

The Fifth Estate

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# Broadcasting Apr 6

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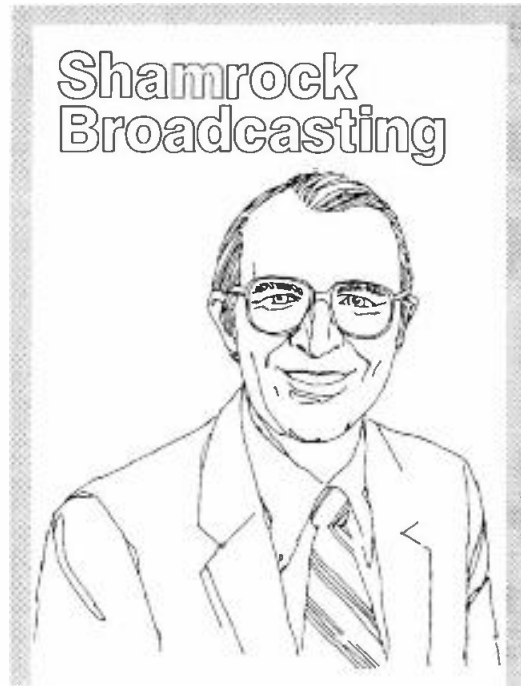
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# Broadcasting Apr 6

## Wall-to-wall from the NAB in Dallas Fox debuts its prime time lineup Coverage from CAB

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## Dug in

FCC Commissioner Mimi Dawson has reportedly decided to continue serving at agency. Speculation that she might move to higher government post or to private sector has churned intermittently since White House announced that Commissioner Dennis Patrick would be named chairman when Mark Fowler left (BROADCASTING, Feb. 9). It started anew with word that Dawson's husband, Rhett B. Dawson, had accepted assignment as senior aide to President Reagan (see "In Brief"). Yet Dawson and Patrick have reportedly developed close working relationship, and she reportedly is enjoying her job.

## Ambitions

Word around radio rep community last week was that Katz Communications is nearing deal to acquire Eastman Radio, New York-based national radio rep company. That follows report that Katz, which operates Katz Radio, Christal Radio and Republic Radio rep firms, may soon buy Blair Radio from Reliance Capital Group Ltd. Partnership ("Closed Circuit," March 16.) Ken Swetz, president of Katz Radio Group, said there have been "conversations" with both Eastman and Reliance.

## Wrath of Kahn

Upset by FCC Mass Media Bureau Chief Jim McKinney's apparent endorsement of Motorola C-Quam stereo system at NAB convention last week (see story, page 64), Leonard Kahn, proprietor of rival Kahn single-sideband system, said he arranged meeting with McKinney in Washington next week "to explain the facts so he's better informed when he makes his next pronouncement." During meeting, he said, he will play tapes that he believes contain audible evidence of C-Quam's technical inferiority.

## Holdout

Tele-Communications Inc. and United Cable, apparently still unwilling to encourage in any way cable programmers' migration to Ku-band satellites, have yet to accept free Ku-band earth stations from HBO. To make RCA Americom's year-old Satcom K-1 Ku-band bird more attractive to programmers, HBO and RCA decided to give away Ku-band dishes to 2,600 systems serving 75% of all cable homes.

In addition to marketing slots of Satcom K-1, HBO and RCA have formed joint venture to build and launch in early 1990's two similar Ku-band satellites, Satcom K-3 and Satcom K-4.

Some cable operators, most notably TCI, have expressed concern that Ku-band satellites, because they are more powerful than C-band birds, will give programmers ability to bypass cable systems, beam programming directly to homes. They also don't want to see C-band reception equipment become obsolete. HBO has reportedly tried to mitigate concerns of all by promising operators exclusive Ku-band distribution rights within cable franchises. Strategy may be paying off. Although TCI and United still aren't playing ball, said RCA official, other eight MSO's among top 10 are. In fact, he said, about 1,000 dishes have been accepted.

## Runners

Contest for chairmanship of National Association of Broadcasters radio board is brewing. Until last week only candidate for post was Jerry Lyman, radio vice chairman and president of RKO Radio. But Ray Lockhart of KOGA-AM-FM Ogallala, Neb., let it drop during NAB convention in Dallas that he would challenge Lyman. Originally, Lockhart had declared for radio vice chairmanship.

## Return engagement

FCC Chairman Mark Fowler may not have made his last major appearance at National Association of Broadcasters convention. Although he will leave commission April 17, he could be next year's recipient of NAB's Distinguished Service Award. Commissioner James Quello's suggestion, at regulatory panel at convention last week, that Fowler be recommended for award was greeted with applause. Later, NAB president Eddie Fritts said Fowler is "a front runner" for that honor.

## Crossed signals

Difference of opinion on syndicated exclusivity surfaced during Dallas board meeting of Association of Independent Television Stations. One of largest members—Tribune Broadcasting—presented its conclusion that life would be better, both for its operations (including superstations WGN-TV Chicago and WPIX-TV New York) and other independents with regional reach, under

present policy. Nevertheless, board voted to stand fast for reimposition of rule.

Also at odds within membership: what to do about channel repositioning (other than to keep stations where they've been, which is what INTV wants). Some U's are reluctant to accept on-channel solution, some V's oppose putting all stations in VHF tier. INTV elected to stick by its agreement (part of must-carry compromise) not to mount legislative effort to repeal cable's compulsory license although it will file comments at FCC. And while it has pulled back on admitting telcos to cable competition, INTV will continue to search out alternative solutions to what it considers cable monopoly.

## Mr. Smiths go to Vegas

National Cable Television Association will spend tens of thousands of dollars to take few dozen congressmen to its annual convention in Las Vegas next month (May 17-20). NCTA played host to 46 members (nine senators and 37 representatives) at its convention in Dallas last year. But because round-trip to Las Vegas can't be managed in one day and lessening of cable's legislative activity, NCTA expects to entertain slightly fewer this year. Among those who have already accepted: Senator and former House Telecommunications Chairman Timothy Wirth (D-Colo.); House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), and Senate Commerce Committee member Ted Stevens (R-Alaska). NCTA wasn't saying last week what kind of honoraria it was paying congressmen, but if history is any guide, it will be at least \$1,500 apiece. NCTA is also picking up air fare and accommodations.

## Money bags

Financing capabilities of cable brokerage firms is attribute that station brokers find increasingly appealing. Within past month both Blackburn & Co. and Chapman Associates have hired designated person to arrange bank, venture capital, and other forms of financing. Chicago-based Steven J. Pruett, who also is managing general partner of WMSN-TV Madison, Wis., will be affiliated with Blackburn and will "assist qualified companies in all phases of financing in the \$10-million-to-\$50-million range." Robert J. Maccini, former head, communications lending, Old Stone Bank, will work out of Boston for Chapman.

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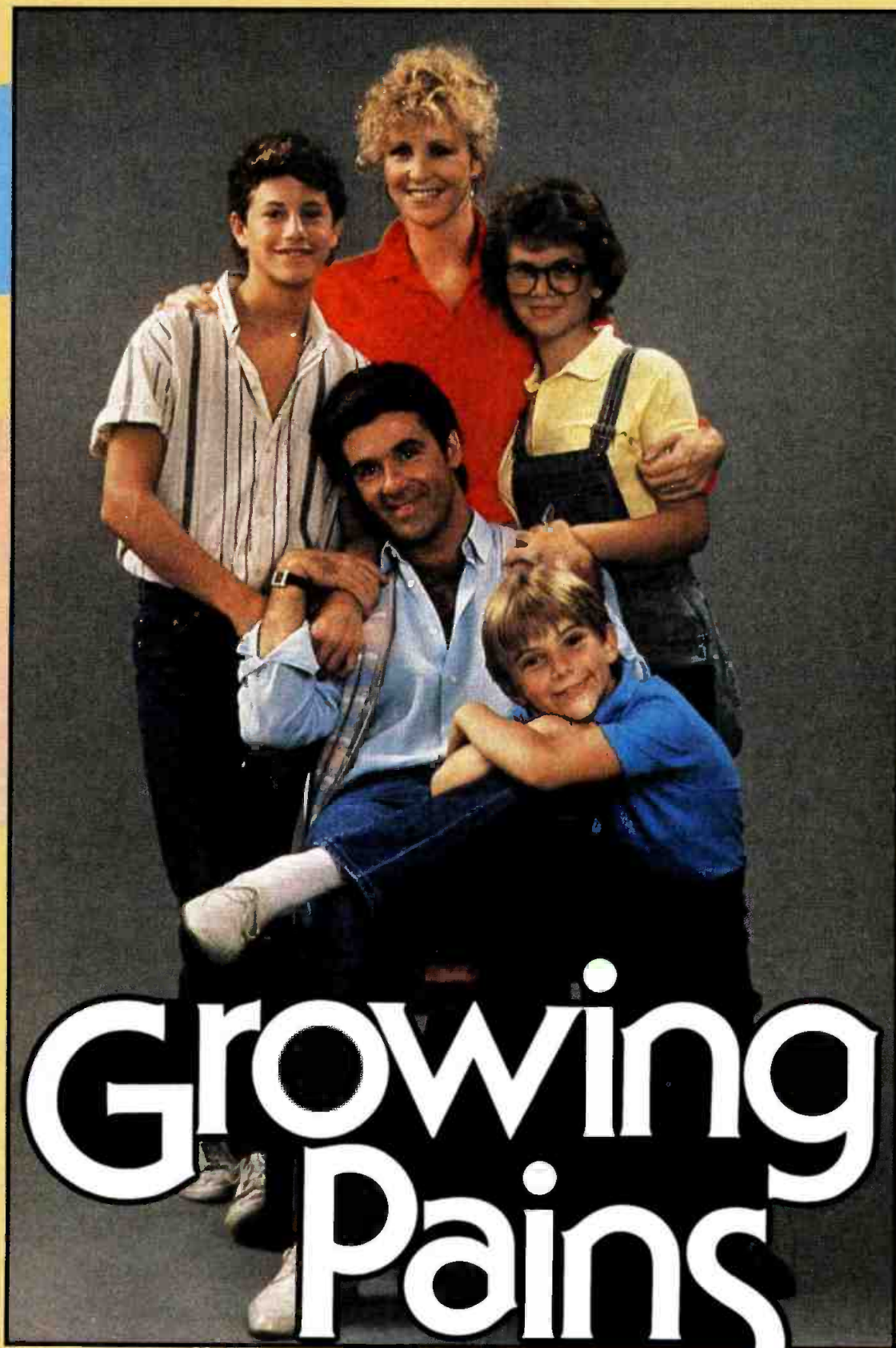
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Source: Nielsen Television Index On Line Ranking 1986-87 Season 9/15/86 — 3/22/87



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## Scrambled get-together

Legislation to promote fair marketing of scrambled satellite signals was introduced in the Senate last Tuesday (March 31) by Senator Albert Gore Jr. (D-Tenn.) and in the House by Representative Billy Tauzin (D-La.). The bills, both titled the Satellite Television Fair Marketing Act, are similar to S. 2823, which failed 54-44 in a Senate vote last fall, but have three new provisions: (1) a requirement that the FCC initiate a rule-making to find ways to expand commercial network programming into rural areas; (2) a section charging the Federal Trade Commission with conducting an investigation to insure that the satellite marketplace is competitive, and (3) a prohibition on the encryption of Public Broadcasting Service programming intended for public viewing and of Armed Forces Radio and Television Service programming not covered by multinational trade agreements. The new legislation has eight co-sponsors in the Senate, all Democrats—Gore, Dale Bumpers (Ark.), Wendell Ford (Ky.), David Pryor (Ark.), Jim Sasser (Tenn.), Jay Rockefeller (W. Va.), Thad Cochran (Miss.) and Terry Sanford (N.C.)—and more than 35 co-sponsors in the House.

At a press conference introducing the bill, Tauzin emphasized it does not prohibit scrambling but is designed to "insure that the viewing rights of home satellite dish owners are protected, and [that] they will not be locked out of getting satellite transmitted broadcasts." Gore said that dish owners are willing to pay a reasonable price for programming and "ask only that the price be fair and that it be established by the marketplace." Currently, he said, the marketplace is distorted because the supply of programming is "controlled by a technological competitor to the satellite dish industry." Gore claimed he had evidence that programmers have been threatened by cable MSO's which have told them: "If you do not scramble, then you may very well lose access to the lucrative cable market and that could cause you to go into bankruptcy."

Among other things, the legislation would (1) insure that dish owners have access to satellite signals; (2) require programmers who choose third parties for distribution to refrain from discriminating among distributors who meet their standards; (3) give the FCC the authority to set standards for encryption; (4) charge the Federal Trade Commission with investigatory responsibility to insure that the marketplace is competitive.

The congressmen voiced their displeasure with the attention given the issue by the FCC and the FTC. Gore blasted a recent FCC finding that the market for scrambled programming is healthy (BROADCASTING, March 30), saying: "The FCC's review was very cursory and ideologically colored, and it didn't amount to a hill of beans." The remark drew applause from the audience, many of whom sported "K-SAT Army" badges and armbands. Gore also said FTC Chairman Daniel Oliver had shown "extreme reluctance" in following up on Gore's request for an investigation into the backyard earth station marketplace ("In Brief," Feb. 23), claiming jurisdiction overlapped with that of the Justice Department.

Gore claimed there is a good chance for passage of the bill this year. "The reason we have a good chance is very simple: There is strong grass-roots support throughout America on behalf of people at the grass-roots level who understand how unfair the current situation is," he said. The success of the legislation "will depend on whether or not the owners and dealers in satellite dishes are willing to put in the kind of work that was put in last year," he said.

The Satellite Broadcasting and Communications Association, an organization representing the home dish industry, said it supports the legislation, although it "is concerned about the ambiguity of several of the bill's provisions . . ." especially the one calling for an FCC-mandated encryption standard, which it said "would severely limit innovation, and hinder rather than help the satellite dish industry." SBCA said it would withhold comment on the section requiring

FTC investigation until the FTC responds to Gore's written request.

## Fashion shopping

The Fashion Channel, a new cable network launching July 1, is taking home shopping a step further, by limiting its offerings to clothing (all kinds) and clothing accessories. The channel is the brainchild of Charley Gee, a former clothing and textile manufacturer based in Los Angeles. Gee will control the company, although significant equity interest is held by 23 charter MSO affiliates, including United Cable, which holds the largest interest among cable operators, some 20%. The other MSO's hold a couple of percentage points each. In the next couple of weeks, TFC will file a prospectus with the SEC offering 15% of the company to the public.

According to Gee, he decided to launch the channel as a response to what he sees as an "almost impossible" crunch that domestic clothing manufacturers find themselves in as a result of consolidation among major retailers, as well as the federal government's elimination of just about all import quotas on foreign clothing manufacturers. The way Gee sees it, the channel offers manufacturers an opportunity to get a much quicker fix on which new designs will catch on with consumers at a clip that "no retail system in the country" can match.

United got involved in the early stages of the planning after media consultant Michael Marcovsky brought Gee and United executives together. One of those executives, Sherry Herman, director of programming, was so impressed with Gee's plan, that she ended up joining TFC as vice president of sales and marketing. "Most cable operators are on board with home shopping," she said last week. "But the industry is just beginning to deal with long-term strategic issues," she said, such as differentiation among shopping services.

The service will launch on Satcom IV, transponder 14, but Herman said TFC was negotiating for a bird with broader distribution than the 21 million homes reached by Satcom IV. Affiliates will not pay a monthly fee, and will receive 5% of all sales derived from the channel in their areas. The service will be up and running in June to work out bugs before the official July launch. Initially, the service will air eight live hours a day and four taped hours, expanding to 24 hours "hopefully" within the first year, said Herman. In addition to United Cable, the charter affiliate list (MSO's are being asked to roll out the service to as many of their systems as they can over a three-year period) includes: Cox, Viacom, Century, Rifkin, American Cablesystems, ATC, Cablevision Industries, Cardinal Communications, Continental, Maclean Hunter, Masada Corp., Newhouse, Omega, Paragon, TCI, Telecable, Times Mirror, United Artists Cablesystems and United Video Cablevision. Gee believes TFC will reach five million subscribers at launch.

