showed some administrators were aware of some of the abuses. As a result of the series several nurses and hospital staffers were disciplined.

Another investigation took **wkrn-tv** on the road to probe truck safety. The station found drivers who use illegal drugs to stay awake and others who carried and used weapons during their runs. Lack of manpower allows state officials to check only about 5% of the trucks traveling the state's highways, **wkrn-tv** found. Footage at inspection sites revealed a number of vehicles with one or more serious violations.

Growth and development was a big story in Nashville this year. When **wkrn-tv** investigated it found that development was causing the displacement of hundreds of street people who found few places to go. A **wkrn-tv** documentary examined their plight and the areas where they congregate.

The discovery of radon gas in the ground bubbled to the surface within the past year. The gas that comes from decaying uranium deposits has seeped into homes in the Northeast and the gas is believed to cause lung cancer. **wlyh-tv Lebanon, Pa.**, undertook a three-part series on "Radon in Berks County," part of the station's coverage area. The report found that people in the area had tried for two years to get state and federal health officials to look at the problem. The report documented the frustration residents felt with being referred from



WLYH reports on radon gas

one agency to another. The series interviewed members of a support group seeking government help, the state's plans to deal with the problem and radon gas detection kits for the home.

KPIX San Francisco has done extensive reporting on AIDS, including multi-part series and documentaries. *Our Worst Fears* examined the medical, social, ethical and political ramifications of the disease. The show was picked up by stations in New York, Miami and Honolulu and more than 100 corporations, colleges and government agencies requested dubs of the program.

"AIDS Lifeline, Part II" outlined questions raised by the AIDS antibody test: How it is being used as more than just a way to find out if someone has been exposed to the AIDS virus. How some feel it's being used as a way to fire people or deny insurance coverage and violate their privacy. It also looked at the positive aspects of the test and how, in Australia, it is seen as a unique research tool.

Other AIDS stories on **kpix** included one on a small Florida farming community and how the sudden outbreak of AIDS led some researchers to think the disease may be spread by mosquitoes, and coverage of a conference in Brussels on AIDS in Africa on how world politics is interfering with researchers.

"Fields of Fear" was a **kpix** documentary on pesticide use and misuse in agriculture and organic alternatives to chemicals in farming. Featured were stories of people who suffered illness, birth defects, cancer and death, and why they feel their problems are related to pesticide exposure.

In order to examine the U.S. involvement in Central America, **wkef-tv Dayton, Ohio**, sent a news crew to Honduras and came back with material for a five-part news series, a one-hour documentary and a call-in special. The news crew interviewed area servicemen stationed in Honduras, people who had fled Nicaragua, doctors, nurses, other refugee specialists, the U.S. ambassador, Honduran government officials and two contra chiefs on the fighting there. The station's two-man crew traveled to within a mile of Nicaragua and were nearly arrested twice.

Wibw-tv Topeka, Kan., did some digging for a different kind of investigative report. To illustrate the plight of the Kansas farmer, the station leased a two-acre plot of land and hired a farmer to plant soybeans. From planting through harvest, **wibw-tv** will tally the cost, and farm director **Kelly Lenz** will air weekly reports describing the progress. If the station makes a



Home grown reporting on WIBW-TV

profit, they will donate the money to charity, if not, the station says, it will be in the company of a lot of Midwestern farmers this year. When the plot was checked last July, it was discovered the crop had been invaded by velvet weed, necessitating application of herbicide.

□

The high cost of liability and malpractice insurance was the topic of a half-hour special on **WNCN-TV Greenville, N.C.** Skyrocketing rates are causing some amusement parks, riding stables and summer camps to close and cities to remove swings and slides from playgrounds. In the special, **WNCN-TV** brought together a number of representatives to discuss the problem and possible solutions, including various bills before the state legislature.

The farm crisis has hit eastern North Carolina, but **WNCN-TV** found it difficult to get many farmers in trouble to speak on the air. To get an unrestricted interview with a local Farmers Home Administration officer, the station had to enlist the aid of a U.S. congressman. **WNCN-TV** did get interviews with a bankrupt crisis victim, some farmers who were leaving the business and others who were sticking it out for one more year. The farm series also interviewed crisis intervention personnel, resource people and a psychiatrist who discussed the emotional problems the crisis was causing.

□

WLS-TV Chicago undertook an examination of the city's 100,000 black Roman Catholics. The documentary followed the 100-year history of the black Catholic church, including cases of racism from yesterday and today. The story of the first black Catholic priest was covered as well as a present-day priest who is leaving the seminary because of racism. The report also looked at changes being made in the church as blacks recreate the liturgy of Mass by weaving together gospel music, political banners and soul-searching revival activities. The report was the culmination of a life-long effort by writer/producer Frances Smith, who first wanted to tell the story as a young child in a black Catholic church.

Another investigative effort was reporter Russ Ewing's discovery of the identity of mass murderer John Wayne Gacy's first victim. Ewing's exclusive reports traced how Gacy happened upon a 16-year-old Nebraska boy in Chicago. Ewing provided the county medical examiner dental and medical records of the boy and obtained an unusual belt buckle that a relative of the victim identified as belonging to the victim. Ewing has interviewed Gacy several times and has written a book about his

case.

Added to **WLS-TV's** stable of specialty reporters is Buddy Black, who at 69 is the station's senior citizen reporter. He covers the many facets of growing older in America.

□

When **Rochester, N.Y.'s**, biggest employer, Eastman Kodak, began massive layoffs for the first time, **WOKR** there reported on the changing employment situation in a three-week series called "Help Wanted." The series detailed the layoff plan, including who would be affected. The station visited nearby cities that had gone through similar layoffs in major industries and reported live from the Kodak annual meeting in Dayton, Ohio. In addition to regular reports, **WOKR** produced a half-hour documentary on the leadership of Colby Chandler, the chief executive officer of Kodak, his first TV interview.

In October, **WOKR** set out to see how Rochester treats its homeless. Reporter David Burns and photographer Michael Jarocki disguised themselves as street people and used a hidden camera while they looked for food, shelter and medical attention. When they were asked to stop begging at a downtown mall, they were also told where to get free food and shelter. When one pretended to collapse on the street, police, ambulance and hospital personnel treated them courteously and thoroughly.

When faith healer W.V. Grant brought his crusade to Rochester, the station sent an investigative team posing as members of the crowd. By following Grant's crusade to other cities and talking with those he had "cured," and by confronting Grant at his hotel, **WOKR** was able to document the nature of his ministry in a six-part series, "W.V. Grant: Who is he Healing?"

□

A number of **WTWJ Miami's** investigative reports have brought forth resignations and indictments of government officials. A six-week investigation into the Miami police department led to 40 stories that uncovered allegations of corruption throughout the force, including murder, drug dealing and questionable hiring and promotion. Eight police officers were eventually arrested and charged with drug dealing and murder.

Alleged corruption in the city of Hialeah, Fla., was detailed in a number of reports that uncovered allegations of political favors. Two days after the report aired the police chief resigned.

WTWJ tested security at the port of Miami and found a number of holes in the safety net. Accompanied by a counter-terrorism expert, a **WTWJ** photographer with hidden camera walked past security personnel unchallenged and gained entrance to a ship's cargo hold. After the report aired, the port director announced a multimillion-dollar plan to tighten security.

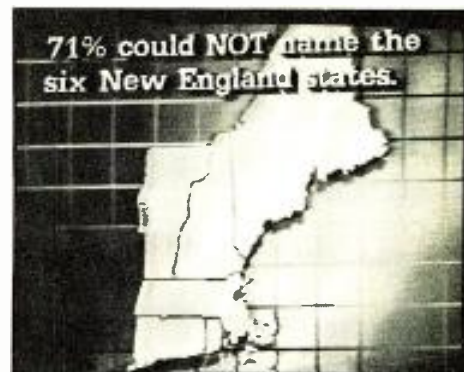
□

WXEX-TV Richmond, Va., undertook an investigation of congressmen's franking privileges. During one month the station counted more than 300 individual letters and press releases sent by politicians to the station. In many cases two or three copies of the same releases were delivered. An investigation into franking by state senators found mail flow had increased to the point of nearly doubling in the past four years. All the elected government officials contacted in the series said that al-

though there was some abuse of the free mail system, it was an essential part of the political process.

□

WNEV-TV Boston aired a two-part series, "What Your Kids Don't Know," reporting the results of a social studies and geography test administered to more than 500 Boston-area high school students. The results were picked up by both AP and UPI. The station gave a 20-question test to 539 high school seniors in two schools, an affluent suburban high school and a less affluent suburban high school, in the Greater Boston area. Results showed that 71% of those surveyed could not name the New England states, 33% could not locate the United States on a map of the world, 47%



A student survey on WNEV-TV

could not name the two houses of Congress and 56% could not name the last five presidents of the U.S. The first part of the series dealt with the nature of the test and results. The second looked at why so many students didn't know basic social studies and geography.

□

The TV5 Metro News Exchange is a joint venture between **WAGA-TV Atlanta** and two Atlanta area daily newspapers. Both papers allow the station's correspondents to report from their newsrooms each night, giving the papers exposure and establishing in the viewers' minds that the news team is in their community every day. TV5 correspondents gain access to several beat reporters in Atlanta's two biggest growth areas. The newspaper editors get a new set of eyes and ears outside their coverage area. When the station assignment editor learns of stories that affect the suburbs or could be spun off by the newspapers into a local feature, he tips the papers.

□

Celebration of Arkansas's 150th birthday began in January on the five-station **Arkansas Educational Television Network**, with 60-second, half-hour and hour-long programs focusing on the history of the state. Thirty reenacted "historic minutes" were produced under the title, *Arkansas Heritage*, and a one-hour documentary about the making of the spots aired on Statehood Day. Another set of 60-second spots saluted Arkansas people, places, businesses and the arts. A documentary series called *A Special Place* profiled Arkansas cities, using a chronological, half-hour format to highlight the history of each town.

Another AETN project focused on promoting "public participation in, understanding of, and fuller discussion about key issues facing this state." Documentaries featuring former CBS correspondent William Cole, a native of

Arkansas, addressed such issues as land use, the water crisis and poverty. Each production included a pre-produced documentary, live panel discussion, viewer call-in, distribution of information kits, telephone polls and scientific surveys.

□

When plans were announced to begin using "sobriety checklanes" in Michigan to combat drunk driving, **wvib Detroit** checked how such a system was working in Massachusetts, a state already using the procedure. In a three-part series, station reporter Ned McGrath interviewed those for and against such a system in Massachusetts and Michigan.

Wbiv's I-Team explored truck safety in a five-part series, "Driven to Danger." Reporter Mike Wendland conducted an investigation into the driving records of dozens of truck drivers involved in fatal accidents in the state during 1985. He also traveled across the country with a trucker to learn about the economic pres-



Truck safety on WDIV

ures and safety problems. The Michigan state police cooperated in the investigation by conducting a special inspection on a heavily traveled freeway, stopping and examining, for seven hours, every truck traveling that route.

In "No License to Kill," **wvib Detroit** examined how illegal hunting in Michigan is decreasing the state's wildlife population. Reporter Rick Mayk and producer Terrence Oprea traveled more than 3,000 miles throughout the state for the story, interviewing game wardens, and dozens of poachers on why they kill for profit. During the investigation, they uncovered a black market for bears and learned that export of bear parts to southeast Asia yields high profits. The documentary received the Ben East prize for excellence in conservation journalism and won a national UPI award in the investigative-documentary category.

In a three-month investigation, **wvib** reporter Mike Wendland uncovered links between Oriental health spas in Michigan and an international prostitution ring allegedly tied to the U.S. military in Korea and several Army bases around the U.S.

With teen suicide on the increase in Michigan, **wvib Detroit** anchor/reporter Margie Reedy explored the issue in a five-part series and half-hour documentary. She interviewed teen-agers who had attempted suicide and experts in the field. She also profiled an individual who had attempted suicide but now conducts sessions with teen-agers on building self-esteem. The stations also provided a free pamphlet on the subject, and more than 7,000 of those were distributed through the station and local record stores.

Kgw-tv Portland, Ore., went on the road to cover two major stories in its area: the Hanford Nuclear Reservation and Portland's skid row district. The city's Old Town is the home of many of the city's chronic alcoholics and homeless. The 5 p.m. newscast on March 7 was broadcast from Old Town. Reports examined what effect the area was having on local businesses and the mayor's plan to resolve the problems. Many of the services designed to help the alcoholics and the homeless are located in Old Town and because of that, the area draws even more alcoholics and homeless to it.

The Hanford plant is one of three finalists in the search for a storage site for hazardous nuclear waste. A series of reports examined the effects the plant might have on the Columbia river, its beneficiaries and the state's role in the political battle in Washington. Other reports looked at the safety of the waste tanks, the nuclear history of Hanford and the reaction of nearby residents.

The station also went on the road in May to report on issues and concerns to residents outside the immediate Portland area. Reports covered the economic problems of the Columbia River Gorge, the declining timber industry, higher education and controversial hydro-development on some of the state's rivers. The station rented a satellite uplink truck for the 27-man, five-day project.

□

Among the documentaries on **WFAA-TV Dallas** this past year was a look at what the drop in the price of oil has done to the energy belt. **WFAA-TV** traveled to Saudi Arabia, North Yemen, the Netherlands and Mexico to report the causes and the effects of the oil crisis. Anchorman Tracy Rowlett accompanied Vice President George Bush on his trip to the Middle East while **WFAA-TV's** Washington bureau also contributed to the report.

Another documentary sought to dispel the many myths surrounding AIDS. The show aired on other Belo Broadcasting stations and is being used as a teaching tool in public schools.

□

A one-hour locally produced documentary from **KHOU-TV Houston** chronicled the history of the USS Texas, the last battleship of its kind and currently the focus of a statewide restoration to save the ship from decay. The project was the result of six months of research beginning in Washington, where interviews, research and film footage from the National Archives were obtained. Location shooting included Veracruz, Mexico, Boston and Rhode Island. The documentary followed the ship from its building in 1911, through two wars to the present. The show was produced and researched by senior producer Jeff Lacy, narrated and hosted by veteran journalist Ray Miller and edited by Rana Morvant.

□

A three-man crew from **WRAL-TV Raleigh, N.C.**, traveled to Tanzania to document an ongoing project to help a village in the Shinyanga region overcome drought, famine and poverty. Accompanying the crew was a teacher, farmer and doctor, whose reaction and responses made up much of the documentary that **WRAL-**

TV produced about the trip. **WRAL-TV** crews brought with them portions of the 25 metric tons of sorghum seeds and nine metric tons of beans the parent broadcast company had purchased through its contribution to Catholic Relief Services. The drought-resistant seeds were given to 350 families in the region. Each family received four kilos of seeds, enough of a harvest to feed six people for six months.

While in Tanzania, **WRAL-TV** shot 24 hours of videotape and 80 hours of production overtime were required to get it edited into the documentary that aired. Two days later it was re-aired with a 30-minute audience participation show. **WRAL-TV's** crew itself was the center of media attention as the Tanzanian print and broadcast press covered their movements.

One year after Rand McNally chose Pittsburgh, Boston and Raleigh as the top three places to live in the country, **WRAL-TV** coordinated a three-market effort with **WPXI(TV)** Pittsburgh and **WNEV-TV** Boston in which segments deal-



WRAL-TV in Tanzania

ing with what made those communities special aired in the other two cities. Reporters from each station detailed how the rankings affected the cities in the past year, what changes had occurred and what the future held. In each case there were live interacts between reporters who tossed questions to their colleagues in other cities.

□

Kxtv Sacramento, Calif., launched an investigation into a northern California nuclear power plant after a shutdown. It was the first time, according to the station, that a story had been done detailing the plant's "troubled" history. Reporter Lynne Gormley logged 160 overtime hours on the project, which culminated in three, eight-minute reports that detailed the nature of the plant's problems. The report took viewers inside the plant to point out specific operating violations and explained why the plant had been shut down 100 times in 10 years. A "major shakeup" of the utility's management occurred immediately following the series.

□

To cover complex issues that cannot be covered in a short news story, **wttg Washington** created a new type of news segment that the station calls "Center Section." The segments are 20 minutes long and include taped reports and live interviews. Among the issues covered this year was air traffic controllers. The station interviewed several air traffic controllers in silhouette to disguise them, a "high level" official of the Federal Aviation Administration and a congressman.

An investigative story produced by **wttg** was on "baby addicts." In this three-part se-

ries, the station examined the withdrawal experienced by newborns of heroin-addicted mothers, and looked at drug abuse programs.

Another drug story for WTTG focused a woman who wanted to help people in her neighborhood, even though she was placing herself in danger. The reporter told viewers about the neighborhood and about the one-woman "cru-sade."

Another WTTG effort focused on education. The station devised a test on social studies, history, geography and science and gave it to students in four area schools. The results of the test, which indicated problems, were revealed to viewers and a panel debate followed. On the panel: students, a school dean and a principal.

□

WJLA-TV Washington's Target 7 consumer unit, headed by reporter Roberta Baskin, conducted a five-month investigation of radon gas levels in area homes that showed radiation



WJLA-TV probing for radon gas

levels three times higher than the national average. In a special series of reports in February, followed up with a half-hour special in March, the station educated viewers on the dangers of radon and informed them on how to prevent the gas from entering their homes. The series won an Emmy for research.

WJLA-TV Washington's I-Team—reporter Scott Klug; photographer Pete Hakel, and soundman John Lureau—put together a series on what was happening to the West Virginia flood victims, a half year after the flood, exploring why the government had not followed through on promises that it would help the victims rebuild their lives. One series of reports aired in May; another series in June was followed up with a half-hour special. The I-Team disclosed that loans to West Virginia business owners promised by the Small Business Administration never materialized and that federal contractors had not done much to improve things. The I-Team also exposed private contractors who had been preying upon the flood victims, taking their money without delivering a service.

WJLA-TV Washington's I-Team also uncovered the story of a Maryland insurance company's financial difficulties that led the Maryland insurance commission and legislature to propose overhauls of the state insurance agency. According to the station, the FBI is conducting a probe and the Maryland legislature is exploring I-Team allegations of political corruption. Also according to the station, the Senate Permanent Subcommittee on Investigations has launched its own probe into the surety bond industry based on I-Team reports.

□

Minutes before **wowk-TV Huntington, W.Va.** was to air a multi-part series on its 11 p.m. news, "West Virginia: Haven for Hate," about the KKK and neo-Nazi groups, the station was knocked off the air by a person or persons cutting the cables to the station's satellite and microwave dishes. The station had previously received calls from a number of people requesting that the special not air, and general manager Leo MacCourtney called the cable cutting an act of terrorism. The station was back on the air in 2½ hours and aired the series two nights later for five nights, then repeated on the station's noon news.

In April 1986, **wowk-TV** filed an FOI request seeking reports on the presence of asbestos in state-owned buildings for a series of reports on the dangers of asbestos. The information was released. Many state buildings and schools required major reconstruction.

Reporter Melanie Walters became a cab driver, a doughnut baker, a waitress, a teacher and a piano player, each for a day. The five-part series, 9-5, showcased the station's weathercaster in each of these jobs.

□

Wis-tv Columbia, S.C., spent four months working on a five-part series on 500,000 South Carolinians who are the victims of poverty, illiteracy, disease and hopelessness. The station hired a composer to write an original song for the series and special studio set was designed and built for the five-part special. The first four segments averaged five minutes on the evening newscast but the station found it had to expand the newscast to one hour to include the fifth segment, 32 minutes long.

When state legislator Sol Blatt died, the newscast was also extended to an hour to provide full coverage of the man who continuously served in a state legislature longer than anyone. 53 years. Reporters put together a package on how Blatt dominated the legislature as speaker of the house and influenced the state university. Interviews with home town residents, political opponents and other legislators were also included.

In a half-hour special on football, **wis-tv** chronicled the season of two University of South Carolina football players. The story followed the two from pre-season drills in August to the final game of the season. The special examined aspects of the game off the field, such as their classroom demands, thoughts on life after college, their relationships with coaches, their fears of injury and the emotional ups and downs of playing.

□

Former *20/20* investigative reporter Sylvia Chase joined **kron-TV San Francisco** late last year and it wasn't long before her work was making national headlines. While working on a six-month investigation on government spying, Chase uncovered that Samantha Smith, the Maine school girl who had traveled to the Soviet Union, had an 11-page FBI file that the bureau would not release because of security reasons. After the FBI turned down **kron-TV's** FOI request, Representative Don Edwards (D-Calif.) pledged to hold a congressional inquiry. In the six-month probe, Chase interviewed administration officials, counter-intelligence agents and members of peace groups and uncovered that the Reagan administration

has loosened guidelines for federal agents investigating groups opposing administration policy. The report examined the government's investigation of the Sanctuary movement.

Another investigative report examined part of the problem of rising health care costs: the bilking of millions of dollars by health administrators. The series found how executives used insider deals to make millions of dollars from nonprofit health care plans they administer. The probe sparked an investigation by the attorney general and legislation designed to prohibit such deals will come before the state legislature in the fall.

□

When the Blue Ridge mountains of Western North Carolina were chosen by the Department of Energy as a possible dump site for nuclear waste, **wlos-TV Asheville** went into action. It aired 150 news stories, series and editorials on the issue. Investigative reporter Sherrill Barber found caves that indicated that



Cave sites on WLOS-TV

the rock formation was too unstable to house a nuclear waste dump. DOE eventually decided that an Eastern U.S. site was not needed. The station's efforts were praised by state politicians, who felt the information gathered would be important if the area were ever again considered for such a site.

□

When GM was considering Kentucky for a new Saturn automobile plant, **wave-TV Louisville** covered the prospect in depth. When the state lost out to Spring Hill, Tenn., the station went there to find out why they had been chosen and what it was going to mean to their area. When a new Toyota plant came to Kentucky, the station reported on what changes it would bring, and traveled to Smyrna, Tenn., to investigate how a major auto plant had affected them.

WAVE-TV did a special 10-part series, traveling from one end of the state to the other on Rte. 60. They discovered everything from the largest lawn ornament collection in the state to Kentucky's oldest practicing attorney (91 years old).

□

Wxyz-TV investigative reporter Vince Wade learned that an anti-Quaddafi Libyan living in the **Detroit** area was considered by the FBI as a prime target for assassination by pro-Quaddafi factions. During his investigation, Wade found a number of pro-Quaddafi Libyans living in Canada under false identities. He located one and discovered he had been charged in West Germany with terrorist activities and that he was in Canada using false identity papers. The story resulted in the Libyan's expul-

sion from Canada. The investigation resulted in an 11-part series that aired in November 1985 and a one-hour documentary that aired in December. The series also dealt with efforts by Quaddafi to obtain chemical and other weapons in the U.S., profiling a nuclear engineering student who was caught with restricted nuclear documents in his luggage as he was returning to Libya.

□
WTVc Chattanooga found a unique way to cover the arrival of Halley's comet. It recreated the night sky in the studio with a cyclorama painted key green and featuring a series of detailed stellar sketches. Joining Anchor Bob Johnson on the set each night for a week was a consultant from the local observatory's Barnard Astronomical Society. Information provided included how to spot the comet and where the best vantage point would be, historical profiles of Edmund Halley, reports on the comet's earlier appearances and a look at folklore and superstition surrounding its appearances. Visiting astronomer Bob Anderson also explained the position, orbit and makeup of the comet.

□
 One of the new news features on **WJRT Flint, Mich.**, is a half-hour local news show, *Nightwatch Extra*, that appears periodically after the station's late news. *Nightline* is then aired on a delayed basis. The first show took viewers inside China, as a station news crew reported on the mayor's Goodwill trip there. A crew had accompanied the mayor and several business leaders on a trip to Flint's sister city there. The show took live phone calls from viewers and the mayor appeared live from his home. In addition to the *Nightwatch Extra*, the station aired a five-part series on the China trip.

The second *Nightwatch Extra* featured an authentic Japanese teahouse in Saginaw, Mich. The teahouse was a gift from Saginaw's sister city in Japan, Tokushima, and the report that night highlighted an earlier news series on that country. Studio guests discussed the relationship of the two cities.

The textile trade is important to South Carolina and **wyff-TV in Greenville** examined international textile trade issues in an eight-part news series and a half-hour program. A news crew spent two weeks traveling to Taiwan, Hong Kong and Washington to examine the foreign competition and its impact on the industry in South Carolina. Other segments of the series examined the ways U.S. manufacturers were using to become more competitive with those from abroad.

□
Wovt Omaha farm director, Bryce Anderson, was tipped to a tax shelter scandal involving cattle feeding. His investigation took him from Iowa to Nebraska, Washington and Texas to talk to feeders, businessmen, tax lawyers and government officials. The program was also aired on a number of other stations. The station said that according to a staffer for Iowa Governor Terry Branstad: "After the governor found out about the numbers in your (program), it crystallized his thinking on tax feeding. Your show was a key factor in the National Governor's Association drafting a policy statement opposing tax loss feeding."

Misdiagnosis of learning disabilities in Wisconsin schools was the subject of a one-hour segment of *The Wisconsin Magazine*, on noncommercial **WHA-TV Madison, Wis. Special Ed, Special Problems** profiled three families whose children had been moved among programs without justification or diagnosed as retarded in one district but not another. The investigation took more than a year to complete because several families backed out, afraid of retaliation against their children by school officials.

WHA-TV also investigated the use of cattle prods and other aversive therapy by state facilities for the developmentally disabled and abuses by operators of membership camps-grounds.

□
WEYI-TV Flint, Mich., Reporter Tracie Savage wrote and produced a five-part series entitled "Time Clock, Time Bomb," a report on drug use in the workplace, especially in the factory.



A reformed alcoholic on WEYI-TV

Colleen Wine wrote and produced a five-part series called "Fat Chance," to help viewers choose a weight loss program.

□
WCSH-TV Portland, Me., exposed the practices of so-called "boiler rooms," phone banks that use pressure tactics to get credit card numbers from consumers. The station's consumer alert reporter Susan Kimball uncovered in a broadcast aired last May, the tactics used and revealed how New Englanders lose thousands of dollars a year from the practice.

□
KDKA-TV Pittsburgh city hall reporter, Paul Martino, came up with a list of hundreds-of-thousands-of-dollars-worth of missing items belonging to the city. The missing supplies included tractors, beds, desks, refrigerators, radios and a piano. The city controller admitted he hadn't been monitoring the inventory and said he hoped there would be a taxpayer suit so he could blame the city council. Not all of the items are still missing. During an on-camera interview with KDKA-TV, the city's parks director checked the list of missing goods and discovered her desk was included. But she still had no idea where her missing tractors were.

□
 More than 30 documentary filmmakers employed by noncommercial **KOED San Francisco** produce a dozen documentaries and dozens of minidocumentaries per year. The station's weekly, prime time, current affairs program, *Express*, won six local Emmy awards last April, and contributes pieces to PBS's

MacNeill/Lehrer NewsHour. Express has covered such issues as U.S. nuclear weapons testing, checkbook politics, California toxic waste clean-up and airline accidents. In March KOED aired "South Africa Under Siege," produced by Stephen Talbot, who went to Zambia to study the politics of the banned African National Congress, and to interview ANC's president. In June, *Express* featured a satellite discussion between Assistant Secretary of State Elliott Abrams and Nicaraguan Deputy Foreign Minister Alejandro Bendana, a week before discussion on aid to Contra rebels began in the House.

□
WDSU-TV New Orleans aired a number of investigative reports this year. Reporter Richard Angelo discovered widespread nepotism in the New Orleans judiciary. A series of reports resulted in state legislation to prevent such practices. Another series of reports resulted in the resignation, federal jury trial and prison



WDSU-TV's examination of nepotism

sentence for a New Orleans councilman accused of extortion in a land deal. **wdsu-TV** investigated the effects of casino gambling on Atlantic City after a similar proposal was made for Louisiana. The proposal was ultimately defeated.

□
KARE-TV Minneapolis has been experimenting with month-long special series on a single general topic. Last November, the station produced a 30-part series on education, looking at teachers, students, and school systems and programs. The station also conducted a statewide survey, asking superintendents of all school districts to respond. January featured a series on drunk driving, and May saw a series of stories on area radio stations and their varying formats.

□
 One investigative report by **wTVF Nashville** probed illegal gambling on electronic poker machines. The series found that such gambling was commonplace and was turning into a multimillion-dollar business. The station captured payoffs on tape that showed security guards working just a few feet from illegal payoffs. Police and prosecutors have begun to crack down on such gambling as some of the larger gameroom owners have been taken to court. In one case after police had seized some machines, **wTVF** returned to the establishment later in the day and found more payoffs taking place.

Another report probed the delicate subject of doctors with drug and alcohol problems. The station convinced some doctors who had dealt with the problem to go on the air. The series examined how easy it was for doctors to

write their own prescriptions and how friends and co-workers eventually helped abusers deal with their problem.

□

WLUK-TV Green Bay, Wis., sent an undercover team to investigate reports of poaching by hunters. Their work was included in a five-part series that examined the effort to catch and prosecute poachers and the problems law enforcement officials face. Several of the people reported on in the series were eventually convicted of poaching. The series won several awards and has been used by several groups to illustrate the problem to sportsmen and conservationists.

□

With drug trafficking a major enterprise along the Mexican border, **KTSP-TV Phoenix** aired a five-part investigative series in May tracing the distribution chain of cocaine from South America to Arizona. Research for the effort took 1-



A drug investigation on KTSP-TV

Team reporter William LaJeunesse and news photographer Jeff Hollifield to Colombia, Peru and Mexico. The series included footage of raids on cocaine operations by the Peruvian army and investigated drug-related deaths in Colombia. The series also examined how drugs are smuggled across the border into Arizona and the steps the United States is taking to try to control cocaine distribution.

□

KOAT-TV Albuquerque, N.M.'s Larry Barker undertook a comprehensive look at spy activities in the state in a six-part special report. In the 18-month investigation, Barker obtained previously secret documents from the FBI through the FOI Act. He examined spy activities throughout the state, including existing espionage investigations. The files showed the extent of activity taking place near the state's defense and technological sites. In the series, Barker interviewed former CIA and KGB spies as well as present FBI officials. Barker discovered a CIA office in Santa Fe, N.M., and traveled to Mexico, Los Angeles and Denver during his investigation to document his findings.

□

In fall 1985, Mack Trucks announced it would close its assembly in Allentown, Pa., and build a new plant elsewhere if the United Auto Workers did not agree to significant wage and benefit concessions. After months of negotiations and postponed deadlines, Mack decided to move to South Carolina. Before the decision was made, **wfmz-TV Allentown**, did a series of reports projecting the impact of Mack's possible move on the local economy, housing prices, police and social services. It

also explored unionism and right-to-work legislation, conducted polls and opened a telephone hotline with updates on the situation. The station received 6,000 calls in one week-end alone. On the eve of the decision, the station aired a two-hour talk show soliciting comments from viewers. Over 1,000 were recorded, transcribed and delivered to the Mack board and the union. Once the decision to move was made, a crew was sent to Winnsboro, S.C., where the new plant was being built. They produced a week-long series on the effects of the new plant.

□

Among the investigative reports aired by **wisn-TV Milwaukee** was a look at Kenosha, Wis., a small industrial city north of Chicago that has been plagued by unemployment, crimes by gangs and an overflow of welfare recipients from the Windy City. The governor and state legislature have taken steps to alleviate some of the problems since the series aired.



AIDS investigation on WISN-TV

Other investigative reports examined AIDS research going on at the city's veterans hospital, the switch to a community property system for marriage property classification, soaring malpractice rates and circulating shrinkage at the *Milwaukee Journal*

□

Radon proved to be a problem in the **Chicago** area as **wmaq-TV** found out. The station's investigative team worked with the Better Government Association that randomly tested 190 homes in the city and suburbs for radon, a colorless and odorless gas that is the second leading cause of lung cancer in the U.S. The samples were sent to the University of Pittsburgh, where 25% were found to have levels exceeding EPA guidelines. One home, in fact, had nine times the recommended levels. The series also revealed that the state had been aware of so-called "hot spots" but did not do anything about them. More than 8,000 letters were sent to the station as a result of the series, and the station produced a special brochure for those interested. State health directors are now investigating the problem as is the state's department of nuclear safety.

Among the documentaries wmaq-TV has done in the past year is a revisitation of the issue of facial disfigurement. The station returned to three people four years after their disfigurement to see how they had changed in the intervening years and if society has changed, becoming more accepting of the disfigured.

Another documentary focused on the fight by Cicero residents to close bars they believed led to prostitution and gambling, as well

as on the federal government's fight to open the city to blacks. After the documentary aired the town president agreed to close three taverns and the local government agreed to come to terms with the federal government by actively recruiting blacks to live and work there. The program won a Chicago area Emmy.

□

A six-part series by **wkyc-TV Cleveland** on drunk driver sentencing found that although the state has tough laws, many drivers serve little or no sentence at all. Of the 36 cases the station examined, half were plea bargained, reducing the sentence, and 16% never went to jail. The probe prompted the county prosecutor to reexamine 12 cases where the wrong sentences were assigned. In one case a judge was unaware that the state law called for anyone convicted of DWI and aggravated vehicular homicide be given a mandatory jail sentence, no probation and permanent loss of driving privileges. That judge was the prosecutor's son.

In a five-part investigative series the station examined conditions and alleged violations at a home for veterans. The charges that were brought to light because of the series are being investigated by the state health department and VFW chapter.

And when the LTV Steel Corp. announced it had filed for bankruptcy, the station spent the second half hour of that evening's newscast probing the fallout. Questions from employees and retirees were answered by a union official, the station's business reporter and a local attorney.

□

The Investigators, **wcvb-TV Boston's** investigative unit, aired a four-part series on how "commercial cults"—traveling sales outfits—exploit youths. According to the series, the cults lure the youths with promises of money, glamour and travel. But the reality all too often is that the youths, many beaten or sexually abused, are forced to work 12-hour days, seven days a week, as they are ferried around the country in station wagons and vans.

Another report by the wcvb-TV investigative unit focused on the increase in drug use by students in Boston-area schools and the apathy displayed by local school administrators to the problem. Using surveillance cameras, the team recorded students buying, selling and using drugs on school grounds.

wcvb-TV Boston traveled to Vietnam with three Boston-area veterans for a prime time documentary, *A Private Peace*. The station's Mike Barnicle, videographer Bill Hartigan and audio engineer James Fripp followed the three veterans back to the battlefield of Quang Tri Province and the cities of Hanoi and Ho Chi Minh City to see where they had fought and to meet their former Vietnamese enemies.

□

WHIO Dayton, Ohio, aired a five-part investigative series on new cancer treatments. Part one dealt with Interleuken-2, and the success it has had with some cancer patients. Part two centered on tumor necrosis factor, another natural substance that kills cancer cells. A third part looked at the drug Ampligen, used to alter cancer cells and make them healthy again. Part four examined how doctors have been treating some cancers using X-rays and

nuclear radiation. The last part traced the story of Hamilton Jordan, a former Carter aide, who underwent successful treatment for cancer at the National Institutes of Health.

A **wfsb Hartford, Conn.**, investigation into daycare centers found many parents were unaware the centers had been cited for health and safety violations. In the series of reports the station found that there is no official procedure for notifying parents. The state has undertaken steps to insure parents are now told of such violations.

WPEC West Palm Beach, Fla., sent a news crew to Cuba to do a series on life in that country. The seven-part series examined housing, education, shopping, medical care, entertainment and the workplace there. In addition the station found an area woman who had not seen her mother and one sister since fleeing Cuba in 1959. The woman gave WPEC gifts to take to Cuba, and the station filmed the emotional exchange as the Cubans' opened the gifts and the reaction by the West Palm Beach woman to the tape of the gifts being opened by her mother.

With the detachment of the Iowa national guard due to travel to Honduras to provide medical and training support, **woi-TV Des Moines** traveled to Central America to give an overview of the situation. A news crew reported sent back live satellite and telephone coverage from Honduras and Nicaragua in a week-long series of reports, probing the political and safety aspects of the mission. The station prepared a half-hour special that ran the week before the guard contingent left.

The station also aired two documentaries in the past year, one on the fundamentalist Christian societies springing up in the area and the

other on the origins of black society in Des Moines.

A story on Harlem won **WABC-TV New York** an award for "Best Local Documentary" from the New York State Broadcasters Association. It was a three-part series that looked at the history of Harlem, including the Cotton Club, Savoy and the Apollo. Today's Harlem was also examined, as speculators move in to take advantage of the neglected neighborhood.

WABC-TV also produced an investigative piece on stolen Medicaid cards. In this 10-part series, correspondent Bob Blanchard told viewers that drug dealers use the cards to purchase large quantities of prescription drugs, and sell them on the street. He said pharmacies were in on the scam and encouraged this fraud because it means millions of dollars of profits. Undercover cameras were used, one concealed in a small bag during a visit to a drug store. Outside, a small JVC camera was placed in a parked vehicle. Reporters were wired for sound and the audio was transmitted to a parked van or was recorded on a small tape recorder.

After a firefighter's death in the line of duty that could not be explained, **WBAL-TV Baltimore** reporter Jayne Miller started investigating alleged problems with the air supply system used. She found serious questions about the circumstances surrounding his death because of the way his equipment was handled after the accident. Her stories of repeated failures of the system was partially responsible for federal authorities issuing a nationwide alert about it. The first story aired in April 1985 and continued through November, when the fire department stopped using that equipment.

Another of Miller's stories began with a single incident and grew to something much larger. It began with her coverage of the death of

nine-year-old Myeshia Jenkins. She had allegedly been beaten to death by her mother and her mother's boyfriend, who then dumped her body along an interstate highway. Miller found that Myeshia had been the subject of five child abuse reports filed with Baltimore's Division of Protective Services over five years. Among the questions her story addressed were: Why did the system designed to protect children like Myeshia fail? And were there other children at risk? What followed were news stories and a series, "Look Upon the Children," in which Miller reported on the death of a two-year-old who had been the subject of multiple reports. The investigation showed serious problems in the protective services agency's ability to flag multiple abuse cases and recommended steps to correct the problems.

A **WTMJ-TV Milwaukee** investigation into school bus accidents turned up some drivers who more than one accident and other drivers operating buses without valid licenses. The report caused school board members and state lawmakers to look into the situation.

The station aired a week-long series on segregation in Milwaukee communities. The city is suing the suburbs in order to speed desegregation, the station reported. Although the city prides itself on its ethnic diversity, housing patterns have remained unchanged through the years, the station reported. The station's new Vidifont Graphix 5 was used to illustrate housing patterns.

Both the FBI and **WTMJ-TV** investigated allegations that a city alderman had been soliciting and accepting bribes. Less than 90 minutes after the alderman resigned the station aired its story on what had happened. The station also aired the alderman's first public comments after the resignation. Part of the investigation included obtaining FBI files through the FOI act.

Broadcasters put their best foot forward in public affairs

Morning news has become big news for **WNEP-TV Scranton, Pa.** The reason is its Winter-Track computer.

With the heavy snowfall in the hills of northeastern Pennsylvania, it is traditionally radio's task to inform parents and students of school closings. With a 22-county reach, WNEP-TV decided to tackle the task.

The station for several years had been using a computer hooked to a character generator to tally and display vote totals on election night.



School closings on WNEP-TV

They decided to write a computer program that would allow it to process and air school closings and delays. Now when snow hits, school superintendents in 200 districts call a toll-free number at the station and dictate the information to a news staffer. That information is available almost instantly in the control room through the computer-Chyron hookup that automatically generates graphics and can display the school information completely alphabetized either full-screen or as a lower-third crawl to be supered over programming. The time from phone call to air is often only seconds. The crawls run almost nonstop from 6 to 9 a.m. and the entire list is read and displayed in the morning newscast and on morning cut-ins.

KTVK-TV Phoenix aired a series by reporter Sue Breeding on the organ donor process. Beginning at the Phoenix Transplant Center, Breeding followed the medical staff as it dealt with the problems of transporting the organ during its three-hour span of viability. The news crew witnessed the transplant operation and interviewed the patient following surgery.

The Hands Across America fund-raiser was

covered by **KTVK-TV** with 15-minute segments following the 10 p.m. news each night. One segment sent photographer/producer Steve Bodinet to Bolivia to cover a group who wanted to thank their counterparts, the Hopi Indian tribe, for the assistance they have received from them. They offered to stand in line on the Indian reservation—Arizona's heat and vast desolate areas had produced fears that the line could not be completed through the state. KTVK-TV sponsored two miles on the interstate. To encourage people to stand in line, on-air personalities were assigned sections and



Following the organ transplant team on KTVK-TV

competed to see who could get more people involved. Crews covered the event from areas around the state and in New Mexico and Disneyland. The coverage received a 45 share.

□

Over \$88,000 was raised for AIDS research by **KTTV Los Angeles** when it aired four Rock Hudson movies on Sunday, Jan. 12, in an AIDS day fundraiser. KTTV air personalities went on the air during the movies to appeal for donations for the University of Southern California's AIDS Research Fund. Some 65 station employees volunteered their time.

□

"Crimesolvers" is a joint effort of **wuho-TV Battle Creek, Mich.**, local police and the Silent Observer organization. Each month an unsolved crime is featured on the 6 p.m. newscast, accompanied by a 60-second PSA run in all dayparts. Silent Observer offers \$5,000 to anyone who can help solve the case. There have also been two half-hour prime time access specials. Crimes that have been solved range from robbery to murder.

Wuho-TV created *Call Your Mayor*, a monthly opportunity for citizens to talk to city leaders. An area mayor appears on the 5:30 p.m. news and fields phone calls live on any municipal topic. Mayors from three cities are scheduled each month. The project has been supplemented with strong on-air promotion and local print ads. Several segments of *Call Your Mayor* have generated follow-up news stories the next day.

□

Wdvt Detroit continued a year-long effort to reduce the incidence of drunk driving with a holiday campaign aimed at adults, "Make It Home 4 The Holidays." The campaign asked adults to pledge, like their children before them, that they would not drink and drive. Area businesses got involved by distributing pledges to employees and customers. From Thanksgiving to New Year's, the station ran editorials, programming, news coverage and public service and promotional announcements on the subject.

On Jan. 15, **wdvt Detroit** broadcast an "invitation only" prayer service in remembrance of Dr. Martin Luther King at Cathedral Church of Saint Paul that was led by the Right Reverend Bishop Desmond Tutu of South Africa.