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LOS ANGELES/KCOP 3:00P	+ 29%	#1 Kid Show in TP. Beat "My Little Pony" in Feb 87 TP.
CHICAGO/WGN 8:30A	+ 15%	#1 Kid Show on the station. Beat "My Little Pony" head-to-head.
PHILADELPHIA/WGBS 4:00P	+ 67%	#1 Afternoon Kid Show on the station. Beat "Rambo" in Feb 87 TP.
SAN FRANCISCO/KBHK 3:30P	+ 29%	#1 Afternoon Kid Show on the station. Virtual tie with the "Smurfs" in TP.
DETROIT/WXON 7:30A	+ 09%	#1 Kid Show on the station. Beat "Scooby Doo" Lead-out.
HOUSTON/KTXH 7:00A	+ 14%	Beat "He-Man" in Feb 87 TP. Tied "She-Ra" Lead-out.
ATLANTA/WATL 4:00P	+ 20%	Beat "Rambo" in Feb 87 TP. Beat "Silverhawks" Lead-in.
DENVER/KDVR 8:00A	+ 50%	#1 Kid Show on the station. Beat "She-Ra" Lead-in.

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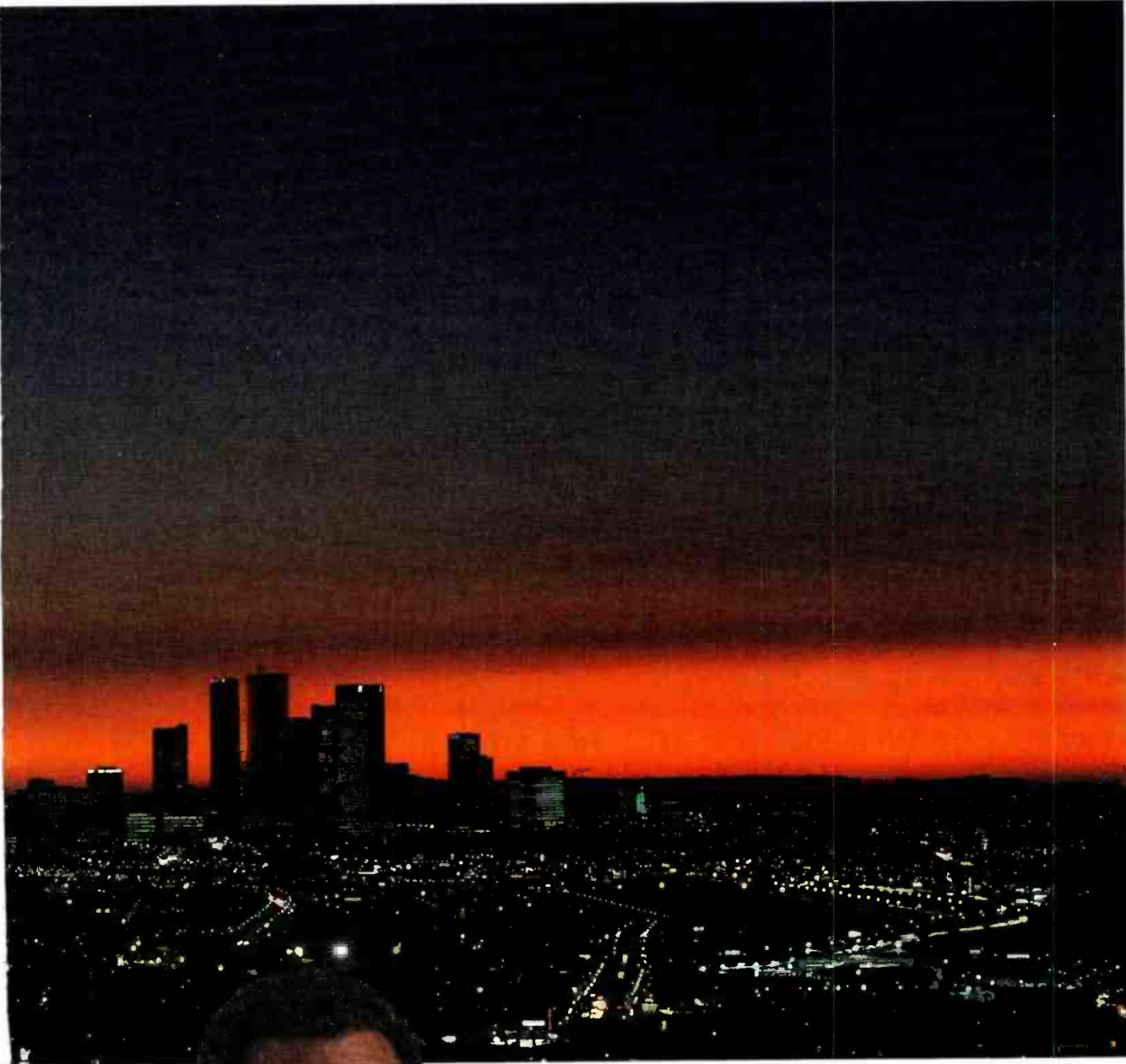
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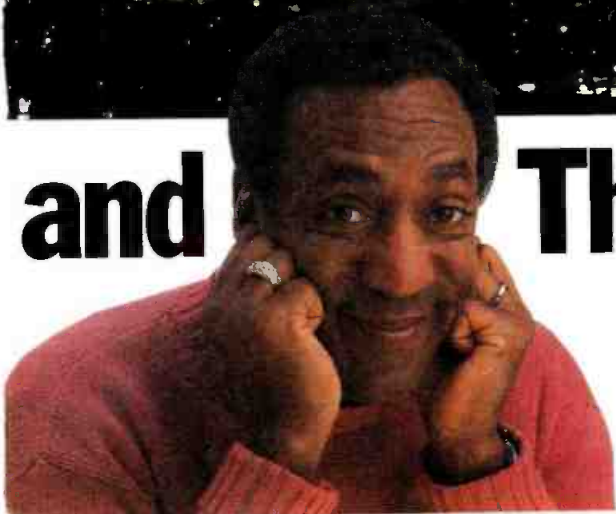


# Los Angeles.



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and **The Cosby Show**





**K-SAT demonstration.** The "K-SAT Army" rallied in Washington last week to voice support for the Satellite TV Fair Marketing Act, which was introduced by Senator Albert Gore (D-Tenn.) in the Senate and by Representative Billy Tauzin (D-La.) in the House (see page 10). The demonstration, dampened by steady rain, drew about 50 spectators. Above, Chuck Dawson, the self-described founder and leader of the K-Sat Army, exhorts his troops.

### Numbers up

According to Nielsen Media Research, U.S. cable penetration for February 1987 reached 48.7%, or 42,820,780 homes (including Alaska and Hawaii). This reflects an increase of 4% since February 1986; 9% since February 1985 and 68% since February 1982 when cable penetration was estimated at 29%, or

23,726,220 households, Nielsen said. According to Arbitron ratings, as of February, 1987, 48.2% of all U.S. households were wired to cable (about 42,215,900 households, not including Alaska and Hawaii). Arbitron said that was a 7.7% increase over February 1986, when cable penetration was at about 45.5%, compared to 43% in 1985 and 25% in February, 1982.

# Broadcasting

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### Broadcasting Cablecasting

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### Bureaus

New York: 630 Third Avenue, 10017  
 Phone: 212-599-2830  
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 Vincent M. Dilingo, senior editor. radio.  
 Geoff Foisie, Susan Dillon, assistant editors.  
 Scott Barrett, staff writer  
 June Butler, Karen Maynard,  
 advertising assistants

Hollywood: 1680 North Vine Street, 90028  
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Jim Benson, West Coast editor.  
 Tim Thometz, Western sales manager.  
 Sandra Klausner, editorial-advertising assistant.

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# Monday Memo

A broadcast education commentary from Lou Prato, Medill School of Journalism, Northwestern University, Evanston, Ill.

## Bringing together broadcasters and educators

If there is one area of universal agreement within the often fractious entities that make up the electronic media, it is the perception that something is lacking in the college education of those who have just entered the industry.

This has been especially true at radio and television stations where complaints have been rampant among executives in news, programming, sales production and promotion about the inadequacy of college preparation.

The prime criticism has been that recent graduates have unrealistic expectations and have not been trained in the fundamental needs of the business. Critics charge that too many new employees lack the basic skills required to meet minimum standards.

For example, broadcasters wonder why they have been flooded with a torrent of applicants for the limited number of news reporting positions available when other entry-level jobs leading to careers in the industry go vacant.

The academic community, naturally, has been defensive—reacting angrily and oft-times belligerently to such criticism. Educators say some of the criticism may have validity but has been exaggerated to the point of being counterproductive to both academia and the electronic media.

There have been attempts by some industry leaders and educators to resolve this conflict gracefully in the past few years. The National Association of Broadcasters helped create the Broadcast Education Association for this purpose. Such groups as the Radio-Television News Directors Association and the International Radio and Television Society have tried to improve their relationships with special projects designed for faculty and students.

But until recently, success has been mixed. Broadcasters frequently found their academic efforts overshadowed by competitive industries such as newspapers and advertising. Too often, broadcasters discovered, university deans and presidents catered to the demands and whims of the more financially supportive publishers and Madison Avenue executives.

That may be changing. For the first time, several major electronic media organizations are working together with groups representing administrators and faculty of schools with mass communications and journalism programs to discuss mutual concerns and problems.

This was not a spontaneous occurrence but started when a few broadcasting associations—independent of another—became disgruntled with and frustrated by the academic response to their involvement in edu-



Lou Prato has been assistant professor/director of broadcasting in the graduate division of Northwestern University's Medill School of Journalism since 1983. He is also treasurer of the Radio-Television News Directors Association. Before joining Medill, Prato was news director at WDTN-TV Dayton, Ohio, from 1977 to 1983. A graduate of Pennsylvania State University, he joined wwj-AM-FM-TV Detroit in 1969 as assistant news director and became news director. He was with NBC Radio in Chicago, from 1975 to 1977, before joining WDTN-TV. He has also held faculty positions at Wayne State University and Wright State University.

cation. Acting separately, each organization began to restructure its academic activities while also complaining openly about its programs.

The immediate contention point was the official accreditation process and the belief that broadcasting interests were not being represented properly. Specifically, broadcasters had complained that the accrediting council was dominated by newspaper organizations and was not accurately reflecting college enrollment in broadcast journalism and mass communications. While lamenting accreditation, leaders of the broadcasting groups realized they had other mutual concerns about education.

The catalyst for what is now evolving began last winter when the NAB brought half a dozen media organizations together in Washington to discuss the education problem. At the forefront were two former professors, John Abel, an executive vice president of the NAB, and Charles Sherman, then chairman of the BEA and general manager of WHOI-TV Peoria, Ill. Their agenda, it turned out, coincided with that of John Spain, the president of RTNDA and news director at WBRZ(TV) Baton Rouge, who had made education a priority in RTNDA affairs. Spain already had impressed many academics with his positive approach toward improving relations.

Accreditation was just one of the problems discussed at that small winter gather-

ing, but it was so consequential that the NAB and RTNDA believed all broadcasting organizations needed to be involved in the issue. So accrediting became a major topic when the NAB invited 40 broadcasting groups to Washington last May for a previously planned but rare summit meeting on various industry issues.

That summit meeting (which NAB now hopes to duplicate annually) produced a succinct but strong resolution calling on the Accrediting Council on Education in Journalism and Mass Communications to give broadcasters more representation. The broadcasters also agreed to send a high-powered delegation to discuss the issue with Secretary of Education William Bennett, whose department sanctions all accrediting councils.

The action taken at that summit and the heightened interest in education by NAB and RTNDA leadership attracted the attention of the two principal academic organizations concerned with print and electronic media: The Association for Education in Journalism and Mass Communications (AEJMC) and the Association for Schools of Journalism and Mass Communications (ASJMC). The leaders of the two groups invited the NAB, BEA and RTNDA to a June meeting in Memphis to discuss mutual problems.

This was a major breakthrough. Finally, broadcasters had reached parity with print in the upper echelons of the academic community—conferring with the deans and administrators who determine policy.

What has resulted since that initial meeting in June is the formal establishment of an organization involving more than two dozen major electronic media associations and their academic counterparts in journalism and mass communications. Known by the initials CEEM, which stands for the Council on Education in the Electronic Media, it includes such diverse groups as the National Cable Television Association, the National Religious Broadcasters and Alpha Epsilon Rho, the honorary broadcasting society.

Not enough can be said for the academic leaders who helped foster CEEM: Dean Robert Hoskins of Arkansas State University, Dean Richard Cole of the University of North Carolina (ASJMC), Dr. Dwight Teter of the University of Texas and Dean Sharon Murphy of Marquette University (AEMJC). Despite their mostly print background and experience, they have developed a rapport with broadcasters and empathy for the electronic media's concerns.

The primary goals of CEEM are to "promote excellence in electronic media education" and "to promote industry support for electronic industry support for electronic media education." It also seeks to provide a "forum for exchanging information, ideas and concerns" and "a concerted voice





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through which to speak to outside constituencies." CEEM intends to work through member associations in reaching a consensus for recommending policies, activities and programs. It does not plan to supersede the policy positions of its member associations or to function in an administrative capacity. CEEM wants to be a catalyst for industry and academic cooperation. Already, the group is involved in discussing funding, accrediting, tenure and faculty and student internships.

Any industry or academic association with an interest in journalism and mass communications education can join the group. The only requirement is that the association appoint a representative to serve as a liaison between CEEM and the member-association. Meetings will be held at least twice a year in conjunction with major gatherings of members, such as the annual conventions of the AEJMC, NAB and RTNDA.

A representative from the industry and from academia will serve as co-chairmen.

NAB's Abel and Arkansas State's Hoskins, current president of ASJMC, were elected co-chairmen at CEEM's initial meeting last October in Washington.

One of the group's priorities in 1987 will be to assist in the restructuring of the accrediting council. Because of the broadcasters' intense and united efforts last year—and with unexpected support from several print groups—the council agreed to enlarge. Six additional broadcast seats are expected to be added to the two now held by the NAB and RTNDA, giving the electronic media parity with print, advertising and public relations.

Another CEEM priority this year will be to help assess the results of the Roper survey commissioned by IRTS, NATPE and RTNDA to determine the adequacy of college preparation for radio and television careers. That research will measure perceptions of broadcast professionals as to how well higher education is meeting their needs as employers and to identify desired changes that may be needed in the future by colleges

and universities.

The research project itself was a direct result of that original meeting last winter at the NAB, spurred by Ralph Baruch, chairman of Viacom. Baruch, long an advocate of change in mass communications academic programs, brought IRTS together for the first time with NATPE and RTNDA on a joint project. The comprehensive Roper survey, expected to be completed by spring or mid-summer, should have widespread immediate and long-range impact on both broadcasting and the academic community.

There is no delusion that the electronic media and academia will resolve their mutual problems easily. The accrediting situation remains precarious, and many academicians remain distrustful of the industry motives on educational issues. Misunderstandings and disagreements will continue to occur. It will take time, compassion and patience but everyone should benefit by this new spirit of cooperation, especially the ultimate benefactor—the public.

## Business Briefly

### TELEVISION

**Home Savings of America** □ New campaign that rolled out in late March and will continue indefinitely features documentary approach to stress that company's close customer relationship is its greatest strength. Actual customers are featured in spots, consisting of pool of eight 60-second, eight 30-second and four 10-second commercials. Spots will be telecast in 10 markets on combination of daytime, prime time and late-night programming. Target: adults, 25-54. Agency: Chiat/Day, Los Angeles.

**Metro Cable Marketing Co-Op** □ Spring campaign of Co-Op representing 30 cable operating companies from New Jersey, New York and southern Connecticut will be fueled by expenditures of \$400,000 in television, radio, magazines and direct mail. TV effort will begin on area stations on April 8 and continue until end of month. Radio will run in month of April. Target: adults, 25-54. Agency: Gianettino & Meredith Advertising, Short Hills, N.J.

**Savvy Magazine** □ Campaign to increase circulation of women's magazine is planned for second and third quarters of year in about 100 markets. Commercials will be slotted in all dayparts. Target: women, 25-49. Agency: TGC/Direct Response Network, Union, N.J.

### RADIO

**Shaffer Clarke & Co.** □ Campaign to introduce Carr's home wheat cookies in

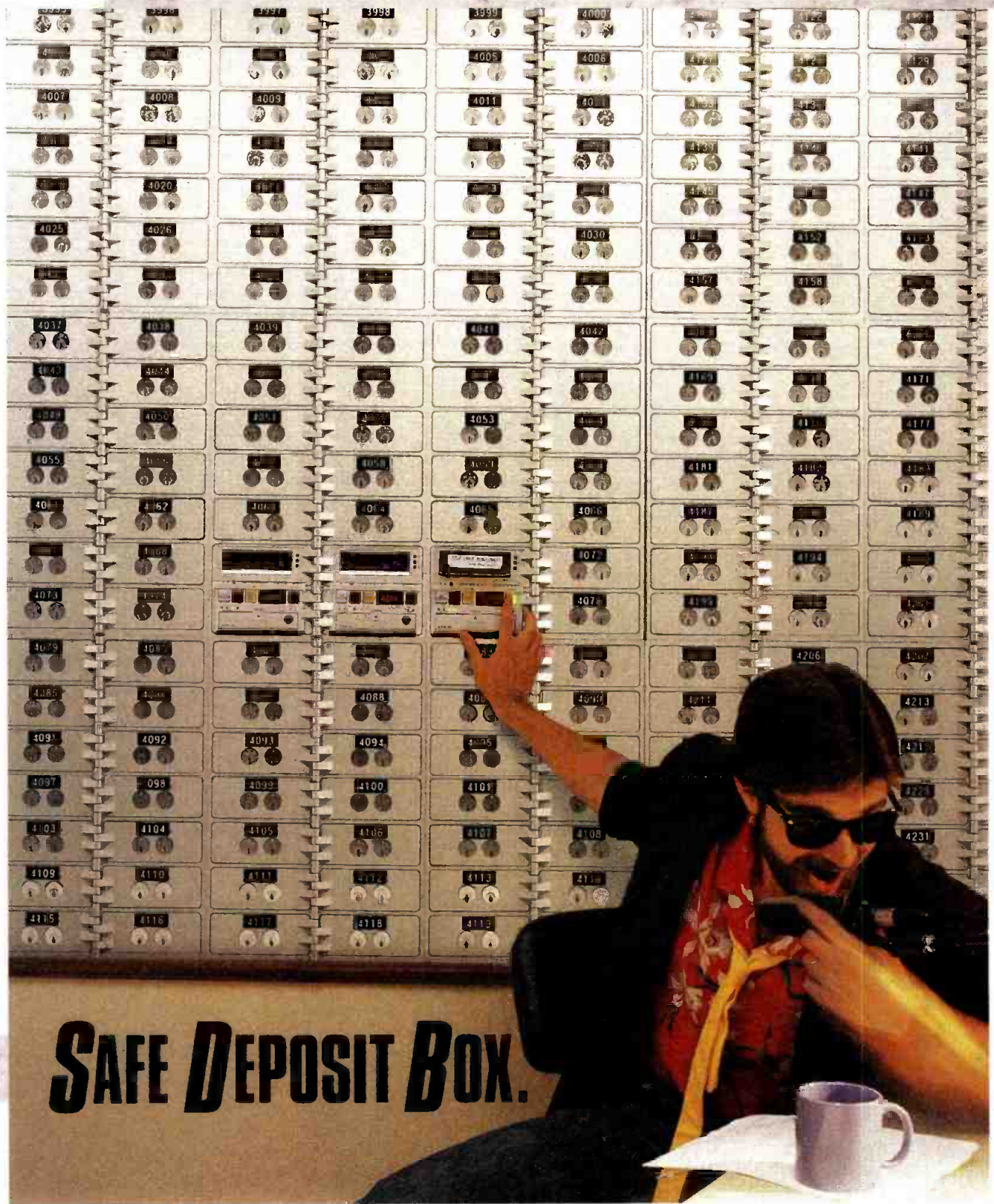
**Top in spot.** Top 25 spot radio advertisers in 1986 spent \$456,367,000 in medium, increase of 15% over 1985, according to analysis by Radio Advertising Bureau of data supplied by Radio Expenditures Reports (RER). Heaviest user of spot radio for second consecutive year was Anheuser-Busch, which invested \$50,420,000, jump of 25.5%. Runner-up was General Motors Corp., with expenditures of \$35,153,000, rise of 25.8%. Miller Brewing was third, with spot radio spending of \$28,724,000, up 60.1%. PepsiCo's spot radio spending fell by 25.3%, to \$22,342,000, to place it fourth. Others losing ground from 1985 to 1986 were Chrysler Corp., down 10.5% to \$21,070,000, and Van Munching, down 41.1% to \$18,670,000.

### 1986 Top 25 Spot Advertisers

Client	1986 Spending (000)	1985 rank	1985 Spending (000)	% Change
1. Anheuser-Busch	\$50,420	1	\$40,034	+25.5%
2. General Motors	35,153	4	27,943	+25.8
3. Miller Brewing	28,724	8	17,946	+60.1
4. PepsiCo	22,342	3	29,925	-25.3
5. Sears, Roebuck	21,928	9	16,704	+31.3
6. Delta Air Lines	21,708	7	19,903	+9.1
7. Chrysler Corp.	21,071	5	23,549	-10.5
8. Southland Corp.	19,962	6	19,926	+0.2
9. Van Munching	18,670	2	31,720	-41.1
10. Pillsbury Co.	18,178	15	11,017	+65.0
11. Texas Air	18,146	10	21,533	-15.7
12. Pabst Brewing Co.	17,914	—	6,345	+182.3
13. Ford Motor Co.	17,610	11	14,613	+20.5
14. Coca-Cola Co.	16,608	25	8,914	+86.3
15. People Express Airlines	16,377	—	2,343	599.0
16. American Airlines	14,407	12	14,205	+1.4
17. Beatrice Cos	12,110	16	10,759	+12.6
18. George A. Hormel	11,684	15	10,263	+13.8
19. Bell South*	11,376	—	7,143	+59.3
20. Transworld Corp.	11,249	—	11,327	-0.7
21. United Airlines	11,115	17	10,584	+5.0
22. Nissan Motor Corp.	10,382	14	11,896	-12.7
23. Southwestern Bell*	10,317	—	7,996	+29.0
24. Mobil Oil Corp.	9,598	—	6,130	+56.6
25. Martlett Importers	9,318	13	13,972	-33.3
Totals	\$456,367		\$396,696	+15%

\*AT&T and its former subsidiaries spent \$51 million in radio during 1986.

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# C I N G



U.S. (company is based in Britain) will total about \$500,000, with emphasis on radio in New York for five weeks, starting on April 3, and second wave in October for five weeks. Product has distribution throughout U.S. and effectiveness of radio campaign will determine extent of October advertising expansion. Commercials will appear in all dayparts. Target: women, 25-54. Agency: Venet Advertising, New York.

**Good Food Magazine** □ Two flights will run in April to promote magazine in Cleveland and Detroit. Commercials will run in early and late drive and Saturday morning drive. Target: women, 25-54.

Agency: Bozell Jacobs Kenyon & Eckhardt, Birmingham, Mich.

**Rich Seapak** □ Frozen foods will be highlighted in four-week campaign to be unveiled in early May in about 10 markets, including Chicago, Washington, St. Louis and Milwaukee. Commercials will be presented in all dayparts. Target: women, 25-54. Agency: Bowes Hanlon, Atlanta.

RADIO & TV

**Domino's Pizza** □ Fast-food chain will inaugurate television and radio drive in 10 major markets in mid-April. Television

## THE CONSTITUTIONAL JOURNAL



On May 25, 1787, delegates from the thirteen States will meet in Philadelphia to revise the Articles of Confederation. They will emerge 115 days later with a brand new document: *The United States Constitution*.

**Let Radio America cover this historic event for your station — free!**



In 117 three-minute daily programs, the **Constitutional Journal** will recount the proceedings of the **1787 Constitutional Convention** through the dramatic device of a news correspondent reporting from the Convention floor at Independence Hall. A review of the Convention activities of that day 200 years ago, each program will also include a dramatization of the remarks of Washington, Franklin, Madison and the other 52 Framers.

Scripting and production for this series, supported by a grant from the National Endowment for the Humanities, were overseen by a panel of nine distinguished scholars to ensure historical accuracy. Narrator for the series is award-winning broadcaster Jeffrey St. John.

The 200th anniversary of the drafting of the U.S. Constitution will be an occasion for all Americans to learn about the early days of independence, the ideals and philosophies that underpin the Constitution, the motivations of the Founding Fathers, and the difficult compromises they entered into. **Radio America** is proud to participate in the Bicentennial by offering this series free-of-charge to subscribing stations.

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#### SPECIFICATIONS

**The Constitutional Journal** is a series of 117 three-minute programs to be aired daily from May 25 to September 18. Each program contains music, narration, dramatization, and a sponsor's tag line.

**Fee** — Stations may use any of the programs free of charge.

**Distribution** — Tapes of the series will be sent to subscribers well in advance of air dates.

**Chinese line.** DFS Dorland Worldwide has conducted research on television viewing habits in China and has produced 1,000-page report it is offering for sale at \$3,500 per copy. Study was conducted for four months in five main Chinese cities and provides information on viewing habits, perceptions of commercials and advertisers. China's favorite show, according to report, is *Animal World*, followed by *Oshin*, Japanese soap opera, and *Around the World* (CBS). Favorite program types are drama and soap operas, watched by 98% of respondents, and news (from 7 to 7:30 p.m.), watched by 85%. Movies were favored by 75%; sports programs by 69%, and music presentations by 62%. Study shows that viewing is by family, as it was in U.S. in 1950's before multiset households. DFS suggests that advertisers would do well to create commercials with family appeal. There are estimated 83 to 85 million TV sets in China (as compared to 87.4 million in U.S.) and figure is expected to rise to 103 million by end of 1987.

will run from four to six and eight weeks, depending on market; radio for two to three weeks. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: Group 243, Atlanta.

**Champale** □ Company's malt liquors and coolers will be promoted in campaign starting in mid-April in 10 primary markets and continuing at least until end of August. Commercials will appear in prime and fringe periods. Target: adults, 18-34. Agency: W.B. Doner & Co. Advertising, Baltimore.

**Darien Lake Amusement Park** □ Seven markets will be used to promote amusement park complex outside of Buffalo, N.Y., for six weeks, starting in late June. Commercials will be carried in all time periods. Target: adults, 18-49. Agency: Mills Hall Walborn, Cleveland.

**Geauga Lake Amusement Park** □ Six-week flight is set to roll in mid-June in six markets, including Pittsburgh and Toledo, Ohio, to promote park in Aurora, Ohio. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Mills Hall Walborn & Associates, Cleveland.

**Ad honors.** Four professionals with distinguished careers in advertising were inducted last week into the Advertising Hall of Fame. The hall, sponsored by the American Advertising Federation, added to its roster Carl W. Nichols, chairman emeritus of Cunningham & Walsh; Arthur C. Nielsen Jr., founder of the A.C. Nielsen Co.; Raymond J. Petersen, executive vice president, Hearst Magazines, and Robert W. Woodruff (deceased), director emeritus, Coca-Cola Co.

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**MID-MORNING LOS ANGELES**  
TOMMY HAWKINS and MEREDITH MacRAE, *Hosts*  
DICK JOHNSON, *Executive Producer*  
WILLIE OLMSTEAD, *Producer*  
ED PARKER, *Associate Producer*

**THE VIOLENT HEART**  
TERI GARR, *Hostess*  
WALT BAKER, *Executive Producer*  
FERNANDO DEL RIO, *Producer*  
LAURA A.S. PHILLIPS, *Producer/Writer/Director*

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LOS ANGELES

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Photography By GEOFFREY MONTAGU

■ Indicates new entry

## This week

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

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

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

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

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

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

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

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

**April 8**—Satellite teleconference on role of media in current U.S./USSR relations, produced by Center for Communication, hosted by ABC anchor Peter Jennings in U.S. and Vladimir Pozner in Soviet Union. Held in conjunction with *American Society of Newspaper Editors* convention. Masonic auditorium, San Francisco. Information: (212) 930-4878.

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

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

■ **April 8**—"Computer Graphics and Digital Effects, the Possibilities, Samples and the Creative Process," sponsored by *International Television Association*. In-nervision, St. Louis. Information: (314) 281-6390.

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

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

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

**April 10-11**—10th annual Great Lakes Radio Conference, sponsored by *Specs Howard School of Broadcasting, Central Michigan University, Michigan Association of Broadcasters and Alpha Epsilon Rho*. CMU campus, Mt. Pleasant, Mich. Information: (517) 774-3851.

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

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

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

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

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

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

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

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

## Also in April

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

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

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

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

■ **April 15**—"The Constitutionality and Wisdom of the FCC's Minority and Female Ownership Preference Policies," colloquium sponsored by *Washington Program of the Annenberg Schools of Communications*. Offices of Washington Program, Washington. Information: (202) 393-7100.

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

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

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

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

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

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

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

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

**April 16**—Advertising Club of Greater Boston "brown-bagger" workshop. Ad Club offices, Boston. Informa-

tion: (617) 262-1100.

■ **April 16**—"Product Tampering," press seminar sponsored by *Foundation for American Communications*. National Press Club, Washington. Information: (202) 656-0668.

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

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

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

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

**April 21**—International Radio and Television Society newsmaker luncheon. Speaker: Louis Hagopian, chairman. N.W. Ayer, Waldorf-Astoria, New York.

**April 21**—International Radio and Television Society "Second Tuesday" seminar. Topic: "The Changing Economics of News." Panel: David Poltrack, CBS/Broadcast Group; Burton Benjamin, Sally Bedell Smith and Dr. Everette Dennis, all with Gannett Center for Media Studies. Viacom Conference Center, New York. Information: (212) 867-6650.

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

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

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

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

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

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

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

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

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

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

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

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

**April 25**—"A Conversation with David McCullough (host of WETA's *Smithsonian World*)," one in series of



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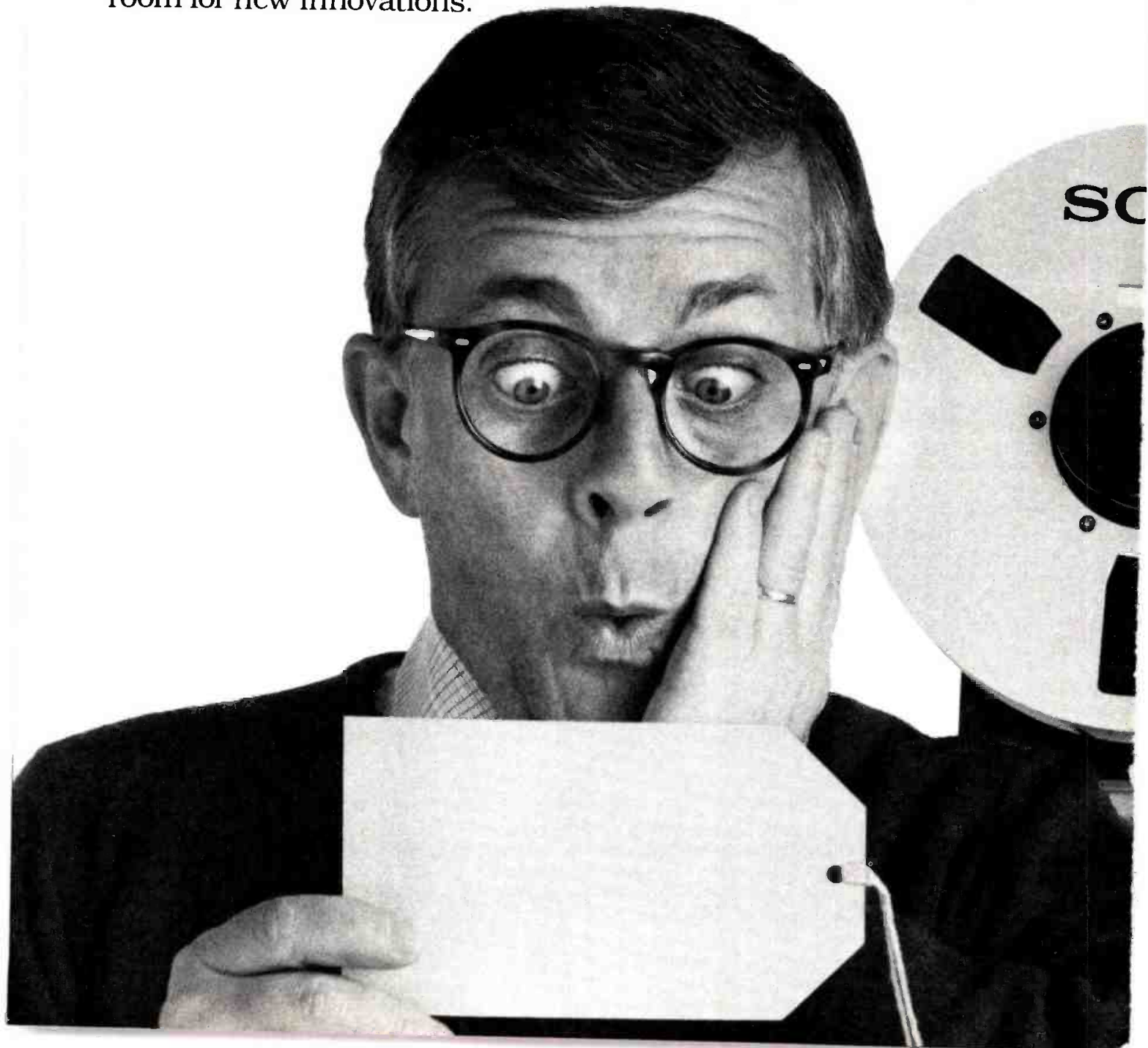
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lectures sponsored by WETA-TV Washington. WETA studios, Arlington, Va. Information: (703) 998-2713.