□

Public affairs efforts by **wtvr Tampa, Fla.**, this year included the introduction of "health clinics." The first, "The Blood Pressure Clinic," included blood pressure testing at area malls by hospital staffers. The volunteers took blood pressure readings of more than 5,000 people while station personnel passed out literature on controlling blood pressure. In addition, the station aired a five-part series on blood pressure and reported live from the malls. For the second clinic on better vision, the station again went to area malls and provided free testing of visual acuity and glaucoma and **wtvr's** medical specialist, Steve Geiger, prepared the series on eyesight.

□

Indianapolis station **wthr** organized a "Just Say No to Drugs" rally for area schoolchildren. Five thousand children marched in the rally and a float was entered in the Indianapolis 500 festival parade, winning a judges award. **wthr**

also assisted local the Crimestoppers effort by using commercial time to show re-enactments of crimes aired on local newscasts, detailing elements of the crimestopper process, including the need for donations to the reward fund. More than 200 felons were arrested in the programs first year.

□

WCPX-TV Orlando, Fla., sent a news crew to cover the earthquake in Mexico but also returned some months later with medical supplies it determined were needed after its first visit there. The station teamed with two local Hispanic doctors and a local Spanish radio station to send supplies and reporters to the region immediately after the quake hit. The group toured hospitals and health care cen-



WCPX-TV's gift to Mexico

ters and found an acute need for pediatric medical supplies. **WcpX-TV** helped raise funds for, among others, an oximeter, a critical piece of equipment used for blood analysis in treating infant victims of the quake. The station said it was the first oximeter to be ever used in Mexico. In all, 1,500 pounds of medical equipment were donated and delivered to Mexico in December, three months after the quake.

□

WBAV-TV Green Bay, Wis., launched a campaign to provide parents with information about missing children and to offer free photo I.D.'s of them. Through a series of special reports within regular newscasts, the station outlined the fears, misconceptions and concerns. Through PSAs, **wbaV-TV** offered a free missing children guide summarizing the information in the newscasts. By the time the campaign ended, **wbaV-TV** had given away 64,000 I.D. cards. The project received a Merit award in community affairs from the Wisconsin Broadcasters Association.

When it appeared serious flooding would hit Green Bay, **wbaV-TV** began "Operation Floodwatch." The campaign began with recruitment of stringer contacts in flood-prone areas. The station also contacted the Red Cross to initiate a partnership in preparing area residents for possible evacuation. A series of special reports dealt with potential flood problems, providing shelter locations, information on how to obtain permits to build flood walls, how to use sandbags, how to cut electricity and protect furnaces, and alerting viewers to informal meetings dealing with flood preparations. More than 60 reports aired in March and April.

□

In September 1985, **wjla-TV Washington** launched a three-month campaign aimed at combating colorectal cancer. Through community outreach efforts, news reports, public service announcements and a prime time special, the station attempted to educate the public on how to prevent and treat the disease.

Among other things, the station joined in with an area drug store chain and area hospitals to distribute free home test kits. About 32,000 of the test kits were returned for analysis, and more than 1,200 of those tested positive. The campaign received a Washington Community Service Emmy Award.

WJLA-TV has also been broadcasting *Pick Up The Beat*, an Emmy award-winning weekly that deals with issues of interest to area teenagers through music. Producers Susan Lechner and Susan Altman use music videos to try to help teenagers deal with such subjects as pregnancy, drug abuse, love and rejection and nuclear warfare.

When NBC decided to discontinue its coverage of the Christmas service at Washington's National Cathedral last year, **wjla-TV Washington** stepped in to fill the gap. It broadcast live and distributed nationally the hour-long service free to every TV market in the nation. Several members of the station's creative services division spent their Christmas day taping the service, which was fed, via satellite, to 60 TV markets, including each of the top 10 markets.

□

With more mothers going to work, **KOIN-TV Portland, Ore.**, undertook a two-week effort to examine the problems of working parents. In "Growing Kids" the station examined social pressures children face, how to teach them to say no, and differences between rural and urban youngsters. In addition to the news series, **KOIN-TV** aired two hour-long specials. One featured local family experts discussing education, adoption, religion, child care and other parent-oriented issues. The final 15 minutes was devoted to viewer phone calls. The other special dealt with a variety of issues: finding affordable day care, making television a positive viewing experience and locating abducted children.

□

Wwax Wilmington, N.C., co-sponsored a Project Graduation Party, an all-night party for graduating high school seniors at which no alcoholic beverages or drugs were permitted. According to station manager George Allen, the party was an alternative to the drinking and driving of graduation night. The station provided a lounge and pool at a local hotel, supplemental funds and a series of PSAs. The first-time effort attracted 450 graduating seniors. The state of North Carolina will institute the program throughout the state beginning in 1987.

□

"Friend Finders," broadcast by **wfaz-TV Huntington, W. Va.**, is a weekly series devoted to helping children in the community find a Big Brother or Big Sister. Each week a different child is featured on the program, which the station says, is enjoying considerable success.

□

WMAR-TV Baltimore reporter Susan White-Bowden brought a personal perspective to the station's five-part look at teen-age suicide: her teen-age son committed suicide. In the report White-Bowden interviewed parents of victims, a teen-ager who had attempted suicide and counselors and psychologists. White-Bowden testified before the Maryland general assembly and two bills were passed, one to set up a state task force another to begin in-school

counseling programs. White-Bowden also hosted a one-hour afterschool special featuring a panel of experts, a live studio audience and viewer telephone calls.

The station opened an AIDS hotline during NBC's airing of *An Early Frost*. Medical technicians from Johns Hopkins hospital were on hand to answer the some 600 calls that came in during the program. A brochure about the disease was distributed free to viewers. WMAR-TV also aired a three-part mini-series about AIDS

A major effort to study the progress of race relations won **wsmv Nashville** a Robert F. Kennedy award plus nominations in the duPont Columbia and national Emmy competition. The station assigned a staff of five to look at the 20 years since the Civil Rights Act was passed and the state of race relations. In all the station aired 11 news stories, three documentaries and a two-hour special, totaling nine hours of programming. Included were examinations of the Nashville sit-ins, racial discrimination in rural school systems, black gospel music, voting rights, forced integration at a black university, minority contractors, slavery and reconstruction, housing discrimination, the life of Martin Luther King, an integrated high school and affirmative action.

For four weeks in July 1985, **KOLR Springfield, Mo.**, ran a series of health reports on the dangers of colorectal cancer. Over 30,000 people responded to the on-air news coverage and promotion that tied into a local hospital and provided a home-testing kit.

Over the summer the station undertook a similar campaign involving diabetes screening. Over 10,000 obtained testing kits and information supplied by Health Beat reporter Terry Moore.

Among the community service projects of **WJAC-TV Johnstown, Pa.**, was Blood Donor Day, in cooperation with the American Red Cross. The day was promoted on air, with sidebar news stories about the blood donor program. On Donor Day, the station carried live updates featuring on-air talent donating blood. The noon news was anchored from the donor site, a local school gymnasium.

Another community service was the Adopt-A-Class project. A Morefield, W.Va., elementary school was extensively damaged by flood. Students at a Johnstown elementary school decided to help. They adopted a class at Morefield, exchanged letters and sent funds and supplies. The **WJAC-TV** news crew videotaped greetings from Johnstown students extending greetings to their adopted classmates then took the tape to Morefield to show it to the students. They returned with videotaped 'thank you's' from Morefield.

With the summer heat and drought in the South, **WSPA-TV Spartanburg, S.C.**, reported on the plight of farmers and the increased demand on water and electricity. The station aired viewer suggestions each night on how to save water. And on a day when the temperature rose to 98 degrees, the station sent a reporter into a parked car with a thermometer and closed the windows. Within a few minutes the temperature climbed to 116 degrees, dramatically showcasing the dangers of leaving



Heat advisory on WSPA-TV

pets in closed cars.

After a textile mill laid off workers, **WSPA-TV** aired a five-part series providing how-to information on finding a job. The series gave tips on how to market oneself and do's and don'ts in interviewing.

And **WSPA-TV** covered a 12-man relay race from Tryon, N.C., to Charleston, S.C., to benefit critically ill children. The station covered the 34-hour journey of the runners and aired a 30-minute special on the marathon.

KOMO-TV Seattle sought to establish itself as the resident expert on Expo '86 in Vancouver, B.C. The station aired several preview stories, live on-site reports preceding opening day and expanded newscasts on opening day. **KOMO-TV** arranged with Canadian Broadcasting Corp. officials and BCTV to gain live coverage of opening day activities.

The station's work had begun months earlier with the appointment of an Expo coordinator to keep track of **KOMO-TV** personnel's travel needs. Next an Expo bible—with maps, phone numbers and tentative show formats—was established. Some of that information was included in a consumer booklet on Expo tips, including prices, hotel reservations and other trip preparations. More than 12,000 have been distributed to date.

In what it described as "an unprecedented, station-wide effort," **KYW-TV Philadelphia** broadcast a live, three-hour "newspaper of the air" beginning Sunday, Sept. 15, and continuing every Sunday throughout one of the longest newspaper strikes in the city's history—46 days. *Sunday Edition* was a three-hour broadcast anchored by Diane Allen and Jerry Penacoli that featured extended sports coverage: news updates by anchor Jackie Hays; remote weather reports by Linda Gialanella, and entertainment reports by Trudy Haynes. One edition featured a live, in-studio interview with



KYW-TV's version of the Sunday paper

Mayor Wilson Goode discussing the strike's effects on the area's economy; portions of a live church service featuring a sermon by the Rev. Leon Sullivan on apartheid; commentary by some of the city's newspaper columnists; a live report from Atlantic City updating a *Miss America* story from the night before; a review of several new fall TV series; a letters-to-the-editor segment; travel and fashion segments; astrological forecasts; help wanted ads, and a presentation of the *Sunday comics* using the voices of local actors and comedians.

In addition, the station reformatted its 6 p.m. newscast to provide some of the standard newspaper information: baseball standings, stock information, nationwide weather reports and TV listings. It also expanded its 11 p.m. newscast by 15 minutes, added a half-hour of news at 8 a.m. and expanded its news updates throughout the day.

In addition to syndicated news features, **WANE-TV Fort Wayne, Ind.**, has added a healthbeat reporter to its nightly news. Anchor Liz Berry has covered local medical news, advances in surgery and health and medical care options. Berry covered the first heart transplant in Fort Wayne and followed up on 10 others transplants. (In one case, a local hospital enlisted her support to find a patient for whom a donor heart had been found. The hospital contacted **WANE-TV** and other stations in the area to run an advisory on the screen to find the patient. The patient was found in a restaurant after a friend had seen the televised advisory.) Berry has also covered cesarian births, sleep disorders, AIDS, child care, heart disease, exercise opportunities and the Fort Wayne Red Cross skin and tissue bank.

A number of other self-help features are also running on the evening news. One weekly feature is entitled "How Do They Do That?" which answers such questions as how do automatic teller machines work and how potato chips are made. A consumer series has covered such topics as how to rent movies, how to buy car insurance for teen-agers, credit card choices and problems, city and county water quality and what to look for in a security system.

Over 400 people were trained for CPR in a joint effort co-sponsored by the station, the American Red Cross and the American Heart Association. **WANE-TV** participated by airing PSAs and special feature reports on "CPR Saturday."

The station also organized a special ceremonial tribute to the Challenger astronauts that was attended by over 3,000. The half-hour ceremony was covered live by the station's noon newscast.

In February, **KCBS-TV Los Angeles** launched a community outreach project aimed at raising awareness about breast cancer. Along with a six-part news series and a half-hour special on the disease, the project offered 20,000 mammograms at one-fourth the regular cost. Working with the American Cancer Society, the station arranged for 100 health centers in seven counties to provide screening services. Women could avail themselves of the mammograms by calling the station's telephone bank.

Last fall, **KCBS-TV** let the children of low-income families rate toys hitting the holiday marketplace. The kids got to keep many of the toys and viewers got first-hand consumer ad-

vice. The project, coordinated by the station's consumer unit, took five months to put together. More than 3,000 toys were supplied by 56 manufacturers. The toys with the best scores were featured in a six-part series broadcast during Thanksgiving week. The station also made available 200,000 pamphlets listing the winners.

While the "Night Stalker" murderer was still on the loose in Los Angeles, KCBS-TV broadcast a special half-hour program consolidating the most recent information on the killer. The program also provided details on the use of home-security devices. The station's consumer unit produced a booklet containing additional security information.

"No Dope," a half-hour KCBS-TV program aimed at discouraging children from taking drugs, had not originally been intended for broadcast. The station made it for a Watts community group as a centerpiece of a project aimed at teaching children how to say no to drugs. But the station decided to air the program in the wake of the public interest in drug abuse following the drug deaths of athletes Len Bias and Don Rogers.

□

In cooperation with the American Heart Association, KCRG-TV Cedar Rapids, Iowa, developed a news and public service campaign entitled "Heartbeat." The week-long series on the dangers of hypertension were supplemented by a month-long series of 30-second promotional-informational announcements. The station offered free hypertension screenings at 65 hospitals, businesses, shopping malls and health care agencies. By the end of the campaign, 9,248 people had been screened and 910 were referred for medical evaluation.

□

Pat Minarcin, anchor for WCPO-TV Cincinnati, narrated a 30-minute video, "When I Feel Bad and Gotta Talk," designed to increase public awareness of teen-age rape, date rape and incest and the organization that helps victims, Women Helping Women. The tape features young actors and actresses relating the feelings and experiences of being a rape victim. Minarcin became involved in the project through a news series on the victims of crime, particularly sexual abuse. "Victim No More," in which he interviewed representatives from Women Helping Women.

□

WPRI-TV Providence, R.I.'s half-hour documentary on drunk driving, "None for the Road," won a regional Emmy. The music revue portrayed incidents of drunk driving that high school students would find relevant. The revue was first staged in Rhode Island's high schools and five students were eventually chosen to star in the television adaptation.

□

Thousands of North Carolina residents responded to the news of the Mexican earthquake with money, blood and other assistance. Hundreds of others were concerned when they could not reach friends and relatives in Mexico. In cooperation with a local ham radio club, WXII Winston-Salem, N.C., established an earthquake hotline and ran a series of announcements on the air offering to deliver messages to the quake stricken area. Nearly 500 callers from several East Coast



Keeping in touch with WXII

states called. All but a handful of the messages were delivered and most inquiries answered.

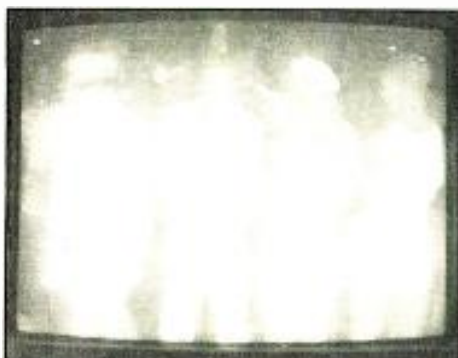
The station also provided help closer to home. Hundreds of Appalachian children go without Christmas presents. WXII did several stories on the efforts of Reverend Charles Keyes, known as the Parson of the Hills, then staged a one-day collection of toys, food and clothing in a shopping center parking lot. WXII staffers boxed and loaded two tractor trailers full of donations from the viewers to the children of Appalachia.

□

KYTV Springfield, Mo., brought its viewers two weeks of live broadcasts from 15 locations in Missouri and Arkansas. "Celebrate the Ozarks" was produced between July 21 and Aug. 1, for the 6 and 10 p.m. daily news shows. Thirty employees toured the area in vans, cars, a motor home and a 55-foot production truck, sending their stories via a satellite newsgathering vehicle brought in for the series. Personal computers were used to transmit news scripts and information from the station to the sites. The promotion department provided theme music and promos, separate news openings were developed for each broadcast, and 32 radio spots, 16 print ads and 23 on-air spots were produced.

□

On July 6, a 16-year-old Jackson, Miss., youth was shot in the parking lot of a local mall where two youth gangs had converged. The murder culminated months of bitter struggle for turf in the city. Frank Melton, chief executive officer of WLBT Jackson, Miss., arranged a meeting with gang leaders. They told him of their distrust of police and their need to avenge their friend's death. Melton arranged other meetings, one of which was covered live by WLBT, with the gang leaders at which the mayor was also present. The event was covered by the rest of the local media with the station realizing



Gang intervention by WLBT

it was walking a "tightrope" between coverage and conflict of interest. As a result of the meetings, gang members painted over a number of symbols they had placed throughout the city and turned over their arsenal of weapons. Many of the former gang members are employed and some are building a teen center/job placement center.

□

The high number of high school dropouts in the city and adult illiteracy were issues addressed by noncommercial WTVS Detroit. The station produced four and a half hours of prime time programming to raise viewer awareness of the fact that more high school students drop out of Detroit's public schools than graduate. Programming included a special edition of a minority affairs program giving viewers access to the superintendent of Detroit's public schools; a one-hour documentary, *Sidewalk High*, profiling six dropouts; discussion during a weekly public affairs program, and a live, 90-minute town meeting, *Graduation is the Bottom Line*, that linked citizen task forces at each of Detroit's 22 public high schools. Three of the city's commercial stations donated remote equipment and reporters for Bottom Line.

WTVS set aside the month of January for "Project Literacy," a campaign designed to help educate the more than 600,000 functionally illiterate adults in northern Michigan. The station recruited 1,800 tutors and was contacted by 1,700 adults who wanted help. It produced a half-hour documentary about being illiterate in a literate world, *Moses, Andre and Tina: The New Readers*, and a 30-minute minitelethon featuring literacy experts and videotaped former illiterates, plus special editions on regularly scheduled shows.

□

Wisc-TV Madison, Wis., and the March of Dimes joined in a month-long campaign to educate women on prenatal care and healthy pregnancies. The effort coincided with the foundation's "Healthy Baby Week" and began with a station solicitation for baby photographs. From 500 sent in, 52 were selected to be featured on the evening newscasts that month. Wisc-TV aired a special five-part news series during baby week, with reports covering special needs births, acceptance by other siblings, medical technology to detect birth defects and government-sponsored programs for the poor. One of the 5 p.m. newscasts was broadcast live from Madison's St. Mary's Hospital, where health officials reviewed the stages of pre and postnatal care. Throughout the month the station aired PSAs discussing proper diet, exercise for pregnant mothers, teen-age pregnancies, fetal alcohol syndrome and the role of fathers.

Last November the station aired a week-long campaign on teen-age drug and alcohol abuse. The campaign was an outgrowth of a survey by a local parent group on the levels of abuse. It began with a 10-part examination of substance abuse, its relationship to crime, treatments available and prevention programs. On the midday newscasts, two teachers and two students discussed what their school was doing to help abusers. On another show representatives from state alcohol and drug councils discussed how to identify problems, and treatment and prevention pro-

grams. One 5 p.m. newscast was devoted to the issue, traveling to various high schools to discuss the problem. Included in that program was a question-and-answer session. The station's weekly public affairs program interviewed two former student drug abusers and two counselors from a drug referral agency. PSAs were aired with station personalities discussing warning signals of abuse and agencies that could help. One local referral agency reported a 20% increase in calls after the campaign aired.

The station has continued with its Wednesday child feature, where the station works with Big Brothers/Big Sisters to provide companionship to young boys and girls. After children are matched, the station tapes the excursions between child and volunteer and edits the material for inclusion on later newscasts.

To commemorate the 200th anniversary of the signing of the Constitution, **WNEV-TV Boston** began a 14-month public service campaign, "We the People..." The campaign, which began July 5 with 2½ hours of local programming, celebrates the Constitution with special programs, documentaries, young people's specials and 60 one-minute inserts, culminating with the Sept. 17, 1987, anniversary of the signing of the document. The inserts are syndicated nationally by Syndicast Services, and feature celebrities and individuals from all walks of life explaining what the Constitution means to them. A series of five specials is planned. The first, which has already aired, was "The Chief Justice and the Kids," in which Supreme Court Chief Justice Warren Burger, who is chairman of the Bicentennial Commission of the U.S. Constitution, was interviewed by 13 student reporters from around the country.

As part of its year-long "To Your Health" campaign, **WNEV-TV** addressed the problem of the hungry in Massachusetts through a series of editorials and public service announcements, the printing and distributing of a resource sheet and the playing of a softball game featuring former Boston Red Sox star Carl Yastrzemski.

The highlight of the campaign was a one-hour documentary, "Empty Plates...Hunger at Home." Narrated by health editor, Alan Xenakis, M.D., the special examined the state's hungry through profiles of victims and interviews with representatives of food banks and shelters, and with public officials.

During the 1985 holidays, **KIRO-TV Seattle** undertook a six-week series to help families in need. In a 13-hour food drive (the deposit site was manned by KIRO-TV personalities) the station raised 15 tons of food and \$70,000. A two-week series spotlighting families in need brought in clothing, furniture and job offers in addition to food and money.

Another public affairs effort attempted to help smokers quit. The campaign, in conjunction with the American Lung Association, kicked off with a party at a local restaurant. Admission to the party was one pack of cigarettes. The station followed with daily stories on the evening news on how to quit. KIRO-TV and the ALA produced an anti-smoking booklet of which 40,000 copies were distributed. The surgeon general, Dr. Everett Koop, spoke

at a KIRO-TV sponsored breakfast on anti-smoking. Koop also participated in several PSAs and was featured in news stories about the campaign.

In another health-related public affairs effort, the station received 50,000 requests for the KIRO-TV diet after it aired a three-week series on losing weight. Each evening the station examined an aspect of weight loss such as traditional and untraditional diet methods, exercise and eating disorders. On-air quizzes on diet and weight loss were given and the station's regular *Housecalls* series featured stories on weight-loss issues.

WABC-TV New York's Morning Show is hosted by Regis Philbin, who also appears on the national cable network, Lifetime, and Kathie Lee Johnson. For the month of June, the staff visited ethnic communities including Harlem, Astoria, Queens, Bay Ridge, Brooklyn and the



WABC-TV's Morning Show from Harlem

Bronx. According to **WABC-TV**, between 2,000 and 5,000 spectators turned out to watch the 90-minute program air live from the street. To wrap up the project, the program was aired live from a boat at the foot of the statue of Liberty on July 3.

On **WABC-TV's** *Tiempo*, a program that focuses on the Hispanic community, interviewees have included Cesar Chavez, president of the United Farm Workers of America; Robert Garcia, New York congressman, and David Vidal, former correspondent for *The New York Times*. *Tiempo* has also produced investigative reports on Medicaid fraud, the Yonkers school system and the drug, crack. In an effort to provide a service to the community, **WABC-TV** says *Tiempo* has produced programs on summer jobs, employment alternatives, adoption, the single male parent, the teen-age parent, baby health and the diet of Hispanics.

According to **WABC-TV**, *Like It Is With Gil Noble* is the "longest running black-produced television program in the country." It is a one-hour program on political and economic issues, locally, nationally and internationally. **WABC-TV** says *Like It Is* has received 500 community awards and seven New York area Emmy awards and some of the programs are being distributed to schools across the country. Subjects addressed on the program have included drug abuse (a six-part series on "crack"), events in South Africa, U.S. involvement in Nicaragua and documentaries on blacks who have made history.

Other public affairs efforts by **WABC-TV** include 60-second public service announcements during June and July highlighting student achievers, called "The Best of Class." General Motors participates in the project. An-

other program, *Crime Stoppers*, calls on viewers to help stop crime. **WABC-TV** reports the show has helped in the arrest of many criminals in the New York area.

KTVY Oklahoma City aired a month-long campaign on the early detection of colon cancer. Eleven lives were saved after viewers learned they had colon cancer after participating in a testing program sponsored by KTVY in which 37,000 test kits were distributed free to the public.

The problems families face as members age constituted a major series on **WTVF Nashville**. The project examined the needs, concerns, problems and joys of growing older. The campaign began with a 16-part news series that covered elderly abuse, medical and financial advice, and services for the elderly. The station found there was no area clearinghouse for the elderly to find out what was available. In response, the station developed a Helpline, which was inaugurated with a three-hour prime time special. The show, which included a taped message from President Reagan, logged over 1,500 calls. The series took three months to produce and included manpower from all areas of the station. Stories on aging continue to be included on **WTVF** newscasts each week.

WAVE-TV Louisville, Ky., did a series on colorectal cancer in early 1986, offering free tests and other information about the topic. The response was so overwhelming that the station dedicated a reporter exclusively to cover the medical news, beginning a daily "Healthcast" report. Those segments have ranged from heart transplants to tips on exercising in the pool.

The station's troubleshooter until has offered daily consumer information and solved numerous viewer problems. Co-anchor Christy Callahan has expanded her "Christy's Kids" missing children reports. After requests for more "good news," the station has created a new feature, "Positively Kentuckiana," to give the lighter and more uplifting side of life.

To serve the substantial minority populations in its area, **KTSF San Francisco** has instituted a weekly public affairs show, *Asian Journal*. Each week, on a rotating basis, the station looks at issues affecting the Chinese, Japanese, Korean and Filipino communities. Often the interviews are done and broadcast in the native language. That move could be potentially life saving, the station points out, as in the case of stories on earthquake preparedness, done in both Japanese and Chinese.

Picking up on an idea done by **KTSP-TV Phoenix**, **WDAF-TV Kansas City** put its satellite news-gathering truck on the road for the month of May. Each week, one of the station's two primary anchors delivered the evening newscast from a regional site. The campaign began with a look at Lawrence, Kan., home of the University of Kansas. Next came stops in Weston, Mo., a town of many beautiful antebellum homes; the Army base in Fort Riley, Kan., where the station looked at who's joining the new Army and star wars research; the vacationland in the Ozarks, and the home of Amelia Earhart, Atchison, Kan. The stop in Fort Riley

was an adventure in itself. Weather had forced the live broadcast to be relocated to another site. While setting up at the second site, an onlooker noticed a wire on fire. Equipment personnel scrambled to cut power to the satellite truck and bring down the dish. The spare part needed to fix the problem was on hand and the truck was back working at 5:55, five minutes before the evening newscast.

□
WMAQ-TV Chicago backed up a month-long effort focusing on minority business with a three-part news series on the subject. The series saluted minority business leaders and encouraged others to start their own businesses. Reports showed what businesses to choose, how to get started, how to compile a business plan and select a marketable product. Minority entrepreneurs, who told their success stories, were profiled. Other areas of the station got involved in the project, airing PSAs, editorials and a documentary.

□
Kovr Sacramento, Calif., aired a list of needy area families and agencies before Thanksgiving, urging viewers to help the less fortunate during the holidays. And the station participated in the massive relief effort after floods hit the area last February. Kovr anchors joined counterparts from three other stations in a PSA effort to aid victims of the flood.

□
Immediately after the Mexican earthquake on Sept. 11, **KHOU-TV Houston** contacted the Fiestas Patrias Committee, a local Mexican-American organization, to enter into a joint effort to secure and transport relief supplies. By the next morning, 13, 45-foot trucks started taking contributions and KHOU-TV promos were airing telling people about the relief effort. In five days, 90 tons of relief supplies were collected.

Last February, **KHOU-TV** opened its consumer hotline office, comprising consumer affairs professionals, station reporters and community volunteers. The office handles an average of 200 cases each week, with representative cases featured on the 6 and 10 p.m. news.

□
Response to a tax show on **WATE-TV Knoxville, Tenn.,** was so strong the station added another live phone-in call program offering tax tips. In the first show, the station assembled a panel of experts to answer tax questions from the audience.

As part of news coverage of a major strike by Alcoa employees, **WATE-TV** visited the town named after the company and reported what effect the walkout was having. Coverage included a review of how the union and management had worked together in the past to build parks and playgrounds and the long-term effects if the strike continued.

□
In conjunction with a local hospital and pharmacy chain, **WFMZ-TV Allentown, Pa.,** featured a three-week series on colorectal cancer called "The Test You Can't Fail." Free stool sample kits that allowed viewers to test themselves for indications of cancer were made available. Almost 50,000 test kits, twice the expected number, were distributed. The series highlighted local individuals whose lives had been saved by early detection. The series was promoted with an extensive print, radio and televi-

sion campaign that featured testimonial endorsements from local public officials and community leaders. Because of the station's efforts, 60 to 70 people discovered cancerous tumors early enough to be saved.

□
Viewers in the largest state, Alaska, which has a population of only 500,000, were brought together for discussion through a live, one-hour-weekly, public affairs program, *Alaska On Line*. Produced by noncommercial **KTOO-TV Juneau** with support from the other member stations of the Public Television Network of Alaska, *Alaska On Line* was underwritten by



On the set of Alaska on Line

ALASCOM, Alaska's long-distance common carrier, which provided its state-of-the-art telecommunications facilities to the program. **ALASCOM's** participation enabled *On Line* to connect the four network stations with remote Alaskan communities, and cities as far away as Washington. The program uses major spokesmen, documentaries, polls and call-ins to develop issues such as subsistence rights for native Alaskans, child abuse in rural Alaska and the impact of declining oil revenues on Alaska's economy.

□
WJW-TV Cleveland and the American Legion teamed to bring a Christmas parade back to that city. **WJW-TV** aired the two-hour parade live that included over 100 units drawing a crowd of 75,000. The station's *P.M. Magazine* personalities hosted the parade while **WJW-TV** late-night movie hosts provided further commentary along the route.

And the station help registered 5,000 during a live, two-hour special on CPR training. During the special the station talked to community leaders, local celebrities, heart attack victims and CPR veterans, and reported on recent heart research. The Red Cross manned the phone and aided in keeping track of the registrants.

□
For the fourth year in a row, **KDKA-TV Pittsburgh** commentator Al Julius asked the community to contribute money to buy Thanksgiving turkeys for the needy. The campaign came on top of the station's drive to raise relief for flood victims and the annual Children's Hospital drive. Nevertheless, \$345,000 was raised to put turkeys on the tables of the down and out.

Through the sponsorship of Landmark Savings, **KDKA-TV** and American Data Captioning Inc. closed captioned the station's 6 p.m. newscast during May and June. The experiment was such a success that Landmark extended its sponsorship and the 11 p.m. news-

cast will be captioned through April 1987. Following the announcement of the extension of the closed captioning, a large group of hearing impaired people demonstrated outside the station to thank the station.

KDKA-TV celebrated Black History Month with a series of five long-form reports on issues of importance to Pittsburgh's black community: the high rate of black infant mortality, the only black swimmer in the Big East conference, local black political leaders, education from the perspective of a black student and a primer on Pittsburgh's black history. The station also offered daily PSA salutes to local and national black leaders.

□
When a vocal group of **Joplin, Mo.,** residents convinced the city council to ban the sale of adult magazines and videotapes, **KODE-TV** undertook a survey to determine what general resident reaction was. Choosing a random sampling of the population, **KODE-TV** interviewed several hundred residents by phone. While the poll found respondents generally shared the anti-porn group's desire for children to be protected from such material, it also showed they were concerned about censorship and the right of adults to read and see whatever they choose.

The survey was used in a five-part series, serving as a springboard for stories on the availability of adult material in Joplin, the history of enforcement efforts and the views of experts on the impact of pornography on adults and children.

□
Crack is now prevalent in many major cities but especially in Miami. **WTVJ Miami's** public affairs show, *Montage*, went to buyers and sellers to review the problem. Reporters got a drug dealer to demonstrate how to make crack and one of his best customers, his mother, to smoke it on camera. **WTVJ** also talked to recovering addicts and drug enforcement officials.

WTVJ also tackled the right-to-die issue in *Montage*. It accompanied doctors making rounds in a local intensive care unit and showed doctors agonizing over whether to unhook life-support systems. Reporters talked with families of comatose patients, doctors and priests. In one instance the station videotaped a family deciding to turn off the life support system and its actual disconnection.

□
Among the public affairs efforts of **WTTG Washington** was a special show on drug education and awareness. The highlight of the show was an exclusive interview with Nancy Reagan. Other guests on the program included a recovered addict and her parents, a representative from a drug rehabilitation group and university students who acted a short play for children on how to say no to drugs.

Another drug story focused on crack. **WTTG** devoted a two-part program to the subject, interviewing undercover agents placed in public schools, a school attorney and Education Secretary William Bennett.

A campaign by **WTTG** to inform viewers about problems concerning the Chesapeake Bay is a year-long project. It included ongoing coverage of developments concerning the bay, a children's program, public service announcements, "infomercials" and a booklet. To kick off

the campaign. WTTG aired a special. *The Chesapeake Bay: A Heritage Worth Preserving*, hosted by anchor Maury Povich.

WTTG reports that it conducted telephone polls on its 10 p.m. newscast, to give viewers a chance to voice opinions on issues such as Contra aid and the bombing of Libya. A "900" number was used, and at the end of the newscast, the results were announced.

□
Wtvo Rockford, Ill., has initiated a "People and Places" feature on its newscasts, done by the principal anchor, that focuses on good news, local personalities and landmarks. It also has continued its "Friday's Child," series, profiling children in Big Brother/Big Sister programs. It has increased the use of anchors as spokespeople in public service announcements. It also continues live coverage of a local annual Pro/Am golf tournament on behalf of a local hospital.

□
On the eve of the U.S.-Soviet summit, **WBZ-TV Boston** broadcast a one-hour special that included a movie made by young people about their fears of nuclear war and foreign relations. Hosted by Christopher Reeve, the program encouraged adults and children to talk about their concerns.

□
When educational leaders approached **WAND Decatur, Ill.**, general manager Barrett Geoghegan with a list of 100 possible story ideas and a request for air time. *The Education Advantage* was born. The 30-minute bi-monthly public service program is hosted by Kim Sherwood, 6 p.m. and 10 p.m. co-anchor, who consults with school district personnel to discuss story ideas and provide information to the assignment desk for coverage. The program is a compilation of staff reports and other calendar, award and grant information in Chyron form, tied together by the host. The week preceding the program, the station features teaser reports on the 6 p.m. news.

□
Following the Mexican earthquake, **wxtv Paterson, N.J.**, produced a telethon that was broadcast live via satellite to 20 Latin American countries and Spain. The telethon was put together in less than a week. Special promotions were produced, 50 emergency telephone lines were connected and superstation WRBS picked up the signal. Many Hispanic stars participated. The station raised \$10 million, which was given to the Red Cross.

One month later another catastrophe, this time in Colombia, for which a similar effort was made. Colombian celebrities hosted the show. Again, 50 telephone lines were manned by stars. The telethon was transmitted live via satellite to more than 10 countries. Wxtv printed a booklet that contained information to coordinate the effort. More than \$6 million was raised.

□
To spotlight the contributions of local residents, **KNBC-TV Los Angeles** developed a year-long campaign to recognize leaders in the community. It was kicked off with a one-hour prime time special, *Color Us California*, in January that examined the rich international ethnic flavor of Los Angeles. In each week since then, KNBC-TV has aired presentations highlighting the accomplishments of individ-

uals and groups. The station asked local newspapers, volunteer agencies, city halls, chambers of commerce plus other individuals and organizations to suggest worthy candidates to be featured. Among those featured was an Anaheim resident who formed a neighborhood organization to improve the look of the area, a woman who organized an effort to rebuild the Seal Beach Pier, destroyed by a storm, and a man who donated and planted 115 trees in Verdugo Park.

□
Rochester, N.Y., city officials advised residents not to drink the water unless they boiled it first due to fecal coliform bacteria in the water. The advisory went into effect July 7, just before the city's largest festival. **WHEC-TV** pro-



Water works on WHEC-TV

vided a tanker of water to those attending the festival and to vendors. It also provided free water to neighborhood associations. In all, 8,000 gallons of water was distributed to more than 15,000 residents.

□
Last September, **wsvn Miami** conducted a stationwide examination of cocaine and its related problems. Three months of planning went into the effort, which included nightly news and feature reports from anchors, and health and investigative reporters. The campaign climaxed with a hour-long documentary through brochures were distributed.

For 20 days in May **wsvn** broadcast complete newscasts from remote locations in south Florida. The 40 broadcasts ranged from the Everglades to Little Havana. During a segment at the Miami Seaquarium, anchor Peter Ford rode a killer whale. And anchor Sally Fitz rode aboard an F-16 Falcon fighter in a simulated bombing run during a newscast from Homestead Air Force base. Wsvn used its helicopter to provide live aerial shots of the remotes and provide last-minute scripts for the newscasts. Wsvn carried a staff of between 15 and 20 to set up each day's newscasts. The station also instituted a "Live at Five" segment, backed by a \$2-million budget that included an addition of 12 staffers. New hardware included ENG and production units and an outdoor studio on Biscayne Bay.

□
KCNC-TV Denver provides extensive coverage of the Coors Classic, a 10-day bicycle race from San Francisco to Denver. Station reporters and photographers covered the race from beginning to end, following the racers and providing daily satellite updates for the evening newscasts. Following the event, the station aired a prime time special recapping the race.

KCNC-TV aired a live 30-minute special after its late news on the night of the annual charity diabetes fund-raising ball in Denver. The gala

draws many Hollywood celebrities for the benefit of the Children's Diabetes Center in Denver. The station's entertainment reporter hosts the show, which features taped interviews with stars and pre-produced stories on preparations for the event.

As part of Halley's comet reappearance, **KCNC-TV** aired in a 27-part series for elementary age school children. The concept centered on a poster that included 27 comet-related topics. Children watched KCNC-TV's 5 p.m. news to see what topic would be covered and answered a question on the topic that accompanied the poster. Classes with the all the correct answers entered a drawing with the winners receiving either a telescope or computer.

□
Phil Benson, reporter for **wowk-TV Huntington, W.Va.**, offers the thrice-weekly "For Your Health" on the noon and 6 p.m. news, dealing with everything from colorectal cancer and panic attacks to blood donation. Reporter Dean Sturm focuses on "the Senior Scene" each week, with tips on managing pension funds, planning for retirement and exercise for the elderly.

□
For **wCBS-TV New York**, coverage of the Statue of Liberty centennial was the largest undertaking in the history of the station. It devoted more than 20 hours of programming to "Project Liberty," including two prime time broadcasts, each one hour; a half hour news special on Ellis Island; "massive" coverage of Liberty Week festivities, including newscasts originating from Governor's Island; two editions of its weekly public affairs series; a half-hour children's special; editorials; several 30-second "moments"; public service announcements, and station identification breaks that featured ancestral photos of New York area residents.

Planning and coverage began several months before Liberty Week. Because many events took place on ships or islands, arrangements had to be made for telephone lines, camera locations, FBI clearances and staff schedules. More than 200 staffers were involved in the coverage.

Wcbs-tv used actors Colleen Dewhurst, Cleavon Little and Bruce Adler to host one of the hour-long prime time shows. *The Lady Next Door*. It traced 100 years of New York and American history. The other hour-long program focused on families on New York's Lower East Side and on a 92-year-old school. Third Street Music School Settlement. A public affairs program, hosted by wCBS-TV anchor Roland Smith, compared the lives of turn-of-the-century immigrants with today's immigrants. Another program, a family special, used clay animation to tell the story of a little boy's discovery of the Statue of Liberty.

"Project Liberty" was sponsored by Subaru, Bell Atlantic, Bowery Savings Bank and U.S. Commemorative Coins.

□
The September 1985 earthquake in Mexico City affected over 100 North and South Carolinians who were visiting in Mexico, including a number of insurance agents attending a convention. **WLos-TV Asheville, N.C.**, set up an earthquake hotline to help find Carolinians who might have been caught in the quake. It organized a team of ham radio operators to broadcast to Mexico, then ran a series of PSAs

asking viewers concerned about loved ones to call the station. The station recorded the names and last known whereabouts of the missing, then passed that information to the ham radio operators. Of the 122 people sought, the station reached 81 of them, all of them unhurt. It then called the viewers to tell them the good news. The station received two congressional commendations and several national awards for their efforts.

□

Harvard law professor Alan Dershowitz, who represented Claus Von Bulow on appeal, wrote a book about his client in which he criticized the Rhode Island judicial system. **WJAR-TV Providence, R.I.**, invited Dershowitz to debate the head of the Rhode Island Trial Lawyers Association. The hour-long debate was moderated by investigative reporter Jim Taricani and a reporter from the *Providence Journal*.

Malpractice: Who Pays? was a one-hour special focusing on medical malpractice insurance, with a studio audience and a panel of experts. The station is experimenting with this format for hour-long specials and expects to do others. Another hour-long special, *Just Say No: Wasted...Or Not?*, anchored by Patrice Wood, featured area teen-agers talking about how they overcame drug problems. *It's Up To You* was a half-hour special teaming the station's health and medicine reporter with their consumer reporter to provide a consumer's guide to selecting a doctor, medical insurance and pharmacist.

□

WKYC-TV Cleveland's public affairs program, *Feagler*, created national headlines in January over Senator Howard Metzenbaum's (D-Ohio) comments on Libyan leader Muammar Khadafy. "And maybe we're at that point in the world where Mr. Khadafy has to be eliminated," Metzenbaum said. Q: "You mean literally?" Dick Feagler asked. A: "Literally. Literally. Why not? If he's a party to killing innocent Americans, innocent people from all over the world without any compunctions whatsoever, then why need we have such compunction about seeing to it that he personally..." Q: "So we assassinate him?" A: "It would not be the first time."

□

In conjunction with the Documentary Guild, **KING-TV Seattle** committed \$100,000 as well as the time and talents of people from every department to arrange a satellite conversation, a "Citizen's Summit," in which people from the U.S. and the Soviet Union could talk about themselves and each other, face to face.

In cooperation with Gostelradio (Soviet television), 150 to 200 participants were selected by each country. Vladimir Pozner, a Soviet journalist born and educated in America, was chosen as moderator on the Soviet end, Phil Donahue on the American. On Dec. 29, after months of preparation, the summit was broadcast throughout the Northwest. It was also syndicated by Multimedia Entertainment, syndicator of *Donahue*.

The goal of KING-TV's Getting to No project was to help parents and children deal with the growing drug abuse problem. The three-phase project included on-air programs and promotions and community outreach activities.

Phase one was a documentary dealing with drug abuse by teen-agers. The second phase featured radio and television spots focusing on young people who had been through local treatment programs and who encouraged viewers to call a special hotline number for information. Over 1,000 calls were received and the PSA's won an award from Action for Children's Television. The third phase dealt with parents. A second documentary on parental denial aired. Tapes of the special were used with other KING-TV-produced materials to train volunteers for workshops in 91 Puget Sound communities.