**April 25**—Radio-Television News Directors Association region 13 meeting. 1776 Resort, Williamsburg, Va.

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

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

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

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

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

**April 27-28**—"Towards Space WARC '88," international policy forum sponsored by Washington Program of Annenberg Schools of Communications. Washington Program office, Willard office building, Washington. Information: (202) 737-8563.

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

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

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

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

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

**April 28-30**—"Religion and Politics in America Today, How Television is Transforming Politics" and "Money and Politics," conferences sponsored by Washington Journalism Center. Watergate hotel, Washington. Information: (202) 331-7977.

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

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

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

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

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

## May

**May 1-3**—Radio-Television News Directors Association region seven meeting. Peoria, Ill. Information: Dave Ellsworth, (312) 222-4728.

**May 1-3**—Radio-Television News Directors Association region 14 meeting with Georgia Association of News Broadcasters. University of Georgia, Athens. Information: Lee Hall, (305) 295-5858.

**May 5**—Women in Cable, Chicago chapter, educational seminar. Luncheon speaker: Barry Lemieux, president, American CableSystems. O'Hare Expo Center, Chicago. Information: Lori Rubin, (312) 644-5416.

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

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

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

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

bana, New York.

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

**May 8**—31st annual Tom Phillips UPI New England Broadcasting Awards banquet. Cambridge Marriott, Cambridge, Mass. Information: Maureen Rooney, (617) 542-4708.

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

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

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

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

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

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

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

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

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

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

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

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

**May 16-23**—Fourth International Festival of Comedy

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

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

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

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

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

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

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

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

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

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

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

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

## Major Meetings

treux, Switzerland.

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

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

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

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

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

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

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

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

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

Convention Center, Anaheim, Calif.

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

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

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

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

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

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

**April 9-12, 1988**—National Association of Broadcasters 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

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

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

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Aug. 18, 1986

"Both COMARK and Thomson-LGT made news at the NAB..."  
"COMARK introduced a 60 kw UHF transmitter with a KLYSTRODE..."

"...Thomson-LGT introduced a 30 kw SOLID-STATE VHF Transmitter..."

"Comark...first domestic source for BCD/ABC beam current pulsing systems."

# COMARK

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### BM/E June 1986 NAB Show-In-Print

"...the principal advance reported at this NAB was the long-awaited commercial realization of the KLYSTRODE TUBE design in a production transmitter from COMARK."

"COMARK is first US manufacturer to build production transmitters specifically designed for and featuring wide band external cavity KLYSTRON amplifiers."

### BROADCAST ENGINEERING— May 1986 Transmission Systems Special Issue

"High-performance Klystrons, Klystrodes and solid-state RF amplifiers are reducing operating costs and improving broadcast transmitter quality."

"COMARK was the 1st domestic manufacturer to design and produce no-tuning solid-state exciter/driver for use with Klystron transmitting systems."

Films, sponsored by *Committee for Culture, Bulgarian Filmmakers Union, Committee for Television and Radio, Bulgarian Cinematography Corp.* and *House of Humor and Satire—Gabrovo*, Gabrovo, Bulgaria.

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

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

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

■ **May 19**—*Virginia Public Radio Association* quarterly meeting, market strategy session. Holiday Inn South, Charlottesville, Va. Information: (703) 568-6221.

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

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

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

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

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

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

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

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

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

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

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

**May 28-31**—*NATPE Educational Foundation* management seminar for program executives. University of Colorado at Boulder, Boulder Co. Information: (212) 949-8890.

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

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

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

## June

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

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

**June 5-7**—*National Council for Families and Televi-*

*sion* annual conference. Santa Barbara Biltmore, Santa Barbara, Calif. Information: (213) 876-5959.

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

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

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

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

■ **June 10**—*Houston Association of Radio Broadcasters* Achievement in Radio Awards presentation. Westin Galleria, Houston. Information: (713) 621-9401.

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

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

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

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

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

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

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

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

■ **June 12-14**—*Chesapeake Associated Press Broadcasters' Association* annual convention/awards banquet. Dunes Manor hotel, Ocean City, Md.

■ **June 14-17**—*Southern Educational Communications Association* spring planning conference. Marriott Harbor Beach Resort, Fort Lauderdale, Fla.

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

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

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

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

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

## Errata

Possible candidates for board of Corporation for Public Broadcasting include Democrat Archie Purvis, senior vice president, ABC Distribution Co., and Republican Marshall Turner, chairman of noncommercial KQEC-TV and KQED-FM-TV, all San Francisco, incorrectly identified in "In Brief" March 30.

# Where Things Stand

A quarterly status report on the unfinished business of electronic communications

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**Advanced television systems.** High-definition television broadcasting, offering wider screen, better color fidelity and stereo sound, is now under active examination by members of industry technical standards group, Advanced Television Systems Committee (ATSC). ATSC subgroup is preparing test plan for terrestrial distribution in UHF and 12 ghz direct broadcast satellite spectrum (BROADCASTING, March 16).

Demonstrations of broadcast HDTV transmission were conducted successfully in Washington last January by National Association of Broadcasters and Association of Maximum Service Telecasters (BROADCASTING, Jan. 5). Groups transmitted two-channel HDTV signal in UHF-TV band using Japanese-developed 1,125-line, 60 hz HDTV technology and Muse bandwidth compression system. Tests also included HDTV terrestrial transmission in DBS band.

Although 1,125-line HDTV is most advanced, efforts to establish it as world standard for HDTV studio failed at 1986 meetings of International Radio Consultative Committee (CCIR). Support of U.S., Canada, Japan and others could not overcome opposition by number of Western European governments, so HDTV issue was tabled until end of next CCIR study cycle in 1990, with special technical meeting on topic likely in late 1988. In interim, group of European nations has begun four-year, \$180-million study of alternative HDTV technology that is compatible with Europe's 50 hz TV system and fits with "evolutionary" approach advocated for future direct broadcast satellite systems.

Despite standards delay, 1,125-line system is already being used for HDTV productions, including efforts by Canadian Broadcasting Corp., Italian state broadcasting RAI and by independent producers David Niles in Paris (now with new HDTV studio under construction in Manhattan) and Barry Rebo in New York. NBC has also experimented with 1,125 line HDTV, and is considering its use for production during 1988 summer Olympics.

Enhanced-definition television (EDTV), which can use wider bandwidths with satellite or terrestrial broadcasting for improved 525-line systems, has also been subject of much debate. Scientific-Atlanta's B-MAC (multiplexed analog component) satellite delivery system is leading candidate for applications involving enhanced video. ATSC technology group reached tentative agreement in March 1986 to use B-MAC for satellite servicing transmitting component video. But S-A has declined to release complete details on methods used to scramble signal, leaving standardization effort in limbo (BROADCASTING, Dec. 15, 1986).

ATSC has also revived nearly abandoned technology group on improved NTSC systems. Currently topping committee agenda is whether to recommend elimination of NTSC "set-up" (adjustment of picture brightness), easing future implementation of component video in studio (BROADCASTING, March 16).

□

**AM-FM allocations.** United States and Mexico

finally signed AM agreement enabling more than 320 U.S. daytimers operating on Mexican clear channels to operate full time and permitting more than 2,000 daytimers to operate up to two hours after local sunset (BROADCASTING, Sept. 1, 1986).

FCC has announced opening of first processing window for up to 2,000 new commercial FM stations it now says could result from its Docket 80-90 FM allotments (BROADCASTING, Sept. 30, 1985). Mass Media Bureau is hoping to open two 80-90 windows each month for about three years and is staggering acceptance of 80-90 applications during each window, taking one channel number at time. Order in which applications will be accepted was determined by randomly ranking 80 FM channels (BROADCASTING, May 13, 1985).

FCC will give AM daytimers opportunity to get substantial preferences for all new FM stations (BROADCASTING, March 18, 1985). Commission also discarded traditional cut-off procedures for new or modified commercial FM facilities, opting instead to use filing windows. First window, for 167 vacant allotments and minor modifications, drew 1,181 applications (BROADCASTING, Aug. 26, 1985). That window closed July 12, 1985. Any new allotments resulting from additional FCC orders—responding to rulemakings to amend table under new Docket 80-90 separations criteria, which can be initiated now—also will be processed with windows. Commission will use comparative hearings, not lotteries, to award grants.

U.S. and other western hemisphere countries in May 1986 concluded first session of conference that will establish plan for use of 100 khz of spectrum that 1979 General World Administrative Radio Conference added to top of AM band, at 1605 khz. Session laid technical basis for plan to be concluded at second session, in 1988. James McKinney, FCC Mass Media Bureau chief, who headed U.S. delegation, said U.S. came away with what it wanted from conference (BROADCASTING, May 12, 1986).

FCC also has voted to stop accepting applications for new AM daytimers, and it intends to propose, in rulemaking, that ban be permanent (BROADCASTING, Dec. 22, 1986). Theory is that freeze helps improve AM service since new daytimers, according to FCC official, can stand in way of efforts to improve lots of daytimers already in place on adjacent channels. FCC official also said it's unlikely that it will ever be able to help new daytimers broadcast at night.

□

**AM stereo.** Following five-month inquiry, National Telecommunications and Information Administration concluded last February that AM stereo marketplace has "stagnated" and that production of multisystem radios is only way to get market moving again and insure future of AM stereo—service NTIA considers vital to future of AM.

Multisystem radios NTIA had in mind would be capable of receiving signals generated by two incompatible AM systems still battling to become nation's de facto standard—Motorola's C-Quam system and Kahn Communications' sin-

gle-sideband system.

To confirm its belief in multisystem radios, the NTIA has launched an investigation into the technology to determine whether it is economical alternative to waiting for establishment of single standard by marketplace forces.

With wide support among receiver manufacturers and broadcasters, Motorola believes it is in strong position to win hard-fought AM stereo standards outright. But Leonard Kahn, inventor and chief proponent of incompatible Kahn system, may yet prevail by persuading stations in major markets to stay on air with his system.

Key to Motorola's victory is proliferation of C-Quam-only radios, which are being marketed by several manufacturers, including General Motors' Delco Electronics. According to Motorola, its integrated circuit arm has shipped around 11 million C-Quam-only chips to receiver manufacturers. Since no receiver manufacturer is making Kahn-only radios, Kahn's best hope is to encourage production of multisystem radios.

Motorola's position in marketplace was strengthened in December 1984 when Harris announced it was quitting battle and planning to make and market C-Quam broadcast equipment. Systems proposed by Belar Electronics and North American Philips had fallen by wayside long before Harris's.

FCC instigated marketplace standards battle in 1982 when it decided against choosing one of five proposed systems vying to be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desired. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which system would be de facto standard. FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, who feared marketplace approach would kill AM stereo or at least delay its introduction.

Kahn system, whose equipment was first to win type-acceptance, was first on air, in July 1982, at KOKA Pittsburgh and K TSA San Antonio, Tex. (BROADCASTING, Aug. 2, 1982).

□

**Cable copyright.** Most significant action affecting cable copyright came from federal district court, not Congress, as had been expected early in year. On July 31, 1986, district court ruled that gross revenues on which cable systems based their compulsory license payments do not include revenue stemming from carriage of nonbroadcast signals. Ruling had effect of reducing cable system's license payments by at least 40%.

On congressional front, House Copyright Subcommittee last year adopted bill that would establish compulsory license for satellite carriers and permit them to sell scrambled superstation signals to home earth stations (TVRO's). Bill was passed by House Judiciary Committee (BROADCASTING, Sept. 29, 1986), but opposition from broadcasters and lack of time kept measure from being considered by full House and it died at close of 99th Congress. Broadcasters were unhappy with legislation because it would have expanded principle of compulsory li-



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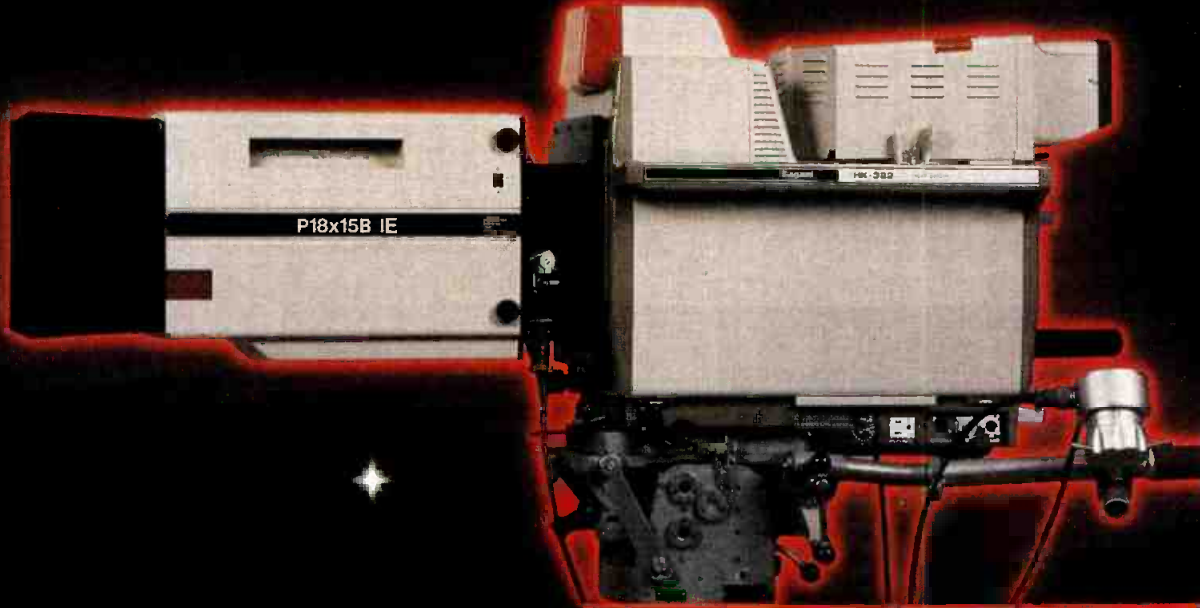
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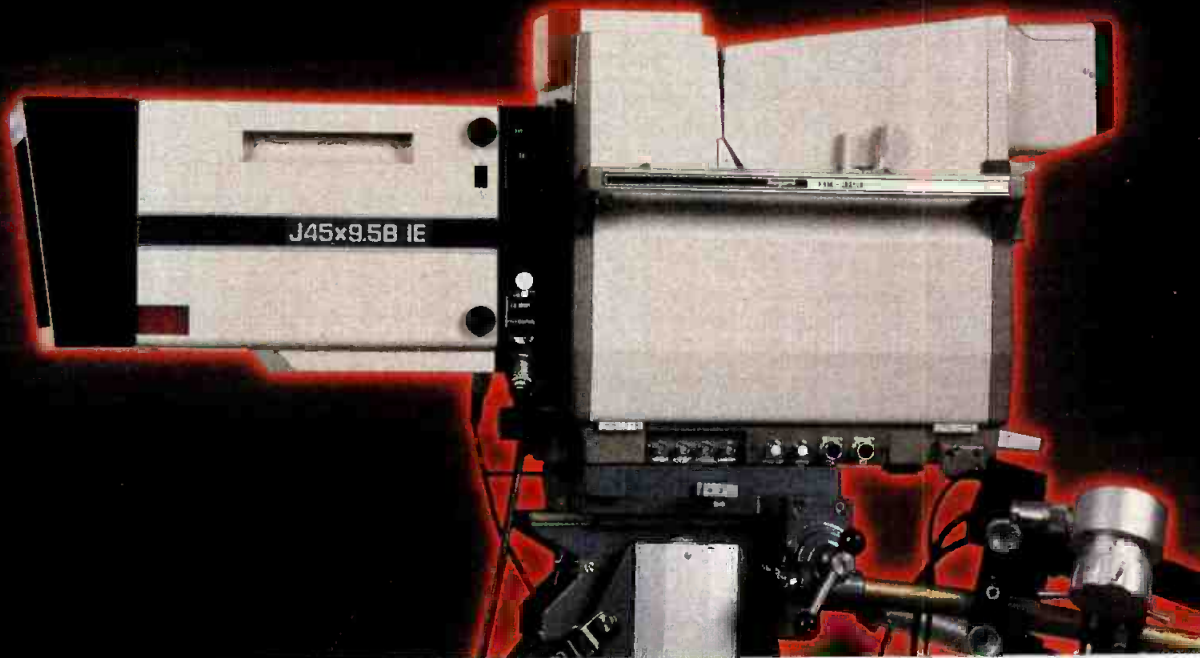
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License. Independent broadcasters were particularly unhappy with bill because compulsory license would have applied only to retransmission of independent television signals, not to network affiliates. Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) is expected to reintroduce measure but with possible modifications to mitigate concerns of broadcasters. Under bill, license would require satellite distributors to pay royalty fee of 12 cents per subscriber. In four years, statutory rate would be replaced with voluntary one worked out in negotiations between satellite carriers and copyright owner or through binding arbitration. License would sunset in Dec. 31, 1994.