□

The **Group W** television stations cooperated to produce *For Kids' Sake*, an extensive, year-long public affairs campaign designed to raise



For Kids' Sake by Group W

"public consciousness on issues affecting the quality of life for young people today." It was initiated by Group W's wbz-tv Boston in 1985 and carried by all Group W television stations in 1986. The campaign was made available to the broadcasting industry at NATPE in January 1986 and, to date, has been purchased by television stations in 33 markets.

For Kids' Sake involves a package of prime time programs, on-air promotions, "commercial" vignettes for use by *For Kids' Sake* sponsors, specific campaign philosophy spots, public service announcements, graphic animation, music beds and collateral material.

Participating stations selected a minimum of four programs from a menu of programs produced by each of Group W's five stations covering topics including: drug abuse; racial, religious and ethnic heritage; divorce and contemporary family life; career planning; the adult-child communication gap; young people's fear of nuclear war; street kids, and issues of American education.

The formats of the specials varied. For a treatment of divorce and its effects, a 30-minute show was adapted from a play written by a 12-year-old Pittsburgh boy about his own experiences. Titled *Tender Places*, the wbz-tv produced show starred Jean Stapleton and Freddie Koehler and won a 1985 Peabody award.

School on Trial is a one-hour program that examines American education. Its unusual format presents a case study of a hypothetical high school to a panel of education experts. To stimulate response from the panelists about the school's problems, moderator and Harvard law professor Charles Nesson presents the case study as if the panelists were in the situation themselves.

In addition to the programs, the campaign was backed up with editorials, investigative

news reports by the stations: wbz-tv Boston, kyw-tv Philadelphia, KPX San Francisco, KDKA-TV Pittsburgh and wjz-tv Baltimore.

□

When the training of Colorado National Guard troops in Honduras became a hot issue, **KDVR Denver** public affairs director Joan Golden and photographer Charles Gary jumped at an invitation from the guard to accompany them to Honduras and see the training exercises firsthand. Scrambling in and out of C-130 transports, helicopters, armored vans and an army truck, the two followed the troops for a week. When they returned, their footage was edited into a special half-hour edition of Golden's public affairs program, *Mile High Magazine*. It was the first time a station crew has gone out on assignment (the station is an independent UHF with no news department).

The station joined the fight against teen-age alcoholism with a public service campaign, "It's Okay to Say No." In addition to discussing the topic on *Mile High Magazine*, the station produced a PSA featuring teen-agers at a local high school, and sponsored an essay contest among Denver area students. KDVR won an award from the Mile High Council on Alcoholism for its efforts.

□

In conjunction with the passage of more stringent alcohol-related laws in Virginia, **wHSV-TV Harrisonburg, Va.**, instituted a substance abuse public service campaign. The campaign began in February 1986 with a task force meeting for teen-agers from all 26 area high schools. At the meeting, which was also attended by parents and representatives of local substance abuse agencies, wHSV-TV announced a public service announcement writing competition, with the entries of four schools to be selected and aired on TV. In April, wHSV-TV and the all-division basketball team produced 10-, 20-, 30- and 60-second PSAs urging students not to abuse alcohol and drugs. In April, a second task force meeting was held, winners of the PSA contest were announced, and the National Association of Broadcasters' "Stop the Madness" videotape was screened. The meeting was covered on the wHSV-TV news. The campaign was inexpensive, with wHSV-TV covering the costs of brochures, bumper stickers, newsletters, postage, shooting and editing of the PSAs and donated air time.

□

All departments of **wKBW-TV Buffalo, N.Y.**, including the news staff got involved in an effort to beef up attendance at local cultural institutions during February. Free admission was offered through a fast-food chain. Feature reporter Mike Randall, in Indiana Jones gear, described unusual and overlooked places to visit. Station staffers made personal appearances and PSAs promoting the zoo, botanical gardens, library and museums were aired.

□

KUSA-TV Denver last December launched a campaign against drinking and driving, in what it said was probably its most extensive such effort. The project, dubbed "Smart, Safe and Sober," involved both on-air programming and the station's first direct-mail campaign. Timed to coincide with National Drunk and Drugged Driving Awareness Week, Dec. 15-21, 1985, KUSA-TV News aired a five-part series

on the results of drinking and driving and a two-hour prime time special comprising an hour-long Gannett documentary and live remotes from around the state supplemented by studio segments with news anchorman Ed Sardella. The station fielded more than 1,500 calls on a phone bank it kept open for an hour and a half after the program aired, and repeated the show five days later. The campaign included the distribution of safety booklets, teaching guides, bumper stickers and a series of on-air public service announcements.

KUSA-TV's other public affairs efforts during the year included their continuing program to honor volunteers in state and local organizations, a health fair program to provide professional health screenings across Colorado and an annual food drive. The station also aired a two-part series, "You Be the Editor," in which different news scenarios were aired. Two weeks later, viewer choices on how to handle the depicted situations, tallied through local newspaper ballots, were discussed along with choices of Denver news executives.

WISN-TV Milwaukee joined with the American Lung Association in a campaign to help smokers quit. For 20 days the station aired a series of health segments on how to stop smoking and the station spent three weeks following five residents who volunteered to quit smoking. Reports included the physical, emotional and social changes the new nonsmokers were going through. In addition, 35,000 "We're Kicking Butts" manuals were distributed and it was estimated that 6,000 quit the cigarette habit.

Among other public affairs efforts was an examination of children of alcoholics. The three-part series focused on their physical and emotional disorders of those who had dysfunctional parents.

Another three-part series examined testicular cancer, most common in men 29-35. The series provided medical information and gave instructions on self-examinations. Some 1,300 brochures on the early warning signs were distributed.

And the station raised \$38,000 for Children's hospital with the help of its satellite newsgathering van. The telethon was a joint effort of KSTP-TV Minneapolis and WISN-TV Members of the Minnesota Vikings and Green Bay Packers urged viewers to give to their respective local charities. The live satellite broadcast aired for four hours on June 1.

WISH-TV Indianapolis organized a "WISH Kids" segment that profiled terminally ill children and provided each of the lower income families with a wish-come-true. Under the direction of reporter Debby Knox, and with the support of local Pepsi bottlers, over \$100,000 was raised for the children.

After the Oklahoma oil boom had busted, there was little incentive for new businesses to locate there. **Tulsa, Okla.**, lost a bid for a 3M plant on the issue of quality of education. **Ktul-TV** there saw the opportunity to help viewers understand what a good educational system could mean to the economic health of the state. The result was "Education Report Card: Making the Grade," a five-week effort that included eight news series, four half-hour news talk shows, one half-hour news documentary,

two commentaries, one editorial and a two-hour educational skills test. A series of promos was done by station talent, and endorsement spots were taped with three of the state's leading educators. In addition, 100,000 promotional flyers on the skills test were distributed to schools.

The Hands Across America campaign provided **WNYT Albany, N.Y.**, the opportunity to examine hunger in its area. A five-part news series became the focal point for a statewide effort to raise viewer consciousness on the issue. The station, in addition to the news series, began a food drive among area supermarkets, held a drawing to send viewers to



WNYT looks at the hungry

stand in the Hands Across America line and produced a documentary on causes and solutions to hunger. The series pointed up five hunger categories: the homeless and destitute, the elderly on limited incomes, children on welfare, those who have been laid off and others who do not make enough money to make ends meet. The series interviewed those who fell in those categories as well as experts in those areas.

And the station gave a behind-the-scenes look at television during TV Awareness Week. The stationwide five-part series attempted to show television's role in the lives of its audience. It examined how editorial decisions are made, why millions are spent on local newscasts, how programming decisions are made and what viewers can do to be a responsive community. The series ended with General Manager Don Perry answering viewer questions in a call-in program.

Inside the Rotunda is a twice monthly public affairs program on **KDSM-TV Des Moines, Iowa**, that goes behind the scenes of Iowa politics. The live 30-minute program regularly features a county auditor, a law professor and a newspaper reporter in addition to various guests. Topics have ranged from the governor's trade mission trip to the Soviet Union to the state's governmental reorganization plan.

KDSM-TV broadcast highlights of Iowaide, a concert designed to help the state's farmers. Forty Iowa musicians contributed their talents while money and food were raised for the Farm Crisis Hotline and the Food Bank of Iowa. A 20-member production crew recorded the seven-hour concert and edited it into a two-hour prime time special that evening that included a phone number for pledges.

The station also aired a half-hour documentary on the state's special Olympics. The program aired segments of the games and inter-

views with coaches, organizers, athletes and volunteers.

Drinking and driving during high school proms and graduation were addressed in a novel fashion by noncommercial **WFUM Flint, Mich.** The station created a two-hour program block on April 15 that combined a syndicated documentary, a regularly scheduled high school quiz program, a half-hour interview and an issue-related pledge drive. The hour-long documentary, *Deadliest Weapon in America: Driving Under the Influence*, led off the evening at 7 p.m., followed by *High School Challenge*, the station's half-hour academic quiz series, which draws a regular audience of teen-agers and their parents at 8-8:30 p.m., and concluding with *Passing Through*, an interview program that featured the organizer and lead guitarist of Project R.A.D.D. (Rockers Against Drunk Driving), at 8:30-9 p.m. The three programs were separated by live pledge breaks during which area high schools called in to announce their success rates in a campaign to collect pledges from students who agreed not to drink and drive, not to ride with a driver who had been drinking and to call home for a ride when unable to drive safely. Parents also phoned in pledges to provide rides and not to serve alcoholic beverages to minors in their homes. Phone banks were manned by students, and the breaks were anchored by the host of *High School Challenge* and an ABC affiliate news anchor. An area rock station provided a disk jockey to the school that got the highest percentage of pledges during the campaign.

WLS-TV Chicago tackled the problem of child molestation and abduction using the Care Bears to show basic safety rules. The special exemplified the dangers of entering strange cars, responding to strangers' cries for help, allowing strangers into the home and other threatening encounters. The station enlisted a Chicago composer to write a theme song emphasizing the points of "Stop and Think," "Say No" and "Go Tell Someone." Over 10,000 copies of the recording, along with safety tips, were distributed. As a result of the program, one youngster came forward to tell her parents that a family friend had been molesting her.

Talk show host Oprah Winfrey makes her national debut next month with her syndicated show that began on **wls-tv**. In the past year her show has tackled agoraphobia, AIDS victims, children of alcoholics, open adoption, cesarian births, teen-age suicide and battered wives. Many of the above shows results in hundreds of phone calls to help lines and foundations concerning the problems that were discussed.

KTCATV Minneapolis-St. Paul provides public affairs programming with two series. *Almanac* and *Channel 3, Moscow*. *Almanac* is a weekly political debate series that allows candidates to preface questions they would like to ask their opponents. When the program airs live, the candidates answer those questions as they hear them for the first time with the hosts in the studio. Following the one-on-one sessions, the candidates debate face-to-face, moderated by the hosts.

Channel 3, Moscow is a monthly package of highlights from a Soviet newscast. *Vremya*.

The stories are translated and analyzed by employes at Creighton University in Omaha and by Soviet specialists at various other Minnesota colleges, with context provided by guest commentators. Topics included the Chernobyl accident, Afghanistan and the "evils" of Western rock lyrics.

□
WMAZ-TV Macon, Ga., devoted an entire newscast to problems of driving drunk. In a six-part report, it examined the victims of DWI, legal consequences, legislative attempts to curb it, a sheriff's DUI checkpoint and the work being done by tavern owners and private groups to stop the problem. One report originated from Washington on an effort between the national Beverage Dispensing Equipment Association and a department of Coca-Cola to supply free soft drinks to a designated driver among a group of bar patrons.

To celebrate Lady Liberty, WMAZ-TV took to the roads of Georgia in late June to produce 10 reports showcasing historical events. On July 4 the channel 13 station released 13,000 red, white and blue balloons live on its evening newscast.

The station also went live to Los Angeles to cover a local Navy seaman receiving posthumously a medal of honor for his bravery in Vietnam. Three days later WMAZ-TV reported live from Galveston, Tex., on a controversial tax financing method used there that was being considered for use in Georgia.

□
More than 16,000 children were fingerprinted, photographed and given safety tips as part of a public service campaign by **KTBC-TV Austin, Tex.** "Safe Child" was an effort by the station, Safeway, Pepsi and the city police department to educate children and prevent child abductions. Volunteers spent four consecutive weekends identifying children at Safeway stores. The station also aired a four-part series on child safety and preventive measures and PSAs on the campaign.

For eight consecutive nights in March, **KTBC-TV** went on the road to meet its viewers at local community centers and schools. The station, after airing prompts on the evening newscast identifying the town they would be in, helicoptered the anchors to the site of that evening's presentation, which included a sports bloopers tape and tips on severe weather.

The station also aired a summer public service campaign to alert viewers to the dangers of heat. Heat stress IDs aired eight times daily at the top of the hour. The IDs include the current temperature and humidity and their combined heat stress quotient.

□
WBNS-TV Columbus, Ohio, in its day-long food parade, raised over 82,000 food items that were distributed to food pantries and other social service organizations. The Food Parade for Operation Feed was a cooperative effort among the station, United Way and Boy Scouts.

The station has given children the chance to speak their minds in a segment entitled, "Kid-speak: Hey What About Us?" Cameras capture children discussing topics ranging from youth gangs and international terrorism to the pressures of growing up.

□
At the End of the Row, a one-hour documentary produced by **KMTV Omaha**, examined farm problems, attempting to make them understandable to both rural and city audiences. The program, broadcast throughout the state over the Nebraska educational television network and through other commercial stations in five midwestern states, was excerpted on a *Donahue* examining the farm crisis. Reporter Marcia Cady followed Griswold, Iowa, farmer,



The farm crisis on KMTV

Richard Houser and his family for a year, documenting the family's struggles with the weather, the government, banks and their own despair. The show is continuing to be shown by various farm organizations.

KMTV also produced a series of 30-second spots highlighting the contributions of immigrants for the July 4th Liberty Weekend. Producer Carrie Schultz interviewed 20 Omaha residents who have immigrated from other countries, getting their impressions on being Americans. The spots ran for two weeks before the 4th. In addition, KMTV fed live reports from New York about how visiting Nebraskans were celebrating the holiday. Reporter John Mason followed a nine-year-old Omaha girl who had won a trip to the festivities in an essay competition.

□
In response to concern over the negative portrayal of an AIDS victim on a special edition of PBS's *Frontline*, noncommercial **KCET Los Angeles** followed its March 25 broadcast of *Frontline* with a local examination of the problem, *AIDS in Los Angeles*. The one-hour follow-up was produced with the input of administrators, counselors, victims and community leaders who had attended an advance screening of the PBS special a few weeks earlier. *AIDS in Los Angeles* presented the views of seven panelists—two from an AIDS service organization, the director of the communicable disease division of the county health department, a city councilman, an attorney, a reverend and an AIDS victim—along with footage of AIDS Project Los Angeles and discussion of medical and counseling services in the area. The program cost only \$8,200 to produce, and the station felt it effectively dealt with complaints of bias that had led to threatened picketing of PBS stations.

□
To promote Halloween safety, **KTSP-TV Phoenix** offered viewers 20,000 bags that warned that "Some tricks aren't treats" and carried tips explaining where to get candy X-rayed, what types of costumes are safest and what sorts of treats were best. Station weatherman Dave Munsey made note of the campaign during his broadcasts. He also visited students in their

classrooms to discuss the importance of Halloween safety, and the station produced PSAs on the theme.

Munsey also has been warning viewers daily to watch their children around water. Drowning ranks as Arizona's number-two killer of children. To emphasize the need for safety around water, the station has produced PSAs featuring parents of a child who nearly drowned and parents of a child left mentally impaired from a near drowning. The station also co-sponsors monthly water-safety parties at daycare centers, where station balloons are distributed and Ronald McDonald gives away juice and cookies. The events are covered during Live at Five newscasts. Munsey also makes appearances at malls and schools to give away water safety reminder stickers.

□
The Soviet nuclear accident in Chernobyl created political fallout in the Tri-Cities area of Washington, which is 30 miles from the nuclear reactor in Hanford. The Hanford plant is similar to the Russian plant (graphite cooling rods, no containment vessel) and **KVEW Kennewick, Wash.**, joined with **KAPP Yakima** and **KXLY-TV Spokane**, both Washington, to air a live one-hour public affairs show on the accident and what it meant for the Hanford facility.

The program featured a state energy advisor and the energy manager at Hanford in the KVEW studios, a spokesman for the Indian tribes in the area in the KAPP studios and officials of two environment groups in the KXLY-TV studios. The three studios were linked by microwave for the live, three-way show. The broadcast also included pre-taped messages from the state's two U.S. senators plus area congressmen. In addition to discussion on the accident among the guests, the station aired a history of nuclear reactors and graphic illustrations on their features and functions.

□
KTBS-TV Shreveport, La., covered several different public affairs documentaries: a report on the unavailability of a 911 emergency service in the area; a series of reports on the detection and prevention of colorectal cancer, which won both a state and national health award; a three-part series on Alzheimers disease; a series on teen-age suicide, and a report on adult illiteracy.

□
The five-station **Arkansas Educational Television Network** has been joined for the second year by the Arkansas Game and Fish Commission in a project "designed to inform, educate and entertain the public about the miracles of wildlife," called "Natural, Wild and Free." The project is made up of five parts: 1) four one-hour documentaries aired seasonally when hunting, fishing and other outdoor activities are at their peak; 2) four half-hour documentaries covering hunting and boating safety; 3) twice-monthly news releases and footage sent to the state's 10 commercial stations; 4) public service announcements dealing with hunter education, boating safety, poaching and other issues, and 5) updating and reediting of the first season's one-hour programs into eight half-hour versions for re-airing. The documentaries and PSAs, shot on location and using special graphics and animation, have pulled as high as 10% audience shares statewide for the public television sta-

tions. The documentaries have received nine awards, including a bronze medal at the 1985 International Film & TV Festival of New York and a 1986 Ohio State Award.

□

Spanish-language **kscj San Bernardino, Calif.** (Los Angeles) has switched from the traditional afternoon Spanish fare of novelas (soap operas) to a viewer-interactive public affairs blocks. Each segment of *Linea Abierta* is hosted by a Hispanic professional. The topics covered during the three-and-a-half hour block include half-hour segments devoted to "affairs of the heart," psychological guidance, legal advice, medical information, sports and an hour of astrology. The station's operators have taken between 135 and 220 phone calls from viewers during each of the half-hour programs.

□

As part of the state's 350th anniversary, **WFSB Hartford, Conn.**, aired a year-long public service campaign highlighting the accomplishments of some of its native sons. Prime time programs in the series featured Mark Twain, Samuel Colt and Harriet Beecher Stowe. A series of 39 historical vignettes on other citizens were also produced and reading guides were sent to all libraries and teachers in the state. WFSB also welcomed back the U.S.'s first nuclear submarine, the USS Nautilus, with a TV special chronicling its historical past, including its 1958 voyage under the North Pole.

□

With Ohio's institution of a new seat belt law, **WOAC Canton, Ohio**, aired a three-part program to assess the new law's impact. The first was an hour-long look at the issue with local doctors, attorneys and members of the public. The next night the station aired a movie dealing with a woman's triumphs and tragedies following a car accident. The third night the station aired a live call-in program that featured nine guest's reactions to the new legislation. Man-in-the-street interviews and a seat belt poll were also a part of the program. Because of viewer response, the 90-minute program was extended to two hours as 125 phone calls were taken. The stations heavily promoted the series through on-air PSAs.

□

The purpose of **wcco-TV Minneapolis's** "Project Lifesaver" was "to reduce traffic fatalities by changing critical driving behavior of Minnesota motorists," according to Anne Birch, director of advertising and promotion. The first week of the four-week campaign singled out the most dangerous aspects of driving a car to persuade viewers to pick up safer habits. The second week centered on the need to use seat belts and the third on teaching viewers how to avoid drunk driving. The final week's review of what was covered in the preceding weeks, was presented before the Memorial Day weekend with the goal of no deaths on Minnesota roads during the holiday.

□

WEYI-TV Flint, Mich., airs a two-minute children's news program periodically. This year the "News for Little People" broadcasts were changed to focus on involving students in worthwhile projects and to treat more serious subjects than in the past. Among the topics were peer pressure, drugs, safety belt laws, student exchange programs and students

against drunk driving. The station also gives two middle school students the chance to anchor the news program. Dianne Watkins and Anne Mancour write and produce the news program.

□

Storer Communications stations participating in the group's New Horizon series are responsible for creating a number of segments on issues facing their communities. **WTVG Toledo, Ohio**, probed the problems of alcohol abuse. One segment showed that the macho image of the hard-driving male in America may be fading in the face of new temperance. Another segment examined the activities of Project SMART and its efforts to stop beer and wine advertisements on radio and television. And a third segment showcased a successful salesman who lost his job, wife and family to alcoholism. He is now executive director of a rehabilitation program for adults and adolescents.

Another project documented new cures for cancer, sterility and skin conditions. The cancer segment dealt with research into monoclonal antibodies, which can mobilize a body's own immune system and deliver a healthy dose of radiation to cancer cells without harming surrounding healthy cells. The sterility segment examined a medical technique enabling couples to conceive through in vitro fertilization and embryo transfer. The skin treatment segment reviewed the latest developments in that area, including the production of artificial skin and tissue expansion techniques. In the latter, a balloon is inflated under the skin, thus expanding the area and causing new growth to occur. The process has been used in treating burn victims and may aid in baldness.

Another issue the station examined was drug testing for employees. The station interviewed civil rights attorneys and corporate representatives on both sides of the testing issue. Reliability of testing procedures was also examined, as it was found that one person had been fired but rehired when it was found the lab had made a mistake. The station also outlined its own drug testing policy and outlined programs designed for employees who seek help.

□

An orphanage in Northern Mexico was the setting for a **KOLD-TV Tucson, Ariz.**, report that resulted in a public outpouring of donations in clothing, food and toys for the children. Taped at Christmas time, the story focused on the severe conditions at the orphanage located in an area known for its extreme poverty. Soon after the broadcast, the donations were delivered to the orphans, a KOLD-TV crew was on hand to capture the event.

□

In a 90-minute prime time special, **wor-TV Seacaucus, N.J.**, focused on child sexual abuse. The program, *A Parent's Greatest Fear*, hosted by Jennifer Valoppi and Denise Richardson, used documentary segments produced by Group W Productions and offered viewers a comprehensive resource directory providing information about sexual abuse.

The station established a prime time block of programs under the umbrella title, "Nine on New Jersey." Among the offerings: *The David Toma Show*, featuring the former New York undercover cop turned anti-drug crusader; *Face-Off*, exploring controversial topics in a

debate format; *New Jersey People*, a magazine-format. Other public affairs programs include *Hispanic Horizons* and *Meet the Mayors*.

The station aired 63 PSAs paying tribute to 300 New Jersey high school juniors who had been chosen as the best and brightest in three areas of study: public issues, sciences and the arts.

□

The Soviet nuclear disaster in Chernobyl created a change of plans for noncommercial **WHA-TV Madison, Wis.** The station had organized a live discussion of the problems of nuclear waste disposal and the economics of nuclear power, to be taped before an audience of 60 near the state's Point Beach Nuclear Power plant. After the accident occurred, WHA-TV revised the agenda to include a debate among nuclear engineering experts on the issue of safety. Several participants had to be coaxed into appearing with speakers representing the opposite side of the issue, but the debate finally aired under the title, "Nuclear Power: Current Concerns."

□

Thousands of Maine residents participated in a free colorectal cancer screening project organized by **wcsh-TV Portland, Me.**, and the Maine Cancer Research and Education Foundation last August. The screening occurred not long after the media coverage of President Reagan's colon surgery. The project involved doctors and nurses who donated their time and a supermarket chain which provided the space to distribute the cancer detecting kits.

□

Examination of the plight of farmers and ranchers in Nebraska filled 25% of the air time of the nine-station **Nebraska Educational Television Network** in February, through an outreach campaign the network dubbed "AgReach '86." Six Nebraska-specific programs were produced by the University of Nebraska's **kuon-TV Lincoln, Neb.**, and nine general farm programs were acquired from outside sources to address the issue. Local groups were established statewide for post-broadcast discussion, local programs were cleared for cassette duplication by viewers, written materials were made available, counselors took calls in the studio, on-air breaks were filled with an informational hotline and meeting announcements, private companies donated money for advertising and promotion and commercial radio and television stations simulcast or rebroadcast some of the material. The month-long effort culminated in an *Agricultural Town Meeting* on Feb. 28, which provided a forum for guest experts to discuss: "Where do we go from here?"

□

Independent **wusv Schenectady, N.Y.**, airs a two-and-a-half minute profile each weekend, entitled *Capital Region Profile*. The profile is described as a "stream of consciousness" narrative by a community figure about himself.

□

KWWL Waterloo, Iowa, sought to separate fact from fiction concerning AIDS with a two-hour live call-in program that featured 15 experts on the subject. The broadcast was done from two studios, one at the University of Iowa in Iowa City and the other from the University of Northern Iowa in Cedar Falls. In addition the program included two satellite interviews with a

a doctor in Los Angeles and another in Atlanta. As a followup the station teamed with the state health department to distribute a booklet on AIDS, that was heavily promoted with on-air PSAs. Some 2,500 brochures have been given out.

In cooperation with the League of Women Voters of the Monterey (Calif.) Peninsula, **KMST Monterey, Calif.**, aired *Meet the Candidates: A Look at the Carmel Mayor's Race* on March 31. The public affairs show was designed to introduce the candidates for the April 8 election of mayor of Carmel-by-the-Sea, Calif.: incumbent Charlotte Townsend, businessman Paul Laub, environmentalist Timothy Grady and actor/director Clint Eastwood. Four Monterey-area journalists questioned the candidates for an hour on issues of local interest, including business development, tourism, traffic and parking. According to KMST public affairs director Kathy Nash, the station decided to air *Meet the Candidates* shortly after Eastwood filed as a candidate, and "needless to say, it was easy to sell."

With the arrival of hurricane season this summer, **WPEC West Palm Beach, Fla.**, provided viewers a series of 20 one-minute tips on hurricanes. Several local companies provided information for the spots although most of the material came from the Red Cross and the county emergency planning office. Advice ranged from human safety tips to how to protect property. The spots were rotated throughout the day's four newscasts during the first month of hurricane season.

Cheryl Hurd, reporter for **KICU-TV San Jose, Calif.**, interviewed psychologists, parents and teen-agers for a three-part series on teen-age suicide. It took four months to find a teen-ager willing to admit on camera to having attempted suicide. The series included listings of symptoms and offered suggestions for teens, parents and friends who identified those symptoms in themselves or others.

In June **WRC-TV Washington** launched a \$3-million, 18-month campaign to increase awareness of and combat the high infant mortality rate in the District. The "Beautiful Babies" campaign was a joint effort by the station, the March of Dimes and the local Blue Cross and Blue Shield chapter. The first of a number of



Beautiful babies on WRC-TV

documentaries has aired, focusing on the causes of infant mortality. The station also airs a weekly segment documenting the stages of pregnancy and offering advice and tips for expectant mothers.

WRC-TV also premiered a teen magazine show this year, entitled *Studio 4*. The show is hosted by radio personality Candy Shannon and features stories and profiles of area teen-agers.

And WRC-TV continues to upgrade its equipment. The home of the syndicated *George Michael Sports Machine* now has four C-band and four Ku-band satellite dishes at its disposal. A Ku-band satellite newsgathering truck was added and quickly put to use as the station broadcast live each day for its 5 p.m. newscast from different locations in Maryland, Virginia, D.C., West Virginia and Pennsylvania.

WCVB-TV Boston's nightly newsmagazine, *Chronicle*, focused on famine in Africa during September last year and launched a fund-raising drive to support the relief efforts of Oxfam America. To kick off the fund-raising effort, *Chronicle* presented two special reports from Africa with program co-host Peter Mehegan. Throughout the remainder of the month, *Chronicle* aired additional segments examining relief projects at the end of each broadcast. The project, according to the station, raised more than \$25,000 through donated cans and bottle refunds, and 15% of the money was earmarked for fighting hunger in Massachusetts.

When **Omaha** suffered three teen-age suicides in a matter of days, **KETV** preempted an hour of prime time to air a live program on suicide. Phone lines were opened and viewers

addressed questions to a panel of psychiatrists, educators and a high school student.

Since Hands Across America did not cross Nebraska, **KETV** sponsored a Hands Across the Heartland to provide food for the hungry. News personnel were involved in the human chain that wove through the city to a central park.

"Share Your Holiday" is a joint effort by **KSAT-TV San Antonio, Tex.**, and the Salvation Army to raise food for the needy at Christmas. This is the second year of the food drive and it took in more than 30 tons of food. The station had cut-ins throughout the day on the progress of the drive.

To celebrate the 150th birthday of Texas, the station originated its 5 p.m. newscast from six historic landmarks around San Antonio.

For the second year, **KSAT-TV** sent a news crew to Japan to produce an hour special. Reporter Cathy Teague and photographer David Tarr focused on the efforts of Mayor Henry Cisneros to bring Japanese investors to San Antonio.

KXTV Sacramento, Calif., uses its news broadcasts to promote the station's theme: The Spirit of California. Once a month, the station originates a 5 p.m. newscast from a different northern California community. Each show incorporates several live shots from remote locations without the advantage of a satellite newsgathering unit. In addition, four in-depth reports detail the community's people and resources.

Among the public affairs efforts by **wcau-TV Philadelphia** in the past year was a week-long series on breast cancer, done in cooperation with 60 local hospitals and the American Cancer Society. Reports focused on the latest treatments and followed several women who successfully fought the disease. Free exams were given by local hospitals and 5,600 women took advantage of it.

Last October the station aired a month-long campaign on physical fitness for young people. Half-hour specials profiled young athletes and encouraged those out of shape to get in shape. Another broadcast looked at nutrition, junk food and medical dilemmas resulting from poor diet. Fitness videos were also aired and **wcau-TV** sponsored a Fitness Festival, awarding prizes for the top participants.

Cable operators flex their journalistic muscle

When it comes to local news on cable television, **Cablevisionews** is, perhaps, preeminent.

Reaching the 250,000 subscribers of **Cablevision Systems Corp.** in Nassau and Suffolk counties on Long Island, Cablevisionews has been reporting news about the counties seven days a week for the past two years. It now supports a staff of more than 25.

Like most other news organizations, Cablevisionews is usually chasing the news. But last September, the news came to Cablevisionews—in the form of Hurricane Gloria. Cablevisionews helped to prepare county residents for the storm, tracking the storm and

providing emergency information. When the storm hit, Cablevisionews reported its impact on communities with camera crews spread throughout Long Island. And, when the storm passed on, the cable service reported on the damage and efforts to restore power, which, in some cases, took two days.

Cablevisionews' biggest continuing story revolves around the construction of the Shoreham nuclear power plant, which has become mired in economic and political controversy. For the story, Cablevisionews' reporters ranged all the way to Washington to talk to members of Long Island's congressional delegation and officials of federal agencies.

Cablevisionews has made its contribution to local history and to the social history of the nation. It prepared a series on the 40th anniversary of Levittown, the sprawling community of affordable, "assembly-line" homes built on Long Island by William Levitt after World War II. The five segments of "Levittown at 40: The State of the Suburbs," which included interviews with original Levittowners and Levitt himself, were compiled into a half-hour documentary and donated to Levittown Library.

News 12, the local news service of **Cablevision's** system serving 120,000 subscribers in 16 communities of southern Connecticut, has

also evolved into a full-fledged television news operation, willing to send reporters and cameras long distances for a story.

News 12 sent a crew along with a group of local students to Cape Canaveral last January to watch the liftoff of the space shuttle Challenger. The crew recorded the disaster that followed liftoff and the reaction of the students.

In addition, News 12 was in Germany for a feature on a local Air Force Reservist who flies C-130 cargo planes; off the island of Bonaire in the Caribbean for a story on some local high school students studying marine biology there, and in Montreal for the return from Czechoslovakia of members of the locally based Bike for Peace organization.

On the local news beat, News 12 had six crews in the field to cover the arrival of Hurricane Gloria last September and 12 crews to cover the elections last November. It produced documentaries on AIDS and the homeless and, for the Liberty Weekend festivities, it reported events from the deck of the British Frigate, the HMS Rose.

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Viacom Cable's commitment to public affairs is demonstrated by the local programming of several systems.

Some of the Viacom systems and some of their regularly scheduled public affairs programming and specials: Suburban Cleveland (67,000 subscribers)—*Eastwatch*, weekly program dealing with issues confronting the 22 suburbs served by the system. Long Island (New York) (106,000)—live call-in program with New York Governor Mario Cuomo; coverage of local elections with live remotes from candidate's campaign headquarters; monthly call-in with town supervisors; monthly face-off between reporters and Suffolk county supervisors, and weekly programs featuring state and federal representatives. Milwaukee (35,000 subscribers)—weekly half-hour newscast; monthly talk show featuring local politicians; Nashville (67,000 subscribers)—documentary on the city's homeless. Homeless in Nashville; San Francisco (97,000 subscribers)—*City Desk*, weekly show in which area reporters and editors talk about issues; *That's Politics*, party officials interview city officials; *Viewpoint*, interviews with local politicians; documentaries on such topics as AIDS and

local ethnic groups. Dublin, Calif. (35,000 subscribers)—weekly talk show with the mayors of the four communities served by the system; Marin county, Calif. (57,000 subscribers)—*Point of View*, weekly call-in public affairs show; special on the county budget process, and Pittsburg, Calif. (27,000 subscribers): live "town hall" meetings featuring representatives of local organizations as panelists.

Viacom Cablevision in Everett, Wash., was among several Washington cable operators to produce and carry live coverage of the state house and senate from Olympia for one day last March. The program was pulled together by the Washington State Cable Communications Association and underwritten by Pacific Northwest Bell.

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To commemorate the nuclear bombing of Hiroshima on Aug. 6, 1945, on its 40th anniversary, **GRTV**, a public-access channel serving cable subscribers in **Grand Rapids, Mich.**, presented a full day of "peace programming."

The programming opened with a minute of silence followed by the tolling of church bells and ended nearly 24 hours later when producers of the programming joined hands and sang John Lennon's "Give Peace a Chance."

In between, the peace programming took a variety of forms. There was the Grand Rapids fire chief discussing the city's evacuation plans; a group of third graders talking about what peace means to them; a group of veterans talking about their war experiences; health experts talking about the psychological and physical effects of nuclear war, and a Japanese demonstrating origami and paper construction. GRTV aired the documentary, "Great Writers on Peace" and provided coverage of local peace activists wrapping the Grand Rapids federal building in ribbons. After midnight, a reggae band performed and an acting troupe portrayed life in a fallout shelter immediately following a nuclear attack.

□

Broadcast journalism students at the University of Illinois at Urbana-Champaign produce **Newsline**, a twice-weekly news program cablecast over systems serving Champaign, Urbana and Rantoul.

In addition to the day-to-day news of the three communities, Newsline has also pro-

duced some investigative reports. News Director Bob Rucker cited two reports: Susan Ham's story on the use of illegal drugs among athletes at the University of Illinois and on the way athletes, sometimes with the help of coaches, can get around the school's drug-screening program, and Terry Finnegan's story on violations of health-care regulations by home nursing agencies that led to a government investigation and legislation to tighten up regulations.

□

Colony Communications made news in 1984 when its cable systems in Fall River and New Bedford, both Massachusetts, cablecast live, unedited coverage of the so-called Big Dan rape trial, in which several men were accused of raping a woman in a bar while others watched.

In 1986, Colony was back in the news when its Pawtucket, R.I., system decided to carry live, unedited coverage of another sensational trial, that of former Pawtucket resident Ralph Richard for the rape of his four-month-old daughter, Jerri Ann. The trial, which was held in the Providence Superior Court, was fed by Colony to nearly every cable system in the state and some in the southeastern corner of Massachusetts.

□

Gulfstream Cablevision, a system serving Dunedin, Fla., and managed by Communications Equity Associates, is doing its part to help with the national problem of missing children. Each Saturday for the past six months, it has been producing brief three-quarter-inch videotapes of area children for use by police should the children be missing. When the children come in for the videotaping, the system also fingerprints them if their parents desire.

□

The **Irving Community Television Network**, the cable programming service of the city of **Irving, Tex.**, owes a debt of gratitude to the producers of CBS's *Sunday Morning*. The public affairs network said it borrowed *Sunday Morning's* format for its weekly half-hour *Irving Review*, hosted by Heather Brown. Reports on the show have ranged from hard news (the crash of Delta flight 191) to human interest (the adoption of a Korean baby by an Irving couple).

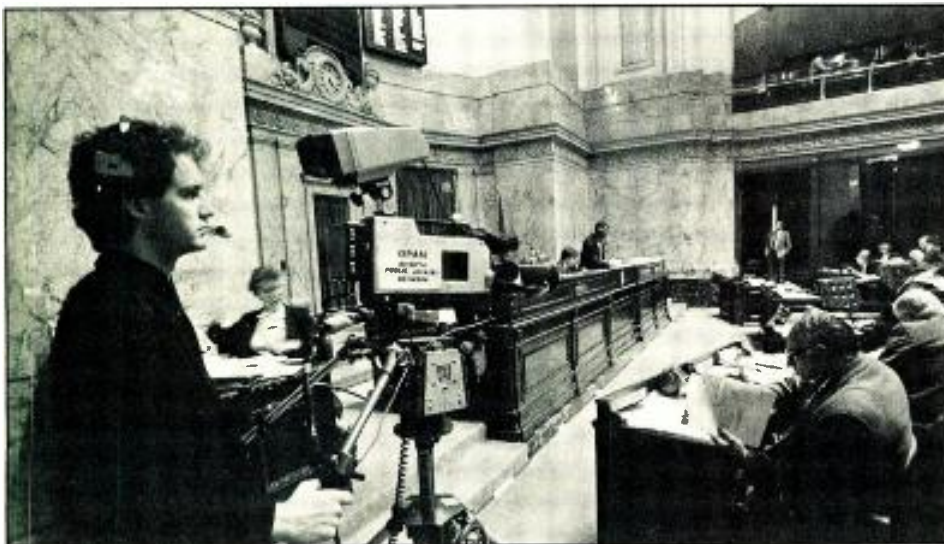
Irving Review is just one of many shows that ICTN telecasts each week. It also carries live gavel-to-gavel coverage of the meetings of the city council, the school board and planning and zoning commission; sporting events; talk shows; comedy programs, and an occasional documentary. In all, it delivers more than 40 hours of programming a week over two cable channels.

For ICTN, Robin Engel and Jim Thompson produced a one-hour documentary on the "bittersweet" history of Irving's black community from 1850 to the present. *Irving's Hidden History: Bear Creek*. To produce the program, Engel and Thompson received a grant from the Irving Community Cable Foundation.

□

KAV-TV, the local origination channel serving the 36,000 subscribers of **Jones Intercable's** system in **Lancaster, Calif.**, has expanded its daily output of news, talk and information from three and a half hours to four and a half hours.

The channel produces two daily local news-



Viacom's state version of C-SPAN

casts (5 p.m. and 7 p.m.), filling the local news void caused by the lack of a local newspaper. But, according to the channel, its most popular program is *The Morning Show*, a one-hour talk show hosted by Patricia Fregoso. The show features baseball players, local politi-



A psychic on Jones's Morning Show

cians and, reflecting its proximity to Edwards Air Force Base and NASA, test pilots and astronauts.

In the evening, the channel offers *8 O'Clock Talk* with three rotating hosts: Mary Lyon, news director, KRTH(FM) Los Angeles; Alan Schlaks, an area sex therapist, and Sherri Foote, deputy Los Angeles county supervisor.

Jones runs KAV-TV as a profit-making enterprise. In 1985, the channel grossed more than \$300,000 in advertising revenues and netted approximately \$75,000.

□

With the support of the local cable system, a group of senior citizens at the **Milwaukie (Ore.) Senior Center** has gone into the television business.

The group produces programs to entertain and inform the town's senior citizens and cablecasts them over the public access channel of the **Jones Intercable** system that serves the town.

The production company's principal product is *Friends of the Center*, a regular program intended to inform people about events at the Senior Center and issues of concern to senior citizens. But, according to Louise Morgan, a member of the group, the company also produces an entertainment program, drawing on "the wealth of talent among area senior citizens." The talent pool includes singers, dancers, musicians, comedians and actors, she said.

Morgan said none of the members of the company had prior television experience and she credited Richard Beck, assistant television access coordinator for the system, for helping in getting the company's programs from conception to execution.

□

On July 1, **American Community Cablevision**, a system serving 23,000 subscribers in Ithaca, N.Y., became the first American Television & Communications system to offer a regular local newscast. The half-hour program is cablecast live at 7 p.m. NYT and repeated at 11 p.m.

According to system general manager Georgia Griffith, Cable NewsCenter 7 was spawned by the facts that the system serves more than 80% of the homes in Ithaca and that news of the Ithaca area is not regularly reported by any broadcast station.



ATC's news desk in Ithaca, N.Y.

Donna Fowler, a former anchor and producer for cable superstation WTBS Atlanta, is the news director and anchor for Cable NewsCenter 7. The staff consists mostly of interns drawn from Ithaca College, Cornell University, Syracuse University and Tompkins-Cortland Community College.

□

Media General Cable, a system with 107,000 households in the Washington suburban county of Fairfax, Va., produces a daily half-hour newscast focusing on news from the rapidly growing area.

Despite the local focus, said News Director Brent Byers, the *Fairfax Evening Report* reports national and international news with local hooks. For instance, he said, when the space shuttle exploded last January, Fairfax interviewed a local teacher who was a finalist

in NASA's teacher-in-space program. And when Philippine President Marcos fled his country, the news service interviewed Philipinos in Fairfax preparing to return to their country.

Like broadcast news operations, the *Fairfax Evening Report* gears up for election night coverage. Last November, said Byers, the *Report* was live for two hours, reporting the returns from a variety of local and statewide races, including governor and lieutenant governor. The coverage featured reports and interviews from party campaign headquarters.

The newscast is produced by Byers, two other reporters and two technicians who double as cameramen and editors. Media General is trying to sell advertising time to cover the newscast's \$130,000 annual operating budget.

□



Media General interviews Gerald Ford

RIDING GAIN

O N R A D I O

Laughing matter

Two new services are entering the growing radio comedy marketplace, which has been experiencing dramatic growth this year due to a spate of station purchases of short-form comedy packages (BROADCASTING, July 14).

Dorsey & Donnelly Enterprises has launched the *National Comedy Wireless*, a series of comedy vignettes that includes parodies of commercials and songs as well as humorous editorials. Subscribing stations get market exclusivity and a weekly package containing tape and script of up to 10 comedy bits ranging from 10 to 90 seconds, said T. J. Donnelly, president of the Arlington, Tex.-based comedy syndication firm. Each routine is designed so local personalities can ad-lib with the tape. "We research our material through focus groups, interviews, market surveys and actual on-air tests," Donnelly said.

The company has conducted a year-long search for writers and performers for *Wireless*. "We plan to infuse the features with

July jump

National spot radio sales hit a high note in July with billings rising 5.3% over July 1985 to \$75,138,700, the largest monthly percentage increase in 1986. That's according to data released by Radio Expenditure Reports which collects financial information each month from rep companies. National spot radio business through July, however, registered only a 0.5% increase in billings over the first seven months of 1985—to \$506,266,400.

fresh material by conducting an ongoing talent search and inviting comedy writers from across the country to 'try out,'" said Donnelly, whose partner, Terry Dorsey, is the morning personality for KPLX(FM) Dallas. The service, which uses over 300 character voices, made its debut on 14 stations last month.

Also entering the radio comedy market is CBS's RadioRadio network, which plans to offer affiliates a collection of 75 60-second-or-less "drop-in" bits that will be bulk-fed to stations the first week of each month beginning on Monday, Sept. 29. According to CBS RadioRadio Vice President and General Manager Robert Kipperman, the new service, called *Laff Trax*, will feature a "broad range of material from the comedy 'classics' of Abbott and Costello and the Three Stooges to Firesign Theater of the 60's and the talents of artists like Eddie Murphy, Billy Crystal and Joan Rivers of the 80's."

NBC ready to kick off

NBC Radio is hoping to have at least 300 stations on line next Monday night (Sept. 8) for the first game of its National Football League package (New York Giants at Dallas Cowboys), according to Craig Simon, vice president and general manager, NBC Radio Network and Talknet. As of last Wednesday (Aug. 27), the network had cleared its regular season package on 287 stations, covering 98 of the top 100 markets. (Last year, 274 stations carried NBC's NFL games.)

On the sales side, NBC reports 30 advertisers have signed for all or part of the schedule. Among the major clients are Anheuser-Busch, Delco Electronics, Samsung and Sears, Roebuck.

NBC is entering the final year of a two-year, \$11-million contract with the NFL. It offers stations 37 games—27 regular season games and 10 post-season. The primary announcing team is the same as last season: Don Criqui for play-by-play and Bob Trumpy handling color.

USA phone

USA Today Broadcast, a new service that provides radio stations with news and information on entertainment, money, business, health and sports derived from stories to appear in the following day's *USA Today* ("Riding Gain," July 21), is offering a call-in feature that will allow subscribing stations to interview experts over the air during special segments. Station listeners can also be put on the air with those experts, according to Gannett New Media Services, which produces *USA Today Broadcast*.

Going national

Lorimar-Telepictures' DIR Broadcasting has picked up the sales and distribution rights to *Rick Dees' Weekly Top 40* effective January 1987. The weekly four-hour show, currently being sold and distributed by the United Stations Programming Network, airs over 311 stations. The program is produced by Dees, who hosts morning drive-time for KISS-AM-FM Los Angeles.

The Dees show is the latest addition to DIR's list of weekly programs that includes two previously announced new series: *Highlights*, a three-hour urban contemporary show hosted by KDAY(AM) Los Angeles personality J.J. Johnson, and *The National Howard Stern Show*, a three-hour, album-rock music/talk program featuring WXRK(FM) New York and WYSP(FM) Philadelphia morning personality Howard Stern.

Radio PLUS

ABC Radio is joining its television counterpart and the Public Broadcasting Service in the national public awareness campaign, Project Literacy USA (PLUS), which focuses on adult illiteracy in America.

ABC Radio News will produce five news series and five public affairs programs for airing the week of Sept. 8. The news series, *At A Loss For Words: Illiterate In America*, will deal with a different aspect of the problem such as illiteracy's effect on the workplace and the problem of inner city drop-outs. In addition, public service announcements will be distributed to affiliates of ABC's six networks.

"We think that the radio medium can be highly effective in spreading the message that there is help for functionally illiterate adults who want to learn to read," said Bob Benson, vice president, ABC Radio News. ABC Television will kick off the PLUS campaign on Sept. 3 at 10 p.m. NYT with an hour-long documentary hosted by ABC News's Peter Jennings.

New Class A Winner



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Films to be focus of New World's new syndication arm

Unit will be headed by five former Blair executives with Tony Brown in charge

New World Pictures' New World Television Group announced last week that it is entering the syndication marketplace as New World Television Distribution and will concentrate on marketing theatrical features during its first year. With a staff of executives taken from the ranks of Blair Entertainment and led by Tony Brown (BROADCASTING, Aug. 25), New World will put a number of its films on sale at the NATPE International and Association of Independent Television Stations conventions in January 1987.

Theatrical titles that will be for sale include: "Angel," "The Philadelphia Experiment," "Tuff Turf," "Children of the Corn," "Godzilla 1985," "Fraternity Vacation," "Body Rock," "Avenging Angel," "Transylvania 6-5000," "Black Moon Rising" and "House." New World has more than 100 titles that it will be distributing over the next three to four years.

Other New World product will include two mini-series, *Sins* and *Monte Carlo* (both starring Joan Collins and the latter airing this

NATPE Texas bound. The 1988 and 1989 NATPE International conventions will be held in Houston, not San Francisco as initially planned. A NATPE spokesman said the reason for the switch was a delay in the expansion of the Moscone Convention Center, which had been promised for 1988, but now won't be complete until 1991. The NATPE conference has outgrown the current size of the San Francisco facility, he said. Therefore, it will be moved to the new George R. Brown Convention Center in Houston, which is scheduled to open in 1987. The spokesman said the Brown center will be more convenient to hotels and restaurants than Houston's Astro Center, which many previous conventioners have criticized for its inconvenient location.

The 1988 date has been pushed back to late February (25-29) to give attendees some breathing room between the program conference and the convention of the Association of Independent Television Stations. In recent years the two shows have been back to back in January. The 1988 INTV show will be held Jan. 6-10 in Los Angeles and the 1989 show Jan. 4-8 in the same city. No date has been set for the 1989 NATPE, but organizers are shooting for the third week in February. The 1987 INTV is being held Jan. 7-11 in Los Angeles, followed by NATPE from Jan. 21 to 25 in New Orleans. In 1990, NATPE will move out of Houston, perhaps back to New Orleans, although other cities are in the running, including Los Angeles, Anaheim, Calif., and Atlanta. In 1992, the show may move back to San Francisco if the proposed expansion is complete, the spokesman said.

season) and *Queenie*. It also has a number of made-for-television productions, including *Courage* (Sophia Loren), *Love 40* (Ellen Burstyn and Tuesday Weld), *Penalty Phase* (Peter Strauss), *Easy Prey* (Geraldine McRaney and Shawnea Smith), *Gladiator* (Nancy Allen, Robert Culp and Ken Wahl) and *Harem* (Omar Sharif, Eva Gardner and Sarah Miles).

New World is producing *Sledgehammer* for ABC this fall (Friday, 9:30-10 p.m.) and owns the domestic and foreign distribution rights to the programs. For NBC (Tuesday,

9-10 p.m.) it is producing *Crime Story* for which it owns the foreign television and theatrical rights. *Rags to Riches* has also been ordered by NBC as a back-up series.

New World has a deal with Major H/Anson Productions for the production of series and TV movies. Edward E. Gradinger, president and chief executive officer of New World Television Group, said New World intended "to come out of the box" strongly with films. New World plans to introduce two first-run series next year.

The price of a share of New World Pic-

NBC edges CBS for first

NBC eked out a prime time ratings victory over CBS for the week ended Aug. 24, with an average 12.2/23. CBS averaged a 12.1/23 and ABC a 10.8/20. A year ago the standings were: CBS, 12.6/23; NBC, 12.6/22, and ABC, 11.8/21. In the evening news race for the week, CBS was on top with a 10.1/21, followed by NBC with a 9.8/21 and ABC with a 9.7/21. For the week a year ago the news standings were CBS, 10.3/22; ABC, 9.1/19, and NBC, 8.5/18. HUT levels for the week were down almost three points, averaging 53.5%, compared to 56.2% a year ago.

Reruns of NBC's Thursday-night comedy lineup—*Cosby*, *Family*

Ties, *Cheers* and *Night Court*—took the first four slots in the week's program rankings. CBS repeats took the next four places with *Murder, She Wrote*, *Newhart*, *Kate & Allie* and *Sunday Night Movie* (*Goodbar Murder*). ABC rounded out the top 10 with *Moonlighting* and *MacGyver*. CBS's prime time version of *The Price is Right*, on for a limited summer run (Thursday, 8-9 p.m.), placed 53d out of 60 shows in prime time for the week with a 7.7/14.

NBC took three nights, Thursday (19.1/34), Friday (12.7/25) and Saturday (12.1/24). CBS took Sunday (17.2/32) and Monday (15.7/28) and ABC took Tuesday (14.9/27) and Wednesday (14.6/26).

Rank □ Show □ Network □ Rating/Share

1.	Cosby Show	NBC	25.4/46
2.	Family Ties	NBC	23.1/41
3.	Cheers	NBC	20.7/36
4.	Night Court	NBC	19.3/33
5.	Murder, She Wrote	CBS	18.8/35
6.	Newhart	CBS	18.2/31
7.	Kate & Allie	CBS	17.8/31
8.	Trackdown, Goodbar Killer	CBS	17.8/30
9.	Moonlighting	ABC	16.6/29
10.	MacGyver	ABC	16.5/28
11.	Who's the Boss?	ABC	16.1/31
12.	Cagney & Lacey	CBS	15.9/29
13.	Webster	ABC	15.9/29
14.	Growing Pains	ABC	15.9/29
15.	60 Minutes	CBS	15.8/34
16.	Golden Girls	NBC	15.8/30
17.	Miami Vice	NBC	15.3/29
18.	Perfect Strangers	ABC	14.1/27
19.	The Spy Who Loved Me	ABC	13.4/25
20.	Scarecrow & Mrs. King	CBS	13.3/25

Rank □ Show □ Network □ Rating/Share

21.	Equalizer	CBS	13.3/24
22.	Hill Street Blues	NBC	13.1/25
23.	All is Forgiven	NBC	13.1/25
24.	Valerie	NBC	13.0/25
25.	20/20	ABC	12.4/23
26.	Hotel	ABC	12.4/23
27.	2nd	NBC	12.3/28
28.	Magnam. Pl.	CBS	12.3/21
29.	Riptide	NBC	12.2/24
30.	Amazing Stories	NBC	12.1/23
31.	Spenser: For Hire	ABC	12.0/22
32.	Gloria/Happy Last I	NBC	11.9/21
33.	The Verdict	NBC	11.5/21
34.	Sophie's Choice	CBS	11.4/21
35.	1986	NBC	11.4/21
36.	Crazy Like A Fox	CBS	11.4/20
37.	Facts of Life	NBC	10.7/24
38.	A Team	NBC	10.6/24
39.	Gloria/Happy Last II	NBC	10.4/19
40.	Hunter	NBC	10.3/20

Rank □ Show □ Network □ Rating/Share

41.	Simon & Simon	CBS	10.3/19
42.	Dark Mansions	ABC	10.2/20
43.	Football, St. Louis-Chicago	CBS	10.0/21
44.	Football, Pitt.-Dallas	ABC	10.0/20
45.	Dalton: Code of Vengeance	NBC	10.0/19
46.	Baseball, pre-game	NBC	9.8/20
47.	Missing Pieces	CBS	9.6/18
48.	Baseball, Mets-Dodgers	NBC	9.6/18
49.	Trapper John, M.D.	CBS	9.5/18
50.	Monday Night Baseball	ABC	8.9/18
51.	Twilight Zone	CBS	7.9/16
52.	Punky Brewster	NBC	7.7/16
53.	Price Is Right	CBS	7.7/14
54.	Love Leads the Way	ABC	7.6/15
55.	Silver Spoons	NBC	7.2/16
56.	Adam's Apple	CBS	6.6/14
57.	Different Strokes	ABC	6.3/14
58.	Benson	ABC	6.3/13
59.	Ripley's Believe It Or Not	ABC	6.2/11
60.	The Colbys	ABC	4.9/8

tures stock (AMEX: NWP) following the announcement on Monday (Aug. 25) was not dramatically changed. It closed that day at 14 1/4, down 1/4. New World went public in October 1985.

Brown, who will leave Blair Entertainment on Sept. 12, acquired experience in selling movie packages at Lorimar Television Distribution where he was vice president and national sales manager until 1983.

Moving with Brown from Blair to New World are Joseph Middelburg, who will be vice president and sales manager in New York; Monte Lounsbury, who will be vice president and sales manager in Chicago; Jim Weathers, who will be vice president and sales manager in San Francisco, and Dorothy Hamilton, who will be director of sales

service. Jim MacNamara, senior vice president of New World's international sales division, rounds out the television sales division.

Blair Entertainment President Richard C. Coveny said that Blair will move to replace Brown and the other four Blair executives shortly. Blair Television's only movie package is "Revenge," a 12-title group that has been cleared in 47 markets. A second package, "Passion," has been put on hold pending the completion of the takeover of John Blair & Co. by Reliance Capital Group.

Concerning the future of Blair Entertainment under Reliance, Coveny said that no word has been given by Blair's new parent on whether the distribution company will be sold. "The point is that they are not going to

be selling off" shows that Blair Entertainment distributes, he said. According to industry sources, however, the NFL is considering moving distribution of its syndicated shows away from Blair.

Were the entertainment division to be put up for sale, Coveny said he and Guy Mazzeo, executive vice president/business affairs, would be "very open to buying our own division." Coveny estimated Blair Entertainment is worth \$20 million-25 million.

Coveny said that Blair is developing three pilots for fall 1987, among them *Strictly Confidential*, a half-hour strip (BROADCASTING, Aug. 11). "We're in good shape when it comes to [program development]," said Coveny, adding that if Brown had left in June, their plans might have been complicated. □

Syndication Marketplace

Buena Vista Television will proceed with its development of a half-hour strip, *People*, for fall 1987, without the involvement of the magazine of the same name. A pilot of the series will be ready for presentation to stations this fall. According to Buena Vista, *People* magazine got out of the series because it felt that the success of the television could jeopardize the magazine's circulation. Buena Vista also said last week that it was changing the name of its half-hour business show, *Business Day*, to *Today's Business*, to eliminate any confusion with other shows using the name. Buena Vista reports that the show has now been cleared on 120 stations covering 80% of the country.

RCA Video Productions and **Columbia Pictures Television** are developing *Dinosaucers*, an animated strip, for the fall of 1987. RVP has hired DIC Enterprises to animate, direct and write the series, which has a production budget of more than \$20 million. *Dinosaucers* will concern the dinosaur inhabitants of the primordial planet Reptilon, who have developed human capabilities. With their planet's resources nearly exhausted, the Dinosaucers turn their attention to earth. A toy line will accompany the series. Bob King, president of Columbia Pictures Television domestic distribution, said that the series is hoped to stretch its demographics above the normal 2-11 target. No marketing plans have been determined for the series. Columbia is also developing two other animated strips.

The odds are pretty good that *Lassie*, which had a 20-year run on CBS, will be revived as a new half-hour first-run syndication show for

the fall of 1987. That's according to Tom McDermott, president of Southbrook Entertainment Corp., which acquired the rights to *Lassie* and a number of other classic TV shows when it bought the program library of the Jack Wrather Corp. last year. "I would say its 90% certain," that Southbrook will proceed with the project, said McDermott. He said he envisions the proposed new version would be "more of an adventure show, more action. The old family stuff is a little too tame for today's audience." So far no cast or production staff has been hired, although McDermott says a collie from the original family of Lassies will have the starring role (*Lassie the 8th*). The program will likely be offered on a cash-plus-barter basis by **Southbrook Television Distribution**, McDermott said. Among the other vintage program rights held by Southbrook are *Sargeant Preston of the Yukon* and *The Lone Ranger*. The latter, McDermott said, is another show Southbrook wants to bring back as a first-run syndication project. But the *Ranger* project, he said, is at least two years away, after *Lassie* is launched.

Harmony Gold says that it has cleared its 10-hour mini-series, *Shaka Zulu*, in more than 50 markets covering nearly 60% of the country. The 19th century story recounts the rise to power of Africa's most influential military genius, Shaka, King of the Zulus. Sales of the mini-series are on a cash-plus-barter basis with one minute for Harmony Gold and 11 minutes for stations, per hour. Clearances for the series include WNYW-TV New York, KOPR(TV) Los Angeles, WGB0-TV Chicago, WGBS-TV Philadelphia and KPIX-TV San Francisco.

Stay Tuned

Shelly Long, star of *Cheers*, will join David Letterman as co-host of The 38th Annual Emmy Awards on **NBC** on Sept. 21. Long is also nominated for an award as best actress in a series. NBC has picked up another special edition of *Fast Copy* from Ohlmeyer Communications for airing Sept. 12, 10-11 p.m. The program will feature video versions of stories from four national magazines, including a fresh piece from *Esquire* and repeats of earlier *Fast Copy* episodes from *Good Housekeeping*, *Sports Illustrated*, *Time*, *US* and *LA*.

A professional's guide to the intermedia week (Sept. 1-7)

Network television □ **ABC:** *ABC News Closeup* "At a Loss for Words: Illiterates in America," Wednesday, 10-11 p.m. 20/20 "Why Caint Adult Americans Rede and Rite?" Thursday, 10-11 pm. *First Chrysler Cup* (live, U.S. Senior Tour vs. foreign-born senior tour team in first golf tournament), Sunday, 4-6 p.m. *This Week with David Brinkley* (discussion will focus on adult illiteracy), Sunday, 11:30 am-12:30 pm. *The Winds of War* (Part 1, "The Winds Rise") Sunday, 8-11 p.m.

□ **CBS:** *CBS Sports Special*, U.S. Open (live), Monday, 12:30-6 p.m.; U.S. Tennis Open Highlights (live/tape), Monday-Friday, 11:30 p.m.-midnight; *48 Hours on Crack Street*, (CBS News special report on drug crisis), Tuesday, 9-11 p.m.; *CBS Reports: One River, One Country—The U.S./ Mexico Border*, Wednesday, 8-9 p.m.; *U.S. Open* (live), Friday, 11 a.m.-12 p.m.; (women's semifinals, men's doubles final), 12:30-5 p.m.; (live, women's finals, men's semifinals),

Saturday, 11 a.m.-7 p.m.; (live, men's final), Sunday, 4-7 p.m.

□ **NBC:** *Cocaine Country* (NBC special report, with interviews by Tom Brokaw of Nancy Reagan, Peter Ueberroth and Pete Rozelle), Friday, 10-11 pm. *Spitting Image: Down and Out in the White House* (David Frost hosts this British spoof of American politics and celebrities, "featuring the Spitting Image puppets."), Saturday, 9:30-10 p.m.

□ **PBS:** *MacNeil/Lehrer NewsHour* "How Will We Ever Learn" (five-part series on education), Monday-Friday, 7 p.m. EDT. *Canyon Consort* (chronicles The Paul Winter Consort's 277-mile raft trip down Colorado River and through Grand Canyon), Wednesday, 9 p.m. EDT.

Network radio □ **American Public Radio:** Cincinnati May Festival (choral works featured), Sunday, 2 hours (check local listings).

□ **CBS:** *Newsmark* (Barry Petersen looks at Pakistan. Dan Raviv interviews Jerusalem's Mayor Teddy Kolleck, a look at how Miami hackers are taught behavioral guidelines), Friday. **(RadioRadio)** *In Touch: West 57th* (features segment on Rev. Russell White, who is teaching the young underprivileged the discipline of being a pilot). □

Museum of Broadcasting (1 East 53d Street, New York) *The Cage*, original 1964 pilot for *Star Trek*, through Sept. 18. Also at MOB: *Rocky and Bullwinkle and Friends: A Tribute to Jay Ward*, through Sept. 18. Information: (212) 752-7684.

American Shopping Channels □ America's Shopping Channel □ ASTV Inc. □ Cable Value Network □ Consumer Discount Network □ Crazy Eddie's Home Entertainment Value Network □ Home Shopping Network □ Let's Go Shopping Network □ Quality Value Convenience Network □ Telephone Auctions □ Television Shoppers' Showcase □ Tel-Shop □ Tempo TV □ The Weekly Shopping Network □ Video Shopping Mall

Teleshopping: TV's hottest ticket

Via cable or over the air, entrepreneurs from coast to coast are trying their hand at being the shortest distance between the consumer and the product; Home Shopping Network leads the way

Perhaps the pithiest explanation for the recent phenomenon of home shopping services comes from Lowell W. Paxon, president of the Home Shopping Network: "It combines Americans' love of television, their love of shopping and their love of a bargain." This powerful mixture is responsible for a made-for-television cultural phenomenon and, within the next 18 months, possibly a billion-dollar industry.

The fact that the term "home shopping" has found immediate acceptance as the name to define the industry—despite its being overly broad—is testimony to the importance of the Home Shopping Network as the first widely known commercial success engaged in continuous selling through the television set. It began transmitting via satellite 13 months ago and in the first nine months of this fiscal year took in revenues of \$107 million and had operating income of \$20.7 million.

Despite this success there is still uncertainty about home shopping among those companies thinking about participating, as there is among the financial community considering investments, and as there is among cable operators and broadcasters thinking about carrying the programing. Among their questions: If it is entertainment, will it have staying power, or is it a fad? If it is informational—matching consumers with the best prices—is there in fact a more efficient means? If it is advertising, will it not soon wear thin?

For those who have yet to see teleshop-

ping it is, in most versions, a direct response ad raised to the level of a programing format. There are typically one or two "talking heads" in a talk-show type setting who discuss and demonstrate the product for sale and promote the program. Additions or variations to heighten viewer interest include viewer call-ins, game shows and live-audience auctions.

If a viewer decides to order a particular item, he or she calls a toll-free number and gives a credit card number to which the item can be billed. The cost on the screen does not include shipping charges but does typically include a 30-day, no-questions-asked, money-back guarantee, and in some cases, a lowest-price guarantee. Some services then

automatically enroll the purchaser as a member, entitling that individual to future discounts, mailings and other considerations.

Although home shopping programs offer all kinds of merchandise, jewelry and electronic items have figured importantly in the offerings to date. How much money can those and hundreds of other items bring to the purveyors? Paul Kagan, the Carmel, Calif.-based industry consultant, estimates that in 1986 the home shopping industry will be \$325 million, and in 1987 will be "at least" \$800 million. The industrywide estimates at which Kagan, or anyone else, arrives depend on certain key assumptions: the ratings of teleshopping shows, the percentage of viewers who are buyers, the average price



Home Shopping Network's HSN2 studio in Clearwater, Fla. The programing is uplinked to Satcom IV, transponder 1.

per purchase and the number of purchases per year.

Just measuring the teleshopping audience is difficult as it includes some viewers who have 24-hour-a-day access to a national tele-shopping network as well as viewers whose local TV stations lease as little as a half-hour a week. Among national networks offering or promising 24-hour programming, the Quality Value Convenience Network (QVC) says it has three million subscribers under contract; the Cable Value Network (CVN) says it has roughly 20 million, and HSN says it has 15 million cable subscribers—not including viewers who may soon be watching its over-the-air network. Telephone Auction counts 80 million as its potential audience for its syndicated weekly show.

The percentage of viewers who buy differs by market. HSN's third-quarter average number was 4.8% (buyers-to-viewers), but Paxson said the service is on at least 100 cable systems where the ratio is better than 10%.

Even more important is the percentage of

buyers who are regulars. Ted Deikel, president of CVN, said the only way the teleshopping business works is with a core of viewers who engage in "repeat buying," which he and others have identified as about 15 to 17 times a year. A survey in Lancaster, N.Y., and West Allis, Wis., by Jones Intercable, which is starting its own teleshopping service, "Sky Merchant," found that teleshoppers were more likely to be "shopaholics"—that is, to have ordered from a catalogue or a telephone salesperson or have entered a sweepstakes.

Another important variable is the average price per item bought, which runs a wide range, and depends on both the items being offered and audience response. HSN said its third-quarter average was \$32.64 per item shipped. Deikel said the average of CVN is \$80, but he expects it to drop to about \$50 once the service goes round-the-clock.

Theoretically the industry could support at least half a dozen networks, if Kagan is correct in his view that "... the breakeven point of a home shopping network is around

five million subs, assuming conservative sales figures and operating expenses can be contained near \$15 million per year." QVC's chairman, Joseph Segel, thinks a breakeven point can be achieved at half that number of subs.

More than half a service's costs will be the cost of the goods themselves. For HSN merchandise costs have run nearly 60% of revenue. Other operating costs are shipping and handling (compounded by returns that can average roughly 15% of sales), overhead, and whatever royalties will be paid to the cable operators. The only significant publicly reported results are for those of HSN, which show an operating profit margin of 20%.

With some of the costs being fixed regardless of the price of the item being sold, there would seem to be a natural incentive to sell higher-priced goods, and in fact many of the new entries into the business talk about selling more "upscale" items. HSN itself tried, apparently with less than complete success, to establish a second channel featuring

Teleshopping nothing new under broadcasters' sun

It's been around for years, billed as direct-response advertising or per-inquiry business; never too respectable, it remains profitable

Despite all the noise these days about home shopping via cable or broadcast television, it's really nothing new. It or something like it has been around since the earliest days of television in an abbreviated form called direct-response advertising. In fact, to somebody in the television business, home shopping is, perhaps, most easily defined as an endless stream of direct-response ads.

Direct-response ads placed on television stations and, to an increasing extent, on cable networks give merchandisers up to two minutes to convince viewers to get up out of their seats and order (either by phone or by mail) a product or more information about a product. They've been used to sell just about everything—from ginzu knives to life insurance to *Time* magazine.

To place the ads, the merchandisers' ad agencies either buy advertising time outright or cut a per-inquiry deal giving the television station or cable network a percentage of the take from each sale (usually around 25%) in exchange for its time.

Either way—paid or per-inquiry—direct response ads are contributing millions of dollars a year to the total sales of stations and cable networks. How many millions is not certain. The Direct Marketing Association has some figures, but they're three years old. They put the television industry's total take from direct response in 1983 at \$370 million.

What is certain is that an ever greater portion of the direct-response dollars are going into cable. Larry Gerbrandt, an analyst with Paul Kagan Associates, estimates that up to 10% of the cable networks' anticipated 1986 ad revenue of \$761 million will come from direct-response. Ted Turner's three services

alone (superstation WTBS[TV] Atlanta, CNN and CNN Headline News), which are the most popular vehicles for direct-response ads, will garner more than \$20 million from such ads in 1986, according to Turner's Charlotte Leonard, direct-response marketing manager.

"It's huge and it's growing every day," said Bill McCabe, an account supervisor at A. Eicoff & Co. in Chicago, which handles direct-response advertising for Time-Life Books, popular magazines like *U.S. News and World Report*, *Playboy* and *Psychology Today*. Companies that had avoided direct response in the past, he said, are coming around and looking for ways to take advantage of it. Pepperidge Farm is using the ads to put catalogues in the hands of potential customers, he said, while Sears is putting them to work to disseminate information about its home improvement service.

The classic direct-reponse ad is two minutes long. That allows sufficient time to make a sales pitch and to tell viewers where to phone or call for the offering. Agencies also like the two-minute length because it often fills an entire commercial break, eliminating the possibility of potential buyers being distracted by other spots.

But as the price of advertising time goes up, the two-minute spot is becoming less common. As conventional advertisers experiment with 15-second spots, the direct-response advertisers are placing more 60-second and 90-second spots. The trouble with the 60-second is it reduces the all-important end-tag telling viewers where to write or call for the product from 20-22 seconds (in the two-minute ad) to 10-12 seconds. Said one account executive: "We probably lose a lot of orders because the viewers don't have time to read the tag."

Television stations and cable networks like direct response advertising because it gobbles up their so-called "remnant adver-

tising" time, which they can't sell to conventional advertisers at rate-card prices. Stations and networks accept the paid advertising and insert it into pre-designated dayparts (anything but prime time, generally) whenever they have unsold time. Most per-inquiry ads run wherever the stations or networks want to run them. That usually means the "remnants of the remnants."

The economics of direct-response advertising don't make sense in prime time because the advertising time is too dear. But that's of no concern to Eicoff's McCabe. In fact, according to his agency's theory, he said, it's better to run a direct-response ad during an old movie or off-network rerun late at night than to run it during a highly rated network series in prime time. The prime time viewer, engrossed in the programs, has relatively high sales resistance, he said. "Who is going to dial an 800 number and risk not seeing who shot J.R. Ewing?"

Marketing products through direct-response ads is a risky business, according to Jeffrey P. Krantzdorf, vice president, business affairs, La Buick & Associates Media Inc. in Palm Springs, Calif., a direct-response agency that specializes in records and tapes. A new product should be introduced through paid spots so it can receive a fair test of its appeal in the marketplace, Krantzdorf said. And, he said, a two-week or three-week test flight in several markets can cost up to \$100,000. If, during those few weeks, the product fails to sell, he said, the ad is yanked and the merchandiser is out whatever it put up for the test flight.

Those in the direct-response advertising business are well aware of what the Home Shopping Network and its imitators are doing. Some think the home shopping phenomenon will have little effect on their business, while others see it as an opportunity. "HSN may be a vehicle for our ads," said Krantzdorf. □

"higher-priced, innovative" merchandise.

Paxson did not go into detail about the results of HSN 2, which began on March 1, but said it now appears that instead of two very different channels, HSN will have "two Walmarts." Still others are going to rework HSN's experiment. Mark Leonhart, vice president of cable operations for the Houston-based Consumer Discount Network, said it will have a CDN 1 and CDN 2: "One network would have imitation fur, the other would have genuine."

Another choice the various networks will make is how many want to become all-day services. Faced with that choice, Television Shopper's Showcase has already decided to cut back its hours rather than expand them. Mike Pratten, vice president of the Cleveland, Ga.-based service that until now has been primarily aimed at satellite dish owners, said: "We found earlier in the year that we could do better with fewer hours and that people will buy as many products in two hours as in five. Meanwhile, you have transponder costs, uplinking time and the show hosts, who are paid pretty good money." Others, such as CVN's Deikel, are convinced it makes more sense to operate full-time, and beginning this Tuesday (Sept. 2) the service will do so.

There will be other distinctions among the existing and soon-to-be home shopping networks. It is often heard that some new service will have items that are exclusive to its service; others say their programming will be segmented according to theme. Said QVC's Segel: "Segments might include 'What's new to beautify your home'; 'What's new to help you look your best.' or 'What's new in closeouts.'" Crazy Eddie's Home Entertainment Value Network will concentrate mostly on home entertainment items, with some home appliances as well.

Some, such as Tel-Shop, say they will present only brand-name merchandise. It is quite possible that various audience segments will also be targeted by specific services. Bob Johnson, president of Black Entertainment Television, said he is looking at the possibility of mixing in teleshopping with that network's current programming: "We know the black consumer has certain buying patterns, certain consumption habits."

Already there are local teleshopping networks in several communities, including Dallas (since August), New Orleans and Fairfax County, Va. The company running the last service, American Shopping Channels, promises to invest \$500,000 in a local studio and warehouse facility and hire roughly 50 local residents to run the operation.

Ward Sylvester, president of ASC, said it is intentional that ASC's service "not be confused with ABC's coverage of the Olympics." The format will be almost like a "local talk show," and cameras will pan to show people arriving at various locations to pick up their merchandise (80% go to the pick-up locations, even though the goods can be sent to their homes as well). Sylvester said a 100,000-home market could yield \$6 million in revenue, "at maturity." Other localized services include Dallas-based ASTV Inc., and America's Shopping Channel, based in Harahan, La.



FNN's Tel-Shop personalities (l-r): John Corcoran, Madeline Press, Timothy Lynch, Todd Donoho, Michelle Roth and John Darin.

Among teleshopping's doubters are those who think the industry may provide a home for two or three nationally based services but that it will ultimately repeat the history of pay TV with many of the regional and specialized services dropping out. There are others who think that the television set will come to resemble a shopping mall, with local and national, general and specialized, cable and broadcast services all coexisting.

For the national services, success will depend in part on the ability to obtain a transponder on either Galaxy or Satcom IV. At least five such services already are located on the latter satellite.

Walter Forbes, chairman of Comp-U-Card, which along with the Financial News Network is partner in Tel-Shop, said "the real contest for survivability is probably a year away." Meanwhile, the preliminary competition has begun to warm up with newcomers taking aim at those already televising their services. CVN, for instance, has hired on-air talent formerly with HSN. The other half-owner of CVN, C.O.M.B. Inc., was once among the largest suppliers of discount merchandise to HSN, but beginning in January, when the CVN joint venture was announced, HSN cut off its business dealings with C.O.M.B.

Keith Halford left a post as marketing vice president of HSN to help found QVC. Television Shopper's Showcase's Pratten remarked: "We had a salesman come down and take a look at our operations. A month later, that company was running its own service on transponder 12 (Satcom IV). We use background music at the end of each product and they are now doing it exactly the same way."

Ultimately home shopping may have as its biggest competition forms of communication yet to be developed. At least one major retailer, Sears, is involved in a videotex joint venture, Trintex, and had four executives attending Kagan's home shopping seminar two weeks ago. Said Comp-U-Card's Forbes: "We will see an evolution to some sort of device in the home that sells interactively with pictures...I don't think in the long run it will be cable." Forbes said that Comp-U-Card had 250,000 items listed in its catalogue and noted that very few could be shown per hour via teleshopping—most services show between 10 and 20 items per

hour (Telephone Auction probably shows the most, about 60 per hour).

Many, if not most, MSO's think it is in cable's best interest to see that home shopping succeeds. Said Greg Liptak, group vice president, operations, Jones Intercable: "For 20 years we as cable operators have dreamt of the day that shopping would be an important part of the cable service."

Although many cable operators (in terms of subscribers) have apparently already committed to one or another of the national services, others are still waiting to see who has the best service and will make the best offer. Said CDN's Leonhart, "Majors aren't going to commit until they see the programming. They want to know the financial strength and staying power of the service. Second would be the service's ability to fulfill customer orders, and third would be how much variety and true value the consumer gets."

There are now several ways in which the services compete for affiliation agreements with cable operators. One way is to offer partial ownership of the service, a task facilitated for those shopping services that are publicly traded. Half of CVN is owned by several MSO's including Tele-Communications Inc., Warner, Daniels and United. Through the next two weeks HSN will continue offering MSO's options to purchase \$10 worth of HSN's common stock for every subscriber committed for three years.

When QVC is through offering cable operators equity in that soon-to-be-established service, roughly 40% of the company's stock will be owned by cable operators. And Canton, Ohio-based Let's Go Shopping Network has temporarily pulled its service while working on plans for a public offering of stock, some of which will be offered to cable operators. The Video Shopping Mall recently merged with a publicly held limited partnership, Triatlantic Ventures, in part to be able to distribute shares to cable operators.

Home shopping services compete for cable operators by offering a percentage of adjusted gross sales, typically 5% to 8%. The commissions can also take the form of guaranteed per-sub revenue. American Shopping Channels, for instance, says it offers a minimum of 10 cents per sub per month. Furthermore, many of the companies are including in the commission total sales made from

mail catalogues or elsewhere, as long as they are made by customers from within a cable operator's service area. HSN said it will do the same for sales made from its soon-to-be-purchased TV stations.

Based on the theoretical industry model with 1987 revenue of \$840 million, a 5% distribution to cable operators would be \$42 million. Divide that on a per-sub basis (assuming 35 million cable households participating) and it comes out to \$1.20 on an annual basis, or 10 cents per month given to the operator from a home shopping service.

With many basic cable services moving in the other direction and instituting or increasing monthly per-sub fees, the appeal of tele-shopping as a revenue generator is obvious. The appeal does not necessarily multiply with added tele-shopping services, however, since each subsequent service may bring in incrementally less revenue. Some entrepreneurs, like QVC's Segel, are hoping the "Las Vegas effect"—under which added outlets help increase the total amount of money being spent—works well.

At least some operators are signing exclusive affiliation agreements, which may mean keeping out services piggybacking on existing cable channels. Elio Betty, senior vice president, sales and advertising for FNN, said he was aware that some systems were blacking out Tel-Shop—which since August has followed FNN after midnight. "I hope they are doing it based on a look-see situation as opposed to permanently doing it to maintain exclusivity." Among other part-time services are those run on Tempo TV,

which has for at least two years carried some form of teleshopping program bloc, and the Video Shopping Mall, which since July has been using transponder time unoccupied by The Discovery Channel.

One constraint on the number of teleshopping channels may be the channels available. Oft-cited figures compiled by A.C. Nielsen show that less than half of all cable households are in systems with open channels and only one quarter are in systems with three or more open channels.

Still unknown is the extent of teleshopping on over-the-air television. Although the FCC never had a specific rule prohibiting an all-commercial format, such as teleshopping, it previously considered commercial loads and program-length commercials during license renewal hearings. Within the past few years those considerations have fallen as part of the FCC's deregulation of broadcasting, and Roderick Porter, deputy chief of the FCC's Mass Media Bureau, said: "We would not deny a license on that basis" (a home shopping format).

More than one teleshopping service currently buys time from broadcasters on a weekly basis. Probably the largest is San Diego-based Telephone Auction, which, according to marketing director Bill Gonzales, purchases roughly two hours of weekend time on 135 stations, 45 of them network affiliates. Consumer Discount Network said it now buys time on roughly a dozen stations, and the half-hour program of The Weekly Shopping Network also is carried by several stations.

It seems likely that not only will the number of stations and amount of time expand, but also that the relationship between stations and services may change with more stations getting, like cable operators, a percentage of gross sales. Several services have plans to talk with broadcasters, although Phil Corvo, executive director of NATPE International, said so far no service has separately rented a booth for the organization's upcoming January conference.

HSN's Paxson told BROADCASTING, "We have generated over 160 inquiries for full and part-time carriage of HSN.... We are in serious negotiations with a large number [of stations] but at this hour we have not signed any... which is more due to the fact that we want to finish our own acquisition program which we suspect will be done by the middle of September." The Clearwater, Fla.-based company's recently proposed acquisitions of stations serving New York, Boston, Philadelphia, Cleveland and Baltimore has been the most discussed recent move by any of the services.

HSN's Paxson dismisses the claims of some competitors that building a broadcast network is not "cable friendly" by noting that since the station-buying program was announced HSN has signed affiliation agreements with "18 large MSO's." He also indicated that must carry is not a worry, although all the stations being bought are UHF: "We don't really care about must carry... we feel it will be challenged, knocked down... it will be a long time before a workable rule is in place." The HSN president said that engineering studies show the stations will be able to reach 50% to 75% of the audience.

Paxson said that the stations in the HSN network will carry some public affairs programming: "The format will be similar to a telethon where you do local cutaways every hour for local programming, public affairs and news. We feel that is a better way than to have a couple of guys sitting around on a couch on Sunday morning." Station ownership, said Paxson, will allow HSN to bring teleshopping to the more than 140 million television sets he estimates cannot be reached by cable. □



"NO!!!"



Birthday blast. RKO's oldies-formatted KRTH(FM) Los Angeles helped the city of Burbank, Calif., celebrate its 75th anniversary. KRTH, which was designated the "official radio station" for the city's diamond jubilee, took part in activities that included California dignitaries. Above, KRTH Vice President and General Manager Pat Norman (!) presents California Lieutenant Governor Leo McCarthy with a "K-EARTH" T-shirt.