**Cable regulation.** Basic cable rates were deregulated on Dec. 19, 1986, freeing cable operators to charge whatever market will bear for their packages of basic services. Rate dereg is part of Cable Communications Policy Act of 1984. Legislation establishes national regulatory policy for cable TV, preempting patchwork regulation of municipalities in many areas. In addition to rate deregulation, act requires cable systems to set aside channels for lease to "unaffiliated" companies, bans co-located cable-broadcast television crossownerships and codifies FCC's ban on telephone companies entering cable business in their home towns. It also caps franchise fees at 5% and establishes renewal procedure that doesn't involve presumption of renewal. Bill's equal employment opportunity standards require cable systems to implement affirmative action plans. Bill also prohibits treatment of cable as common carrier.

In implementing most of act, FCC has defined "effective competition" prerequisite for deregulation of basic cable rates as presence of three or more unduplicated broadcast signals (BROADCASTING, April 15, 1985). Standard should result in fewer than 20% of nation's cable systems' basic tiers still being subject to rate regulation.

FCC also has implemented EEO provisions of act (see "EEO" entry below).

**Children's television.** Discarding its 1974 policy statement on children's television, FCC has held that while commercial TV broadcasters still will be expected to serve needs of children, they will have broad discretion to determine how they do that. Commission won't attempt to mandate presentation of specific amounts (BROADCASTING, Jan. 2, 1984). FCC adopted policy on 3-1 vote. Commissioner Henry Rivera (who left agency in September 1985) dissented, contending FCC's action constituted "rape" of 1974 policy statement. That statement said broadcasters were obligated to provide programming designed especially for children, to schedule it throughout week, to develop more educational and informational programs and to air programs directed to specific age groups.

But U.S. Court of Appeals in Washington affirmed commission's new statement—although using language that Action for Children's Television President Peggy Charren said endorsed ACT's position that broadcasters are responsible for providing programming to assure needs of children are met (BROADCASTING, March 25, 1985).

Legislation was offered in last Congress that would require commercial television stations to carry at least seven hours per week of educational programming for children. It also would direct FCC to conduct inquiry into production of so-called "program-length commercials for children. No action on bill took place, however.

**Communications Act.** Broadcasting industry has revived its drive on Capitol Hill to eliminate comparative renewal process. Bill (H.R. 1140) was introduced in House last month (BROADCASTING, Feb. 23) that would give broadcasters greater certainty of license renewal and protect them against applications competing for their facilities at renewal time. Introduced by representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), measure also contains public interest responsibility requirement as two-part test for license renewal (the other being that broadcasters "operate in compliance with the rules and regulations of the FCC"). National Association of Broadcasters is also meeting with public interest groups to fashion compromise package that would incorporate broadcasters concerns about challenges to licenses and areas that public interest groups feel need addressing. Those negotiations have occurred at behest of Representative Al Swift (D-Wash.), who believes that is best approach for getting broadcasting legislation through Congress. Swift has already said that "reassertion of the public interest standard" should be part of any legislation. It's also likely that any bill to emerge will contain some form of equal employment opportunities language.

It remains to be seen what broadcasters will accept in trade-off for licensing reform bill. NAB has limited scope of its legislative initiative, concentrating on license-renewal process instead of asking for sweeping changes in broadcasting regulation or seeking codification of broadcasting deregulation that the FCC has decreed. NAB feels that approach will increase odds for bill's passage.

Other issue that is likely to crop up during discussions is rapid turnover of station ownership as result of FCC's repeal of station "trafficking" rule that required licensees to keep radio or television station for three years before selling. Swift has reintroduced measure that would reinstate rule.

**Condom ads.** Growing threat of AIDS has prompted change in advertising standards at growing number of radio and television stations. Traditional proscriptions on condom ads, and moral issue of contraception, have been found by some to be superseded by condoms' use in prevention of spread of disease. Helped by surgeon general's message that "the best protection against the [AIDS] infection, barring abstinence, is the use of a condom," advertising barriers began to fall. In late January, KRON-TV San Francisco and WFTV-TV Indianapolis were among first to announce they would carry ads. In weeks that followed, issue gained national media attention, with many stations and broadcast groups around the country following suit. Most restrict ads to late night and weekday afternoon time periods, with some specifying that ads deal only with disease prevention aspects of product.

In February, condom ads were subject of a House Health and Environment Subcommittee hearing, at which networks were urged by subcommittee chairman, Henry Waxman (D-Calif.), to accept ads. While networks have freed their affiliates and owned stations to make decisions on airing condom ads in their markets, prohibition on network ads remains. According to Louis Harris study commissioned by Planned Parenthood, "60% of Americans believe that television stations should be allowed to air contraceptive advertising." As of mid-March, according to Planned Parenthood, over 100 network affiliate and television stations have agreed to carry

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condom ads.

**Crossownership.** FCC has launched rulemaking seeking comment on whether it should do away with rules prohibiting creation or transfer of radio-TV combinations (BROADCASTING, Jan 19).

FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems drew strong support—and not just from networks (BROADCASTING, Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Time Inc. said they wouldn't stand in way. FCC is not expected to address rulemaking soon.

Co-located broadcast and telephone cross-ownerships of cable systems have been barred by Cable Communications Policy Act of 1984. Law permits co-located newspaper crossownership of cable, however.

**Direct broadcast satellites.** DBS or satellite broadcasting exists today, but not in way many had envisioned early in this decade.

High-power DBS, using Ku-band spectrum (12.2 ghz to 12.7 ghz) set aside for it, has foundered, but low-power variety resulting from scrambling of cable programming on C-band satellite is flourishing.

Low-power DBS was born on Jan. 15, 1986, when Home Box Office scrambled fulltime satellite feeds of HBO and Cinemax and began selling subscribers to receive services to more than 1.6 million owners of backyard C-band earth stations. Several other cable programmers have followed HBO's lead and are actively competing for home satellite subscriptions.

HBO now wants other major cable programmers to join it in stepping up from C-band to medium-power Ku-band satellites that are capable of beaming signals to much smaller dishes than C-band satellites programmers now use. As result, for cable programmers, home satellite market would be potentially much larger.

DBS has had difficult time getting off ground. After planning for five-and-a-half years and spending \$140 million, Comsat's Satellite Television Corp. announced in November 1984 it would abandon its plans for six-channel high-power DBS service. And United States Communications Inc., which began offering medium-power five-channel service in Northeastern U.S. in November 1983, went out of business in April 1985 after signing up only around 10,000 subscribers. Last blow for both ventures came in November 1984 when Comsat and Prudential, USCI's principal backer, could not come to

terms on proposed merger.

DBS's first casualty was actually neither STC nor USCI, but Skyband Inc., start-up company backed by Rupert Murdoch. Using SBS III, Skyband had planned to launch medium-power five-channel service. But in November 1983, Murdoch pulled plug on venture, citing unavailability of proper home earth stations and need for more powerful satellite to transmit to smaller dishes.

FCC authorized high-power DBS service in June 1982, granting construction permits to eight applicants, including Comsat's STC. But FCC year later also gave green light to USCI, Skyband and any other company wishing to offer medium-power broadcast satellite service with fixed (11.7-12.2 ghz) satellites (BROADCASTING, June 6, 1983).

Several companies, including Hubbard Broadcasting's United States Satellite Broadcasting, still hold construction permits for high-power DBS systems. But none appears close to using CP's. All have same problem: lack of financing.

**Equal employment opportunity.** FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984 (BROADCASTING, Sept. 23, 1985). It decided to use processing guidelines to monitor cable EEO compliance. As result, cable entities (and satellite master antenna television operations) serving 50 or more subscribers and having six to 10 full-time employees must have 50% parity with labor force overall and 25% parity in top four job categories; those same types of entities with 11 or more full-time employees must have 50% parity overall and in top four job categories.

Commission also has proposed to ease EEO reporting burdens of broadcasters by exempting licensees with no more than five employees (current ceiling is no more than four) (BROADCASTING, Nov. 18, 1985). It also proposed to change its EEO model program reporting forms to emphasize that FCC's primary concern is EEO efforts, not numbers, and to make them less burdensome for broadcasters. Full-time and part-time employees could be lumped into same table in annual employment reports, instead of separate tables, as required now. Proposed revisions of EEO model program reporting form are, according to FCC officials, aimed at meeting objections of Office of Management and Budget. Four years ago, OMB refused to approve form, objecting to requirement that it be filed routinely at renewal time. OMB had permitted FCC to continue using form through end of November 1985. And without further FCC ac-

tion (FCC could have rejected OMB recommendation with majority vote), use of form wouldn't have been authorized past then. But FCC said it had rejected OMB's recommendation in adopting rulemaking.

Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity overall and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

**Fairness doctrine.** FCC wrapped up proceeding on fairness doctrine by concluding doctrine is not in public interest and, contrary to its intended purposes, inhibits broadcasters from presenting controversial issues of public importance (BROADCASTING, Aug. 12, 1985). FCC said it will continue to enforce doctrine, even though it asserted such enforcement infringes on "fundamental constitutional principles," furnishes government with "dangerous" tool that could be abused and imposes unnecessary costs on broadcasters and FCC.

However, commission has initiated rulemaking to determine whether enforcement of doctrine is constitutional and contrary to public interest. It acted after panel of U.S. Court of Appeals in Washington remanded case in which Meredith Corp. had challenged constitutionality of doctrine (BROADCASTING, Jan. 19). Meredith is appealing commission decision that one of its stations, WTVH-TV Syracuse, N.Y., violated doctrine. Same panel, in case brought by Radio-Television News Directors Association and number of other broadcaster groups, had held that it lacked jurisdiction to consider constitutionality of doctrine. Panel directed plaintiffs to submit issue to U.S. District Court. However, full court, after considering petitions for rehearing filed by broadcaster groups and FCC, said it would rehear case (BROADCASTING, March 23).

Meanwhile, Senate Commerce Committee passed legislation that would turn doctrine into law (BROADCASTING, March 30). Committee Chairman Ernest Hollings (D-S.C.) is determined to see doctrine codified in anticipation that FCC will try to repeal it. House is expected to follow suit with its own legislation codifying doctrine. House Telecommunications Subcommittee plans to hold hearing on issue on April 7.

**Federal Trade Commission.** FTC came one step closer to permanent authorization last month when Senate Commerce Committee unanimously and without debate adopted S. 677, measure funding FTC in FY 1988, 1989 and 1990 at levels of \$69.9 million, \$71.9 million and \$72.9 million, respectively (BROADCASTING, March 16). S. 677 contains provision to prohibit industrywide regulation of advertising based on unfairness standard, allowing adjudication only on case-by-case basis. (Prohibition is currently in place on temporary basis.) It does not contain prohibition on FTC authority to challenge trademark validity or requirement that FTC consult Department of Agriculture before suing agricultural cooperative, both of which proved controversial in version of bill that died in 99th Congress. Measure also did not contain proposal to broaden power of state attorneys general to allow prosecution in any state, which has worried advertisers (BROADCASTING, Feb. 16). House measure may visit attorneys general issue. House subcommittee is expected to hold authorization hearings sometime this month.

House appropriations subcommittee held

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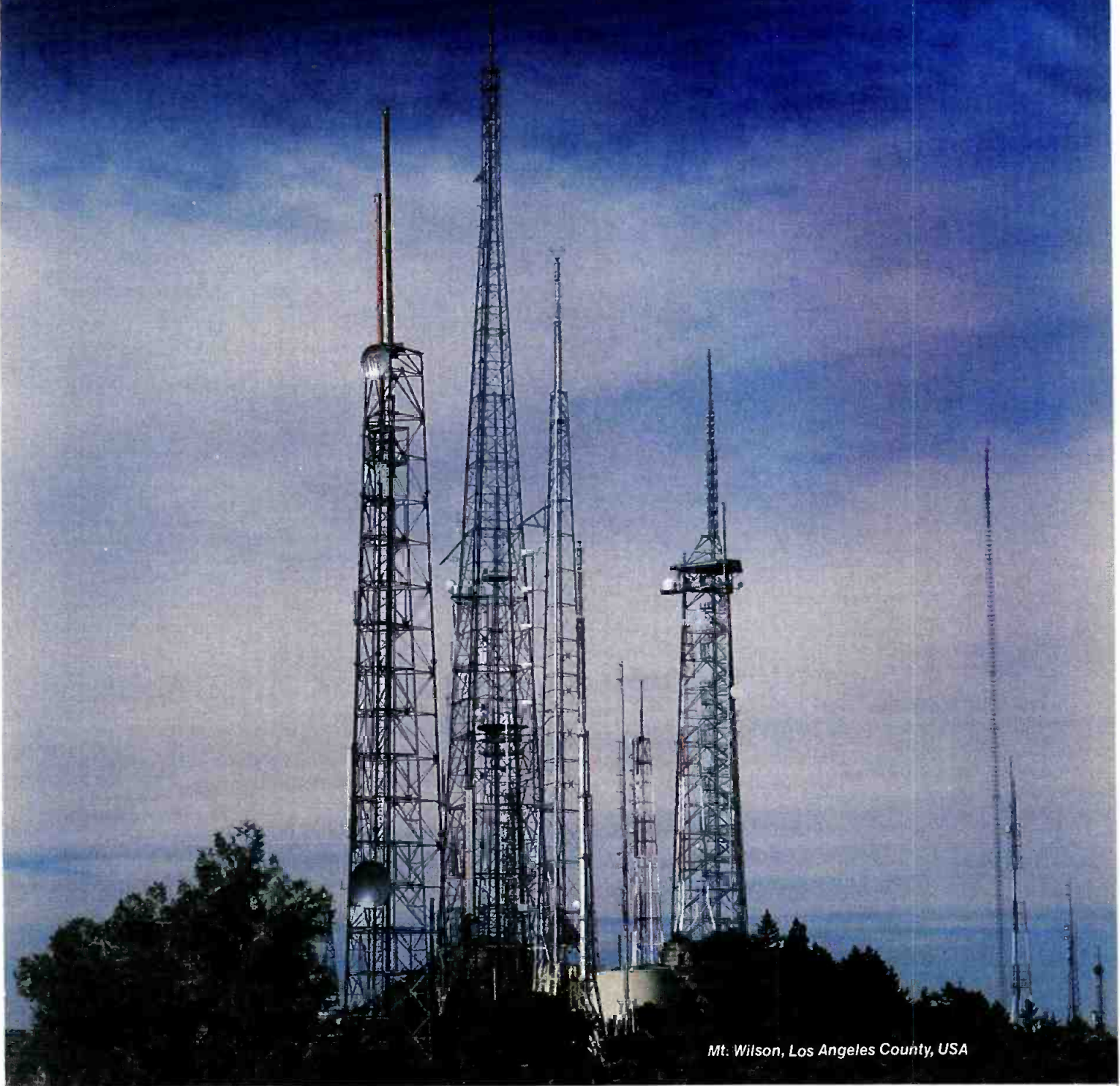
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hearing March 24 on proposed FTC appropriation of \$69.85 million for FY 1988 (BROADCASTING, March 30). Representative Joseph Early (D-Mass.) questioned FTC proposal to do away with its cigarette testing lab, saying he didn't believe tobacco industry could be trusted to monitor itself.

□

**HF (shortwave) WARC.** U.S. and other developed countries were reportedly satisfied with results of second and final session of World Administrative Radio Conference on planning use of shortwave band. They had succeeded, at least for number of years, in blocking effort of some Third World countries, led by Algeria, to establish computer-based planning system. WARC agreed that test that had been conducted between two sessions failed to demonstrate system would meet requirements of countries at conference. WARC agreed only to further, and partial, trial of computer-based system, after new software has been developed. That could take over three years. And U.S. sources doubt any software could be developed that would remedy defects found in first test (BROADCASTING, March 16).

□

**International Telecommunications Satellite Organization.** Intelsat's 113 members, meeting in Extraordinary Assembly of Parties, April 1-3, were to vote to confirm Board of Governors' selection of Dean Burch as director general. Burch, former FCC chairman, was named on fourth ballot at board meeting in March (BROADCASTING, March 16). He would succeed Richard Colino, who, along with Deputy Director General Jose L. Alegrett, was fired by board in December after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. Intelsat investigation of alleged wrongdoing is ongoing. U.S. Attorney for District of Columbia is conducting criminal investigation.

□

**International telecommunications satellite systems.** President Reagan has determined that separate U.S. systems providing international communications satellite service are required in national interest, if restrictions are imposed to protect economic health of Intelsat. President acted in November 1984, eight months after State Department, on behalf of Senior Interagency Group, and Commerce Department submitted recommendations on issue to White House. Executive branch agreed restricted service by separate systems should be permitted. And FCC, following inquiry/rulemaking, conditionally authorized seven applications for separate systems. One applicant—RCA American Communications—dropped out.

One of original applicants, Pan American Satellite Corp., secured Peru as foreign correspondent, and in December, Intelsat Board of Governors recommended approval of consultation of proposal with Intelsat. Board scheduled Extraordinary Assembly of Parties in April to act on consultation.

□

**Low-power television.** FCC gave birth to new broadcast service five years ago, adopting rules for low-power television (BROADCASTING, March 8, 1982). Latest FCC list shows 428 licensed LPTV stations. Commission has granted construction permits for another 1,204. According to same list, there are now 4,660 translators licensed; commission has issued construction permits for another 529.

New-generation television stations are techni-

cally similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to more than 4,000 existing translators that can rise to LPTV status simply by notifying FCC. LPTV stations have few regulatory obligations, and there are no cross-ownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal-time and fairness doctrine obligations. Commission now has 9,097 LPTV and translator applications pending.

Freeze in effect on major amendments and on new LPTV and TV translator applications (BROADCASTING, Sept. 19, 1983).

FCC has amended LPTV rules to modify application filing procedures (BROADCASTING, Feb. 16). Under ruling, applicants for new facilities will be limited to five applications per window; there will be no cap on applications for major change applications. Ruling also permits LPTV and translator licensees or permittees displaced by full-power TV, land mobile or other protected services to move to different channel without having to compete with other applicants, "provided that there are no pending applications on the new channel and that operation on the new channel would not interfere with any other pending applications or protected primary services."

□

**Multichannel television.** Multichannel television (MCTV), otherwise known as MMDS or "wireless cable," has made appearance in several markets. Using mix of microwave (2 ghz) channels allocated to multipoint distribution service, instructional television fixed service and operational fixed service, pioneer MCTV operators are offering multiple channels of cable programming—often in competition with cable systems.

One of best financed systems is in Cleveland. There, Metropolitan Cablevision, with backing from TA Associates, is offering 12-channel service, including Showtime, for \$18.95 a month. Services are also available, or soon will be, in San Francisco, Washington, Milwaukee and New York.

Growth of MCTV has been retarded by regulatory and financial problems. But according to MCTV proponents at Microwave Communications Association meeting in Washington last month, chief problem at this point is inability to secure rights to popular cable services like Home Box Office and Showtime. Metropolitan had to go to court to win right to carry Showtime.

MCTV was born in regulatory sense in May 1983 when FCC reallocated eight channels from ITFS to MDS, where they are more readily available for MCTV use. At same time, FCC said ITFS licensees could lease most of time on their channels to MCTV operators.

Reallocation of ITFS to MDS has not been boon to MCTV many thought it would. That's because FCC was swamped with applications for channels, causing processing to grind to halt. To speed awarding of permits, FCC instituted lottery in September 1985.

□

**Multiple ownership.** FCC Chairman Mark Fowler and James McKinney, Mass Media Bureau chief, have indicated support for permitting struggling AM stations with overlapping signals to escape strictures of FCC's duopoly rules and join forces (BROADCASTING, Sept. 30, 1985).

Acting on reconsideration, FCC has revised multiple ownership rules (BROADCASTING, Dec. 31, 1984). Under new rules, which took effect April 2, 1985, entities may own 12 AM's and 12 FM's, and will be permitted to own 12 TV's as long as they don't reach more than 25% of nation's television homes. UHF's are assessed for only half of market's television homes. Group broadcasters who buy interests in stations more than half owned by minorities are able to own up to 14 stations in service, and are permitted to reach 30% of nation's television households through their TV's, as long as two stations in each service are controlled by minorities. Although commission's original order would have dropped all ownership restrictions in 1990, FCC, on reconsideration, eliminated sunsets for TV and radio.

Responding to mounting criticism of its original rule, FCC stayed television portion of that order until April 1, 1985, and Congress set that stay in legislative concrete (BROADCASTING, Aug. 13, 1984).

□

**Music licenses.** U.S. Supreme Court let stand earlier court decision that blanket music licenses for television stations did not violate antitrust laws or restrain competition (BROADCASTING, Feb. 25, 1985). Decision was result of initial suit brought by All-Industry Television Station Music License Committee against American Society of Composers, Authors and Publishers and Broadcast Music Inc. Meanwhile, trial date has been set for May 5 by federal rate court to establish "reasonable" ASCAP fees for blanket and program licenses for television stations.

Interim decision was handed down from magistrate with Southern District Court for New York, establishing retroactive fees for period from April 1, 1985, through March 31, 1988, of \$60 million (BROADCASTING, March 9). In same ruling, magistrate said music fees should not be based on station percentage-of-revenue because formula is not adequate measure of value of music rights. Interim ruling is subject to change, pending outcome of rate court trial. In May 1986, same district court issued order confirming earlier ruling that stations had to pay BMI retroactive fees during 22-month period from February 1983 to November 1984. Ruling said delinquent stations would be subject to interest penalties amounting to annual 9%. BMI rates are tied to ASCAP rates. For 1985-87, two rates for each year have been established—interim rate and final rate pending outcome of ASCAP fee proceedings. For 1985, BMI fees for TV stations are 61.5% of ASCAP rate (that figure is both interim and final rate). In 1986, stations were scheduled to pay BMI interim 65% and final 68% rate, and in 1987 interim rate is 68% and final rate is 70%.

For radio, All Industry Music License Committee and ASCAP reached agreement on new music licensing pact in late July that raises annual blanket licenses rates by approximately 7.5% (BROADCASTING, July 28, 1986). New licenses (both blanket and per-program) eliminate trade and barter income reporting. Sustaining fee in blanket licenses was also dropped.

New blanket licenses run for five years, retroactive to Jan. 1, 1986. Settlement for ASCAP provides for no additional payments for 1983 and 1984. (Industry had been operating with interim ASCAP licenses since Dec. 31, 1982.) Rather, it calls for flat 7.5% surcharge fee on station's 1985 payment to ASCAP. For per-program licenses, terms of existing agreement were extended through end of 1986 with new contract, which runs for four years, taking effect

"Where Things Stand" continues on page 108.



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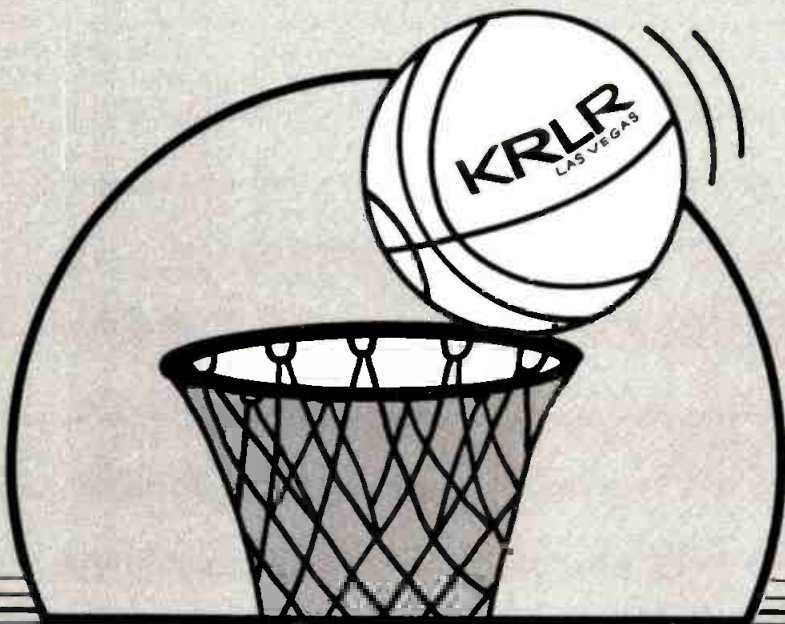
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TOP OF THE WEEK

## Banner times for broadcasters in Dallas



### Fowler, Tisch addresses highlight stand-room-only Dallas convention

The broadcasting industry rode into Dallas and found itself at a crossroads: Either it sticks with the old way of doing business (regulated and protected) or chooses a new way of operation (deregulated and unprotected). It's a dilemma that seems to have split the industry into two camps: those who feel deregulation has gotten out of hand and those who don't. It was this debate that served as the centerpiece for the National Association of Broadcasters annual meeting in Dallas last week.

That's not to say that a speech by Laurence Tisch, CBS's chief executive officer, did not go unnoticed (see page 44). Tisch, in his first address at a major Fifth Estate function since becoming chief executive officer of CBS, told a luncheon audience that he would testify this month at hearings before

the House Telecommunications and Finance Subcommittee. But the CBS chairman said he had reservations about the hearings, which are also to examine the three television networks' news operations: "I believe that under our precious First Amendment, it is inappropriate for Congress to inquire into the nature and adequacy of our news operation. The subcommittee's request for the three network news presidents to appear before it, unrelated to any pending piece of legislation, raises serious concerns and could send a dangerous message."

Tisch said he thought it was valid for the subcommittee to question, in general, the networks' current leadership as to "whether, in a changed economy, our present system can continue to serve both the bottom line and the public." The CBS chairman said he would testify that it was possible and that the board of CBS and its management intend to preserve the heritage of the news operations.

The speech, interrupted several times by applause, also reviewed the competitive pressures now faced by the network and management's response: "We have had to establish a realistic cost structure and assert firm control over our expenses."

(In Washington, House Telecommunications Subcommittee Chairman Edward Markey [D-Mass.], responded to Tisch. He defended the proposed hearings and said the subcommittee has a responsibility to examine the impact of mergers and acquisitions on the networks. "There is no more important industry than the news industry and it is undergoing a major restructuring.")

As for convention statistics in general, the meeting drew a record crowd (40,388 versus 39,000 last year), the exhibit floor was jammed, and attendance at workshops and panel sessions generally was high.

(There were, however, some glitches. On Saturday, the day the exhibit hall opened, the

Sony booth was largely without power for two hours. An electrical fire Sunday in the convention center disrupted television sessions. And a Sunday morning snow shower and unseasonably cold weather caught many by surprise. The snow wasn't the only unscheduled event for some conventioners; there was a rash of burglaries at the Loews Anatole hotel and a holdup at a popular Dallas restaurant, Chez Gerard.) But a overall the show was a winner.

The turmoil within the industry over deregulation cropped up during an NAB-American Bar Association forum prior to the convention (see story, page 65), and it continued to surface throughout the convention.

At the heart of the debate is the notion that broadcasters should give up something in the way of deregulation to obtain legislation that would protect them against competing applicants at license renewal time. NAB has already indicated a willingness to compromise. How far is yet to be answered.

The advice broadcasters received varied. Outgoing FCC Chairman Mark Fowler, in an emotional farewell address, said broadcasters should show some "backbone" and reject compromise (see page 55).

Also contributing to the debate was Telecommunications Subcommittee Chairman Markey. He told broadcasters: "You can't have it both ways." Markey provided a preview of his policy goals, not all of them encouraging to broadcasters, as he stated his view that the spectrum is still a scarce public resource (see page 58). Reaction to Markey's speech seemed to typify the industry's ambivalence regarding deregulation. Said one broadcaster: "I think he's right on target." While another said there was a "chill in the air" when the congressman spoke.

Further details on what specific trade-offs broadcasters may have to make came up at an invitation-only congressional breakfast (see story page 60). It's been said that reassertion of the public interest standard is a

given. But a few more items were put on the table. Leading off the list was children's television, EEO and restoration of the FCC's antitrafficking rule. (On the last, indications were that support for a return to the rule may be picking up steam within the industry.)

The turnout from Capitol Hill was high with six senators and 32 congressmen. (In addition to airfare and hotel expenses, NAB paid each senator \$2,000 and each House member \$1,500.)

Still other policy matters came to life. FCC General Counsel Diane Killory told convention attendees that the FCC should tackle the indecency issue and that she believes it can be done without "chilling speech" (see page 64).

One indication that a new world of broadcasting is emerging was evident by a marketing panel that highlighted the differences between "marketing" a television station and just selling advertising time (see page 79).

Changes in the methods of station financ-

## Tisch offers a state-of-the-networks critique

*Following is the text of the NAB luncheon address of CBS Inc. president and chief executive officer, Lawrence Tisch, his first appearance before a major broadcast industry group:*

All three networks have been much in the news, largely because of our efforts to reduce costs and restructure operations. I don't want to dwell on that subject today except to make a few basic points:

First, while this has been an extremely painful period at CBS and particularly for the individuals whose jobs have been eliminated, it has been necessary to deal with the changing economics of our business. We have had to establish a realistic cost structure and assert firm control over our expenses.

Second, the result, in my view, is already a better-managed company, with a stronger financial base, that is better prepared to deal with the challenges of the future.

Third, we are confident that our actions have not—and I emphasize have not—compromised the quality of CBS programming or the creativity and professionalism in our staff.

Lastly, but most critically, we remain firmly committed to insure that our crown jewel—the CBS News Division—maintains its position as the premiere source of television news in America. Under Howard Stringer's superb leadership, I am certain that is the case. And as I watch Dan Rather each night, I see daily evidence of the excellence and preeminence of the CBS News team.

As you all know, CBS is a proud company with a great tradition. In many ways, the history of CBS is really the story of the development of the broadcast industry itself. Paley, Stanton and Murrow are not just the legendary figures of CBS, but the pioneers and pacesetters of our entire industry. And we who have succeeded them are dedicated to carry forward undiminished the values and principles which they have championed.