Stock Index

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Wed Wed Change Change Ratio Capitali-
Aug 27 Aug 20 zation
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Closing Closing Net Percent P/E Market
Wed Wed Change Change Ratio Capitali-
Aug 27 Aug 20 zation
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BROADCASTING

N Capital Cities/ABC	268	1/8	263	3/4	4	3/8	1.65	30	4,299
N CBS	143	5/8	143	1/2		1/8	.08	27	3,367
O Clear Channel	13	1/4	13	3/4	-	1/2	-3.63	19	38
O Infinity Broadcasting	12		12					63	125
O Jacor Commun.	7	5/8	7	5/8					43
O LIN	52	1/2	54	3/8	-	1 7/8	-3.44	40	1,390
O Malrite	12	1/2	12	7/8	-	3/8	-2.91	15	104
O Malrite 'A'	12	3/4	12	3/4				18	53
A Price Commun.	11	7/8	12	5/8	-	3/4	-5.94		116
O Scripps Howard	80		79		1		1.26	29	826
O SunGroup Inc.	2	1/2	2	3/4	-	1/4	-9.09	25	4
N Taft	118	7/8	119	1/4	-	3/8	-0.31	56	1,077
O TVX Broadcast Group	10		9	1/2	1/2		5.26	41	58
O United Television	36		34	1/4	1 3/4		5.10	33	394

BROADCASTING WITH OTHER MAJOR INTERESTS

N A.H. Belo	56	1/8	56			1/8	.22	28	648
A Adams Russell	19	7/8	21		-	1 1/8	-5.35	12	123
A Affiliated Pubs	62	7/8	66	3/8	-	3 1/2	-5.27	36	1,109
O American Comm. & TV		1/8		1/8					9
N American Family	35	7/8	37		-	1 1/8	-3.04	24	1,434
O Assoc. Commun.	27	1/2	27	1/8		3/8	1.38		262
O Business Men's Assur.	28	1/2	27	3/4		3/4	2.70	17	301
N Chris-Craft	72		69	1/4	2 3/4		3.97	32	470
N Dun & Bradstreet	114		112	3/4	1 1/4		1.10	27	8,666
O Durham Corp.	44	1/4	44			1/4	.56	11	251
N Gannett Co.	77	3/8	77	1/2	-	1/8	-0.16	24	6,212
N GenCorp	77		73	1/4	3 3/4		5.11	18	1,720
N General Cinema	44	1/4	46	3/8	-	2 1/8	-4.58	18	1,611
O Gray Commun.	143		143					24	71
N Jefferson-Pilot	36	5/8	36	7/8	-	1/4	-0.67	12	1,531
N John Blair	29	1/2	27	7/8	1 5/8		5.82		238
O Josephson Intl.	11	1/8	11	7/8	-	3/4	-6.31		52
N Knight-Ridder	51	5/8	51	1/2		1/8	.24	23	2,899
N Lee Enterprises	25	3/4	26	3/8	-	5/8	-2.36	21	652
N Liberty	40	1/4	42	1/4	-	2	-4.73	16	406
N McGraw-Hill	60	1/4	60	3/4	-	1/2	-0.82	20	3,037
A Media General	91	1/4	91	5/8	-	3/8	-0.40	19	642
N Meredith Corp.	73	5/8	73			5/8	.85	14	697
O Multimedia	44	1/4	45		-	3/4	-1.66	98	485
A New York Times	77	7/8	76	1/8	1 3/4		2.29	26	3,150
O Park Commun.	31		30	1/4	3/4		2.47	29	427
N Rollins Commun.	39	1/2	39	1/2				43	577
T Selkirk	25	3/8	25	1/8		1/4	.99	55	205
O Stauffer Commun.	145		150		-	5	-3.33	23	145
A Tech/Ops Inc.	28	1/4	27	1/2		3/4	2.72	5	61
N Times Mirror	67	5/8	67			5/8	.93	20	4,359
O TM Communications	2	7/8	3	1/4	-	3/8	-11.53	287	21
O TPC Commun.		7/16		7/16					4
N Tribune	70		70					22	2,842
A Turner Bcstg.	18		15	7/8	2 1/8		13.38	40	392
A Washington Post	152		156		-	4	-2.56	19	1,975

PROGRAMMING

O All American TV	9	3/4	8	1/4	1 1/2		18.18		11
O American Nat. Ent	2	9/16	2	3/4	-	3/16	-6.81		6
O Barris Indus	21	3/8	21	3/8				35	189
O Birdfinder Corp.		3/4		3/4				-3	2
O C.O.M.B.	31		30		1		3.33	52	357
N Coca-Cola	38	1/4	39	1/8	-	7/8	-2.23	20	14,763
N Disney	44		46		-	2	-4.34	30	5,692
N Dow Jones & Co.	35	1/4	34	3/4	1/2		1.43	25	3,410
O Financial News	13	3/8	15	1/8	-	1 3/4	-11.57	167	144
O Four Star	4		4	1/2	-	1/2	-11.11	4	3
A Fries Entertain.	6	7/8	6	1/4	5/8		10.00	13	35
N Gulf + Western	70	3/8	67	1/8	3 1/4		4.84	20	4,351
O Hal Roach	14	1/8	13	3/4	3/8		2.72		78
A Heritage Entertain.	8	7/8	9	3/8	-	1/2	-5.33	9	24
O King World	46	3/4	50		-	3 1/4	-6.50	29	478
O Laurel Entertainment	5	7/8	6	3/4	-	7/8	-12.96	22	14
A Lorimar-Telepictures	22	3/8	24	3/8	-	2	-8.20	22	759
N MCA	43	7/8	43	5/8		1/4	.57	20	3,425
A New World Pictures	14	1/4	12	3/4	1 1/2		11.76	27	151
N Orion Pictures	13	5/8	13	5/8					130
O Peregrine Entertain.	18	3/4	21		-	2 1/4	-10.71		34
N Playboy Ent.	6	3/8	6	3/8					59
O Reeves Commun.	9	7/8	9	1/2		3/8	3.94		123
O Republic Pictures 'A'	12	1/2	12	3/4	-	1/4	-1.96	89	36
O Republic Pictures 'B'	12		12	1/4	-	1/4	-2.04	85	9
A Robert Halmi	3	3/4	4		-	1/4	-6.25	34	71
O Sat. Music Net.	10	1/2	10	1/2					71

PROGRAMMING

N United Artists	13		13	1/4	-	1/4	-1.88		664
N Warner Communications *	22	1/2	48	1/4	-	25 3/4	-53.36	15	2,776
O Westwood One	32	3/4	33	5/8	-	7/8	-2.60	51	267

SERVICE

O Ally & Gargano	11	7/8	11	3/4		1/8	1.06	10	26
O BBDO Inc.	26	3/4	26			3/4	2.88	16	344
O Burnup & Sims	4		3	3/4		1/4	6.66	200	35
O Compact Video	6	1/4	5	7/8		3/8	6.38	62	27
N Comsat	33	7/8	33			7/8	2.65		613
O Doyle Dane B.	21	1/2	20	3/4		3/4	3.61	19	122
N Foote Cone & B.	53	3/4	55	3/4	-	2	-3.58	13	204
O Grey Advertising	100		100						120
N Interpublic Group	28	3/8	27	1/2		7/8	3.18	16	619
N JWT Group	31	3/4	31			3/4	2.41	13	288
A MovieLab	6	5/8	6	5/8					10
O Ogilvy Group	29	7/8	29	3/4		1/8	.42	14	408
O Saatchi & Saatchi	33	1/8	33	1/2	-	3/8	-1.11	15	1,713
O Telemation	10	1/4	10	1/4					10
A TEMPO Enterprises	12	3/8	12			3/8	3.12	31	71
A Unitel Video	11	1/8	10	1/2		5/8	5.95		24

CABLE

A Acton Corp.	1	3/4	2		-	1/4	-12.50		10
A Cablevision Sys. 'A'	19		19	1/4	-	1/4	-1.29		399
O Cardiff Commun.	115/16		1	7/8		1/16	3.33	5	4
N Centel Corp.	64	1/8	61	3/8	2 3/4		4.48	13	1,774
O Century Commun.	13	1/4	13	1/8		1/8	.95	265	256
O Comcast	26	5/8	26	1/4		3/8	1.42	35	567
N Heritage Commun.	23	3/4	24	3/8	-	5/8	-2.56	55	412
O Jones Intercable	13	7/8	14	3/8	-	1/2	-3.47	33	180
T Maclean Hunter 'X'	19	1/4	19			1/4	1.31	26	709
O Rogers Cable of Amer.	13	3/4	13	1/2		1/4	1.85		707
T Rogers Cable Systems	17	1/2	18	1/8	-	5/8	-3.44		410
O TCA Cable TV	20	1/8	20	3/4	-	5/8	-3.01	34	217
O Tele-Commun.	28	7/8	27	1/8	1 3/4		6.45	222	2,774
N Time Inc.	81	5/8	83	1/4	-	1 5/8	-1.95	25	5,123
O United Artists Commun.	17	7/8	17	5/8		1/4	1.41	52	733
N United Cable TV	27	7/8	27	3/4		1/8	.45	69	647
N Viacom	30	3/8	28	1/2	1 7/8		6.57	29	1,040
N Western Union	4		3	7/8		1/8	3.22		97

ELECTRONICS/MANUFACTURING

N 3M	112	7/8	111	1/2	1 3/8		1.23	19	12,985
N Allied-Signal	41	3/4	41	1/4	1/2		1.21		7,361
O AM Cable TV	1	1/16	1	1/8	-	1/16	-5.55		3
N Anixter Brothers	10	1/8	10	1/8				18	368
N Arvin Industries	28	7/8	29	5/8	-	3/4	-2.53	12	466
O Birdview Satellite	3	1/2	1	1/2	2		133.3		32
O C-Cor Electronics	7		6	1/4	3/4		12.00		21
O Cable TV Indus.	2	1/2	2	1/2					7
A Cetec	6	1/4	6	3/8	-	1/8	-1.96		12
A Chyron	5		5	1/4	-	1/4	-4.76	23	50
A CMX Corp.	1	3/8	1	3/8					7
A Cohu	6	7/8	6	3/8		1/2	7.84	14	12
N Conrac	15	1/2	15	5/8	-	1/8	-0.80	14	102
N Eastman Kodak	57	3/8	57	3/8				48	12,961
O Elec Mis & Comm.	3		3	1/8	-	1/8	-4.00		12
N Gen. Instrument	21	5/8	21	1/4	3/8		1.76		700
N General Electric	77	7/8	76	1/8	1 3/4		2.29	15	35,509
O Geotel Inc.	2		2	1/8	-	1/8	-5.88	8	7
N Harris Corp.	31		30	1/4	3/4		2.47	21	1,247
N M/A Com. Inc.	15	1/2	15	3/4	-	1/4	-1.58		674
O Microdyne	3	1/2	3	7/8	-	3/8	-9.67	31	15
N Motorola	42	1/4	40	3/8	1 7/8		4.64	67	5,395
N N.A. Philips	40		39	1/4	3/4		1.91	17	1,157
N Oak Industries	1	1/8	1		1/8		12.50		38
A Pico Products	2	1/8	2	1/8					7
N Sci-Atlanta	10		8	7/8	1 1/8		12.67	17	234
N Sony Corp.	21	1/8	19	1/2	1 5/8		8.33	12	4,883
N Tektronix	60	1/8	61		-	7/8	-1.43	19	1,176
N Varian Assoc.	27	7/8	26	3/8	1 1/2		5.68	39	594
N Westinghouse	57	7/8	57	3/4	1/8		.21	15	8,891
N Zenith	25		25	1/4	-	1/4	-0.99		578
Standard & Poor's 400	278.95						274.77		4 18

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING'S OWN RESEARCH. Notes: * 2-for-1 split, Aug. 25.

Changing Hands

PROPOSED

KGUN-TV Tucson, Ariz.; KMTV(TV) Omaha, and 48.8% of KFAB(AM)-KGOR(FM) Omaha □ Sold by May Broadcasting Co. to Lee Enterprises for \$89 million. **Seller** is Shenandoah, Iowa-based group of three AM's, two FM's and two TV's principally owned by Frances M. Rankin and Edward W. May. **Buyer** is publicly owned, Davenport, Iowa-based group of six TV's headed by Lloyd G. Schermer, that already owns most of remaining stock of Omaha radio stations. It also has interests in 18 newspapers. KGUN-TV is ABC affiliate on channel 9 with 110 kw visual, 21.94 kw aural and antenna 3,722 feet above average terrain. KMTV is CBS affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 1,370 feet above average terrain. KFAB is on 1110 khz full time with 50 kw. KGOR is on 99.9 mhz with 115 kw and antenna 1,230 feet above average terrain.

WAVZ(AM)-WKCI(FM) New Haven, Conn. □ Sold by Eastern Broadcasting Co. to Noble Broadcast Group for \$30.5 million. **Seller** is Washington-based group of four AM's and five FM's owned by Roger Neuhoff. It recently purchased WEST(AM)-WLEV(FM) Easton, Pa. ("Changing Hands," Aug. 25). **Buyer** is owned by John T. Lynch. It operates XETRA-AM-FM Tijuana, Mex. It is buying WGBB(AM) Freeport-Merrick and WBAB-FM

Babylon, both New York ("Changing Hands," July 28); WSSH-FM Lowell, Mass. ("Changing Hands," Aug. 4), and is also buying KISS(FM) San Antonio, Tex. (see below). WAVZ is on 1300 khz full time with 1 kw. WKCI is on 101.3 mhz with 50 kw and antenna 1,070 feet above average terrain. **Broker: Blackburn & Co.**

WNOX(AM)-WTNZ(FM) Knoxville, WKNZ(AM) Madison and WLRQ(FM) Franklin, all Tennessee, and WVOK(AM)-WLTB(FM) Birmingham, Ala. □ Sold by ELF Communications Inc. to REBS Inc. for \$13.5 million. **Seller** is Brentwood, Tenn.-based group of three AM's, three FM's and one TV, headed by John A. Lack, president. **Buyer** is owned by Rick James, his wife, Earlene, Steve Hunter and Bob Dearborn. It also owns WJTO(AM)-WIGY(FM) Bath, Me., and WIBX(AM)-WIBQ(FM) Utica, N.Y. WNOX is on 990 khz full time with 10 kw. WTNZ is on 95.3 mhz with 3 kw and antenna 1,840 feet above average terrain. WKNZ is on 1430 khz with 5 kw day and 1 kw night. WLRQ-FM is on 100.1 mhz with 3 kw and antenna 1,200 feet above average terrain. WVOK is daytimer on 690 khz with 50 kw. WLTB is on 99.5 mhz with 100 kw and antenna 870 feet above average terrain. **Broker: The Mahlman Co.**

KISS(FM) San Antonio, Tex. □ Sold by KISS Broadcasting Inc. to Noble Broadcast of San

Antonio Inc. for \$13,350,000. **Seller** is owned by Capitol Broadcasting Co., Raleigh, N.C.-based group of two AM's, six FM's and one TV, principally owned by James F. Goodmon. **Buyer** is also purchasing WAVZ(AM)-WKCI(FM) New Haven, Conn. (see above). KISS is on 99.5 mhz with 100 kw and antenna 576 feet above average terrain. **Broker: Blackburn & Co.**

WLPR(FM) Mobile, Ala. □ Sold by Sound Broadcasting Corp. to TM Communications Inc. for \$2,550,000. **Seller** is principally owned by Nicholas C. Panayiotou, president. It has no other broadcast interests. **Buyer** is based in Dallas and is headed by Patrick Shaughnessy, president. It also owns KHAT-AM-FM Lincoln, Neb. Publicly owned TM Communications produces radio and TV jingles, videos and multimedia shows and licenses commercial use of music. It is also buying KNSS(FM) Carson City, Nev. (see below). WLPR is on 96.1 mhz with 40 kw and antenna 420 feet above average terrain. **Broker: Chapman Associates.**

KNSS(FM) Carson City, Nev. □ Sold by Carson City Broadcasting Inc. to TM Communications Inc. for \$2.5 million. **Seller** is principally owned by Smokey Hyde, who has no other broadcast interests. **Buyer** is also purchasing WLPR(FM) Mobile, Ala. (see above). KNSS is on 98.1 mhz with 76 kw and antenna

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9/1/86

2,275 feet above average terrain. *Broker: Chapman Associates.*

KCWT-TV Wenatchee, Wash. □ Sold by KCWT Ltd. Partnership to Central Washington Television Inc. for \$2.3 million. **Seller** is principally owned by Jerry R. Martin. It has no other broadcast interests. **Buyer** is owned by Robert R. Bingham. It also owns KKFX(AM) Seattle. KCWT-TV is independent on channel 27 with 266.56 kw visual, 26.65 kw aural and antenna 1,393 feet above average terrain.

KLBY(TV) Colby, Kan. □ Sold by Channel 4 Broadcasting Ltd. to Chronicle Broadcasting of Wichita Inc. for \$1,382,000. **Seller** is equally owned by Sam A. Lunsway, Richard L. Epard, Benjamin L. Keller and Ivan J. Stienle. It has no other broadcast interests. **Buyer** is subsidiary of Chronicle Broadcasting Co., San Francisco-based group of four TV's headed by Frances A. Martin, president. It is subsidiary of Chronicle Publishing Co., publisher of *San Francisco Chronicle*. KLBY is independent on channel 4 with 100 kw visual, 10 kw aural and antenna 770 feet above average terrain.

KWBE(AM)-KMAZ(FM) Beatrice, Neb. □ Sold by Mia Enterprises Inc. to The MEG Company for \$1.2 million plus 80% of accounts receivable. **Seller** is owned by Gordon Bud Pentz and family. It has no other broadcast interests. **Buyer** is owned by J. Taylor Monfort, who also has interest in WDAR-AM-FM Darlington, S.C. KWBE is on 1450 khz full time with 1 kw. KMAZ is on 92.9 mhz with 97 kw and antenna 320 feet above average terrain.

KBRK(AM)-KGKG(FM) Brookings, S.D. □ Sold by Brookings Broadcasting Co. to Dakota Broadcasting Inc. for \$1,035,000, including \$117,500 noncompete agreement. **Seller** is principally owned by Robert J. Reimers and Gene Platek. It has no other broadcast interests. **Buyer** is owned by Raymond A. Lamb, chairman of Dakota Bank & Trust Inc., Fargo, N.D. It has no other broadcast interests. KBRK is daytimer on 1430 khz with 1 kw. KGKG is on 94.3 mhz with 3 kw and antenna 175 feet above average terrain.

WNAM(AM)-WPRR(FM) Altoona, Pa. □ Sold by Phylidel Communications to Progressive Broadcasting Inc. for \$850,000. **Seller** is principally owned by James Drayton. It has no other broadcast interests. **Buyer** is owned by Augusto Delorme, Joseph Grapone and Zayne Helsel. Delorme is physician; Grapone is attorney, and Helsel is realtor, all in Altoona. WNAM is on 1430 khz with 5 kw day and 1 kw night. WPRR is on 100.1 mhz with 3 kw and antenna 30 feet above average terrain.

WCSJ-AM-FM Morris, Ill. □ Sold by Grundy Communications Inc. to Midwest Broadcasting Inc. for \$600,000 cash including \$100,000 noncompete agreement. **Seller** is owned by John W. Robinson, Edward Boehm and John Dame, who have no other broadcast interests. **Buyer** is owned by Roger Coleman, Shelby Harbinson and William W. Hansen. Coleman is former owner of WRAM(AM) Monmouth, Ill. Harbinson has interest in WDAN(AM)-WDNL(FM) Danville, Ill. Hansen is general manager of WJOL(AM)-

WLLI(FM) Joliet, Ill. WCSJ is daytimer on 1550 khz with 250 w. WCSJ-FM is on 104.7 mhz with 6.64 kw and antenna 208 feet above average terrain. *Broker: Burt Sherwood Inc.*

KYXE(AM) Selah, Wash. □ Sold by Tri-Co. Inc. to Sunshine Valley Broadcasting Inc. for \$325,000. **Seller** is owned by Donald Harris and his wife, Carol, who have no other broadcast interests. **Buyer** is equally owned by Martin Hamstra, George W. Akers and Gene Henderson. Hamstra owns KWYZ(AM) Everett, Wash., where Henderson is sales manager. Akers is Seattle attorney. KYXE is on 1020 khz with 5 kw day and 500 w night.

For other proposed and approved sales see "For the Record," page 104.

Full circle. Group W is changing its official name from Westinghouse Broadcasting and Cable Inc., back to Westinghouse Broadcasting Inc., reflecting the recent divestiture of most of its cable properties. The company still holds a cable franchise for part of Chicago and owns a subsidiary, Group W Satellite Communications, that provides cable programming and transmission services. But the company's main focus is broadcasting and Group W chairman and chief executive officer, Daniel L. Ritchie, said it was "appropriate to change our name to what it was before our acquisition of the cable company."

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Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
General Instrument	First	\$202,500	-2	\$5,100	NM	\$0.16
Infinity Broadcasting	Second	\$11,364	10	(\$316)	NM	(\$0.03)
Lorimar-Telepictures	First	\$180,116	88	\$27,970	873	\$0.63
Playboy Enterprises	Fourth	\$43,035	-8	(\$16,346)	NM	(\$1.74)
	Year	\$181,639	-4	(\$62,203)	NM	(\$6.61)
Republic Pictures	Second	\$6,825	179	\$420	153	\$0.11
Satellite Music	Second	\$4,380	25	\$370	118	\$0.04
Telecrafter	Third	\$1,823	29	(\$466)	NM	(\$0.30)

General Instrument in previous year's first quarter had net loss of \$3.3 million. Most recent gain includes after-tax profit of \$3.3 million on sale of securities. Company said "cable order inputs remained depressed in the quarter," but added that 10% to 15% price increase beginning in second quarter, combined with cost reductions, "should improve margins in this segment." ■ **Local revenue for Infinity Broadcasting** increased 18% while national revenue increased 3%. Operating income was \$2.1 million, up 29%. Net loss in previous second quarter was \$6.28 million, including \$6.26 million extraordinary charge from early retirement of debt. ■ **Lorimar-Telepictures** had operating income of \$8.4 million, up 18%. Net income included pre-tax gain of \$23.9 million on sale of Warner Communications stock. Company said revenue was up due to "a significantly higher level of new network programming activity with 37½ hours of product delivered in the June 30, 1986, quarter versus 14 hours in the prior comparable period; continued growth in the home video segment, and the addition of Zoell & Jacobs advertising revenue." ■ **Playboy Enterprises** had net income of \$6.7 million in previous year and net loss of \$816,000 in previous year's fourth quarter. Company said video division incurred loss for year due to "write-off of certain capitalized costs related to the now-terminated marketing and distribution agreement for its pay television services," and cited "... a decline in the average number of subscribers per channel." ■ **Satellite Music Network's** second-quarter cash flow (pre-tax profit before depreciation, amortization and interest) grew 23% to \$397,340. Advertising revenue jumped 37% to \$3.1 million, while affiliate fees increased 4% to \$1.3 million. Net income benefitted from operating loss carryforward of \$158,950, compared to \$72,660 during previous year's second quarter. ■ **Telecrafter** had net income of \$32,303 in previous year's third quarter. Most recent results included special costs associated with company's previous one-third equity interest in X*PRESS. ■

Clubs to be market for specialized satellite service

A start-up company based in Boca Raton, Fla., is developing a private satellite network to deliver first-run movies, specials and other amusements to specially built video theaters in country clubs, condominiums and resort hotels. Club-Theatre Network (CTN) expects to have about 13 theaters in operation by the end of the year and, if all goes well, hundreds by the end of 1987, mostly in southern Florida, Texas and California.

The network will be interactive, permitting polling, auctions, in-theater shopping and live question-and-answer shows. Each theater will contain 50 seats, each equipped with a computer keypad and telephone handset for interactive service.

According to Joe Osborne, CTN's chief technical consultant, programs will be digitally processed before and after satellite transmission to improve the resolution of the pictures when projected on the theaters' six-by-15-foot screens. The processing will also preserve the wide aspect ratios of the motion pictures, he said. CTN will transmit programs over the satellite using either Scientific-Atlanta's B-MAC or M/A-Com's Videocipher I to scramble the program and to enhance the signal (and ultimately the picture) quality.

CTN is building simultaneously a demonstration theater in Boca Raton and its first commercial theater in the conference center of the Bonaventure Hotel and Spa in West Broward county, Fla., Osborne said. Both should be ready to go in 60 days, he said.

John Van Ordstandt, general manager of the Bonaventure complex, said the complex is close to signing an agreement with CTN, providing space for a theater within the 85,000-square-foot conference center and the opportunity to serve its conventioners and upscale guests. But, he said, construction has not begun, and it may take CTN longer than it thinks to build its theater because of the conference center's jammed schedule next fall. "I think it is a good concept," Ordstandt said of CTN. "Whether they can market it and reach a broad enough audience remains to be seen."

Gerald Smith, founder of CTN and a member of its executive committee, declined to say how much start-up capital would be required to implement CTN's plans or precisely where the money is coming from. A group of private investors is currently supplying all the necessary funding, he said.

The operational hub for the private network will be Nova University near Fort Lauderdale, Fla. CTN has made arrangements to use Nova's television studio and VAX computers and the satellite uplinking facilities of South Star Communications Inc., which are adjacent to the university. The computers are needed to manage the interactive services. □

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Satellite Footprints

Fine, no time. Captain Midnight will stay out of jail. John R. MacDougall, who confessed to disrupting Home Box Office's satellite feed twice last April, was fined \$5,000 and given a year's probation at his sentencing last Tuesday (Aug. 26). The sentence was part of a plea bargain by MacDougall when he pleaded guilty to violating a federal anti-interference law after the FCC caught up with him last month (BROADCASTING, July 28).

Using a commercial uplink of the Central Florida Teleport in Ocala, Fla., where he worked part time as a technician, MacDougall overpowered the HBO signal on a Galaxy I transponder and replaced the HBO programming briefly with color bars on April 20 and with color bars and a character generator message on April 27. The message was a protest of HBO's scrambling of its satellite feeds and its charging backyard dish owners to subscribe to its services.

In a statement released at the time of his arraignment, MacDougall said the scrambling had crippled his two-and-a-half-year-old home dish business. "I have been watching the great American dream slip from my grasp," he said. "In retrospect, I realize the means I used may not have been the best. I regret what I did, but I hope it may have served to focus public attention on a problem that affects millions of Americans."

Ready cash. Comsat Corp. has agreed to sell its headquarters building at Washington's L'Enfant Plaza to an unidentified real estate syndicator, but the satellite communications company will not be going anywhere. The purchase agreement provides for Comsat to lease back and manage the 270,000-square-foot building for the next 10 years. The closing is expected to occur during the fourth quarter.

Although Comsat would not disclose the price, it said it would realize an after-tax gain of approximately \$32 million from the sale, about \$6 million of which is expected to be reported in the fourth quarter of 1986. The balance—\$26 million—will be reported in approximately equal amounts over the next 10 years.

With the closing of the deal, Comsat will have to start paying rent. According to Comsat spokesman Richard McGraw, the payments will amount to \$5.7 million a year.

Comsat decided to enter into the lease-back arrangement, McGraw said, because the property represented a "substantial asset that wasn't generating any return for the shareholders." Comsat plans to invest the proceeds in the expansion of one of its existing businesses or in the acquisition of a new one, he said. If Comsat decides to buy a business, he said, it will be in the telecommunications field. One purchase Comsat is reportedly considering is that of MCI/SBS IV from MCI Communications Inc.

The distributor's distributor. Despite increased competition, Wold Communications has landed contracts to distribute 21 additional syndicated TV series via satellite, increasing to 79 the number of series that will make up the so-called Wold Satellite Television Network for the fall season.

Counting the new shows, Wold will transmit an average of 146 hours of programming a week or nearly 21 hours a day. Most of the transmission will be over Wold's transponder on Telstar 301.

The new series (with date of first transmission): *Nightlife* with David Brenner (Sept. 8), *The Oprah Winfrey Show* (Sept. 1), *True Confessions*, (Sept. 1) and *Rock 'n' Roll TV News* (Sept. 12), all from King World; *Dream Girls* (Sept. 9), *9 to 5* (Sept. 8) and *\$100,000 Pyramid* (Sept. 8), all from Fox Television; *Hollywood Squares* (Sept. 7) from Orion TV Syndication in association with Hearst Broadcasting; *Card Sharks* (Aug. 31) from TV Program Source; *New Dating Game* (Sept. 8) from Chuck Barris; *Check it Out* (Sept. 5) from D.L. Taffner; *Crook and Chase* (Aug. 24) from Jim Owens Productions; *Superior Court* (Sept. 8) and *Silverhawks* (Sept. 1), both from Lorimar-Telepictures; a half-hour strip and weekly hour of Jimmy Swaggart from Jimmy Swaggart Ministries (Aug. 11); *Money Pro-News* (Sept. 1) from Crowley Financial Network; *What a Country* (Sept. 24) from Viacom; *You Write the Songs* from TPE; *America's Top 10* (Sept. 21) from All American TV, and *Sports Lifestyles* (Sept. 4) from GCP.

They all count. Given the poor performance of U.S. launch vehicles over the past year, the satellite communications industry will take a closer than usual interest in the launch of a weather-research satellite by the U.S. Air Force from Vandenberg Air Force Base in California, now set for Sept. 7.

The National Oceanic and Atmospheric Administration satellite will be launched aboard a General Dynamics Atlas-E rocket, a cousin of the Atlas Centaur rocket that General Dynamics is making available for the launch of commercial communications satellites. A successful launch would give satellite carriers more confidence in the Atlas Centaur.

A spokesman for General Dynamics said the Atlas Centaur, which can carry a payload of up to 5,200 pounds, has a 96% success rate. It last failed in 1984 with an Intelsat V satellite on board, he said, but successfully carried three Intelsat V's into orbit last year.

Atlas Centaur launches resume next November with the launch of a satellite for the Department of Defense, the spokesman said. Two Atlas Centaurs are left, both slated to carry DOD payloads, he said. Another Atlas Centaur will not be built until another customer—commercial or government—comes in the door with a check, he said.

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Mutual clashes with White House over radio address

Network airs parts of Reagan radio speech early; Speakes complains; Mutual news chief Nessen writes op-ed defense in 'Washington Post'

Ron Nessen, vice president of news for Mutual Broadcasting, is under fire from the White House over his network's defiance of instructions embargoing the airing of any part of President Reagan's weekly, five-minute address, when taped in advance, prior to the designated air time of 12:06 p.m. Saturdays. (Most of Reagan's weekly addresses are delivered live.) The dispute came six weeks after Nessen decided to drop regular carriage of President Reagan's weekly speech, saying the President's remarks are often a "rehash of his previously enunciated views on various topics."

In an op-ed piece written by the Mutual news executive and appearing in the Aug. 20 *Washington Post*, Nessen said Mutual received a copy of Reagan's Aug. 16 address on Friday (Aug. 15) at 4:20 p.m. that was embargoed until the following day. But Nessen said the statement contained "real news; a harsh attack by the President on the House of Representatives for imposing a number of restrictions on his defense policies in the Pentagon budget bill. If I had followed the instructions of the White House public relations apparatus, Mutual would have kept those newsworthy comments secret for nearly 20 hours and then finally broadcast them on a timetable designated by the presidential media advisers to gain maximum space in the Sunday newspapers for Reagan's attack on the House... Mutual broke the embargo and started running excerpts from the President's statement on the next available newscast," he said. "News is news when its made, not when the White House says it may be released to the public."

Soon after Mutual aired the excerpts, Nessen, who was press secretary to President Ford, received a call from the current White House press secretary, Larry Speakes, in "high outrage," threatening "punitive action against your [White House] reporter." Nessen quoted Speakes as saying, "He's out of business. He'll have to figure out how to get his news some other way because he's not getting it from me as long as I'm here and I'll be here for two-and-a-half more years." Mutual's White House correspondent is Peter Maer.

Nessen said Mutual ceased airing Reagan's speech—along with the Democratic response—on Saturday, July 5—two days after those remarks were taped. "Even the most charitable interpretations," said Nessen, "could not support the contention that

remarks made on Thursday [July 3] were 'news,' justifying five minutes of air time."

Speakes responded to Nessen's piece during a press briefing in Santa Barbara, Calif., where President Reagan was vacationing. Speakes said there was an "inconsistency" in Nessen's comments: The Mutual executive broke the presidential embargo because of what he felt was news in the speech after deciding to cancel Reagan's broadcasts in July because they didn't contain news.

Nessen told BROADCASTING that it's a network's responsibility to decide what issues are newsworthy and what gets transmitted over the air. Mutual's decision not to carry the President's speech, said Nessen, "does not deny the affiliate and its listeners the opportunity to hear what the President has to say... We will treat the Saturday speech the way we handle all other news stories."

In his *Washington Post* piece, Nessen said he had been troubled by the arrangement of airing the weekly presidential and Democratic statements for some time because "it surrendered to the politicians what is the basic responsibility of the media—deciding what is and what is not news."

A canvas by BROADCASTING showed that the vast majority of the major radio networks—ABC, NBC, United Stations, AP,

UPI, CNN Radio and NPR—offer live coverage of President Reagan's address. Most of the network news executives said they offer Reagan's address and the Democratic response to affiliates as part of their overall program service. (Some of the networks transmit the statements to their affiliates on a separate satellite channel.)

CBS Radio, on the other hand, has not had live coverage of President Reagan's weekly remarks from their outset over four years ago. Emerson Stone, vice president, news practices, for CBS News, said CBS applies its overall news policy to presidential speeches—which is that the company "would make a judgment on whether to carry them" based on their potential news value. "We don't want to commit ourselves in advance to something which we know nothing about," he said.

Many network radio news executives, however, agree that Reagan's weekly addresses often contains news. Some news officials also expressed surprise over Nessen's decision to arbitrarily break a presidential speech embargo, especially with Mutual, along with ABC, CBS and NBC, participating in the radio news gathering pool that is responsible for producing and feeding Reagan's weekly message to other networks ev-

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ery fourth week.

Nessen said Mutual will continue to participate in the pool for Reagan's Saturday afternoon address as well as for other presidential and White House events. "This is a separate issue from whether you put the

speech on the air," he said. As for breaking the embargo, Nessen noted that "everybody [all networks] gets the tape at the same time and they can also choose to abide by the embargo or break it."

Mutual appears to be feeling the effects of

the White House's wrath over the incident. Nessen reported that Mutual correspondent Al Freeman was experiencing some "minor difficulties" in his coverage of some White House activities in Santa Barbara, Calif., site of Reagan's vacation. □

TELECASTINGS

Magazine's birthday

Group W Productions' *Evening Magazine*, the forerunner of Group W's *PM Magazine* and the first local magazine to challenge syndicated game shows in prime access, celebrated its 10th anniversary this month.

Within a year after its Aug. 9, 1976, debut on Group W's KPX(TV) San Francisco, Group W's other four stations picked up *Evening Magazine*, and in 1978 Group W launched the nationally syndicated version of the show, *PM Magazine*. It was at that time that a cooperative was formed for the sharing of stories produced by local stations. *PM Magazine* consists of stories produced by the *PM* national office and other stations in the cooperative. Both *Evening* and *PM* have an un-

specified number of field-produced segments in each show.

Since its debut, *Evening Magazine* has consistently ranked number one in its access time period on KPX, as well as in the other Group W markets with the exception of Philadelphia, where it is second in access on KYW-TV. Nationally, in the 51 markets that carried it during the May sweeps, *PM Magazine* had a national rating of 7.7, ranking fifth among all syndicated programs. The previous May, the show was carried in 65 markets, and ranked fifth with a 7.5 rating.

George Resing, senior vice president at Group W Productions, was vice president and general manager of KPX from 1972 to 1979. He recalled that KPX had a successful checkerboard of games shows at the time,



Evening Magazine co-hosts Jan Yanehiro, an original host, and Richard Hart

but at the end of the year syndicators were asking for license fee increases of between 40% and 60%. With other stations in the market turning to games shows, KPX chose to develop *Evening Magazine* as an alternative in access. The move was made easier by technological breakthroughs at the time, development of smaller mini-cameras for shooting the program.

The cost of continuing to carry the checkerboard strip of games in the first year of *Evening* at KPX would have come to \$1 million a year, according to Resing. *Evening* was produced for less than that in its first year. "It really plussed out nicely," he said.

"The show is more efficient for us to produce than to take the risk of buying programs that may fail," said Bill Baker, Group W Television president. But what really makes the show worthwhile is its economic value to the Group W station, as well as the "community power" it generates. "I saw that" in *Evening Magazine*, said Baker, when he was president of Group W Productions, and before that at Group W's WJZ-TV Baltimore.

In syndication the show is sold on a cash-plus-barter basis, with Group W holding back one 30-second spot.

Group W roundup

Last week, Group W's Newsfeed said that it has arranged for the distribution of a European feed of the daily syndicated news service. The European feed, which will debut next fall, will be distributed by Transworld Systems International, Paris. The feed will deliver 15 to 30 minutes of daily U.S. news coverage to European TV outlets. The parties are also considering developing a similar feed for European stories. Newsfeed said it would also supply feature material to European clients upon request, and would pro-

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In other Group W news, the television division said it picked up the U.S. broadcast rights to a two-hour special, *Origins*, about the beginnings of life in the universe. The program was co-produced by the BBC and television stations in Italy, West Germany, Holland, Finland, Sweden and Japan. It will air exclusively in the U.S. on Group W's five owned stations, the company said. The program is hosted by Christopher Reeve and narrated by William Conrad.

Designing collection

Broadcast Designers Association members and winners of its eighth annual design competition have received their copies of the glossy soft-cover awards book containing the winning submissions the association's annual convention in June. About 200 copies of the awards book are available for purchase by BDA members and non-members, according to BDA executive director, Russ Smith. The book, which cost



between \$18,000 and \$20,000 for a press run of 1,000, was produced for BDA by Canadian broadcaster, TVOntario, under the direction of TVOntario's Dick Derhodge, who is on the BDA board. The book was sent to BDA members as part of their membership fee. The books are for sale for \$32.50, and may be obtained from Russell Smith, executive director, Broadcast Designers Association Inc., 251 Kearney Street, Suite 602, San Francisco, Calif. 94108.

From ACT

Cambridge, Mass.-based media watchdog Action for Children's Television has published a 105-page report, *Television, Children and the Constitutional Bicentennial*, that explores American perceptions of the Constitution and the electronic media's portrayal of the Constitution and U.S. history in general. The paperback is a distillation of discussion that occurred during an ACT-sponsored symposium held in June 1984, featuring educators and members of the television industry. It "focuses on how television can use its vast power to help children understand how much we count on the Constitution every day," and includes lists of Constitutional Bicentennial programs being produced by broadcasters and cable operators, organizations that can provide information and educational materials, print

and film resources, and a section reviewing court cases dealing with children's rights. The book is available for \$10 from Action for Children's Television, 20 University Road, Cambridge 02138.

CBS marketing tool

The CBS Marketing Advisory Council, a group of CBS-TV affiliate and network executives had its first meeting Aug. 20 in New York. The group has been formed to assist affiliates in their sales and marketing efforts. At the meeting, David Poltrack, vice president, research, CBS/Broadcast Group, unveiled a new computer software tool designed to assist stations in media planning and selling developed by CBS and Arbitron.

The tool, dubbed the "CAP-MATRIX" system, weighs audience segments according to product usage and other life-style and demographic factors measured by Simmons Research, R.H. Donnelly and Arbitron. Poltrack said the software allows stations to weigh raw audience program data, separated into age groups, by a selected regional or national index of product usage for 600 of the products and services offered through the Simmons databank. "Our trial results," he said, "have produced relative program rankings quite different from those generated on the basis of the narrow age-based buying parameters now used." Poltrack said that CBS affiliates will have a one-year exclusive license to CAP-MATRIX in their markets.

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Industry offers advice on FM

Stations, NAB, engineers comment on FCC's plans to change medium's technical rules

The FCC last week received plenty of suggestions on how to rejigger its FM technical rules.

According to comments at the FCC, the commission's own proposals aren't all for the best.

Among other things, the FCC proposed to use an index method to determine the class of an FM station; permit higher classes of FM stations to operate on the 20 channels currently reserved for Class A stations; modify the method of predicting FM coverage to account for the use of FM antenna vertical radiation pattern characteristics; permit modifications of short-spaced FM stations as long as the extent of the short spacing doesn't increase, and modify the intermediate frequency distance separations for certain station classes.

In its comments, the National Association of Broadcasters supported the use of the index method for determining station class, at least for new facilities. "While we support

commission proposals to allow higher class operations on channels currently limited to Class A facilities and to revise prediction of coverage methods, we oppose revision of IF separations standards, object to radical changes to the agency's policies toward 'short-spaced' FM stations and urge the FCC to give maximum 'station class' flexibility to stations located near the boundaries of allocation 'zones,'" the NAB said.

The Association of Federal Communications Consulting Engineers opposed use of an index number for power and antenna heights. "AFCCE appreciates the commission trying to provide an equivalence when over-height situations occur for that particular class; however, it is not believed that this procedure would prevent class discrepancies from occurring or would achieve the objective of a continuous range of facilities as was originally intended in Docket number 80-90," AFCCE said.

AFCCE also supported permitting higher classes of stations on Class A channels; said it preferred to calculate coverage based upon the power at the horizontal or the pertinent vertical angle, whichever was greater,

and that it was reserving its position on IF separation "pending the evaluation of the receiver tests that are to be supplied in this rulemaking process."

The Association for Broadcast Engineering Standards objected to the FCC proposal to introduce a set of indexes in calculating power and antenna height requirements. "ABES believes that the method proposed is flawed and will lead to increased interference among stations," ABES said. It also objected to the proposal to reduce minimum mileage separations between stations required to protect against intermodulation frequency interference on channels separated by 10.7 mhz. "Again, ABES perceives a substantial potential for impairment of service to the public if the commission's proposal is adopted," ABES said.

National Public Radio said it had "serious reservations" about lifting Class A restrictions and relaxing the IF protection ratios for the distance spacing of FM's. "While the Class A proposal, as are all proposals in this rulemaking, is addressed to commercial FM band requirements, it has a negative impact on NCE [noncommercial educational] stations, particularly those in the upper channels of the reserved band," NPR said.

Beasley Broadcast Group said the 1 millivolt per meter contour freeze proposed for short-spaced stations was ill conceived. "The current rule is effective and should be retained," Beasley said. "The freeze as currently proposed is an unworkable, over-simplified approach to a complex problem."

Clear Channel Communications Inc. said it supported rules and policies that would result in expanded coverage of Class A FM's. But it said there was a "more feasible" way to expand Class A service. "Expanded Class A FM coverage can be achieved by providing for a blanket increase in power and height specifications for all Class A facilities on the 20 reserved channels which are the focus of the NPRM [notice of proposed rulemaking], as well as the Class A facilities proposed and constructed by action of Docket 80-90 on Class B and Class C channels," it said. "CCCI...determined that Class A FM operation, with power of 4 kw ERP, and with a maximum HAAT of 125 meters, would cause a minimum of interference to other classes of stations, consistent with existing overlaps."

Dick Broadcasting Co., licensee of WKDA(AM)-WKDF(FM) Nashville, Tenn., said it fully endorsed the proposal to delete the rule provisions that permit the "worsening" of existing short spacings. "DBC, however, urges that the existing separations between short-spaced stations be frozen as of the date of the adoption of the report and order in this proceeding, or March 1, 1987, whichever is earlier," it said. "By establishing a post-

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adoption deadline, the commission would be inviting grandfathered stations to submit applications proposing to worsen existing short-spacing situations, many of which are already horrendous."

Said Capitol Broadcasting Corp.: "In Capitol's view, the notice's proposed abolition of the provisions governing short-spaced stations is inadvisable, as the rule has worked very well over the years and, apparently, none of the affected grandfathered short-spaced stations has requested that the rule be changed."

KLOK Radio Ltd. and Voice of the Orange Empire Inc., licensees of FM stations with short-spacing problems, strongly objected to the revision of the short-spacing rule. "The contour-based proposed rule is inflexible and will result in reduction of power whenever a station is forced to change site," they said. "It would cripple the ability of existing broadcasters to change sites." □

NAB seeks waiver of FCC's FM upgrade deadline

Association says changing radio landscape since commission adopted timetable three years ago has altered situation; says stations and listeners will suffer if exceptions are not permitted

When the FCC adopted its Docket 80-90 order more than three years ago, clearing the way for the possible creation of more than 1,000 new FM's, it handed down an ultimatum: Existing Class B and C stations would have to apply for upgrades to bring their facilities up to minimum power or height requirements by March 1, 1987, or be downgraded to a lower class.

With the March 1 deadline approaching, the National Association of Broadcasters has asked the FCC to reconsider. In a petition for emergency relief filed at the FCC last week, the NAB said the commission should, at very least, issue waivers to stations that are making a "good faith" effort to upgrade but are currently unable to do so for regulatory, technical or financial reasons.

An NAB survey of the 896 Class C and 92 Class B stations operating below minimum power or antenna heights, suggests that many are not planning to file for upgrades. According to the NAB, 63.1% of the 429 Class C stations responding, and 57% of the 40 Class B's that cooperated, were not planning to upgrade, with costs, inability to gain FAA clearance for new antennas, and the need for new transmitters the major impediments cited. (According to the survey, it would cost the average Class C station \$567,339 to upgrade antenna height, and it would cost the average Class B station \$126,912 to increase power levels to the 25 kw minimum.)

In its filing, the NAB argued, among other things, that the purpose driving the reclassification effort—making room for new facilities—is already being achieved by other

Washington Watch

Tax report. Congressional proposal to repeal so-called General Utilities Doctrine in current tax code "would significantly alter the form in which many businesses are operated." That is conclusion drawn by Dow, Lohnes & Albertson attorneys Linda Fritts and Bernard J. Long Jr, in report distributed last week. Doctrine is based on Supreme Court decision that held that "corporation cannot be taxed on the distribution to its shareholders of appreciated property." Under the proposed tax bill pending in Congress (BROADCASTING, Aug. 25), doctrine would be repealed for most corporations. According to the report, this would result in a double tax, "once at the corporate level and once again at the shareholder level." It could also lead the lawyers speculated, to "many new ventures" operated as a "proprietorship or in some form of pass-through entity, such as an S corporation or a general or limited partnership. Where appropriate, some existing corporations may also choose to convert their ownership structure. Thus, when the business is ultimately sold, only one tax will be generated." Repeal of doctrine, report said, would be effective for liquidations completed after Jan. 1, 1987 "or, if pursuant to a plan adopted before Aug. 1, 1986, for liquidations completed after Jan. 1, 1988." □

Memphis TV. In initial decision, FCC Administrative Law Judge Joseph Stirmer has granted application of Kyles Broadcasting Ltd. for new TV on channel 50 in Memphis, denying competing applications of Burwood Broadcasting of Memphis and EAM Broadcasting Co. of Memphis. Kyles Broadcasting prevailed on integration grounds. General partners of Kyles Broadcasting are Gwendolyn Kyles and her son, Dwain Kyles. She is member of Shelby State College Child Care Board. Dwain Kyles is special counsel to Metropolitan Fair and Exposition Authority in Chicago.

means. For example, NAB noted that the Docket 80-90 proceeding has already created 689 new FM allotments, and about 750 petitions to amend the FM table have been accepted by the commission since those allotments were adopted. "Even if no stations are reclassified, these potential allotments and the 689 new facilities created to implement Docket 80-90 will still be available," NAB said.

The NAB also noted that the decision to expand the AM band, providing 10 additional channels between 1605 and 1705 khz, could, according to some observers, lead to the creation of 500 new AM stations. "This expansion, coupled with a host of AM improvements under consideration by the commission, could provide the best opportunity to provide new broadcast facilities," NAB said. "It will most likely create more stations than can be 'shoehorned' into unprotected areas created by reclassification."

NAB also argued that reclassification would create more interference, reduce existing service to listeners, and create, in many cases, unprotected geographic areas that are too small to accommodate new stations. "Many Class B and C stations find

themselves in a 'Catch 22' situation," NAB said. "They must upgrade their facilities to avoid reclassification by the commission, but are presently unable to because of other regulations. The commission's own co-channel and adjacent channel mileage separation requirements would be violated by some stations if they were forced to change transmitter location to conform to the minimum height and power requirements. Other governmental entities, such as the FAA, local zoning boards and state governmental bodies also have regulations which prevent broadcasters from upgrading their facilities.

"This burden is exacerbated by the March 1987 deadline for compliance," NAB said. "The commission's three-year grace period is inadequate and the chosen length of three years, itself, has no rational policy basis. At one time the commission expected to process all Docket 80-90 applications within three years. But it is now apparent that it will take two to three times that long to process all applications. So if the commission chose the 1987 deadline while assuming that it would complete the processing of Docket 80-90 applications by that time, a rational basis for the current deadline no longer ex-

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ists.”

NAB also alleged that the FCC had ignored the fact that the stations that may be reclassified are currently providing service beyond their predicted 1-millivolt-per-meter contours to “large numbers” of listeners. “Downgrading stations will remove interference protection from these areas, reclassifying listeners out of station service areas that they have come to depend upon,” NAB said. “The commission insists upon this result al-

though it has not determined that the existing stations have in any way failed to serve the public interest or meet the needs of those listeners beyond the 1 mv/m contour. The service these stations currently provide will, in many cases, be replaced by a ‘no man’s land’ of interference rather than the new broadcast service the commission wishes to promote.”

Should the FCC decide to adhere to its reclassification scheme, it should at least

grant waivers to stations that want to upgrade but currently cannot because of “significant” regulatory, technical or financial obstacles, the NAB said. “At the very least, such a system would give stations time to remove obstacles to their upgrading while the commission uses that same time to wait and see how badly reclassification is needed after all Docket 80-90 stations have been licensed and the AM band is expanded,” NAB said. □

For the Record

As compiled by BROADCASTING, Aug. 21 through Aug. 27, 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

New AM

■ Roswell, N.M.—Branch Ronald Smith seeks 1180 khz; 1 kw-D; 500 w-N. Address: Old Bitter Lakes Rd., 88201. Principal has no other broadcast interests. Filed Aug. 11.

New TV's

■ Sonora, Calif.—Tower Broadcasting Corp. seeks ch. 11; ERP vis. 316 kw. aur. 31.6 kw; HAAT: 426 ft. Address: Box 49757. Los Angeles 90049. Principal is owned by Helen Oman. It also owns KSUZ-TV Abilene, Tex. Filed Aug. 20.

■ Leesburg, Fla.—Palmetto Broadcasters Associated for Communities Inc. seeks ch. 45; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 654.9 ft. Address: 1101 S. Olive Ave., West Palm Beach, Fla. 33401. Principal is nonprofit corp. headed by Claude H. Rhea. Filed Aug. 20.

■ Jacksonville, Fla.—Florida Educational Television of Duval County seeks ch. 59; ERP vis. 2,529 kw; aur. 252.9 kw; HAAT: 691 ft. Address: 1120 S.W. 19th St. Filed Aug. 8.

Ownership Changes

■ KLDK(FM) Soldotna, Alaska (96.5 mhz; 100 kw; HAAT: 466 ft.)—Seeks assignment of license from Norman Blakeley and his wife, Sally, to Gold Nugget Broadcasting Inc. for \$10. Sellers have no other broadcast interests. Buyer is equally owned by Michael Freeman, Eugene Matthews and Ronald G. Rink. It also owns co-located KCSY(AM). Filed Aug. 20.

■ KBAK-TV Bakersfield, Calif. (ch. 29; ERP vis. 1,720 kw. aur. 340 kw; HAAT: 3,730 ft.)—Seeks assignment of license from Harriscope Broadcasting Corp. to Burnham Broadcasting Corp. for \$15 million. Seller is Los Angeles-based group of one AM and four TV's principally owned by Burt I. Harris. Buyer is Chicago-based group of four TV's principally owned by Peter Desnoes and five others. Filed Aug. 15.

■ WBG(A)M-WGIG(FM) Brunswick, Ga. and WTJS(AM)-WKIR(FM) Jackson, Tenn. (WGBA: 1440 khz; 5 kw-D; 1 kw-N; WGIG: 100.7 mhz; 100 kw; HAAT: 452 ft.; WTJS: 1390 khz; 5 kw-D; 1 kw-N; WKIR: 104.1 mhz; 100 kw; HAAT: 655 ft.)—Seeks assignment of license from

Radio Station WGIG Inc. to Osborn Communications for \$4 million. Seller is owned by Jim Kirk, who is also selling KVOL(AM) Lafayette, La. (“For the Record,” Aug. 25), and will have no other broadcast interests. Buyer is owned by Frank Osborne. It also owns WKRZ-AM-FM Wilkes-Barre, Pa., and WMHE(FM) Toledo, Ohio. Filed Aug. 15.

■ WCSJ-AM-FM Morris, Ill. (AM: 1550 khz; 250 w-D; FM: 104.7 mhz; 6.64 kw; HAAT: 208 ft.)—Seeks assignment of license from Grundy Communications Inc. to Midwest Broadcasting Inc. for \$600,000 cash including \$100,000 noncompete agreement. Seller is owned by John W. Robinson, Edward Boehm and John Dame, who have no other broadcast interests. Buyer is owned by Roger Coleman, Shelby Harbinson and William W. Hansen. Coleman is former owner of WRAM(AM) Monmouth, Ill. Harbinson has interest in WDM(AM)-WDNL(FM) Danville, Ill. Hansen is general manager of WJOL(AM)-WLLI(FM) Joliet, Ill. Filed Aug. 18.

■ KLBY(TV) Colby, Kan. (ch. 4; ERP vis. 100 kw; 10 kw aur.; HAAT: 720 ft.)—Seeks assignment of license from Channel 4 Broadcasting Ltd. to Chronicle Broadcasting of Wichita, Inc. for \$1,382,000. Seller is equally owned by Sam A. Lunsday, Richard L. Epard, Benjamin L. Keller and Ivan J. Stienle. It has no other broadcast interests. Buyer is subsidiary of Chronicle Broadcasting Co., San Francisco-based group of four TV's headed by Frances A. Martin. president. It is, in turn, subsidiary of Chronicle Publishing Co., publishers of *San Francisco Chronicle*. Filed Aug. 20.

■ KWBE(AM)-KMAZ(FM) Beatrice, Neb. (AM: 1450 khz; 1 kw-U; FM: 92.9 mhz; 97 kw; HAAT: 320 ft.)—Seeks assignment of license from Mia Enterprises Inc. to The MEG Co. for \$1.2 million plus 80% of accounts receivable. Seller is owned by Gordon Bud Pentz and family. It has no other broadcast interests. Buyer is owned by J. Taylor Monfort, who also has interest in WDM-AM-FM Darlington, S.C.

■ WSJT(TV) Vineland, N.J. (ch. 65; ERP vis. 4,118 kw. aur. 362 kw; HAAT: 927 ft.)—Seeks assignment of license from Press Broadcasting Co. to Silver King Broadcasting of Vineland Inc. for \$23 million. Seller publishes *Asbury Park (N.J.) Press* and owns WMOD(TV) Melbourne, Fla., and WJLK-AM-FM Asbury Park, N.J. It is headed by E. Donald Lass, president. Buyer is publicly owned South Clearwater, Fla.-based company that produces home shopping services. It has recently purchased WWHT(TV) Newark, N.J.; WSNL(TV) Smithtown, N.Y., and WVJV-TV Marlborough, Mass. (“Changing Hands,” Aug. 11, and “For the Record,” Aug. 25) and WKJL(TV) Baltimore (“In Brief,” Aug. 11). Filed Aug. 19.

■ WRNB(AM) New Bern, N.C. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from WAZZ Inc. to Word Communications Inc. for \$75,000. Seller is principally owned by L. Brent Hill. It also owns co-located WAZZ-FM. Buyer is owned by Danny K. Strange and William H. Weatherington. It has no other broadcast interests. Filed Aug. 18.

■ KBRK(AM)-KGG(FM) Brookings, S.D. (AM: 1430 khz; 1 kw-D; FM: 94.3 mhz; 3 kw; HAAT: 175 ft.)—Seeks assignment of license from Brookings Broadcasting Co. to Dakota Broadcasting Inc. for \$1,035,000, including \$117,500 noncompete agreement. Seller is principally owned by Robert J. Reimers and Gene Platek. It has no other broadcast interests. Buyer is owned by Raymond A. Lamb, chairman of Dakota Bank & Trust Inc., Fargo, N.D. It has no other broadcast interests. Filed Aug. 19.

■ WBZW(AM) Powell, Tenn. (1040 khz; 2.5 kw-D)—Seeks transfer of control of Huckaba Broadcasting from Richard C. Huckaba and his wife, Kate, to Holder Communications Corp. for \$240,000. Seller has no other broadcast interests. Buyer is publicly owned, Thomasville, Ga.-based

group of five AM's and six FM's, principally owned by Harold E. Holder. It is also buying KAMA(AM)-KAMZ(FM) El Paso and KEND(AM)-KLLL(FM) Lubbock, Tex. (see below). Filed Aug. 20.

■ KPET(AM) Lamesa, Tex. (690 khz; 250w-U)—Seeks assignment of license from Teller Radio Corp. to West Texas Broadcasting Co. Inc. for \$150,000 cash. Seller is principally owned by Richard Schiro. It has no other broadcast interests. Buyer is owned by J. Morgan Dowdy, Charles W. Dowdy and C. Wayne Dowdy. Filed Aug. 18.

■ KAMA(AM)-KAMZ(FM) El Paso and KEND(AM)-KLLL(FM) Lubbock, Tex. (KAMA: 750 khz; 10 kw-D; 1 kw-N; KAMZ: 93.1 mhz; 30 kw; HAAT: 1,080 ft.; KEND: 1590 khz; 1 kw-U; KLLL: 96.3 mhz; 100 kw; HAAT: 580 ft.)—Seeks assignment of license from, respectively, El Paso County Broadcasting Co. and Lubbock Broadcasting Co. to Holder Communications for \$10.5 million. Seller is principally owned by James Thrash, who also has interest in WGGP-TV Greensboro, N.C. Buyer is publicly owned, Thomasville, Ga.-based group of five AM's and six FM's, principally owned by Harold E. Holder. It is also buying WBZW(AM) Powell, Tenn. (see above). Filed Aug. 15.

■ KISS(FM) San Antonio, Tex. (99.5 mhz; 100 kw; HAAT: 576 ft.)—Seeks assignment of license from KISS Broadcasting Inc. to Noble Broadcast of San Antonio Inc. for \$13 million. Seller is owned by Capitol Broadcasting Co., two AM's, six FM's and one TV, principally owned by James F. Goodman. Buyer is owned by John T. Lynch. It operates XETRA-AM-FM Tijuana, Mex. It is also buying WGBB(AM) Freeport-Merrick and WBAB-FM Babylon, both New York (“Changing Hands,” July 28); WSSH-FM Lowell, Mass. (“Changing Hands,” Aug. 4) and is also buying WAVZ(AM)-WKCI(FM) New Haven, Conn. (see “Changing Hands,” page 94). Filed Aug. 15.

■ KATJ(AM) St. George, Utah (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from C&S Broadcasting Inc. to Color Country Broadcasting Corp. for \$165,000 cash. Seller is owned by Ray Carpenter, who has no other broadcast interests. Buyer is owned by Donald A. Bybee, Joseph A. Kjar and Gary B. Whipple. It has no other broadcast interests. Filed Aug. 15.

■ WPX(AM)-WWDE(FM) Hampton, Va. (AM: 1,490 khz; 1 kw-D; 250 w-N; FM: 101.3 mhz; 50 kw; HAAT: 505 ft.)—Seeks assignment of license from East Broadcasting Co. to Edens Broadcasting Inc. for \$6.4 million cash. Seller is owned by Dick Lamb and Larry Sanders. It has no other broadcast interests. Buyer is principally owned by Gary Edens. It owns three AM's and three FM's. Filed Aug. 18.

■ WBLB(AM) Pulaski, Va. (1340 khz; 1 kw-U)—Seeks assignment of license from Boyd Broadcasting to B&B Media Inc. for \$175,000. Seller is owned by James L. Edwards. It has no other broadcast interests. Buyer is owned by Robert W. Thomas and his wife, Betty. It has no other broadcast interests. Filed Aug. 19.

■ KYXE(AM) Selah, Wash. (1020 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Tri-Co. Inc. to Sunshine Valley Broadcasting Inc. for \$325,000. Seller is owned by Donald Harris and his wife, Carol, who have no other broadcast interests. Buyer is equally owned by Martin Hamstra, George W. Akers and Gene Henderson. Hamstra owns KWYZ(AM) Everett, Wash., where Henderson is sales manager. Akers is Seattle attorney. Filed Aug. 20.

■ KCWT-TV Wenatchee, Wash. (ch. 27; ERP vis. 266.56 kw. aur. 26.65 kw; HAAT: 1,393 ft.)—Seeks assignment of license from KCWT Ltd. Partnership to Central Washington Television Inc. for \$2.3 million. Seller is principally owned by Jerry R. Martin. It has no other broadcast interests. Buyer is owned by Robert R. Bingham. It also owns KKF(AM) Seattle. Filed Aug. 19.

Facilities Changes

Applications

AM's

Tendered

- KREL Henderson, Nev.—Seeks CP to change city of lic. to Winchester, Nev.; add night service to 5 kw; install DA-2; change TL; change freq. to 1290 khz. and make changes in ant. sys. App. Aug. 19.
- WCMG (1520 khz) Lawrenceberg, Tenn.—Seeks CP to change freq. to 910 khz. and make changes in ant. sys. App. Aug. 20.

Accepted

- KTRO (1520 khz) Port Hueneme, Calif.—Seeks CP to change ant. pattern and reduce day power to 10 kw. App. Aug. 20.
- WOKT (1040 khz) Cannonsburg, Ky.—Seeks MP to change TL. App. Aug. 19.
- KDFN (1500 khz) Doniphan, Mo.—Seeks MP to change TL. App. Aug. 25.
- WAMN (1040 khz) Green Valley, W. Va.—Seeks mod. of CP to operate transmitter by remote control. App. Aug. 21.

FM's

Accepted

- KBRQ-FM (105.1 mhz) Denver—Seeks mod. of CP to change HAAT to 1,168.9 ft. App. Aug. 19.
- WQZN (98.7 mhz) Key West, Fla.—Seeks mod. of CP to change TL and change HAAT to 990.56 ft. App. Aug. 22.
- KFXD-FM (94.9 mhz) Nampa, Idaho—Seeks CP to change ERP to 48.6 kw and change HAAT to 2,694.19 ft. App. Aug. 22.
- WLJ (97.7 mhz) Petersburg, Ill.—Seeks mod. of CP to change TL and move SL outside community of lic. App. Aug. 19.
- WIEWZ (107.7 mhz) Elwood, Ind.—Seeks CP to change HAAT to 328 ft. App. Aug. 19.
- WGRX (100.7 mhz) Westminster, Md.—Seeks CP to make changes in ant. sys. App. Aug. 22.
- WZOU (94.3 mhz) Boston—Seeks CP to change ERP to 7.9 kw. App. Aug. 19.
- WHFM (93.1 mhz) Springfield, Mass.—Seeks CP to change ERP to 13 kw. App. Aug. 22.
- WKJC (104.7 mhz) Tawas City, Mich.—Seeks mod. of CP to change TL; change ERP to 50 kw, and change HAAT to 492 ft. App. Aug. 19.
- WIDG (101.7 mhz) Saranac Lake, N.Y.—Seeks mod. of CP to change TL; change ERP to 2.2 kw, and change HAAT to 388.35 ft. App. Aug. 22.
- KMOD-FM (97.5 mhz) Tulsa, Okla.—Seeks CP to install aux. sys. App. Aug. 22.
- *WBMR (91.7 mhz) Telford, Pa.—Seeks mod. of lic. to move SL outside community of lic. to 324 Fairhill Road, Hatfield, Pa. App. Aug. 19.
- WSBA-FM (103.3 mhz) York, Pa.—Seeks CP to install aux. sys. App. Aug. 19.
- WFVA-FM (101.5 mhz) Fredericksburg, Va.—Seeks mod. of CP to change TL and change HAAT to 387.7 ft. App. Aug. 19.

TV's

Accepted

- WGEI (ch. 47) Tusculumbia, Ala.—Seeks MP to change ERP to vis. 4,385 kw, aur. 438.5 kw; change HAAT to 1,068 ft., and change TL. App. Aug. 22.
- KPOM-TV (ch. 24) Fort Smith, Ark.—Seeks CP to change ERP to vis. 4,349 kw, aur. 434.9 kw. App. Aug. 22.
- KFAA (ch. 51) Rogers, Ark.—Seeks MP to change ERP to vis. 200.9 kw, aur. 20.1 kw; change HAAT to 341.78 ft., and change TL. App. Aug. 22.
- WZGA (ch. 14) Rome, Ga.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 918 ft., and change TL. App. Aug. 22.
- WRBT-TV (ch. 33) Baton Rouge—Seeks CP to change ERP to 5,000 kw, aur. 1,000; change HAAT to 1,713 ft., and change TL. App. Aug. 22.

- *KCPT (ch. 19) Kansas City, Mo.—Seeks CP to change ERP to vis. 1,137.6 kw. App. Aug. 22.
- WWCP-TV (ch. 8) Johnstown, Pa.—Seeks MP to move SL outside community of lic. App. Aug. 22.

Actions

AM's

- KNWA (1600 khz) Bellefonte, Ark.—Granted app. to increase day power to 5 kw and make changes in ant. sys. Action Aug. 15.
- KBCB (760 khz) Overland Park, Kan.—Returned app. to increase power to 6 kw. Action Aug. 19.
- KSWM (940 khz) Aurora, Mo.—Granted app. to change city of lic. to Republic, Mo.; add night service with 5 kw; increase day power to 5 kw; install DA-2; change TL, and make changes in ant. sys. Action Aug. 18.
- KOB (770 khz) Albuquerque, N.M.—Granted app. to operate experimental synchronous station at Santa Fe, N.M., simultaneously with primary KOB facility at Albuquerque on same frequency, 770 khz, but with 230 w. Action Aug. 13.
- WMIC (660 khz) Sandusky, N.Y.—Granted app. to make changes in ant. sys. Action Aug. 15.
- WGSP (1310 khz) Charlotte, N.C.—Granted app. to add night service with 1.6 kw and install DA-N. Action Aug. 18.
- KRXX (1010 khz) Milwaukie, Ore.—Granted app. to change power to 4.5 kw, change TL, and make changes in ant. sys. Action Aug. 18.

FM's

- WQZX (94.3 mhz) Greenville, Ala.—Granted app. to change ERP to 1.75 kw and change HAAT to 410 ft. Action Aug. 14.
- KKL (98.7 mhz) Phoenix—Dismissed app. to change TL; change ERP to 100 kw, and change HAAT to 1,795 ft. Action Aug. 15.
- KFIG-FM (101.1 mhz) Fresno, Calif.—Granted app. to change TL; change ERP to 5.4 kw, and change HAAT to 1,421 ft. Action Aug. 14.
- KKQX (106.3 mhz) Widefield, Colo.—Granted app. to change TL; change ERP to .071 kw, and change HAAT to 1,987.35 ft. Action Aug. 14.
- WULF-FM (95.9 mhz) Alma, Ga.—Granted app. to change TL. Action Aug. 13.
- WLRZ (100.9 mhz) Peru, Ill.—Granted app. to change TL; change ERP to 1.15 kw, and change HAAT to 518 ft. Action Aug. 18.
- *WJHS (91.5 mhz) Columbia City, Ind.—Granted app. to change ERP to 2.63 kw and change HAAT to 219.1 ft. Action Aug. 13.
- WYCA (92.3 mhz) Hammond, Ind.—Granted app. to change ERP to 50 kw and change HAAT to 492 ft. Granted separate app. to install aux. sys. Actions Aug. 19.
- KRDI-FM (100.9 mhz) Decorah, Iowa—Granted app. to change TL and change HAAT to 200.08 ft. Action Aug. 19.
- KQNS-FM (95.9 mhz) Lindsborg, Kan.—Granted app. to change TL and change ERP to 1.3 kw; change HAAT to 455 ft. Action Aug. 18.
- *KMUW (89.1 mhz) Wichita, Kan.—Granted app. to change ERP to 100 kw and change HAAT to 439 ft. Action Aug. 14.
- WBKR (92.5 mhz) Owensboro, Ky.—Granted app. to change TL; change ERP to 91.4 kw, and change HAAT to 1,049 ft. Action Aug. 14.
- WVBF (105.7 mhz) Framingham, Mass.—Granted app. to change ERP to 13.8 kw and change HAAT to 954.48 ft. Action Aug. 18.
- WGHN-FM (92.1 mhz) Grand Haven, Mich.—Granted app. to change HAAT to 246.98 ft. and make changes in ant. sys. Action Aug. 18.
- WWKZ (103.5 mhz) New Albany, Miss.—Granted app. to change HAAT to 1,003.68 ft. Action Aug. 13.
- KLSI (93.3 mhz) Kansas City, Mo.—Granted app. to change HAAT to 1,066 ft. Action Aug. 14.
- KZMT (101.1 mhz) Helena, Mont.—Granted app. to install aux. sys. Action Aug. 13.
- KLKT (100.1 mhz) Incline Village, Nev.—Granted app. to change ERP to .8 kw. Action Aug. 13.
- *KNYD (90.5 mhz) Broken Arrow, Okla.—Granted app. to change TL; change HAAT to 1,638 ft., and make changes in ant. sys. Action Aug. 8.
- WHGM (103.9 mhz) Bellwood, Pa.—Returned app. to change ERP to .39 kw. Action Aug. 15.

- KXWT (104.7 mhz) Burk Burnett, Tex.—Granted app. to change HAAT to 1,015.49 ft. Action Aug. 14.
- *WNHS (88.7 mhz) Chesapeake, Va.—Returned app. to change TL; change ERP to 20 kw; change HAAT to 185.65 ft., make changes in ant. sys. Action Aug. 15.
- KQQQ-FM (104.9 mhz) Pullman, Wash.—Granted app. to change TL; change ERP to 50 kw, and change HAAT to 1,669 ft. Action Aug. 13.
- WSEY (96.7 mhz) Sauk City, Wis.—Granted app. to change ERP to 1.78 kw and change HAAT to 429.35 ft. Action Aug. 18.

TV's

- WJKS (ch. 17) Jacksonville, Fla.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 aur, and change HAAT to 997.78 ft. Action Aug. 15.
- KHCA (ch. 41) Alexandria, La.—Granted app. to change ERP to vis. 205 kw, aur. 20.5 kw; change HAAT to 297.2 ft., and change TL. Action Aug. 15.

In Contest

Review board made following decisions:

- Sanibel, Fla. (Hillebrand Broadcasting Inc., et al) FM proceeding. Upheld decision of presiding ALJ and granted joint request for settlement agreement to dismiss apps. of Gumbo Limbo Broadcasting Inc. and Riviera Communications-Sanibel Inc. and granted Hillebrand's app. for new FM station at Sanibel. By order. Aug. 1.
- Venice, Fla. (Holiday Group and Venice Broadcasting Corp.) TV proceeding. Scheduled oral argument for Sept. 12 on exceptions to initial decision of ALJ Walter C. Miller granting app. of Venice Broadcasting for new TV station at Venice, denying competing app. of Holiday Group. Each party has 20 minutes for argument. Holiday may reserve part of its time for rebuttal. By letter. Aug. 5.
- Jacksonville, Tex. (George Edward Gunter and Kirk Broadcasting Co.) FM proceeding. Granted petition to set aside initial decision of presiding ALJ and remand for further proceedings consistent with review board opinion and for preparation of supplemental initial decision as warranted. By MO&O. Aug. 14.
- Danville, Va. (Haughton Partnership Ltd.) TV proceeding. Granted Haughton's appeal from final ruling and reinstated its app. for new TV station at Danville. By MO&O. Aug. 13.

ALJ John M. Frysiaak made following decision:

- Rock Hill, S.C. (Moore Broadcast Industries Inc., et al) TV proceeding. Granted motion by Urban Broadcasting Ltd. and dismissed its app. with prejudice. By order. Aug. 8.

ALJ Joseph P. Gonzalez made following decisions:

- Minneapolis (Vision Broadcasting Corp., et al) TV proceeding. Granted motion by Vision Broadcasting to enlarge issues against Metro Program Network Inc. to determine if Metro violated commission rules by seeking to transfer its CP for station WCCU-TV and whether its integration proposal was made in good faith. By MO&O. Aug. 14.
- Arlington, Tex. (Charisma Broadcasting Corp., et al) TV proceeding. By separate orders: granted motion by Arlington Communications Inc. and dismissed its app. with prejudice; granted separate motions by Criswell Center for Biblical Studies and MPC-TV and dismissed their apps. with prejudice. By orders. Aug. 11.

ALJ Edward Luton made following decision:

- Ventura, Calif. (Channel 41 Limited Partnership, et al) TV proceeding. Granted joint motion by parties in proceeding and dismissed with prejudice app. of Channel 41 for failure to prosecute. By order. Aug. 13.

ALJ Walter C. Miller made following decision:

- Nekoosa and Biron, Wis. (Nekoosa Broadcasting Co. and Margaret E. Maney) AM proceeding. Granted joint request for settlement agreement and dismissed Maney's app. with prejudice; granted app. of Nekoosa Broadcasting for new AM facilities at Nekoosa, and terminated proceeding. By MO&O. Aug. 12.

ALJ Richard L. Sippel made following decisions:

- Freedom, Calif. (Freedom Community Broadcasting Inc., et al) FM proceeding. Granted motion by Freedom Community and dismissed its app. with prejudice. By order. Aug. 7.
- Greenville, N.C. (Community Service Telecasters Inc., et al) TV proceeding. Granted motions by East Coast Media

and Community Service Telecasters and dismissed with prejudice app. of Winard Broadcasting for failure to prosecute. By MO&O, Aug. 12.

Call Letters

Applications

Call	Sought by
New FM's	
*WOLR	Christian Family Cinema Inc., Branford, Fla.
KRGN	Atkins Broadcasting, Amarillo, Tex.
Existing AM's	
KNZS	KMFO KMFO Radio Inc., Capitola, Calif.
WKXF	WSTL Bass Broadcasting Co., Eminence, Ky.

Existing FM

KHYI	KLTY Statewide Broadcasting of Dallas Inc., Arlington, Tex.
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Grants

Call	Assigned to
New AM's	
KFRP	J & K Broadcasters, Rocklin, Calif.
WLJH	Louis J. Harding and Harold R. Harding, Petal, Miss.
New FM's	
KCEZ	Y95 Radio, Camden, Ark.
KBCY	Merced Communications, Merced, Calif.
*WVIJ	Port Charlotte Educational Broadcasting Foundation, Port Charlotte, Fla.

WELQ	Charles J. Saltzman, Hertford, N.C.
KZAA	Arrowhead Broadcasting Inc., Comanche, Tex.
KYCS	Faith Broadcasting Corp., Rock Springs, Wyo.
Existing AM's	
KJAA	KNTS KNTS Broadcasting Co., Mesa, Ariz.
KGMG	KNWC Par Broadcasting Co., Oceanside, Calif.
KTAP	KZON Leo Kesselman, Santa Maria, Calif.
WAOS	WCKZ CP Communications Inc., Austell, Ga.
WFHM	WDVL Clear Communications Inc., Vineland, N.J.
KRRZ	KKOA Dakota Radio Inc., Minot, N.D.
WMBG	WQSF Richmond Radio, Williamsburg, Va.

Existing FM's

WAWV	WMLS-FM Action Communications Enterprises Inc., Sylacauga, Ala.
KGMG-FM	KGMG Par Broadcasting Co., Oceanside, Calif.
KIEZ	KKBZ-FM Lou Schurrer, Santa Paula, Calif.
WZRC	WYEN Wait-West Enterprises Inc., Des Plaines, Ill.
KEYV	KUDO Quality Broadcasting Co., Las Vegas
WVLT	WKQV Clear Communications Inc., Vineland, N.J.
WOHT	WAPP Emmis Broadcasting Corp. of New York, Lake Success, N.Y.
KWBX	KJII University of Oregon Foundation, Bend, Ore.
KLZX	KSEJ Bountiful Broadcasting Inc., Bountiful, Utah
Existing TV	
WSYT	WKAF Thomas J. Flatley, Syracuse, N.Y.

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Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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RADIO

HELP WANTED MANAGEMENT

General sales manager wanted for New York City suburban FM in the fastest growing area. Potential unlimited. Salary/commission plus possible equity. Rush complete resume: Box H-94. EOE.

Well established small market A/F combo in Alpena, Michigan needs manager. Reply to: President, Midwestern Broadcasting Co., Box 472, Traverse City, MI 49685. EOE.

General sales manager: Group owner with solid organizational background and commitment to employee recognition has immediate opening at top rated Midwest AM/FM combo. Must have proven success record with minimum of five years radio sales, previous sales management preferred. Salary plus bonus, excellent benefits. Send resume, history of success, and income requirements to General Manager, PO Box 24551, Omaha, NE 68124. EOE, M/F.

General manager; Needed for attractive small market station in North Carolina. Perfect for salesman looking to move up for first big break. Finally get to run your own AM/FM combo. Salary plus benefits. EOE. Send resume to Box H-86.

General manager: North Florida small market AM/FM located between Tallahassee and Panama City. Energetic, proven sales ability, and able to hire, train and motivate. Resume, references, and salary history. Contact Harry Hagan, 904-584-2373, P.O. Box 821, Perry, FL 32347.

A small market AM/FM, (FM, adult contemporary) in Ohio needs an aggressive general manager. If you have lots of drive and want to grow, this is the position for you. Salary is commensurate with experience and track record. Write to: Box J-13.

Promotion manager. Perennial full-service leader, 57 WSYR. Match the community with marketing, advertising and station promotions. Creative individual with the ability to motivate others. Must be self-motivated, reliable, and organized with excellent follow through ability. This is much more than just contest position. No phone calls please. Resume, cover letter and brief description of your strengths to Elizabeth Brown, Promotion Manager, 2 Clinton Square, Syracuse, NY 13202. EOE.

General sales manager. KDKB-FM Phoenix, Arizona is looking for a leader in sales professionalism who can make things happen. A strong background in national, local and new business development is a must. All inquiries held in strictest confidence. Send complete resume with references to Tommy Vasocou, Sr. VP/GM, KDKB, 1167 West Javelina, Mesa, AZ 85202. KDKB/Sandusky Newspapers, Inc., is an EOE. No calls please.

General manager: WAZL/WWSH Hazelton, PA. Aggressive broadcast group for general manager or top sales manager to continue growth and success of leaders in market. Sales oriented, likes to get involved in community projects, ability to motivate staff. Salary and attractive performance incentives. Replies in strict confidence. Send resume, salary, history to: Ronald Aughinbaugh, WAZL/WWSH, Hazelton National Bank Building, Hazelton, PA 18201.

Local sales manager. If you are presently in sales management in a small or medium market and are ready to move up to Baton Rouge! You need to talk to us today! We have a newly created position of local sales manager offering excellent income, great working conditions & a considerable perk package. Call today and ask for general sales manager. 504-292-9556. WKJN-FM is an EOE.

Program director for Nationwide Communications' WGAR FM/AM. One of America's biggest and best broadcast groups needs major market skills for this country powerhouse combo. Tape and resume to: Bill Weller, General Manager, WGAR FM/AM, 9446 Broadview Road, Cleveland, OH 44147. NCI is an equal opportunity employer.

Gulf Coast powerhouse needs GSM on way up. Top organizational skills required. Send complete details and resume. Box J-21.

HELP WANTED SALES

Colorado ski resort looking for sales manager for AM/FM. Must be experienced, organized, aggressive, creative, and able to motivate. Send resume and salary requirements to Box H-18.

Group operator looking for experienced A.E. with good advancement possibilities in stable west Texas market. Send resume to P.O. Box 6752, Lubbock, TX 79493.

Aggressive salesperson wanted for AM/FM combo in growing midwest market. Illinois. Established list. If you're experienced, Great! If not, you'll learn from us. Send resume to: Attn: J. McCullough, WLPO/WAJK, P.O. Box 215, La Salle, IL 61301. EOE, M/F.

Top rated KBRS in NW Arkansas seeks professional. Sales manager opportunity for right person. Send history and resume to Randy Prichard, GM, KBRS, 2307 highway 71 N., Springdale, AR 72764. EOE/M-F.

GSM/SM (California daytimer - SF area) to sell, recruit, train sales staff, to implement promotions, merchandising community programs. Salary commensurate. Box H-95.

5,000 watt 24 hour in top 100 market seeks proven salespeople. 30% commission against \$500 weekly draw for right people. Resume in confidence to Gary Ballard 301 Davidson Bdg. Bay City, MI 48708.

Hottest station & market in the Southeast!...Just voted station of the year! WROQ-FM CHR/WAES-AM Oldies is expanding again! We are happy with our current sales team...looking for additional player of excellent management caliber. \$50,000 - \$60,000; with unlimited future income. 4-5 years minimum experience. Tell us why! Patrick Foy, WROQ/WAES Radio, 400 Radio Road, Charlotte, NC 28216. EOE.

Experienced radio salespeople needed for rapidly expanding public broadcast company now in several Southern markets, with more stations on the way. Grow with us. We're people-oriented. Top pay and benefits. EOE. MF. Send resume to: Mark Bass, Holder Communications Corp, P.O. Box 25855, Tampa, FL 33622.

Q106-WJXQ-FM is mid-Michigan CHR powerhouse serving Lansing, Battle Creek and Jackson. Immediate sales openings in 2 of our regional offices for aggressive, career-oriented rep whose "closing" ratio is superb. Send resume to Jack Alix, President and GM, WJXQ-FM, 1700 Glenshire Drive, Jackson MI 49201. EOE.

Florida: (Central) 5 kw AM with no FM's selling in this 150,000+ population market. Close to Orlando, Tampa & both coasts. Beautiful area, mostly water. Position can be yours if you can prove to new owner you can sell. Only format of it's kind in market. Big incentives. Box J-10.

Southern New England medium market leader needs one hitter to complete staff. Right super salesperson will work into sales manager position. Pick up "on air" list and new accounts. Your income and lifestyle will grow with our major new group. EOE., M/F. Box J-8.

Katz Broadcasting is looking for an account executive who makes things happen. Is the customer number one with you? Do you strive to be the best? Do you enjoy taking challenges? Are you able to set priorities and develop strategies for your activities? If so, radio station K95FM can offer you an exciting opportunity. We are a rapidly growing, Tulsa, Oklahoma radio station, offering the newest and most comprehensive sales training and technology. We offer unlimited income potential, an innovative environment focused on excellence, incentives and recognition based upon your individual success, and a chance to join a company with a record of success and a sense of purpose. If you feel you have the talent... act now! Call Laura Burklund 800-228-2271. Katz Broadcasting is an equal opportunity employer.

Sales manager WORQ 102 FM in Southeastern Connecticut seeks sales manager to oversee strong local sales department and service established account list. Radio experience required; management background preferred. Great opportunity at successful "Classic Hits" station in healthy marketplace. Future growth potential. Send letter and resume to Karen A. Quinn, VP/Sales, WORQ, P.O. Box 97, Mystic, CT 06355. EOE.

Experienced radio salespeople needed for rapidly expanding public broadcast company now in several Southern markets, with more stations on the way. Grow with us. We're people-oriented. Top pay and benefits. EOE. MF. Send resume to: Mark Bass, Holder Communications Corp, P.O. Box 25855, Tampa, FL 33622.

HELP WANTED ANNOUNCERS

Morning man. prestigious dominant station medium market near major eastern markets, MOR AC, top news, sports, features, heavy commercial load, warm personality. Benefits. Resume to: Box H-48.

California top 75 gold/A/C seeks dues-paid morning entertainer with creative selling and production skills. Structured format, pro organization. Send your best air check and resume to: Gary Conard, Box 260, Bakersfield, CA 93302.

Florida: (central) Christian format, new owner, new equipment, close to Orlando, Tampa & both coasts. T & R to Stoehr Communications Corp. P.O. Box 2360, Pinellas Park, FL 34290.

Fine arts producer/announcer: for public classical music station serving Des Moines and central Iowa. Primary responsibility for 5pm to midnight shift, Mondays through Fridays. Two years fulltime radio experience, preferably public radio, required with emphasis on fine arts production and announcing. B.A.-level degree with fine arts and music emphasis is preferred. Appropriate experience can be substituted. Salary \$19,488 with strong university benefit package. EOE/AA. Resume with references and tape to: Doug Brown, Manager, Arts & Performance, WOI-AM-FM, Iowa State University, Ames, IA 50011. Deadline: September 12, 1986.

HELP WANTED TECHNICAL

Director of engineering. Must be familiar with studio construction and 2-way aircraft installation. Extensive travel required for national network operation. Looking for a motivated self-starter. Send resume to Jack Valinski, Metro Traffic Control, 4828 Loop Central Drive 800, Houston TX 77081. EOE.

Florida: Central, medium market, beautiful area close to Orlando, Tampa & both coasts. Must be able to entirely rebuild this 5kw AM with new equipment and announce too. \$15,000 to start, contact new owner. Box J-11.

Production engineer/technician. F/T, Civil Service. For closed circuit radio service for the blind. Responsible for installation, operation, repair and maintenance of all broadcast and recording equipment. Some on-air announcing. Associate degree in electronics; two years experience with broadcast equipment required. \$20,105. Please send letter & resume by September 8, 1986 to: Henry Carlesimo, Personnel Director, NJ Department of Education, CN-500, Trenton, NJ 08625.

HELP WANTED NEWS

Radio news director KWMU, St. Louis' NPR station, is looking for a news director. Undergraduate degree in journalism, speech communication, or related area and 2 years of experience in news broadcast necessary. Additional news experience in broadcasting and Masters degree are desired. Application deadline: September 8, 1986. Send resumes to: University of Missouri-St. Louis, Personnel Office, 8001 Natural Bridge Road, St. Louis, MO 63121. The University of Missouri is an equal opportunity employer.

S.E. NY AM/FM: Immediate opening in three person news department. Experience necessary. Interest in sports helpful. Tape and resume to: News Director, WBNR/WSPK FM, Box 1703, Poughkeepsie, NY 12601.

TELEVISION

HELP WANTED MANAGEMENT

Promotions: medium market network affiliate in the Southeast is looking for a promotions manager to initiate and coordinate the promotion and marketing activities of this No. 1 station. We're looking for someone with a strong television background and experience in administration, problem solving, creative writing and strategy and is committed to promoting a station that wants to remain No. 1. Box H-73.