I stand before you today to reaffirm the commitment of the CBS board, which is once again chaired by the visionary Bill Paley, of myself, and Gene Jankowski to lead this network forward as a source of innovation, creativity and quality. But I also come here to give a warning about these tumultuous times and the dangers they pose for our industry and for the networks most of all. I sound the alarm not in panic or desperation, but with determination to master these challenges and to maintain the strength and vitality of this great network in the years ahead.

For nearly 60 years, our business grew, almost without interruption. There was room for everything in an ever-expanding space. Then conditions began to change. In just a few years the number of

cable program services has doubled; the number of independent stations has tripled; we have gone from no VCR's to 36 million VCR's, from no backyard dishes to two million. Perhaps most astonishing of all, there are already at least three announced services proposing to uplink packages of cable and network programming to transponders, scramble them and sell them to dish owners and cable subscribers, all without benefit of anyone's permission. A once unified and coherent industry seems to be splitting down further and further into separate components as though some unstoppable biological process were at work.

Some of these changes have been driven by technology, some by rapid deregulation. There is an ironic twist here. On the one hand, there has not been a single piece of *network* deregulation. On the other, the networks have ourselves been a primary force behind the new technologies:

- More people bought cable in order to get a clearer network picture than for any other reason. Independent stations rode along.

- It was that cable wire plus a healthy lift from the afterlife of programs developed by the networks that helped put the independents where they are today.

- Networks were major users of satellites and made them financially viable.

- Almost 80% of VCR usage is to timeshift network programming.

- The production community which gives us feature films and syndicated programming could not exist in its current form without the predictable annual injection of three to four billion dollars worth of network investment.

In a real sense, then, the networks have helped to create our own competition.

As these new competitive forces began to emerge in the early part of this decade, the survival of the networks became a popular Sunday supplement topic. It made its rounds in the industry as well. The predicted decline and fall of the networks had a dramatic "David and Goliath" element—a trio of cumbersome, lethargic giants about to be toppled by a group of energetic upstarts.

Network shares did, in fact, begin to fall. But contrary to the theory, the networks themselves flourished. Profits actually grew, and an all-time profit record was set in 1984.

But then the economic environment changed. Revenues slowed down. Competition intensified. Disinflation arrived. Profits declined sharply in 1985. They went down even faster in 1986. And, at least in some cases, they could well disappear entirely in 1987. All this despite the fact that shares have meanwhile been stabilized. We are

ing and the flurry of trading that has occurred over the last few years are still drawing attention. A session titled "What's a TV Station Worth Today?" filled the room (see page 80). Another indication that the industry has arrived, at least in the eyes of investment bankers, was the presence of Morgan, Stanley & Co., which held a dinner at South Fork ranch, home to the *Dallas* television show.

To function in this new environment, broadcasters are looking at ways to stay competitive. For instance, the development of new ratings methodologies such as people meters has gained considerable momentum (see page 82).

In addition to business at home, broadcasters heard news of an expanding international programming marketplace. They were told that there's a \$1-billion market out there (see page 82).

Also of note is the continued growth of low-power television, a force that may no

longer be ignored. The potential for the medium was discussed at length during a Community Broadcasters Association meeting during the NAB convention (see page 77).

The virtues of localism and old-fashioned community service were extolled by the winner of NAB's distinguished service award, Martin Umansky, formerly of KAKE-AM-TV Wichita, Kan. (see page 76).

But a joint session on the industry's role in the fight against alcohol and drug abuse did not attract the attendance NAB hoped for: indeed, the program's moderator, talk show host Sally Jessy Raphael, scolded broadcasters: "This is the smallest attendance of any NAB opening session. We should ask ourselves why. Do we just not care?"

For radio broadcasters there was the announcement of the finalization of a new, five-year, music licensing pact with BMI.

As for the industry's ability to stay on top of technological developments, NAB President Eddie Fritts announced the association

is exploring the option of establishing its own technology center (see page 68). On another front, the FCC's Mass Media Bureau Chief Jim McKinney, noting the proliferation of Motorola's C-Quam AM stereo receivers, said if he were a broadcaster, "I would have no problem deciding" which system to choose. The NAB equipment show, a four-day technological spectacle covering more than 313,000 square feet, this year attracted not only a record 696 exhibiting companies but also drew unusually large crowds, particularly on opening day, Saturday, March 28.

Although NAB's official registration numbers hit about 40,000, an NAB official speculated that with additional single-day exhibit passes and exhibit guests, visitors to the show may have totalled 50,000.

Long-time exhibitors from companies large and small, domestic and foreign, expressed excitement about the traffic flow, as well as the amount of business that may stem



suddenly confronted with a situation in which it is possible to invest nearly \$2 billion in a network and not have any return. . . .

But a network is amorphous, an idea. It is not licensed. It is not made of bricks and stone. It has no proprietary rights. We pay for programs, but we don't own the programs or the companies that make them. We pay the stations to carry our programs, but we don't own those stations or participate in their profits. We don't own the products that advertise with us, or the companies that make those products.

What a network does, then, is to pay for the production of programs; connect programs together in a schedule; connect the schedule to the stations, then to advertisers, and finally to the audience. In doing this, networks provide stability in an otherwise notoriously unstable field.

Stability for the producers, whose product is viewed more broadly and can last longer than in any entertainment medium ever devised; for the stations, who get thousands of hours of product they could never fund themselves and are paid for carrying it; for the advertisers, who can reach the largest audience with the greatest efficiency ever offered by any advertising medium.

And the audience gets it all. . . free. . . the best entertainment and the best informational service in the world.

The networks have worked because of what we have delivered, not because of legislation, or regulation, or privilege. But now the numbers no longer seem to work. And the focus has switched from talk of programs and technology to the language of finance and budgets. For the first time, the question has seriously been raised whether the bottom line and public service are now mutually exclusive claims—whether, in fact, we have reached a point where we

can no longer serve the public and stay in business.

That is the question that lies behind the hearings the House Telecommunications and Finance Subcommittee will conduct next month: whether in a changed economic climate, networks can perform their "primary duty to keep the public informed in a responsible manner." Subcommittee Chairman Ed Markey's announcement of the hearings said, and I quote, "we will ascertain whether network news operations have grown too unwieldy or inefficient to survive the new competitive marketplace."

I am concerned about that formulation of the question for I believe that under our precious First Amendment it is inappropriate for Congress to inquire into the nature and adequacy of our news operation. The subcommittee's request for the three network news presidents to appear before it, unrelated to any pending piece of legislation, raises serious concerns and could send a very dangerous message.

But Congressman Markey's subcommittee may be performing an important service when it asks the broader question of the leadership of the three networks: whether in a changed economy our present system can continue to serve both bottom line and the public? As I will testify next month, I believe that with conviction in our purpose and resolve in our management we can have both vitality and viability.

The networks collectively will never again have the market share we once enjoyed. We have all recognized that we cannot carry into the '90s the cost base of the '80s. It would strangle any of us. But our network can be a healthy business if we are careful, if we are tough on ourselves, if we are sensible, if we are prudent, if we manage well. But we must also transcend business considerations. That is what has always defined CBS and that is why CBS defined broadcast journalism. In 1933, when the infant CBS Radio Network was suddenly cut off from the news services controlled by the newspaper industry, Bill Paley and his colleagues pasted together their own news service with rubber bands and bailing wire—and electronic journalism was born. That was not a business decision in the ordinary sense. That is what Bill Paley and Frank Stanton and Ed Murrow put there and so many others fought for. I can tell you now that neither I nor anyone else at CBS intends to give up one iota of that heritage.

But it will not just be the status quo. We will build on that heritage, as our industry and CBS have always done. Now that we are establishing a sound economic basis, we will move forward to continue this network's tradition of excellence in programming and leadership in news. With the extraordinary talent and energy of our people and the firm commitment of our management to provide the needed resources, CBS will not just survive. It will excel and thrive in the months and years to come. Of that I am certain.

## Instant outcry

*The hall hadn't cooled after CBS President Laurence Tisch's luncheon remarks before this rebuttal was issued by Preston Padden, president of the Association of Independent Television Stations:*

"We appreciate the backhanded recognition of the strength of independent television that was implicit in Mr. Tisch's otherwise unbecoming attacks upon us. He's wrong about cable [taking away network shares]. It was the appeal of independent stations not available in the local market that drove up the penetration of cable television. After listening to his speech I have a renewed enthusiasm for the equal time law."

from it. Steve Kerman of Tektronix, a test equipment maker, said: "In 26 years [of NAB conventions], I've never seen an opening day so crowded." Ed Gayou, retiring NAB exhibit organizer, also called floor attendance "the best I've seen in some years. Saturday was unbelievable."

Stan Basara, new president of Panasonic Broadcast, said traffic was "excellent," especially on opening day. He added: "The business climate is better than what it had been. There's a pent-up demand to replace old and tired U-matic gear used in electronic newsgathering and also [broadcasters are beginning] preparations for the 1988 elections."

Camera manufacturer Ikegami's Bob Estony said that while 1986 had generally been

a soft year for most broadcast equipment makers, activity on this year's floor was "nonstop." Harris product manager James Brown agreed that traffic was generally good and the level of business activity was high. Audio equipment maker TFT's Jesse Maxench said the first three days of the show were "wonderful."

One of the reasons floor activity was so brisk this year was important developments in key technology like video formats and cameras. Broadcasters, for instance, appear ready to move quickly into half-inch videotape formats. Not only are the major networks going that way, but local broadcasters also seem prepared to select replacements for aging U-matic newsgathering gear (see page 68). Solid state video cameras are also challenging tube cameras for electronic newsgathering purposes, with a growing number of manufacturers offering different approaches to the technology (see page 72).

Also working profound changes in electronic news gathering are the Ku-band satellite newsgathering vehicles (SNV's) and portable "flyaway" earth stations that can be packed in several cases and shipped like luggage anywhere in the world. The SNV's and flyaways were available in many configurations at many prices.

An NAB survey found that the use of SNV's will become more pervasive, suggesting that one-in-five television news departments would buy or otherwise acquire an SNV within the next three years (see page 71). Broadcasters at two sessions, one sponsored by GTE Spacenet, discussed their so far successful experiences with SNV's, perhaps whetting the appetites of their

colleagues (see page 71).

Talk about improving the basic systems of television and radio also emerged repeatedly during the convention's five-day engineering conference, which featured more than 120 technical papers and presentations in 20 separate sessions. The promise of high-definition television was a major debating point, with HDTV production technology making rapid progress, but experimental transmission systems raising difficult questions of spectrum utilization and compatibility with current TV sets (see page 70).

FCC Media Bureau Chief Jim McKinney provided the theme for the radio engineering sessions. "The people want quality in all things," he said at Friday's opening session, "and radio station operators cannot ignore this trend."

As was made clear in many of the papers and panels that followed, radio broadcasters are not ignoring demand for quality. Proponents of the voluntary NRSC standard for AM urged broadcasters to implement the standard, promising that it would close the fidelity gap with FM. Will widespread use of the standard lead to high-fidelity AM? "Absolutely," said NAB engineer Michael Rau (see page 74). AM quality may get closer to FM as a result of NRSC and several other technical and regulatory initiatives.

But FM is not standing still. The technology with the most promise is FMX, which could eliminate much of the transmission noise that limits the effective coverage of FM stereo. FMX was back at this year's NAB asserting that its compatibility and development problems that had threatened its future last fall had been resolved (page 73).

On the way out with Mark S. Fowler

# Older, wiser and still recalcitrant

FCC Chairman Mark Fowler was sitting in his room at the Loews Anatole hotel in Dallas during the National Association of Broadcasters convention, giving one in a series of "exit" interviews. He looked relaxed, and said he was feeling good about his impending departure. He had come into office six years earlier with a set of objectives and principles, and was leaving in the belief he had accomplished much. "The telecommunications world is freer, better than it was," he said. He also was tired; the job is a demanding one. And he was looking forward to entering the private sector, whose cause he had worked so hard to advance.

For all of that, Fowler still seemed to be suffering from the wounds of the many battles he had fought over the years. As a self-acknowledged ideologue—"I have ideas I believe in very strongly"—he described those who have opposed his efforts to secure complete deregulation of broadcasting—and who may be seeking to swing the regulatory pendulum back in the opposite direction—as operating from "perverse incentives." Perverse? "Make that 'different,'" he said. "They are good people, but they have differ-

ent incentives."

Fowler can, of course, look back on a productive career. The list of deregulatory actions—from reduction of paperwork burdens to repeal of the three-year rule to the elimination (to the extent the law allows) of interference in programming—is impressive. "No longer does the government intrude in business decisions, or in programming decisions that should be made by broadcasters, by editors and by listeners and viewers," he said. And in telecommunications matters, he pointed to a reduction in long-distance telephone rates, to healthy rates of return on investment, to increased uses of the public-switched network, to the authorization of separate communications satellite systems and of fiber optics, trans-Pacific and trans-Atlantic undersea cables.

"All are direct results of policy initiatives we undertook, and these are beginning to have beneficial effects globally," Fowler said. Indeed, he said, the commission is receiving delegations from countries interested in learning how it developed its structure and implemented its program.

The commission's policy of deregulation,

of harnessing free enterprise forces rather than relying on "government fiat," he said, "is seen as highly desirable. So I feel very good about it."

Still, there have been disappointments and mistakes. Repeal of the fairness doctrine—a cherished goal—was not achieved. But Fowler comforts himself with the prediction that the courts will declare the doctrine—and the equal-time law—unconstitutional. To him, it is a given. He seems almost to be attempting to will it. Such content regulation, he says, may belong in a society not protected by a First Amendment, but not in a free country. What of the public trustee concept that broadcasters have known—and, some say, been molded by, for 60 years? "Let broadcasters be treated like business people," he said in his hotel room. "That is most consistent with a free society. That is most consistent with the First Amendment. The public interest and the marketplace," he added, "are consistent."

As for "mistakes," Fowler lists three:

- His first vote in the Simon Geller case, when he voted to deny renewal of Geller's WVCA-FM Gloucester, Mass., and grant the



competing application of Grandbanke Corp. The decision seemed to violate every principle Fowler had espoused in terms of the First Amendment: one of the principal reasons for denying renewal was Geller's failure to broadcast news; his passion was symphonic music. "That was a terrible mistake," Fowler said. The commission later reconsidered, and renewed the license; Grandbanke's appeal of that action is still pending.

■ Another "mistake" he recalls with regret was his refusal to grant RKO General's request, early in his administration, to "confess error" in the decision to deny renewal of WNAC-TV Boston, a decision that was made before he joined the commission and was then on appeal to the U.S. Court of Appeals in Washington. "I was sold the idea that an institutional decision should be honored," he said. The result, he added, was a "\$400-million penalty."

■ Then there was the decision to attempt to repeal the network financial interest/syndication rules. "If I knew then what I know now, I wouldn't have tried it," Fowler said. He still believes it would be "sound policy" to permit the networks to bargain for financial interest in programs they acquire and to seek syndication rights—but the power of Hollywood, he said, should not have been ignored. The major motion picture studios marshalled support in Congress—and in the White House—to pressure the commission into dropping the project.

To Fowler, that experience was a lesson in hard-ball politics, and, he said, in "the importance of PAC money in decisions." While Jack Valenti, president of the Motion Picture Association of America, attributed Hollywood's victory on the issue to superior public interest arguments, Fowler attributed it to superior financial resources. He noted that the networks do not have PACs that can funnel money into political campaigns. "So this is the way the system works," he recalls observing. And the circumstances of the loss still appear to rankle. "The whole system stinks," he said. "It needs to be reformed. Incumbents get most of the PAC money support."

Throughout the interview ran that theme of irritation with Congress. He said that in passing political broadcasting laws—including the statute requiring broadcasters to afford candidates the lowest unit rate—legislators are involved in "a conflict of interest." He said the effect of the venerable equal-time law, which has been on the books since 1927, benefits incumbents by discouraging broadcasters from presenting any candidates, and incumbents enjoy the benefit of publicity associated with office.



Fowler's level of irritation was raised considerably by word of the impending hearing by the House Telecommunications Subcommittee on the effect on network news operations of the substantial debt network companies take on in connection with takeovers, friendly and otherwise. He said it is troubling enough to have government attempting to involve itself in government. "Who the hell are these people on the Hill who think they can dictate programing when the First Amendment is clear and unmistakable?... That's why we're going to get our relief from the courts." But, he added, "it is even more troubling to think that some people on the Hill see a role for government in evaluating or reviewing or subjecting to their approval decisions that Bob Wright [of NBC] or Larry Tisch [of CBS] or Tom Murphy [of Capital Cities/ABC] make as a business matter."