Wanted: Television broadcast specialist. To join a top tier investment bank's merger and acquisition unit and develop a television brokerage operation. Please respond with resume, qualifications and salary history. Box J-25.

Program manager. Talented individual with strong background in programming, production and promotion to oversee programming and promotion operations. Minimum three years experience in programming. Send resume to General Manager, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773. EOE.

HELP WANTED SALES

Top independent station KPHO-TV, Phoenix seeks experienced account executive with 3 years in TV sales preferred. Send resume to Local Sales Manager. EOE.

Regional sales manager: for strong independent in Southeast. Must have knowledge of NSI/ ARB/ BAR - and research experience, minimum 2 years local or national sales. Individual must be self motivating, with ability to travel in-state. Commission and benefits negotiable. Only serious inquiries please. Send resume to Andy Comegys, P.O. Box 17900, Jacksonville, FL 32216. A Mairite Communications Group station, an equal opportunity employer.

Indy, major SW market seeks experienced NSM. Must be highly motivated, a leader, possess excellent organizational skills and have a deep understanding of ratings. Prefer background as NSM but receptive to candidate with proven national rep track. Resume in strictest confidence to Box J-4. EOE.

(Two) TV sales managers: High growth Florida TV indy within major market. Local sales manager - regional sales manager. This person will know independent TV or radio sales at an agency level. Box J-19.

Sales engineer: Manufacture of quality camera mounting equipment and digital remote camera control systems seeks bright, ambitious self-starter for new Los Angeles facility. Must appreciate fine mechanics and have good communications skills. This is the right position for a hard worker looking for a dynamic career with growth potential. If interested, please send resume to: Vinten Equipment Inc., 39 Cain Dr., Plainview, NY 11803.

HELP WANTED TECHNICAL

Remote engineer position open on mobile unit. Must have strong tech maintenance background. Ampex VPR-2Bs, Grass Valley switching, Chyron 4100, Ikegami cameras, salary commensurate with experience. Call Ken Gardner, 317-463-1800, WLFI-TV, Inc., Box 7018, Lafayette, IN 47903.

Chief engineer for UHF TV station needed. Must have a minimum of 5 years in television maintenance of technical equipment involved in color TV production, recording, and transmission plus supervisory experience. Experience in the maintenance of logs and the preparation of FCC reports is also required. Qualified applicants only. Send resume to General Manager, P.O. Box 59020, Birmingham, AL 35259. EEO.

Television engineer to maintain, operate and repair broadcast TV equipment including Chyron character generator, studio and remote 3-tube plumbicon cameras, broadcast on-inch VTRs, and other broadcast quality equipment. AAS in electronics or equivalent plus 6-10 years experience or additional education. Closing date: Sept. 5, 1986. Send resumes to RIT Personnel, Rm. #0328, P.O. Box 9887, Rochester, NY 14623-0887. AAE/EOE.

Maintenance engineer. KDAF-TV/Dallas has an opening for a maintenance engineer. 3-5 years experience in all phases of broadcast television maintenance. FCC General class or SBE certification. Applicant must possess knowledge and ability to maintain and repair 3/4", 1" and 2" video tape equipment. Send resume to: Joseph A. Maggio, CE, KDAF-TV, 8001 Carpenter Freeway, Dallas, TX 75247, EOE, M/F.

Sports reporter. Aggressive sports reporter to complement. WCCO Radio's extensive commitment to sports and sports programming. Five-day work week will include weekends. College degree and prior radio sports experience helpful but not necessary (newspaper or television experience okay). Some air work. Submit resume and tape to Curtis Beckmann, WCCO Radio, 625 Second Ave. So., Minneapolis, MN 55443. EOE.

Radio news director, KWMU. St Louis' NPR station is looking for a news director. Undergraduate degree in journalism, speech communication, or related area and 2 years of experience in news broadcasting are necessary. Additional news experience in broadcasting and Masters degree are desired. Application deadline: September 15, 1986. Send resume to: University of Missouri-St. Louis, Personnel Office, 80001 Natural Bridge Road, St. Louis, MO 63121. The University of Missouri is an equal opportunity employer.

Morning Edition host/producer. Sacramento, California. Top rated NPR affiliate seeks host for local segments of KXPR's Morning Edition including writing and voicing newscast/feature segments, cover local and state governmental affairs to produce actualities, voicers and features for use on Morning Edition. Minimum 3 years full-time experience as on-air talent and reporter/producer for news program. Bachelors degree in journalism, communications or related field. Daily board shift. 4:30 a.m. to 8:00 a.m., Monday through Friday. Operation for all broadcast related equipment. KXPR is licensed to California State University, Sacramento and serves Sacramento and eight surrounding counties. Above national average salary and excellent employer paid benefits plan. Deadline September 15th or until position is filled. KXPR is an EOE/AA employer. Women and minorities are encouraged to apply. Send non-returnable cassette sample of newscast and feature production (no more than 5 minutes each), or live ME aircheck, cover letter, resume and 3 references with phone numbers to: Morning Edition Search, KXPR/Hornet Foundation, California State University, Sacramento, 6000 J Street, Sacramento, CA 95819

News director. Award winning all news station with news staff of 25 seeks a journalist/administrator to supervise operations. Reporting/editing experience and excellent news judgement essential; familiarity with all-news operation helpful. Successful applicant will have strong interpersonal skills, ability to manage budget, and insight into the potential of all-news radio. A rare opportunity to head a major news operation. Resume, reference, salary history to Margaret Russ, WEBR Newsradio, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Experienced PD California daytimer - SF area), excellent on air, copy, production, promotion, music/audience research, community involved programs. Salary commensurate. Box H-96.

Fast growing suburban New York A/C station needs hardworking PD. position includes air shift, music selection, management, and promotions. Show what you can do for this group owned station. Good salary and benefits plus chance to grow. Send letter, including management and programming philosophies. Salary requirements and resume to Box J-5. EOE.

Publicist. Public information specialist: National Public Radio seeks an experienced public relations professional to promote and handle press relations for its award-winning newsmagazines: "All Things Considered," and "Morning Edition." National marketing and promotion experience desired. Advertising background helpful. Excellent writing skills a must. Required: a college degree and five years writing experience including electronic and/or print journalism. Salary \$27,500 negotiable. Send resume and writing sample to: National Public Radio, Attn: Personnel, 2025 M Street, N.W. Washington, DC 20036. AA. EOE.

SITUATIONS WANTED MANAGEMENT

Top radio sales manager trainer motivator, etc. with 22 years in unrelated field as business owner seeks similar radio position in "California Only". No market too small or too large. Box G-93.

Creative marketing director seeks group or major station challenge. Strong analytic, promotion, and advertising skills with flair for research. Northwestern MBA. Write Box H-98.

Very experienced general manager seeks to relocate. 12 years management experience in top-50 markets. Strong background in management, sales, programming, advertising, promotion, and engineering. Box J-24.

SITUATIONS WANTED SALES

Radio-TV-Cable sales manager, employed, major market, seeks upward move. Well qualified. 415-731-0395.

SITUATIONS WANTED ANNOUNCERS

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.

Entertaining air personality, conversational style with excellent production and copywriting skills. Extensive phone use. Four years experience. Small to medium market. Charlie Kaye 216-248-2472.

SITUATIONS WANTED TECHNICAL

Radio engineer with 16 years experience as chief engineer, non-drinker, family, will consider any area. Write Box H-99.

First Phone Combo. Small market, any format, 10 years AM-FM-sales later. Ph. 703-523-0121/317-888-3618. Leave message for Chuck.

SITUATIONS WANTED NEWS

Currently living in N.Y.C. and employed with management co. Eager to break into radio news. Some experience, hard worker, have car, money no object. Call for tape and resume including street work, and writing samples with cover letter Robert Brown business number 212-867-7020.

Former network newscaster seeks exceptional opportunity to build radio news department, anchor, or consult. Have TV field and anchoring experience. RSWN, Box J-36.

#1-rated anchor, top 30's market, seeks to relocate. Excellent track record. Stable. Box H-70.

Network foreign correspondent returning to USA seeks daily commentary slot with network, station or syndicator. New York City. Upbeat, conversational pieces on politics, society and business. Can double as newscaster (did network hourlies/features and all-news anchoring before going abroad.) Box H-79.

Cream of the crop sportscaster prepared to plow bigger fields. Sport-smart, glib, colorful, credible; play-by-play incredible! Track record impeccable. Hear it or weep. Barry, 802-885-9428.

Sports director, ready for medium market, ready to relocate. PBP minor league baseball, junior college basketball, playoff football. Enthusiastic, hard-working. David: 618-627-2844.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Let's talk! Did your major market station bill five million last year? If not and if you're open minded about doing inexpensive, local "talk" this could be the most profitable call you'll ever make! 815-645-8012.

AOR upbringing. Two years experience. Help with copywriting, production, air, and even your softball team. Lots of ideas, and energy. T & R upon request. Toby 503-726-1663.

AOR/CHR program director. Over 8 years experience. Billboard award winner. BSC. Mark Lapidus 703-533-3581.

Professional broadcaster seeking challenge in programming, production, and promotion. Prefer country or adult contemporary. 214-539-0877.

AC-oriented PD; Creative interests include music specials, spec spots, SCA. Small market. Jim 615-896-4271.

Programing, production, promotions, talent, motivation, PR, more! Professional management oriented programmer. Winning track record. Rick Singer 216-833-7411.

I still believe in AM. Veteran news/talk programmer, ND can steer your similar or diversified formats in the right direction. If you want to win, we should get together. 901-794-4695.

New England independent seeks maintenance engineer with at least three years of UHF experience. Send resume and salary requirements to Box H-75.

Video maintenance engineer: TV production company in Dallas seeking staff video maintenance engineer w/ minimum 2 years experience with 1 and 2 inch VTR's, computerized editors, video switcher and telecine systems. Excellent working conditions; full benefits package. Send resume to: Gene Carter, Director Operations, Southwest Teleproductions, 2649 Tarna Dr. Dallas, TX 75229-2222.

Chief engineer for fast-growing production facility in upstate NY. Assume all responsibility for maintenance of 2 edit suites, EFP equipment, BVH-2000, BVH-2500, BVE-5000, GVG-1680, ADO, Betacam. Resume to Tele-isis Productions, 277 Alexander St., Rochester, NY 14607. 716-546-5417.

Broadcast maintenance engineer: Washington, DC. Must have 2-3 years broadcast experience and ability to maintain ENG, edit and studio equipment on a component level. Formal education in digital electronics preferred. Must be up to date with broadcast electronic technology. Send resume and salary requirement to: Box J-6.

Maintenance technician: WXOW-TV is seeking a qualified studio technician. Must have a minimum of three years experience including U-Matic tape and FCC license. Send resume to WXOW-TV, P.O. Box C-4019, La Crosse, WI 54601-4019, c/o Chief Engineer.

Maintenance engineer for station and field operations with limited overseas travel. State of the art equipment. Contact Phil DeLorme, D.E., WTKK-TV, 703-369-3400. Call between hours 10:00am - 2:00pm. An equal opportunity employer.

HELP WANTED NEWS

Central Florida's leading news station needs an experienced anchor to work weekends with existing male co-anchor. Rush non-returnable air check to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. No agents, beginners, or phone calls, please. WFTV is an equal opportunity employer.

Weather anchor sought for 6 and 11 newscasts in small market network affiliate. AMS seal preferred. Tape and resume to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

Reporter. We are looking for the best. If you are a strong writer, aggressive, independently motivated and street-wise, you should apply for this reporter position. Only experienced need to apply. Send tape and resume to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73111. EOE, M/F.

News producer. Minimum one year experience. No calls. Tapes and resumes to Ray Wilck, WFRV-TV, Box 19055, Green Bay, WI 54307. EOE.

Group owned CBS affiliate seeks weekend anchor/producer. Strong reporting skills. Not entry level. Rush resume to Box J-9. EOE.

Reporter/anchor: Aggressive, highly competitive medium market news department on SE coast wants skilled news reporter/anchor. Strong writing, editing and live remote skills mandatory. Anchor background key. Must have 3 years experience. Principals only. Send resume to Box J-27. EOE.

Weather anchor: Medium market, Sunbelt coastal station in SE seeks skilled weather anchor. Must have strong knowledge of coastal wx conditions, seas, severe storms, etc. Must be willing to make long term commitment to join anchor team. Three years experience mandatory. Principals only. Send resume to Box J-26. EOE.

Sports director. #1 Midwest affiliate (120's) replacing our man who went to Cleveland. 3 person department. Must be a strong planner who believes sports is news and that net feeds are a last resort. If you're not at least a current #2, don't bother. Letter/ resume to Box J-23.

Attention reporters/weather anchors. KTEN-TV ran this same ad one year ago this month. All of our people have moved on to larger markets. We need sharp, motivated, hard-working reporters and weather anchors for our group of stations. Resumes without tapes will not be reviewed. Special attention will be paid to those sent Overnight Mail...Send tapes and resumes to: Cam Cox, KTEN-TV, 1600 Arlington, P.O. Box 728, Ada, OK 74820. Phone calls directed to same at 405-332-3311.

Anchor. We need an anchor who can do occasional live remotes. Will anchor 6&10 with established male anchor in state of the art top 100 market. Require minimum 2 years experience as anchor. Producer. Also need creative writer, organizer, and strong leader to produce 6&10 newscast. Multiple live. All M-format. Chyron. Send tape and resume to Don Marion, KXXV-TV, P.O. Box 2522, Waco, TX 76702. EEO.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

We are an NBC affiliate located in a top 70 market and are in need of a creative, people-oriented production manager. Must be willing and qualified to work with a fast moving news department. If interested, please, send salary requirements and resume to: Box J-12.

Producer/director. Philadelphia independent TV station with active in-house production unit seeking creative producer/ director; min. 3-5 yrs. exp. directing commercials, live spots and live music programs. Familiarity with time code editing systems and digital effects essential. Send resume, salary requirements and videotape to Leila Brenner, WPHL-TV, 5001 Wynnefield Ave., Philadelphia, PA 19131. EOE, M/F. No phone calls.

Promotion manager. Good growth opportunities. Mid-90's market, Eastern coastal region. Send resume and tape to: Dale Stafford, Operations Manager, WITN-TV, Highway 17 South, P.O. Box 468, Washington, NC 27889. An equal opportunity employer.

Producer: Washington, DC. WETA-TV, public broadcasting in the Nation's Capitol, seeks a highly-qualified individual to produce local news and public affairs programs, including studio discussion and ENG documentaries. Minimum two years experience in producer or associate producer capacity. Ability to work within prescribed program budget framework. Salary \$27,510 - 30,000. EOE. Send resume to: WETA-TV, Personnel, P.O. Box 2626, Washington, DC 20013. 703-820-6025.

Production supervisor: Dominant midwest CBS TV affiliate needs experienced Production Supervisor to schedule and coordinate all Production. Must be skilled with state of the art equipment and techniques. Excellent people skills required. An EOE. Box J-28.

SITUATIONS WANTED MANAGEMENT

Television broadcast management. I'm looking for a position in television management. My background includes network directing credits, producer/director positions at NBC and CBS O&O stations, assistant to the director of broadcasting at CBS O&O station, senior production administrator at NBC, senior studio producer at ESPN, production manager at ABC affiliate. Strong interest/knowledge in sports/news and day to day station operations. If my background is compatible with your station's needs, let's talk. Call 305-694-2036.

General manager. 34 years practicing television, since age 25! For 7 stations, including 2 groups, has achieved quick turnarounds; produced spectacular sales, profits, prestige! Expertise: management, sales, news, programing, promotion. Nationally recognized, quality manager. Compensation based on superior performance. Box J-18.

SITUATIONS WANTED SALES

Radio-TV-cable sales manager, employed, major market, seeks upward move. Well qualified 415-731-0395.

SITUATIONS WANTED TECHNICAL

Over 30 years experience in all phases of broadcasting. Down link, studio still, transmitter. FCC licensed. Contact Wm. Taylor 601-366-7526. Available now, day, week, or contract.

Audio engineer music producer experienced in major market, state of the art electronic music studios, and recording techniques (field and in-house). Young, motivated, dedicated. Brian Hewitt, 313-569-7404.

SITUATIONS WANTED NEWS

Male anchor/ reporter for early and late newscasts, strong reporting skills, 6 years anchoring experience, helicopter pilot, 44, ready to move in September, now co-anchoring in medium market. Box H-7.

Help me back into sports. Award-winning one man band. Small markets welcome. Will move anywhere. Box H-67.

Look no further! Exp. anchor-reporter seeks dedicated news organization. Weekends if you desire. Call Steve 218-723-1058.

Remember your first break? Entry level position as ENG photographers. Experience with Ikegami HL-79A, Hitachi 231 and Sony BVU-110. Hardworking and intelligent. Will relocate. Call Steve Kinishi 312-891-2607.

One-man-band. Innovative reporter/ videographer, 4 years experience in medium markets ready to join progressive, visionary news team. Ira 703-889-1821.

Sportscaster, currently sports producer in top 10 market. Looking for entry level sports anchor/ reporter position. Recent college graduate. Can do it all. Box J-15.

Sports anchor/ reporter. Seeks position in Midwest. Two years writing, reporting, anchoring experience. Steve 218-727-2014.

Aggressive award-winning television reporter seeks move into top 25 market. Solid journalist that can do it all. Available immediately. Box J-16.

Meteorologist: Add personality to your news while maintaining accuracy, reliability and credibility. 3 1/2 years prime. Community-oriented. Box J-17.

Weathercaster. professional meteorologist, 8 years experience, AMS qualified, licensed pilot, looking for new challenge in medium market. Will consider smaller markets. Mark 305-596-6259.

General assignment reporter in low 50's Southwest market seeking new challenge. Experienced, creative, competent, telegenic. 318-865-3209.

Reporter. highly motivated grad with experience in #4 market seeks entry level reporting position. Strong writer with ability to shoot and edit own news reports. Christina DeAngelis, 715 Woodsdale Rd., Wilmington, DE 19809. 302-762-3321.

Sports director available with strong anchoring experience. BA in communications. Strong "on-air" presence. PBP of the four major sports. "Voice" of championship teams. Host of live football coach's corner show. Resume tape available. Mike 718-934-1434 or 212-613-0262.

Experienced TV and radio meteorologist seeks position in medium-size market. Box H-92.

Black male, general assignment reporter, college grad, 2 years experience, presently employed top 60 markets. Seeking right opportunity to sink roots and grow in right market. Call 419-865-6068.

News director: Attorney with experience in all areas of broadcasting ready to move from small to medium market with long term commitment. Excellent references. Box J-20.

Anchor or ND/ anchor position sought by veteran reporter/ anchor. Ratings winner, upbeat personality, community involved. All markets considered. Box J-22.

Former network newscaster seeks exceptional opportunity to build radio news department, anchor, or consult. Have TV field and anchoring experience. RSWN. Box J-36.

Assignment editor/ assistant news director. Four years on the desk in 75th market supervising staff of 22. Also some producing experience. Looking to move up. Call Mike 606-272-8809.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Production manager, copywriter. Four years experience. Highly skilled in multi track recording, effects, splicing and spot writing. Entertaining air personality. Joe Burns 216-248-2472.

MISCELLANEOUS

California, Washington, Oregon TV newsletter monthly job listings, articles, \$35 annually. The West Coast Edition, Box 136, San Luis Obispo, CA 93406.

Primo People now seeking authoritative, accurate, personable anchors from all markets. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

ALLIED FIELDS

HELP WANTED SALES

Sales rep wanted for one of radio's largest and highest quality "big band" music services. A tape library of over 200 reels. Great opportunity with large commissions for reps currently in daily contact with radio market. Contact EV WREN, Denver, CO 303-571-0292.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Videographer. Production department needs field commercial shooter experienced in dealing with customers. Send tape and salary requirements to Rick Cornish, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE, M/F.

HELP WANTED TECHNICAL

Broadcast engineer: Challenging position with rapidly growing consulting firm specializing in appraisals. Knowledge of RF systems and studio equipment. College degree and experience preferred. Send resume and salary history to: Broadcast Investment Analysts Inc. Box 17307, Washington D.C. 20041

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Vendor support marketing consultant: seeking highly motivated individual for marketing division of communications corporation. Must have at least three years experience conducting vendor meetings with a proven track record. Salary commensurate with qualifications. Send resume to P.O. Box 5787, Virginia Beach, VA 23455

Editors needed for rapidly expanding post-production facilities in Florida. Experience in multi-format computerized editing and digital effects essential. Competitive salary with excellent benefits. If you are a quality-oriented professional, contact Ted S. Johnson, President, Florida Production Center, 150 Riverside Avenue, Jacksonville, FL 32202. 904-354-7000

Experienced videotape editor. Growing Boston 1st facility seeks talented editor. Minimum 3 years experience. Paltex Datatron and DVE experience preferred. Must work well with wide variety of clients. Send resume to Bob Hurvitz, Audvid Productions, 1380 Soldiers Field Road, Boston, MA 02135.

HELP WANTED RESEARCH

Director: research & planning. Responsibilities include developing books and other media for sale to broadcast industry. Qualifications: Ph.D. or equivalent, direct experience in publishing industry, substantial knowledge of broadcasting. Send resumes and salary history to Ann Miller, National Association of Broadcasters, 1771 N. St., NW, Washington, D.C. 20036. EOE.

RADIO AND TV PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288

Beautiful/easy listening library for sale. All boxes, metal reels & legends. Complete. Make written offer to Music Box 334, Fort Worth, TX 76101.

Production library: One time buy out: \$300. 50 distinctive themes on four LP's, 30's & 60's. Call Prime Cuts for demo. 615-385-3007.

MISCELLANEOUS

3,000 government jobs list. \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833.

EMPLOYMENT SERVICES

Media Marketing finds opportunites for career-minded individuals who thrive on professionalism. Television and radio. P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

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Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271

FM transmitter: 2.5, 5, 10kw, M5 Exciter, G.A. Bonet, 809-834-5500, Box 43, Mayaguez, PR. 00709-0043.

Chyron IV 4000 or Vidi Font IV a character generator capable of using Arabic right to left language fonts. Diehl 201-444-2911

Small market TV station looking for used ENG truck with mast, with or without Goldenrods. Send inventories, photos, and price. Will consider small production vehicle. Box J-14

Wanted: used Panasonic NV-9240 3/4 deck. Top dollar if in good operating condition. Contact Martin Glenday 504-733-6907.

FOR SALE EQUIPMENT

FM transmitters: 25kw-Sparta 625 ** 20kw -CCA 20,000DS**5kw-Bauer 605 B, RCA BTF 5E1, AEL 5KE, RCA BTF 5B**3.5 kw-McMarin 3.5** 1kw-Syntronics 1.5 kw. Gates FM1C, Transcom Corp. 215-884-0888.

AM transmitters: 25 kw-CSI (1985)**5kw-ITA 5000A 1kw-Harris SX1, RCA 1N**250W-Gates 250 GY, Transcom Corp. 215-884-0888.

ExcitersVersicount V322, 1 yr. old.** also Collins 310z2, McMarin B9-10, Harris TE-3, Transcom Corp. 215-884-0888.

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

Harris SX-1, 1KWAM, 1985. mint. going up in power. Transcom Corp 215-884-0888

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

Silverline 30kw UHF TV transmitter, new \$195,000. Immediate delivery. Bill Kitchen, Quality Media, 404-324-1271.

Silverline UHF transmitters new, best price, latest technology, totally redundant. Bill Kitchen, Quality Media, 404-324-1271.

New RCA 110kw UHF transmitter. RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 404-324-1271.

New RCA TGT-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price: \$185,000. Bill Kitchen, Quality Media, 404-324-1271.

CCA 10Kw FM transmitter: Completely rebuilt, new tubes, new exciter, tuned to your channel, \$14,000. Bill Kitchen, Quality Media, 404-324-1271.

Townsend UHF TV transmitter: 110KW, immediate availability. Possible financing. Call Bill Kitchen, Quality Media, 404-324-1271.

Quality broadcast equipment. AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people: Call Ray LaRue, Custom Electronics Corp. 813-685-2938.

Good condition. RCA UHF TTU-50C Transmitter on channel 19 for sale. Includes Townsend solid state exciter and four Klystrons, good heat exchange, ect. Call R.T. Laughridge, 803-776-3600.

Over 120 AM & FM trans. Our own inventory. AM: 8-50 kw's, 15-10 kw's, 16-5 kw's, 3-2 5 kw's, 8-1 kw's. FM: 1-40 kw, 3-25 kw's, 8-20 kw's, 9-10 kw's, 12-5 kw's, 2-3 kw's, 8-1 kw's & others. Continental, RCA, Collins, C.C.A., Bauer, Harris/ Gates & more. All spares, all air ready, all inst. books, World leader in broadcast transmitters. Now shipping to 21 countries. BESCO International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600 or our new # 214-276-9725.

Transportable uplink, MCL Scientific Atlanta, Comtec, Hewlett Packard, Tektronics, Cat 60 KVA generator, pulled by 1984 GMC with Cat diesel engine with 20 foot custom box. TVP 318-234-2223.

Media Concepts specializes in used TV studio broadcast equipment. We'd like to help you sell equipment no longer needed, or find something you do need. Call today! Lynwood Taylor or Marvin Luke 919-977-3600.

Used radio equipment automation: Schafer 903, Harris 9000: \$15,000-\$20,000 based on decks, logging, Dave Scott, Century 21: 800-582-2100 or 214-934-2121.

Sony BVU-110 with Porta Brace carrying case and batteries. Less than 50 hrs. usage. Also 13/30v battery belt. Charged only twice. Best offer. Call Alex at 213-395-4543.

Copper! For all your broadcast needs. #10 ground radials: 2, 4, 6, 8' strap, flyscreen, counter poise mesh. 317-962-8596. Ask for copper sales.

Model 707 am Bauer transmitter 1100 watts, 540-1600 KHZ, excellent condition. \$5,500. 503-382-5263.

BE FM 5A Transmitter, BE Exciter, 393 Andrew coax cable and BE rec. Spare semi conductor kit plus all other necessary equipment. All new. Nothing unwrapped. Tubes still in packing. Call Dick Jones: 512-895-1230.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive or free flyer of equipment listings. 213-641-2042.

Blank tape, half price! Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$6.99 ELCON evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video, Inc. 301-845-8888, or toll free 800-238-4300.

RADIO

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Radio Sports Sales

Katz Radio Group Sports, a unit of the Katz Radio Group, America's largest station representative, is seeking an aggressive salesperson. This self-starter will have the responsibility of selling sponsorships for the Katz Radio Group, which represents the largest number of professional and collegiate radio sports properties in the country.

If you have the initiative, desire and drive to canvass and close regional and national accounts, and you are eager to work for a company that recognizes the potential for growth, please send your resume in confidence to:

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Vice President, Manager
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One Dag Hammarskjold Plaza
New York, NY 10017 212-572-5508

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Program Director

WXLK-FM, Roanoke/Lynchburg is seeking a self-motivated, experienced, CHR program director. If you feel you can provide leadership and be a team player for the number one (#1) station in the 93rd market, send tapes and resume to: Aylett B. Coleman, c/o K92, Box 92, Roanoke, VA 24022. EOE, M/F.

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Does your station need quick, FAST start? I'm a shake down specialist.

Consultant for all forms. Adult formats with great news and talk credentials especially.

Will come, work with you ala Mike Josephs, in ANY size market. You CAN afford me and my results will stay with you.

Past bosses say I'm brilliant. Let's talk at NAB. Reply with contact # in New Orleans. Box J-1.

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PROMOTION MANAGER

WJLA-TV (ABC affiliate) in Washington, DC, has immediate opening for top-notch promotion manager. Position requires minimum 3 years hands-on experience as a promotion manager with skills in marketing, planning and budgeting, directing ad agencies, staff supervision, and a keen sense of good taste and knowledge of advertising and promotion. Qualitative and quantitative research background a plus.

Excellent compensation & benefits package comes with this highly visible position.

Send resume to:
John Long, WJLA-TV 7
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Washington, DC 20008
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Strong experienced broadcasters need immediate financing of \$500,000 for good stand alone AM daytimer in Ohio. Reply as soon as possible to Box J-33.

Consultants

FM 80-90 APPLICATIONS

Exclusive applications guaranteed * Special price on group of 12. * 180 page Demographics book available for \$100.00. Contact Darrell Bauguess.



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100,000 watts at 1,500 ft. above average terrain will lease subcarriers 67 & 92 KHZ. Call Maurice Loewenthal 214-670-8888.

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Stand alone AM on the North Coast. Successful format has increased billings three times in last two years. Great opportunity. Super location, super price. Some terms. Box J-32.

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AM/FM Combo. Excellent cash flow Asking \$1,100,000 on terms. Contact Bill Lochman 816-941-3733.



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AM/FM Combo priced at 7 X cash flow. Terms possible for qualified buyer. Contact Bill Lochman 816-941-3733.



At last! An attorney who's been there 15 years' radio programming, sales and management.

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Principals only, please \$1.2 million opportunity.

Box J-31.

AM/FM COMBO

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Excellent Real Estate and equipment in Southern New England \$450,000 with \$175,000 down, balance owner financed

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Good equipment - real estate, recreational/industrial area on interstate.

Box J-35.

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 - Class C. S.E. Texas. \$2.8 million.
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5KW AM regional daytime station. Monopoly format with growth potential. Includes real estate. \$625,000 with \$125,000 down.

CALIFORNIA

Developing AM/FM combination in growth area. Valuable real estate. \$1,900,000 with \$900,000 down.

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Regarded as one of the most attractive small markets in the West. AM daytimer with good current business. \$500,000 with \$125,000 down. Includes transmitter and real estate.

COLORADO

Class C FM. Excellent equipment and staff. Emerging business with room to grow. \$1,150,000 with \$300,000 down. Price is less than 2 times 1986 gross.

OREGON

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Buyers must qualify financially before any information on listings is released.

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William A. Exline, Inc.

Media Brokers

4340 Redwood Highway
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San Rafael, CA 94903
415-479-3484

For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
SW	Met	FM	\$4000K	Cash	Jim Mergen	(818) 366-2554
West	Met	AM/FM	\$1425K	\$250K	Elliot Evers	(415) 495-3516
MW	Sm	AM/FM	\$1400K	Terms	Bill Lochman	(816) 941-3733
MW	Sm	AM/FM	\$750K	\$200K	Bill Lytle	(816) 941-3733
CA	Sub	AM	\$700K	Cash	Peter Stromquist	(818) 366-2554
CO	Sm	AM/FM	\$650K	\$95K	David LaFrance	(303) 234-0405
ID	Sm	AM/FM	\$480K	\$130K	Greg Merrill	(801) 753-8090
NY	Sm	AM/FM	\$500K	Cash	Ron Hickman	(401) 423-1271
SW	Sm	FM	\$450K	\$135K	Jim Mergen	(818) 366-2554
MW	Sm	FM	\$400K	\$100K	Bill Lytle	(816) 941-3733
NC	Sm	FM	\$350K	Terms	Mitt Younts	(202) 822-8913

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be ad-

dressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. No personal ads. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations wanted: \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media



Stough

William B. Stough, president and general manager, WISH-TV Indianapolis, joins KTSP-TV Phoenix as VP and general manager.

Lee Alan Smith, president and general manager, Knight Ridder's KTVY(TV) Oklahoma City, named chairman.

Robert F. Finke, president and general manager, co-owned WALA-TV Mobile, Ala., replaces Smith. **Joseph W. Cook**, station manager and general sales manager, WALA-TV, replaces Finke.

John Hare, VP and general manager, KTKS(FM) Denton, Tex., joins WBAP(AM)-KSCS(FM) Fort Worth, as president and general manager.

John Gardner, general sales manager, WGBS-TV Philadelphia, adds duties as general manager.

Howard Trickey, director, radio division, Broadcast Media Services Inc., Tampa, Fla., which manages broadcast stations owned by Family Group Broadcasting, also Tampa, joins Family's new WLAX(TV) La Crosse, Wis., which is to begin operation in fall, as general manager.

Mark S. Steinmetz, VP and general manager, KQRS-AM-FM Minneapolis, named president and general manager.

Benny Springer, general manager, Rio Bravo Broadcasting Corp.'s KILTO-FM El Paso, named VP, Rio Bravo Broadcasting, Rio Bravo is Austin, Tex.-based owner of one AM and two FM stations.

Michael J. Fiorile, president and general manager, WDAU-TV Scranton, Pa., joins WEYI-TV Saginaw, Mich., as VP and general manager.

Kenneth P. Rhoades, general manager, Comcast Cable Communications Inc.'s Tupelo, Miss., cable system, adds duties as area VP, Southern region. **Aubrey S. Miller**, former general manager, Storer Cable's Houston cable system, named general manager, Comcast's Mobile, Ala., system.

Anne Coleman, program director, WAVE-TV Louisville, Ky., joins WDSU-TV New Orleans as station manager.

John Leifheit, general sales manager, KCCI-TV Des Moines, Iowa, joins WHO-TV there as station manager.

Neil Bradley, assistant operations manager, KWWW-FM Quincy, Wash., joins co-owned KWWW(AM) Wenatchee, Wash., as operations manager. **Brian Hanline**, announcer, KXA(AM) Seattle, joins KWWW-FM as operations manager.

Tom Paleveda, promotion manager, WYYY(FM) Syracuse, N.Y., joins WMIL(FM) Waukesha, Wis., as operations director.

James Cox Kennedy, VP, Cox Newspapers, named to executive committee of board of directors. Cox Enterprises Inc., Atlanta, group owner of five AM, seven FM and eight TV stations.

Marketing

Burton J. Manning, chairman and CEO, J. Walter Thompson U.S.A., New York, joins Jordan, Case, Taylor & McGrath Inc. there as chairman of executive committee.

Erica Farber, VP and general manager, marketing systems, Interep, New York, named executive VP and radio development director.



Farber

Marc Guild, VP and sales operations manager, Internet, unwired network division of Interep, named executive VP and general manager, Internet.

Michael Mangano, executive VP and creative director, Doyle Dane Bernbach, New York, joins Warwick Advertising Inc. there in same capacity. **Jerry Prestomburgo**, creative director, Warwick, adds title, executive VP.

Lewis S. Alpern, creative group head, D'Arcy Masius Benton & Bowles, New York, named senior VP. **Patti O'Connor**, senior marketing research analyst, U.S. food marketing research group, Beatrice U.S. Food, Chicago, joins DMB&B there as research supervisor.

Marty Schmidt, senior VP, Botway/Libov Associates, New York, joins Independent Media Services Inc. there as senior VP and director, account services.

Steven Auerbach, from Backer & Spielvogel Inc., New York, joins Ally Gargano/MCA Advertising Ltd., Westport, Conn., as senior VP and director, network programming.

Dick Lopez, art supervisor, Scali, McCabe & Sloves, New York, joins Saatchi & Saatchi Compton Inc. there as VP, associate creative director.

Virginia Shields, director, TV programing, Cunningham & Walsh Inc., New York, named VP.

VP's named at Blair Television: **Philip B. Kirk**, sales manager, New York; **Robert F. Herbst**,

Philadelphia office manager; **Glenna Pluchak**, Miami officer manager.

Betty Chaffin, creative director, and **Pat Fagan**, associate creative director, Keller-Crescent Co., Evansville, Ind., named VP's and creative directors.

Anne T. Broderick and **Pamela Buckner**, television producers, DFS Dorland, New York, named VP's.

Jolene M. Fedrick, associate media director, William Esty Co., Los Angeles, named VP. Appointed VP's at William Esty Co.'s New York office: **Geoffrey M. Hatheway** and **Howard S. Thompson**, account supervisors; **Richard J. Karnbach** and **David J. Wojdyla**, associate creative directors; **Debra Kassidis**, associate media director.

Appointments at Seltel Inc., New York: **Jan-eeen Bjork**, associate program director, TeleRep, New York, to VP and programing director; **Daniel Parisi**, sales manager, to national sales manager; **Carl Mathis**, account executive, to sales manager; **Sindee Klippel**, senior research analyst, to account executive; **Roxanne Robertson**, sales manager, Petry Television, Seattle, to account executive, Seattle office.

Judy Castles-Sheets, associate creative director, The Bloom Agency, Dallas, joins Saunders, Lubinski & White Inc., there as group head and associate creative director.

Gordon Nelson, from Ketchum Advertising, Pittsburgh, joins Siddall, Matus & Coughter Inc., Richmond, Va., as VP and account supervisor.

Robert de Leon, from Williford Advertising, Houston, joins Taylor Brown & Barnhill there as art director.

Lawrence Friedland, associate research director, Seltel, New York, joins Petry Television there as group research manager. **Nan Krauss**, research associate, Petry National, New York, named group research manager.

Melissa McAdam, account executive, TeleRep Inc., Atlanta, named New York account executive. **Katy Hodges**, account executive, Blair Television, Jacksonville, Fla., joins TeleRep as account executive, Atlanta.

Ronald S. Greenberg, account executive, Needham Harper Worldwide, New York, joins Doyle Graf Mabley there as account supervisor.

Albert J. Romano, account executive, Seltel Inc., New York, joins Katz American Television there as sales executive. **Vickie B. Shipp**, former account executive, WBIR-TV Knoxville, Tenn., joins Katz, Detroit, as sales executive.

Skipp Moss, general sales manager, Grant Broadcasting's WBFS-TV Miami, adds duties as corporate director, sales, Grant Broadcasting, Miami-based owner of three TV stations.

John Norden, VP and national sales manager, KIRO-TV Seattle, named VP and general sales

manager.

Ken Thompson, local sales manager, KIQQ(FM) Los Angeles. named general sales manager.

Michael R. Funk, local sales manager, WRGB(TV) Schenectady, N.Y., joins WROC-TV Rochester, N.Y., as general sales manager.

Robert E. Hewitt, account executive, WRGB(TV), replaces Funk.

Rebecca Farrell, assistant general sales manager, WALA-TV Mobile, Ala., named general sales manager.

Linda Weir Sullivan, national sales manager, WJAR(TV) Providence, R.I., named general sales manager.

Cliff Williams, general sales manager, KTVZ(TV) Bend, Ore., joins KTVL(TV) Medford, Ore., in same capacity.

Lisa Carlson, account executive, WVBF(FM) Framingham, Mass., joins WTTPIAM Natick, Mass., as general sales manager.

Jack Martin, sales manager, WMTW-TV Poland Springs, Me., retires after 22 years with station. **Mary Jo Snyder**, senior account executive, replaces Martin.

Bruce Krawetz, national sales manager, WLS(AM)-WYTZ(FM) Chicago, named local sales manager. **Paul Agase**, account executive, replaces Krawetz.

Jan Dickler, national sales manager, WTAJ-TV Philadelphia, named local sales manager.

Ritchard P. Homberg, sales manager, KMEO-AM-FM Phoenix, joins WINS(AM) New York as audience advertising manager. Account executives appointed at WINS: **Linda Lerner**, account executive, WHL(AM)-WKJY(FM) Hempstead, N.Y.; **Sandra Abrams**, senior research analyst, TeleRep, New York; **Lauren Podesta**, account executive, WGCH(AM) Greenwich, Conn.; **Robin Tillman**, account executive, Christal Radio Sales, New York.

Eric I. Simon, manager, sales development, WPEN(AM)-WMGK(FM) Philadelphia, named retail sales manager.

Bonnie L. Tyman, promotion manager, WTEN(TV) Albany, N.Y., named marketing manager.

Alan Sinder, private consultant, joins Telesat Cablevision Inc., Pompano Beach, Fla., as marketing director.

Joe Mancuso, from WOIO(TV) Shaker Heights, Ohio, joins WKYC-TV Cleveland as account executive.

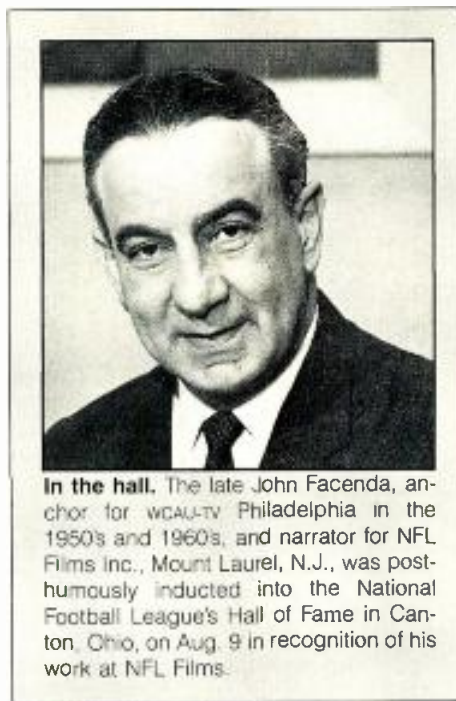
Thomas Vanbenschoten, regional sales manager, WNHT(TV) Concord, N.H., joins WBAL-TV Baltimore as account executive.

Julie Taylor Hitchins, from WLS(AM) Chicago, joins WCLR(FM) Skokie, Ill., as account executive.

Hy Farbman, general sales manager, WZLD-FM Cayce, S.C., joins WTGI(TV) Wilmington, Del., as account executive.

Elaine E. Carr, account representative, WXMI(TV) Grand Rapids, Mich.; **Mary Hart Gerber**, marketing associate, Retail One, Portland, Ore., and **Al Snyder**, general sales manager, KDON-AM-FM Salinas, Calif., join WOOD(AM) Grand Rapids, as account representatives.

Jan Eastham, from WROZ(AM)-WIKY-FM Ev-



In the hall. The late John Facenda, anchor for WCAU-TV Philadelphia in the 1950's and 1960's, and narrator for NFL Films Inc., Mount Laurel, N.J., was posthumously inducted into the National Football League's Hall of Fame in Canton, Ohio, on Aug. 9 in recognition of his work at NFL Films.

ansville, Ind., joins WEHT(TV) there as account executive.

Jerri Hoover, from WIBW-AM-FM Topeka, Kan., and **Premila Malik**, former TWA flight assistant, join KCFX(FM) Harrisonville, Mo., as account executives.

Programing

Roger L. Mayer, senior VP, administration, MGM, and president, MGM Laboratories Inc., Los Angeles, joins Turner Entertainment Co., newly formed Los Angeles subsidiary of Turner Broadcasting System, as president and chief operating officer.

Amy Adelson, manager, mini-series and novels for television, NBC Entertainment, Los Angeles, named director, mini-series and novels for television.

Todd Bergensen, literary agent, Robinson-Weintraub-Gross & Associates, Los Angeles, joins ABC Entertainment there as director, comedy series development.

Mike Harvey, executive VP, network programming and operations, Transtar Radio Network, Los Angeles, named senior VP, of newly formed special programming division.

Gary Taylor, VP and general manager, KRTM-AM-FM Seattle and KZZU-AM-FM Spokane, Wash., joins Transtar, Los Angeles, as senior VP and general manager, radio formats.

Terry Allen, VP, production, Glen Larson Productions, Los Angeles, joins Fries Entertainment Inc., Los Angeles, as VP, series development.

Richard Goldfarb, senior VP and general manager, Bocass Communications, New York, joins Turner Broadcasting System Inc. there as VP, syndication sales. **Jeff Panzer**, based in New York as coordinating producer, *Shoubiz Today*, TBS's nightly entertainment news program, named senior producer and will be based in Los Angeles.

Mark Ganshirt, associate director, comedy, Paramount Television, Los Angeles, joins

Universal Television, Universal City, Calif., as director, comedy programs.

Stephen C. Gelber, independent producer, joins 20th Century Fox Television, Los Angeles, as director, current programming, drama.

Donna L. Pietra, executive news producer, WBBM-TV Chicago, joins *Siskel & Ebert & the Movies*, syndicated movie review program produced by Walt Disney subsidiary, Buena Vista Television, Burbank, Calif., as executive producer. **Andrea Grovall**, producer, Tribune Entertainment's *At the Movies* (which replaced Siskel & Ebert after latter moved to Buena Vista), joins *Siskel & Ebert & the Movies* in same capacity.

Laurie Zaks, director, artist and talent relations, MTV Networks, New York, named talent executive for *Nightlife*, syndicated late-night show premiering Sept. 8, produced by Motown Productions in association with King World, Beverly Hills, Calif.

Nina Blackwood, former VJ, MTV, New York, joins Paramount Domestic Television's *Entertainment Tonight*, Los Angeles, as music correspondent.

Gordon Young, former media executive, Procter & Gamble, New York, joins LBS Communications Inc. there as executive sales consultant.

Sue Abruzzese, account executive, advertising sales department, Madison Square Garden Network, New York regional sports network, named programming manager.

Richard Kirby, operations manager, Request Television, pay-per-view service of Reiss Media Enterprises Inc., New York, named operations director.

Rozanne Elwell, account supervisor, Duplivi- sion Inc., Bethesda, Md., joins Journey Communications, Mount Vernon, Va., TV documentary production company, as director, marketing and promotion.

Joseph Petrone, national sales manager, Prism Entertainment, New York, named sales director.

Carla Schiller Harwitt, senior counsel, Columbia Pictures Industries Inc., New York, named assistant general counsel.

Harry West, director, programming and operations, KMSB-TV Nogales, Ariz., named programming director, Mountain States Broadcasting, Tucson, Ariz., owner of KMSB-TV and KGSW(TV) Albuquerque, N.M.

Ray Massie, program director, WFSM(FM) Harrisburg, Pa., joins WYNK-AM-FM Baton Rouge in same capacity.

Dick Shannon, from WBBQ-AM-FM Augusta, Ga., joins WGUS-AM-FM there as program director.

Ron Lyon, news director, WJBB(FM) Hyde Park, N.Y., named program director.

Raymond Meza, morning announcer, KAMZ(FM) El Paso, adds duties as program director.

Carl Mann, afternoon announcer, KQCR(FM) Cedar Rapids, Iowa, named program director.

Jeff Mazzei, programming and music assistant, WCBS-FM New York, named music director.

Ruth E. Dreier, music program associate,

New York State Council on Arts, join non-commercial WNYC-FM New York, as music director.

Mark Huelskamp, master control director and editor, WPWR-TV Aurora, Ill., joins noncommercial WTTW(TV) Chicago, as air director, broadcast division.

Mary Alice O'Brien, production assistant, WKYC-TV Cleveland, named associate producer, *AM Cleveland*, daily WKYC-TV talk show.

Terry Young, former mayor, Tulsa, Okla., joins KRMG(AM) there as late-night, call-in talk show host.

Frank Pacella, camaman and editor, WSTM-TV Syracuse, N.Y., joins production department, WKBW-TV Buffalo, N.Y., in same capacity.

News and Public Affairs

Geoff Mason, producer and director, Ohlmeyer Productions, New York, joins ABC Sports as vice president, Olympic production, for broadcasts of 1988 winter games in Calgary, Canada.

John Wendell, operations director, NBC Sports, New York, named VP, operations.



Wilden

Dennis Wilden, managing editor, News and Information Weekly Service, owned by Lorimar-Telepictures, Culver City, Calif., named national news director.

Appointments at ABC News: **Mark Nelson**, producer, Tel Aviv bureau, to Rome bureau chief and producer;

Bob Haberl and **Robin Weiner**, weekend news producers, Washington, to producers, Rome bureau; **Stephanie Zaharoudis**, associate weekend news producer, Washington, to weekend news producer; **Steve Cheng**, assignment editor, New York, to associate weekend news producer, Washington; **Mark Dorian**, associate producer, *World News Tonight*, New York, to producer; **Thomi Nista**, production associate, *World News Tonight*, New York, to associate producer; **George Pilla**, desk assistant, *World News Tonight*, New York, to production associate; **Marianne Keeley**, production associate, *Nightline*, Washington, to associate weekend news producer.

Ron Miller, from WBTW(TV) Charlotte, N.C., joins KCST-TV San Diego as news director.

Stephen H. Tuttle, news director, WOC-TV Davenport, Iowa, joins WHO-TV Des Moines, Iowa, in same capacity. **Jon Janes**, assistant news director, KSDK-TV St. Louis, replaces Tuttle at WOC-TV.

James R. Church, news director, WCJB(TV) Gainesville, Fla., joins WDAU-TV Scranton, Pa., in same capacity.

Elaine Ettore, afternoon anchor, WHWH(AM)-WSTT(FM) Princeton, N.J., joins WMID(AM)-WLQE(FM) Atlantic City as news director.

Tim Bailey, sports director, KCRC(AM)-

KNID(FM) Enid, Okla., adds title of news director.

Tim Garrigan, public affairs director, KIRO-TV Seattle, named VP, public affairs. **Nerissa Williams**, anchor, WDIV(TV) Detroit, joins KIRO-TV as reporter. **John Collins**, from WOC-TV Davenport, Iowa, joins KIRO-TV as meteorologist.

Nickie Flynn, managing editor, KWTW(TV) Oklahoma City, named assistant news director.

Doug Raper, morning anchor, KLSN(AM)-KISC(FM) Spokane, Wash., joins KXLY-AM-FM there as associate news and information director.

Appointments at KRON-TV San Francisco: **Stanhope Gould**, producer, ABC News's *20/20*, to executive producer, special projects; **Mike Kelly**, producer, to assignment manager; **Robert Campos**, high tech producer, to producer; **Mark Jones**, from WTVJ(TV) Miami, to reporter.

Dick Nelson, news director, WLOS(TV) Asheville, N.C., joins KCTV(TV) Kansas City, Mo., as managing editor.

Joe Terry, director and producer, *CBS Morning News*, New York, joins KCBS-TV Los Angeles as director and producer.

Jack Beavers, from KCRA-TV Sacramento, Calif., joins KDFW-TV Dallas, as news producer. **Tom Riley**, from KWGN-TV Denver, joins KDFW-TV as weather anchor.

Brad Smith, from KTBC-TV Austin, Tex., joins WHEC-TV Rochester, N.Y., as news producer.

Charles T. Berkley, television director, non-commercial WPBY-TV Huntington, W. Va., named sports and events producer.

Dawn Fratangelo, anchor and reporter, KFMB-TV San Diego, joins WCVB-TV Boston as weekend anchor.

Wendell Johnson, reporter and anchor, WAAY-TV Huntsville, Ala., joins WTVC(TV) Chattanooga, Tenn., as anchor.

Roger K. Wyland, sports director, WTAJ-TV Altoona, Pa., joins WNYT(TV) Albany, N.Y., as sports reporter and weekend sports anchor.

Dan Parker, from WECT(TV) Wilmington, N.C., joins WPEC(TV) West Palm Beach, Fla., as meteorologist.

Dave Wagner, reporter, WISN-TV Milwaukee, named anchor.

Paul Gonzales, Los Angeles bureau correspondent, NBC News, joins KPRC-TV Houston as general assignment reporter.

Timothy Tooten, weekend anchor and editor, WSAZ-TV Huntington, W. Va., joins WMAR-TV Baltimore as general assignment reporter.

Catherine M. Leahan, reporter, WLUC-TV Marquette, Mich., joins KETV(TV) Omaha as consumer reporter.

Technology

Martin J. Stein, marketing director for graphics products, AST Research Inc., Irvine, Calif., joins Cubicom Corp., Hayward, Calif., based manufacturer of computer graphics and

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video animation products, as VP, marketing.

J.P. Farrell, former film editor, Aaron Spelling Productions, Los Angeles, joins Pacific Video, Hollywood post-production facility, as executive director, electronic laboratory services.



Dunbar

Dennis Dunbar, senior VP, Com/Tech Communications Technologies Inc., New York, named president, Wireless Data Systems Inc., New York-based common carrier, merchandising teletext data broadcasting.

James W. Wonn, VP, engineering operations, Group W Cable, N.Y., joins C-Cor Electronics Inc., State College, Pa.-based manufacturer of cable TV systems, as VP, engineering.

Bruce A. Bowen, manufacturers' representative, Hamilton Sales, Minneapolis, joins Geneva Group of Companies Inc., Minneapolis-based manufacturer of audio tape equipment accessories, as Eastern regional sales manager.

Ted Szypulski, former chief engineer, WTIC-TV Hartford, Conn., joins Pleasant Valley, Conn., office of Landy Associates Inc. as sales engineering representative. Landy, based in Cherry Hill, N.J., and Waltham, Mass., designs and installs TV systems.

Promotion and PR

Richard J. Dufek, VP and production director, Abramson Associates Inc., Washington, named senior VP.



Stern

Linda Stern, manager, marketing and public relations for public service campaigns on Group W television stations, named director, corporate communications, Group W, New York.

Jason Farrow, advertising director, Sony Corp. of America, New York, named director, corporate communications.

Janet Bloeth, account executive, Walcher Public Relations, San Diego, joins The Phillips Organization Ltd., San Diego advertising and public relations agency, as public relations account executive.

Gene Steinberg, promotion manager, Grant Broadcasting's WBFS-TV Miami, adds duties as corporate director, creative services, Grant Broadcasting System Inc., Miami-based owner of three TV stations.

Greg Gamer, anchor, Kansas State Network Inc., Wichita, group owner of six TV stations, all in Kansas, named VP, community affairs.

Robert Scott, director, project marketing, noncommercial WTVS(TV) Detroit, named VP, community development.

Appointments at WOR-TV Secaucus, N.J.: **Leigh Curtain**, publicity coordinator, to publicity manager; **Rosalind Miller**, viewer service coordinator, replaces Curtain; **Felicia Norma Bentine**, client services coordinator, Carl Byoir & Associates, New York, to assistant publicity manager; **Carol Cohen**, public service coordinator, to manager, public service and community relations; **Judi Hernandez**, creative services producer, WBZ-TV Chicago, to audience advertising manager.

Michael Ching, assistant director, creative services, KGO-TV San Francisco, named promotion director.

Allied Fields

Susan M. Kraus, director, media relations, National Association of Broadcasters, Washington, named VP, media relations, public affairs and communications department.



Kraus



Rosenblatt

Sam Rosenblatt, VP and general manager, WTMI(FM) Miami, joins Financial Capital of America Inc. there, investment firm, as president and chief operating officer of newly formed subsidiary, Financial Capital Broadcasting Co.

Appointments at Nielsen Media Research: **Kenneth R. Mogensen**, executive VP, Northbrook, Ill., office, adds duties as media research group director of operations; **William E. Stelk**, VP and manager, new business development, Northbrook, adds duties as manager, group management staff; **Jay C. Colen**, account executive, New York office, to manager, data command; **John R. Norris**, agency and advertiser marketing executive, Dallas office, to account executive; **Catherine A. Marino**, client service assistant, New York, to client service executive; **Gena Haddox**, client services associate, Los Angeles, to client service executive; **Leigh Wilson**, client service associate, Dallas, to client service executive; **Gwendolyn J. Warwick**, field representative, New York, to client service associate.

James G. Kearney, system engineer, Telecommunications Inc.'s Chicago Cable TV, joins Malarkey-Taylor Associates, Washington-based telecommunications consultancy, as engineering director.

Sharon H. Fisher, former sales manager, WLQV(FM) Detroit, joins Chapman Associates Inc., Atlanta as media broker. She will be based in Detroit.

Randolph J. May, partner, McKenna, Wilkinson & Kittner, Washington communications law firm recently dissolved (BROADCASTING, Aug. 4), joins Bishop, Liberman, Purcell & Reynolds, there as partner. **Timothy J.**

Cooney, associate, McKenna, Wilkinson, joins Bishop, Liberman as senior associate.

Richard H. Melnick, judicial clerk, Montgomery county, Md., Circuit Court Judge John J. Mitchell, joins Krupin, Carr, Morris & Graeff, Washington communications law firm, as associate.

Herbert Schmertz, director, Mobil Corp. and VP, Mobil Oil Corp., to receive Directorate Award of international council, National Academy of Television Arts and Sciences. He will be recognized for helping to provide corporate support for importation of international television programming with shows such as PBS's *Masterpiece Theater*. **Donald L. Taffner**, president, D.L. Taffner Ltd., New York, to receive Founders Award from international council for importation of programs from Australia, Canada and United Kingdom resulting in successful American adaptations, such as *Three's Company* and *Too Close for Comfort*. Schmertz and Taffner will be honored at International Emmy Awards, Nov. 24 at Sheraton Center, New York.

Richard Wiley, partner, Wiley & Rein, Washington communications law firm, reappointed chairman, American Bar Association forum committee on communications law, Chicago.

H. Joachim Maitre, professor, international relations and journalism, Boston University, named interim dean of college of communication.

Deaths



Knight

Ted Knight, 62, TV situation comedy actor, died Aug. 26 of cancer at his Pacific Palisades, Calif., home. Knight was born Tadewurz Wladzui Konopka in Terryville, Conn. In 1950's he was radio announcer and anchor at several stations. Moving to television, he made

many network TV appearances in shows including *Get Smart* and *Gunsmoke*. Knight won two Emmys for his role as slow-witted and egotistical anchorman, Ted Baxter, on *The Mary Tyler Moore Show*, which ran from 1970 to 1977 on CBS. In ABC's *Too Close for Comfort*, which premiered in fall 1980, he played middle-aged San Francisco cartoonist, Henry Rush. When ABC canceled *Too Close for Comfort* in 1983, D.L. Taffner Ltd., New York, picked it up and has syndicated first-run episodes since. Knight is survived by his wife, Dorothy, two sons and daughter.

Elder (Al) Preiss, 56, publisher, *TV International* magazine, Los Angeles, died Aug. 25 of heart attack in Las Vegas while attending Video Software Dealers Association convention. After graduating from University of Minnesota, Preiss was hired as floor manager and sports announcer at WCCO-TV Minneapolis. In 1953 he moved to Los Angeles where he covered television industry for various publications for 32 years. He is survived by wife, Sylvia, managing editor of *TV International*, son and daughter.

Slow and steady is winning pace for Group W's Goodgame

Tom Goodgame's office is an extension of the man: a big desk, a 40th floor view of midtown Manhattan, vintage cigars. Goodgame is a big man with a big laugh and a big job: head of Group W's five television stations, a post that has occupied the last four-and-a-half months of a 33-year broadcasting career. It is a job that has grown in importance with Westinghouse's move out of cable and back to a concentration on broadcast group ownership and programming.

Goodgame has spent 18 years managing television stations, including two of the five he now oversees as president of Group W's television station group: WJZ-TV Baltimore; WBZ-TV Boston; KDKA-TV Pittsburgh; KPX(TV) San Francisco, and KYW-TV Philadelphia. All, except for the last, he says, are rated number one in their market; KYW-TV is number two.

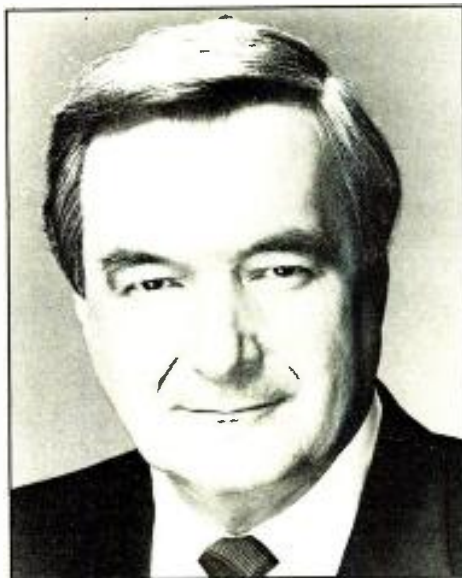
His experience in local management he now misses. "Being at a television station truly is an exciting job," he says. "I guess the toughest part of my day now is right around 5 o'clock. At a television station, that's when the early news is being put together, and that's when decisions are being made, and the programming crisis of the day has unfolded. In a corporate office in New York, it's time to go home, and if you don't get out fast, you might get locked in your own office."

Goodgame's management style has been described as laid back (he considers a loss of temper as "a sign of weakness"), and he sees his role as "an absorber of information." He believes "that people will make the right decision at least 80% of the time if they're good people and know what they're doing." His job is "to make sure I catch the 20%." His relationship with the station managers "isn't a democracy," he says. "It's sort of a benevolent dictatorship."

"I have perseverance," he says. "I believe in the long haul, in steady, slow progress and growth because I think it's the kind of growth you retain," he says.

That perseverance has paid off.

Goodgame entered broadcasting in Arkansas in 1953 as an announcer for KRTV(TV) Little Rock, a UHF station about to go on the air. At the time, it gave the 23-year-old an opportunity to quit his as job as an adjuster for a finance company, a job that paid little and he liked less. Reflecting on the move three decades later, he says that television announcer "could have been garbage collector, and that would have sounded good to me at the time. I didn't know what television was. The only good television in Little Rock, Ark., at that time was 132 miles of snow from Memphis." But as Goodgame tells it: "I applied, and I guess they didn't



THOMAS LAFAYETTE GOODGAME—president, Group W Television Station Group; b. Sept. 24, 1929, Little Rock, Ark.; attended University of Arkansas, 1947-49; salesman, KRTV(TV) Little Rock, 1953-54; salesman, KATV(TV) Little Rock, 1953-1957, local sales manager, 1957-1962, general sales manager, 1962-1969, vice president and general manager, 1969-71; vice president and general manager, 1971-1981, KTUL-TV Tulsa, Okla.; vice president and general manager, 1981-83, KDKA-TV Pittsburgh; vice president and general manager, 1983-1986, WBZ-TV Boston; present position since April 1986; m. Rita Lynch, July 26, 1950; children—Kathleen, 34; Shawn, 33; Carol, 27; David, 26; Diane, 25; John, 24.

know what they were doing, and I didn't know what I was doing, so they hired me."

He was hired as an announcer, but "never announced a day in my life." Before the station went on the air, Goodgame "had a conversation" with a partner in the station, who told him that to get ahead in the business he should go into sales. "So never having been a salesman, I became one," Goodgame says. He worked for the station for a year. When it was sold, Goodgame moved to KATV(TV) Little Rock in 1954 as a salesman, becoming local sales manager in 1957, general sales manager in 1962 and, in 1969, vice president and general manager, where he remained until January 1971.

He was then transferred by the company to KTUL-TV Tulsa, Okla., where he stayed "10 years to the day," from Jan. 1, 1971, to Jan. 1, 1981, also as vice president and general manager. In 1980, Goodgame had another conversation that changed his career, this time with Larry Fraiberg (Goodgame's predecessor in his current job) who was looking for a manager for Group W's Philadelphia station, KYW-TV. Although they came to a "semiagreement," according to Goodgame, his career at Group W was post-

poned when someone else got the Philadelphia job. A few months later, however, in March 1981, Goodgame joined Group W as vice president and general manager of KDKA-TV Pittsburgh. In June 1983, Goodgame was moved to Boston to take over WBZ-TV, also as vice president and general manager, and remained until last April 15, when he replaced Fraiberg as president of Group W's television station group.

Goodgame remembers television's early days when neighbors gathered at the house with a television set to watch, say, a baseball game. "What's sad about our business [today] is that it's still a miracle, but we have become so wrapped up in and so inured to the process that we've forgotten that, said Goodgame. "There's hardly anything that isn't available to the American public today."

And while Goodgame sees "greater diversity" and "greater specialization of audience"—with perhaps as many as seven networks having a national impact by the end of this century—as time goes on, Goodgame says, "I think you'll see people tire of the so-called new technology. It will never go back to fundamental broadcasting, telecasting as it was because [the audience is] too used to having things at their fingertips. But the fascination" with videotapes and a multitude of channels "at their disposal. I think is going to wear off," Goodgame says. "Basically, people can only absorb so much in their lives."

He sees local stations as "the most essential ingredient of the system. I see localism becoming an even greater force in our lives than it has been. And I see local stations doing more local programming" as their abilities permit, and becoming "much more selective in what they accept or do not accept from the network."

There are now "multiple programming sources available to you, and if the networks don't offer you the best product or the product that you feel serves your individual needs in your community, then you'll go buy yours somewhere else," Goodgame says. "I don't think you'll see the networks go away, [but] I think the relationship, the juxtaposition of the network-affiliate relationship, has changed and will continue to change, with much more emphasis on the station's part of being a good programmer, a good entertainment source, that news source within the community, regardless of what network affiliation you've got."

He does not see local stations "ever taking away the role of a national news source." If "that isn't CBS, NBC, or ABC, it may be something else, but I don't ever see the networks walking away from it, so I see them as the supplier."

TV's biggest challenge today, he says, is to help people understand the "vital role" broadcasting plays "and will continue to play. It goes back to selling the medium." ■

NBC announced last week what appears to be unprecedented way to introduce new program, **L.A. Law**. Program will be seen in its regular time period for first time on Friday, Oct. 3, at 10-11 p.m. However, two-hour pilot, running as "sneak preview," will air in Monday night movie slot on Sept. 15. Pilot will then be rebroadcast on following Saturday (Sept. 27), in *Saturday Night Live* time period (plus additional half hour). Footnote on program: *St. Louis Post-Dispatch* reported recently that CBS programming vice president, Kim LeMasters, wrote Stephen Bochco saying that *L.A. Law* is "the best pilot I've seen this year." Second and last line of note read, according to *Post-Dispatch*: "Hope you fail."

Tele-Communications Inc., nation's largest cable operator, is facing prospect of paying **\$35.8 million to former competitor for cable franchise in Jefferson City, Mo.** Federal Appeals Court for Eighth Circuit last week upheld verdict of district court jury holding that TCI violated federal anti-trust laws in connection with battle with Central Telecommunications Inc. for Jefferson City franchise and that TCI violated state laws by tortiously interfering with Central's business expectancy. Jury awarded Central \$32.4 million in connection with anti-trust claim (damages of \$10.8 million trebled), \$35.8 million in connection with interference. Central has choice of collecting one. TCI's John Draper said it is TCI's intention to appeal decision, either to appeals court en banc or to Supreme Court. Next step will not be known, he said, until he has chance to talk with lawyers who handled district court decision and appeal. TCI raised seven issues in appeal to Eighth Circuit, but court rejected them all.

Group owner **Lake Huron Broadcasting Corp. has sold all of its stations for \$52 million.** **KRBE-AM-FM Houston** has been sold to Susquehanna Broadcasting Co. for \$25 million and station in St. Petersburg, Fla., **WQYK-FM** was reported to have been sold to Infinity Broadcasting Corp. for \$27 million. Lake Huron is owned by William J. Edwards and Howard Wolfe. Wertheim & Co. was broker.

U.S.-Mexico AM treaty was finally signed last Thursday (Aug. 28) in Mexico City. Agreement has been awaiting Mexican signature since spring (BROADCASTING, April 21). Under major provisions, more than 320 U.S. daytimers operating on Mexican clear channels may start operating fulltime, and more than 2,000 daytimers may operate for up to two hours after local sunset. (That means some stations in midsummer will not be signing off until 10:30 p.m.) Also under agreement, Mexicans may use U.S. clears but must provide full protection based on 10% interference curves.

Taft Broadcasting confirmed last week it had asked investment bankers, Goldman Sachs & Co., to obtain **bids on company's five independent television stations.** Rumors of possible sale of stations

TV networks post slow second quarter. *Financial results provided by the three television networks show that in the recently completed second quarter, revenue was down in half the six major dayparts. However in the most important—prime time—"net revenue from time sales" was up 5.2%, to \$896,218,000, which helped move the three-network total for all dayparts slightly ahead (2.1%) of last year's second quarter, from \$1,667,736,000 to \$1,702,827,000.*

The figures, compiled from unaudited network-submitted data by Arthur Young & Co. on behalf of the Broadcast Financial Management Association, reveal some of the erosion in the networks' bargaining position, yet many of the dollars just reported were purchased in the more bountiful upfront season of the previous year.

The next largest daypart, daytime, was down 4% in the second quarter to \$320,889,000; sports was down 6% to \$163,754,000, and children's slid 12.4% to \$38,403,000. News had a double-digit increase, rising 10% to \$201,125,000, while late night edged up 2% to \$82,438,000.

first surfaced three months ago and stations' financial performance, being distributed to interested buyers, also began to surface recently ("Top of the Week," Aug. 25). Results for fiscal year ending March 31 reportedly show that operating cash flow of WTAF-TV Philadelphia slipped to \$11.6 million (on revenue of roughly \$40 million), from \$11.7 million in 1985. Despite revenue gain at both WCIX(TV) Miami and WDCA-TV Washington, cash flow declined at each station. WDCA-TV results reportedly show revenue gain from \$18.5 million in 1985 to \$20 million last year, while cash flow declined from \$2.7 million to \$1.7 million. WCIX(TV) reportedly had slight increase in revenue to \$21 million last year, while reporting operating cash flow of \$4.5 million, down from \$6.5 million previous year. Company did not report full-year results for acquired independents, KTXH(TV) Houston and KTXA(TV) Fort Worth, but eight-month results reportedly showed cash flows of \$1 million and \$1.7 million, respectively.

Bill Cosby and Jackie Gleason will appear on Today's next prime time special, scheduled for Sept. 11, at 10-11 p.m. They will discuss with *Today* host Bryant Gumbel evolution of television comedy. Program will be on location at Universal Studios back lot in Los Angeles. NBC has also announced that **Cosby will host Tonight show** Sept. 23-25. One of his guests will be **Linda Ellerbee**, co-anchor of new ABC program, *Our World*, which will go against *Cosby* show this fall.

ABC said last week it was rearranging nights on which its new interview programs, with **Dick Cavett and Jimmy Breslin**, would air. *Cavett*, which initially was to run on Wednesday and Thursday, will now air on Tuesday and Wednesday, starting Sept. 23. *Breslin*, which was to have run Tuesday and Friday, is now scheduled to air Thursday and Friday, starting Sept. 25. Meanwhile, two ABC O&O's, **WABC-TV New York and WLS-TV Chicago**, have opted to carry both programs on delayed basis, so they can run new syndicated show, *Nightlife with David Brenner*, first. WABC-TV will carry *Brenner* at midnight, after *Nightline*, and follow with *Cavett* or *Breslin*. WLS-TV will carry *Brenner* at 11 p.m., after *Nightline*, and follow with *New Hollywood Squares* at 11:30 p.m., then *Cavett* or *Breslin* at midnight.

The Entertainment Report, Newsfeed's "market-exclusive daily package of late-breaking entertainment stories" distributed to local stations by satellite, has been **cleared by 52 stations**, including stations in Los Angeles, Philadelphia, San Francisco and Boston, during Radio-Television News Directors Association conference last week. Service will begin Jan. 19, 1987.

Public Broadcasting Service won more news Emmys than any other group this year. Awards were given last week in New York. PBS won 22 awards, including four for *Frontline* and two each for *MacNeil/Lehrer Report* and *Nova*. **CBS won 14 awards**, including seven for *CBS Evening News with Dan Rather*. **ABC won nine**, including three each for *ABC World News Tonight with Peter Jennings* and *Nightline*. **NBC won five**, including two each for *NBC Nightly News with Tom Brokaw*, *American Almanac* (now known as 1986) and one for *Today*. One award went to syndicated program *Entertainment This Week*.

BBDO International and Doyle Dane Bernbach Group said last week their **shareholders approved plans to merge agencies**, along with Needham Harper Worldwide, into mega-agency—Omnicom Group Inc. Needham shareholders approved plan earlier in August. In addition to those agencies, Omnicom will include group of general and specialty shops under Diversified Agency Services Group. Group expects to bill \$5 billion annually.

Coca-Cola said last week it **acquired Four D Productions**, which holds rights to *Barney Miller* spin-off, *Fish*. *Miller* is now in syndication in 180 markets. Coke wouldn't disclose purchase price, but claimed it was "based on estimated gross syndication value of over \$200 million."

CBS will launch antidrug public service campaign called "Stop the Madness," on Sept. 22. **Stacy Keach**, who served prison time in England last year for possession of cocaine, will be featured in first 10-second message. Other participating CBS celebrities include Bob Newhart, Kate Jackson, Pat Summerall and Linda Gray. Spots will run seven nights a week between 8 p.m. and 8:15 p.m. until further notice, network said.

WNYW-TV New York will move **A Current Affair**, hosted by Maury Povich, at 11:30-noon, to 7:30-8 p.m. beginning Sept. 8. **A Current Affair**, daily talk-magazine show that premiered July 28, is Fox's first move into production of news and public affairs programming. To make room for show at new time, **station has canceled PM Magazine**. **PM** ran at 8-8:30 p.m. on station for six years beginning in 1980, with exception of four months in 1984 when it ran at 8:30. It was moved to 7:30 on July 21 of this year to open 8-10 p.m. time period for movies. **PM** has been now been canceled by Fox stations in Los Angeles, Chicago and Washington.

NBC said last week it signed **wnuv-TV Baltimore**, ch. 54, to pick up **Tonight Show**, effective Sept. 29. Current **Tonight** affiliate in market is another independent, **WBFF-TV**, which has signed with Fox Broadcasting Co., and will pick up Joan Rivers new show in October. **WBFF-TV**'s last **Tonight** broadcast will be Sept. 26, NBC said.

Ron Reagan, son of President Reagan, **substitutes as co-host on Good Morning America** for vacationing David Hartman today (Sept. 1). Reagan has been entertainment reporter for program since February.

Group of prominent **news reporters and anchors** last week signed statement **rejecting network proposal that would allow news organizations to assign reporters tasks currently reserved for technicians**, such as operating cameras, sound and satellite transmission facilities. Statement was released by American Federation of Television and Radio Artists, whose talks with networks on new news pact stalled over proposal, although talks resumed last week. No word on progress at press time. Statement, signed by Peter Jennings, Tom Brokaw, John Chancellor, Lesley Stahl and others, said proposal would "diminish" reporters' ability to do their primary job. It added that "gathering of facts and the reporting of these facts is a full-time job" and that reporters and technicians are not "interchangeable parts."

CBS's cost cutting continues to reverberate throughout company. Latest victim—**Rolland Smith**, 16-year veteran news anchor of **WCBS-TV New York**. Two parted company last week; Smith's last broadcast was Friday, Aug. 29, edition of **Channel 2 News at 11**. In contract renegotiations, station sought to reduce Smith's approximately \$700,000 salary by 35%, or \$235,000. Sources said Smith held out for cut of \$100,000 less but that station refused to budge. Smith said last week he would explore job offers made to him in recent months. Station has announced new news format, separating one-hour 5 p.m. newscast into separate programs, first to be anchored by Jim Jensen and Carol Martin, and second by Michelle Marsh and newcomer Mike Schneider, who has joined station from **WPLG-TV Miami**. That takes effect Wednesday, Sept. 3. Starting today (Sept. 1), station's 6-7 p.m. newscast will be anchored by Jensen and Martin, latter replacing Smith. Station's 11 p.m. newscast will be anchored by Marsh and Schneider, latter replacing Smith.

During Radio-Television News Directors Association convention, **Bob Brunner**, of **WSAZ-TV Huntington, W. Va.**, was **elected RTNDA president-elect** last Thursday, **Lou Prato**, of Medill News Service in Washington, was re-elected RTNDA treasurer; **Tyler Cox**, of **KFBD(AM) Sacramento, Calif.**, was newly elected as director at large, and **David Lampel** of Inner City Broadcasting of New York was re-elected director at large.

Group of former Group W Cable executives were set to announce new programming service for backyard dish owners at SPACE/STTI

home satellite industry trade show in Nashville this week. Satellite Broadcast Network, whose principals include Kazie Metzger and Ann Kirschner, plans to put three network-affiliated stations (one for each network) on satellite, scramble signals and charge dish owners \$50 a year to receive them. Kirschner would not release details of service last week prior to expected announcement this week.

FCC audio services division has rejected petition by Tony Lazzarino asking that commission **deny \$40-\$45-million sale of** Mandeville Broadcasting Corp.'s **KROQ-FM Pasadena, Calif.** to Infinity Broadcasting of Los Angeles (BROADCASTING, June 9). Lazzarino, former consultant to Mandeville owner Kenneth J. Roberts, alleged that Roberts had withheld information from commission in earlier proceeding that resulted in Roberts acquiring station. He also charged that FCC's processes in that proceeding had been compromised because of alleged personal relationship between Daniel Brenner, former senior adviser to FCC Chairman Mark Fowler, and former general manager of stations. Brenner denied participating in case. Audio services division said Lazzarino had failed to support claim that information was withheld. It also said Lazzarino had not supported his allegations of improper influence. Lazzarino told BROADCASTING that division's order was "hatchet job" and that he planned to petition for reconsideration. "I'm going all the way on this," Lazzarino said.

In initial decision, **FCC Administrative Law Judge Edward Kuhlmann has granted application of Kennebec Valley Television Inc. for new TV station on channel 35 in Lewiston, Me.**, denying competing application of Sebago Broadcasting Co. Grant is conditioned on V. Wilson Hickam, 20% owner of Kennebec, divesting interest in low-power TV station W09BE East Millinocket, Me. To operate with more than 1,000 kw, station must get Canadian consent. Kennebec prevailed with preference on diversity grounds and for proposing service to more underserved area. Elie J. Roy is president and 20% owner of Kennebec, which is also owned by five others. He is area life insurance and mutual funds salesman.

Knight-Ridder and Gannett Co. have asked Department of Justice, once again, to immediately approve joint operation of their daily newspapers, Detroit Free Press and The Detroit News. In report, department's antitrust division said companies had not adequately demonstrated that one of those newspapers was failing, as required under statute, to qualify for limited exemption from antitrust laws. Division also recommended administrative hearings on request. In response, Knight-Ridder and Gannett said division's report evidenced underlying hostility to Newspaper Preservation Act, which provides for such joint operations. "The report ignores the full impact of the financial losses suffered by the *Free Press*," the companies said. "As the application noted, the *Free Press* lost more money in both actual and constant dollars in each of the last five years than all of the prior successful JOA [joint operating arrangements] applicants combined in the five years prior to their applications."

On Thursday, Sept. 11, from 12:30 p.m. to 3 p.m. (PT), San Francisco-based **Eslan Institute Soviet-American Exchange Program will offer feed of live discussion among four Soviet and American scientists on nuclear accidents** titled *Chernobyl and Three Mile Island: Lessons for the Future*. Among panelists will be Dr. Robert Gale, bone marrow transplant specialist of UCLA, who recently traveled to Soviet Union to aid Chernobyl victims, and Yevgeny Velikhov, vice president of Soviet Academy of Scientists. Stations may take feed of discussion at no charge, without copyright restrictions. It will be on Westar IV, transponder 12X.

Satellite Music Network, Dallas, will move six of its seven 24-hour formats from Galaxy I and Westar IV to **Westar V** this fall. SMN's "Rock 'n' Hits" top 40 format will remain on Westar IV.

Editorials

A turn at bat

If the reader is overwhelmed by the number of submissions in this year's local television journalism special report, so was the editorial staff of this magazine. The length and breadth of the spot news, investigative reports, documentaries and public service programs described at length in this issue remind us that local journalism has joined the major leagues. News departments at major-market stations are hot on the heels, and in some cases ahead, of their network counterparts on breaking international stories. Stations in smaller markets have also pulled on the seven-league boots of satellite newsgathering, have expanded their coverage and increased the speed of bringing breaking news to the air. The pages of public affairs programming should be proof that a broadcaster in a deregulated world does not abandon his efforts to be responsive to the community.

That being said, local journalism, in a sense, is at a crossroads. More news and greater profits have expanded news budgets. Cutbacks at the network level are delivering more top-notch journalists to local stations. In some major markets there is five and six times as much local news as network news. The ingredients are all there: money, talent and time.

If Fred Friendly is right, if the golden age of network news dominance is waning and the action is now at local stations, stations would do well to take advantage of the resources at their disposal before the opportunity is lost.

Bad seed

There are any number of right ways to combat cancer and help change public attitudes and habits: increased public awareness, in which the broadcast media through PSA's and public service campaigns have played a major role; education in the schools as to the causes and consequences; guidance from parents; perhaps even outlawing spittoons on Capitol Hill would set a good example. Prohibiting by law the advertising of a perfectly legal product—in this case smokeless tobacco—is the wrong way, and an unhealthy means to a worthy end.

The Comprehensive Smokeless Tobacco Health Education Act, which went into effect Aug. 27, furthers an inequity begun with the 1971 ban on cigarette advertising on radio and television and extended with the 1973 ban on advertising of so-called "little cigars." In that deal, Congress and the tobacco industry worked out a dandy compromise that allowed legislators to appear to be protectors of the public welfare, while the tobacco industry continued to flourish, and to spend grossly more money than ever before for advertising in other media. The public policy penalties—the denial of a corner of the advertising marketplace to a legal and legitimate product, and the selective discrimination against the broadcast media—were deemed acceptable. Apparently they still are.

Encore

Things grew curiously and curiously in Washington last week. First surfaced word that Tele-Communications Inc. had distributed a letter about A/B switches through the corridors of the FCC and variously around town, setting off alarms about *ex parte* procedures and sending security guards scrambling to recover the contraband documents before they might taint the commission's decision-making process. Then the National Cable Television

Association called a press conference essentially to repeat the TCI message: that the cable industry viewed with alarm the tentative provisions about A/B switches in the prospective order setting out new must-carry rules, and presumably was prepared to challenge them as necessary.

It is as premature to rule on the merits of cable's arguments as it was for cable to advance them. (Essentially, they are that the prospective rules use a shotgun instead of a rifle in mandating A/B installations, and that as many as 95% of the installations may not be necessary at all.) What is clear is that the A/B policy has many more ramifications than first met the eye, and that some judicious fine tuning may be called for. The most expeditious way might be for the FCC, on its own motion, to call for comments on its own relatively novel must-carry approach.

What mustn't be lost sight of is the constitutional justification the A/B switch contributes to must-carry policy. It may well be that this is a "lawyer's solution" to the problem, as the NCTA avers. But it could also be the solution that legitimizes the entire must-carry package with the court(s).

What should be remembered, too, is that the FCC's must-carry decision took almost a year to craft, and was issued to the general applause of most parties involved. Those who reopen the door to those arguments risk never being able to close it again.

Next question

The Television Information Office is looking on the bright side when it says a Roper Poll it commissioned turned up general approval of local television news. At least some readers of page 37 of this magazine may wonder, with this page, whether to count it an affirmation when 21%, 19% and 16%, respectively, of 1,991 respondents found local TV reporters to be often insensitive to feelings of people, interested mostly in the sensational and biased in their views.

As to Roper's other questions, asking people whether they want to see more or less of certain categories of news, its value as a guide to television news directors is at least open to question. Deac Aylesworth, the first president of NBC, in a conversation with A.N. (Roxy) Rothafel, the leading theatrical impresario of that day, said radio had discovered the way to success by giving the people what they want. "Mr. Aylesworth," said Roxy, "if people knew what they wanted, there wouldn't be a dark house on Broadway."

Wonder what Roxy would say about the Roper poll.



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FRIDAY, DIPLOMATIC
BLACK LEADERS THIS WEEK IN
ICAN NEWSPAPER NOW SAYS
REFUSING TO MEET WITH HOME. AND IN A
DESMOND TUTU SAID HE PLANS TO SNUB HOME

TEROR UP UP DEMANDING AN END TO AMERICAN AND FRENCH
RIGHT IN SOUTH AFRICA IS CLAIMING RESPONSIBILITY FOR TWO BOMBING
PHILADELPHIA. THE BOMBS WENT OFF OUTSIDE THE OFFICES OF TWO
WIRELESS WHICH DO BUSINESS IN SOUTH AFRICA. NO ONE WAS HURT.

IN THIS COUNTRY, THE LIBERTY WEEKEND CELEBRATIONS CONTINUED LAST
NIGHT WITH A GALA CONCERT AT NEW YORK'S CENTRAL PARK. THE ROSTER OF
TARS INCLUDED PLACIDO DOMINGO, MARILYN HORNE AND THE NEW YORK
PHILHARMONIC. TONIGHT, LIBERTY WEEKEND CONCLUDES WITH A GRAND FINALE AT
GIANTS STADIUM IN NEW JERSEY.

POPE JOHN PAUL IS CONDEMNING THE NICARAGUAN GOVERNMENT FOR
RESTRICTING THE LIBERTY OF A ROMAN CATHOLIC BISHOP. PRESIDENT DANIEL
ORTEGA ORDERED THE BISHOP TO LEAVE THE COUNTRY. ACCUSING HIM OF
SUPPORTING THE ANTI-GOVERNMENT "CONTRA" REBELS. JOHN PAUL SAYS THE
EXPULSION EVOKES THE DARK DAYS OF REPRESSION AGAINST THE CHURCH.

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