Fowler sought to remove key members of Congress from his line of fire on the issue. He said he doubted that most of the leadership of the majority party in Senate and House would support the view that Congress should exercise that kind of oversight. He specifically included Representative John Dingell (D-Mich.), the powerful chairman of the House Energy and Commerce Committee, as among those not likely to endorse such oversight. He also said he did not think that Representative Edward Markey (D-Mass.), chairman of the Telecommunications Subcommittee, had reached any conclusions on the matter. He said Markey was simply "accommodating a couple of congressmen" on the subcommittee—Representatives Dennis E. Eckart (D-Ohio) and John Bryant (D-Tex.)—in scheduling the hearing. However, Markey, in his speech at the NAB, said that Congress has "oversight responsibilities" in such matters and that he takes those responsibilities seriously (see page 58).

It was when asked his reaction to speculation that the regulatory pendulum might be swinging back from the deregulatory edge to which he has pushed it that Fowler cited the members of a community "within the beltway" that he saw as operating out of "perverse incentives," or "different" ones. He said they fear an erosion of influence if broadcasting decisions were left to the play of the marketplace. And first among those on Fowler's list were unnamed members of Congress who, the chairman said, see their "role as master programers." He said they do not trust a free press and want to "control the



electronic press."

Fowler also listed some "trade association and other representational types who hope the structure of regulation continues forever, because it means they have jobs and are important. Without that structure, they don't have jobs." Did he mean the National Association of Broadcasters? He would not elaborate. Nor did he leave out "some trade publications" from the list of those with "perverse incentives" to preserve regulation. They are "less important when Washington is no longer the focal point," he said, "when there is nothing to cover. And if they happen to have a very liberal philosophy on top of that—which is certainly their right—that also colors their perceptions."

For a man who sees representatives of those groups operating in a kind of "buddy system" to oppose his deregulatory moves, the world is not simple. Those he would think share his views sometimes have other priorities. And that concerns him. A case in point is the developing issue involving the NAB's interest in securing legislation that would protect licensees against challenges at license-renewal time. As a payment, the association has made clear it would accept a codification of the public interest standard, as it now exists.

Fowler, in the interview, stopped short of denouncing the proposed trade. He said the bill (H.R. 1140) introduced by Representatives Thomas Tauke (R-Iowa) and William J. (Billy) Tauzin (D-La.) "is a good starting point." (He would prefer the bill [S. 827] introduced by Senator Bob Packwood [R-Ore.] that would free broadcasters from all content regulation.) But he warned of the danger of the Tauke-Tauzin measure "being loaded up with regulatory baggage of the past." In January, when it became known that the NAB would support what later became the Tauke-Tauzin bill, Fowler said he would argue a trade-off of renewal reform for a public trusteeship would be "terribly unwise and very dangerous."

What of the possibility of unscrambling the deregulatory omelet the Fowler commission has created? Fowler, not surprisingly, hopes, and thinks, there is little chance of that. He said he does not believe the Senate or House leadership has any interest in undoing the commission's accomplishments. But there is the bill that Representative Al Swift (D-Wash.) has introduced to reinstate the three-year, antitrafficking rule. "The majority of broadcasters will oppose that," he said. "Even the people at the NAB would agree [the bill should not be enacted]." Even? He meant nothing by that, he said.

But issues like that are already becoming

part of his past. "I'm happy I'm leaving in the sense that I'm tired," he said. "It's a difficult job." Indeed, it is. There are a variety of issues, in a variety of fields. Broadcasting issues still have the sex appeal that excites congressional interest and draws congressional oversight. So do common carrier issues. Those also have the potential of having considerable impact on the economy—and even on Ameri-

can foreign policy. And there is the continuing technological revolution throwing off new industries and, for the commission, new problems. All of that has meant long, long days and very little time on weekends. The pressures, some say, were a factor in the breakup of Fowler's marriage.

Fowler, who has announced an April 17 departure date, has not yet disclosed his

plans for the future. He intends to sail into the private sector in tandem with Albert Halprin, chief of the Common Carrier Bureau, and he said they would soon start negotiating with "several different parties—law firms and nonlaw firm situations." There are a lot of opportunities out there, he said, adding, "It's a very exciting time."

He should know. He helped stir it up. □

## TVX purchase of Taft's five indies delayed

### TVX president's name surfaces in drug trial, making observers wonder if there a connection

At 10 a.m. last Tuesday the annual shareholders meeting of the TVX Broadcast Group in Virginia Beach, Va., was completed. Shareholders had overwhelmingly approved the group owner's purchase of five independent television stations from Taft Broadcasting and a proposed \$255 million in financing. TVX President Tim McDonald was in his "usual bubbly, talkative, upbeat mood," according to one of those present. McDonald was scheduled to fly to Cincinnati that afternoon to sign papers closing the deal with Taft.

But McDonald never showed up in Cincinnati. That same morning in U.S. District Court in Norfolk, Va., two witnesses in a cocaine trafficking trial connected McDonald with use of the drug. Before the next morning, TVX informed Taft Broadcasting it could not close on the \$240-million purchase. Neither company was explaining the delay but informed observers think the courtroom testimony threw a chill on financing, and on the deal along with it.

McDonald was not a party to the trial, nor has anyone suggested that he had anything to do with distribution of the drug. However, on Tuesday, according to Tom Shean, a reporter for *The Virginian-Pilot/Ledger-Star*, two witnesses mentioned the TVX president's name: "One was a high school wrestling coach who said that he attended a New Year's Eve party four years ago at McDonald's house in Virginia Beach and that cocaine was widely available at the party. The second person was the girlfriend of someone who is serving a prison sentence... for distributing cocaine. She testified that McDonald was one of his customers."

Neither company provided any explanation for the closing's delay, which wasn't announced until 10 a.m. Wednesday when Taft put out a statement over the financial wire. The statement said: "TVX Broadcast and Salomon Brothers Inc. told Taft they hope to be able to close the sale 'in the near future,'" and that Taft itself was prepared to close at any time, which some informed sources expect to happen this week.

There seems to be little else blocking the sale of the five independent TV's: WDCATV Washington, WCIX(TV) Miami, WTAF-TV Philadelphia, KTXH(TV) Houston and KTXA(TV) Fort Worth. By one account, the \$205 million in debt securities had been priced two weeks ago. Although it was less certain that Salomon had placed \$50 million



McDonald

in voting convertible preferred stock—previous plans to sell the "equity" portion of the financing to Boston Ventures and First Chicago Venture Capital had fallen through—Salomon had guaranteed to provide "bridge financing" out of the firm's own capital and its representatives had flown to Cincinnati last Tuesday for the closing.

A possibility is that both TVX and Salomon mutually agreed to delay the purchase until the conservative financial institutions

buying the debt securities are comfortable with the legal status of McDonald, who is perceived by some as indispensable to the company. Said Jim Ricks, vice president, southern division, Orion Television Syndication, "Tim is the backbone of the whole thing. If it wasn't for him there wouldn't be a TVX."

TVX might have had a hard time trying to force Salomon to honor its "bridge financing" commitment since the investment firm's agreement was contingent on "no material adverse change (as defined in the equity commitment letter) having occurred in the financial condition, business or operations of the stations taken as a whole or of TVX."

Salomon's financing commitment and Taft's commitment to sell the stations terminate on Dec. 31, 1987. If for some reason TVX does not go through with the purchase, it is possible that Taft could sue TVX for default or breach of contract, a possibility the latter acknowledged: "TVX may be liable to Taft for monetary damages." But mostly last week there was only conjecture. Said George Shipp, an analyst at Investment Corp. of Virginia, one of the company's two initial underwriters, "The people who need to give us some answers are TVX, Taft and Salomon Brothers." □

## Contest goes on for GenCorp

### Management urges FCC to deny STA request by General Partners

The battle over GenCorp proceeded last week on two fronts with no clear edge gained by either the company's management or General Partners (GP), which three weeks ago made a \$100-per-share tender offer for the company's 22.3 million shares outstanding. In Washington, management urged the FCC to dismiss or deny GP's request that shares tendered to it be held by a commission-approved trustee, who would operate the company's RKO stations pending long-form approval of GP as a licensee.

In Akron, Ohio, at GenCorp's annual shareholders meeting, last Tuesday, management said it planned within the next week to counter the tender offer with a plan of its own, and also indicated that no greenmail would be paid to GP. Among possible management restructuring moves are a share repurchase, or a spin off of subsidiaries to shareholders. Conglomerates, it is said, traditionally trade at a discount to the sum of their subsidiaries.

For its part, GP announced Friday that it

would be willing to increase its offer for the company from \$100, to \$110, all cash, assuming that GenCorp's management would enter merger negotiations and allow a "limited due-diligence review." The bidders also said they would consider further increasing their offer, or structuring it to allow continued ownership by current shareholders in GenCorp's defense contractor subsidiary, Aerojet. GenCorp stock continued to trade last week at \$117.

On the legal front, management amended its countersuit against GP and its investment adviser, Shearson Lehman, to include the charge that Shearson had abused its privileged knowledge as a previous adviser to the company in order to help GP prepare the tender offer. Litigation between the two parties is on hold until Friday, April 10.

In its FCC filing, management listed over half-a-dozen reasons why it felt the commission should not grant the special temporary authorization (STA) for GP's use of a trustee. The filing said that while commission policy allows a trustee to play only enough of a role to preserve the status quo, the GP proposal would have the trustee actively pursuing set-



tlement agreements in RKO's comparative renewal proceedings and attempting to find buyers for the stations: "The commission 'repeatedly' expressed its concern with safeguarding the corporation's assets and assuring that the assets 'remain available for transfer to the offeror if the long-form application is approved.'"

The motion also noted that other major changes in the corporate structure of RKO are anticipated during the trustee's tenure, including separating it from the parent company while using its stock as security for the bidder's debt. It alleges that although there is "insulation" between the trustee and the bidders, there might be inappropriate communication between the parent company's management, whom GP could replace, and the management of RKO.

Several other objections were also contained in the lengthy motion. GenCorp asserted that GP requests that the STA apply even if the tender offer is dropped and controlling interest is instead bought in the private market. In the latter case, the motion states, "the timing constraints inherent in a

tender offer situation do not apply and there is no pressing need for expedited administrative action."

The motion said that the commission should deny the STA request because the long-form application is itself "subject to dismissal on its face." GenCorp said that the bidders have not demonstrated they are financially qualified and do not have a "highly confident" letter from Shearson on the offer's financing. The motion further claims the GP application is incomplete in other respects: The partnership agreement is not binding, and Shearson is not included as one of the transferees, even though its fee might include ownership of up to 10% of the stock.

Finally the motion said that to grant the STA request would further prolong and complicate the RKO proceedings under way: "There is simply no way for the commission to make a rational or valid determination as to the future behavior of the offeror or the trustee as a licensee based on the conduct of RKO."

GP's response to the motion filed last week is due today, April 6. □

firm of Pierson, Ball & Dowd, where he has been chairman of the executive committee for the past six years. He headed the U.S. delegation to the Space WARC in 1985.

The Assembly's favorable findings on the PanAmSat proposal, which were based on recommendations of the Board of Governors, adopted in December, marked the end of a long and frequently contentious negotiation between the U.S. and Intelsat. Since the PanAmSat proposal preceded what is expected to be a series of U.S. proposals for separate systems that would compete with Intelsat, the consultation process was viewed as important for the precedents it would set. The Assembly's action involved the five C-band transponders that the U.S. and Peru submitted for consultation for service between the two countries. But the decision was conditioned on U.S. assurance that all 24 transponders on the satellite would be operated according to the technical agreements reached by the U.S. and Intelsat. Use of any of the remaining 19 transponders would require separate consultations.

Fred Landman, president of PanAmSat, which had filed its application with the commission almost three years ago, said that after the tensions and pressures experienced in getting past the domestic and international regulatory barriers, the Assembly's final actions seemed "anticlimactic." But he said "it's now time to move on to the next step." That means securing customers, not only for use of the five transponders to serve U.S.-Peru interests, but the others as well. They include the six Ku-band transponders that are designed to link the U.S. and Europe.

PanAmSat's was one of eight intersystem coordinations cleared by the Assembly. Another was a second proposal involving the U.S. party—one involving the Jamaica Teleport.

The other coordinations on which favorable findings were reached by the Assembly included: consultations for Algeria's and Vietnam's use of the USSR Intersputnik system for telephony and television services; France's request for use of a previously coordinated U.S. domestic system, GSTAR 1, for receive-only data services in its territory of St. Pierre & Miquelon, and the request of France and Haiti, Mauritius, and Madagascar for coordination of the French Telecom IA satellite for reception of a television signal it already relays to French overseas departments. □

## Intelsat assembly votes Burch in

### Parties also approve PanAmSat's satellite coordination request

The International Telecommunications Satellite Organization's Extraordinary Assembly of Parties in Washington last week was, in the view of some U.S. officials, a cause for celebration. The EAP confirmed the Board of Governors' election of former FCC Chairman Dean Burch as director general of the organization. It also completed favorable action on the consultation of the Pan American Satellite Corp.'s proposed separate communications satellite system, PanAmSat—which is to provide service between the U.S. and Peru—was the first such proposal to be submitted to the organization for coordination.

Burch's confirmation by the representatives of the 113 member governments was by acclamation on Wednesday, the first day of the three-day EAP. And on Thursday night, he was honored at a reception at the State Department given by Secretary of State George Shultz and the chairman of the board of the Communications Satellite Corp., Irving Goldstein.

Burch's election to the six-year term—which he is to begin serving on April 15—had not been a sure thing. He was running for a job left vacant by the board's dismissal of the first American to hold the post, Richard Colino, for alleged involvement in irregular financial dealings. And some thought that Burch might be regarded with suspicion by those concerned about the U.S.'s position favoring the establishment of separate systems. Burch, who was running against three other candidates, won the board's unanimous endorsement last month after he demonstrated the necessary two-thirds support

after four ballots (BROADCASTING, March 16).

Shultz took the opportunity afforded by the reception to express U.S. support for Intelsat. He said "Dean's presence signifies the fact that the U.S., having had a key role in getting the organization going, still has faith that Intelsat will continue to contribute to the world ahead." The Communications Satellite Act of 1962 led to the establishment of the global system. And Burch said, "I'm here to assure you the best is yet to come." He also indicated he was already on the job, attempting to stir up business. Noting that Shultz would be traveling to Moscow next week for talks with Soviet Foreign Minister Eduard A. Shevardnadze and other senior Soviet officials, he said, "We hope you make a lot of news over there."

Burch, who is 59, was FCC chairman from 1969 to 1974, when he became counsel to President Nixon. He remained in the White House after Nixon's resignation to serve President Ford. He left the White House in 1975 to join the Washington law



Ambassador Diana Lady Dougan, Shultz, Goldstein and Burch

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# Added ⚡ Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (\*) to appear during the next few months. Among the more prominent prospects:

- April 13 ⚡ **NAB Equipment Wrapup.** An extensive survey of the significant equipment advances at NAB 87 in Dallas—the latest on AM stereo, FMX, HDTV, SNV, cameras, recorders and more.
- April 20 ⚡ **MIP.** A look at what's happening in the burgeoning world of international programing, accompanied by a preview of those U.S. firms that will exhibit in Cannes.
- May 11 ⚡ **Top 100 Companies.** BROADCASTING's annual roundup of the first-ranked public companies in electronic communications.
- May 18 ⚡ **NCTA—"The National."** BROADCASTING previews the Las Vegas convention with an analysis of the issues at hand and a look at the hardware and software on display on the exhibit floor.
- June 8 ⚡ **Montreux.** Advancing on the broadcast industry's biennial international technical conference in Switzerland. Plus a preview of the Broadcast Promotion and Marketing Executives/Broadcast Designers Association seminar in Atlanta.
- July 6 ⚡ **Awards Issue.** BROADCASTING's annual compilation of the top achievements and achievers in the various disciplines of the Fifth Estate.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

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*\* Publication dates are subject to change, depending on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

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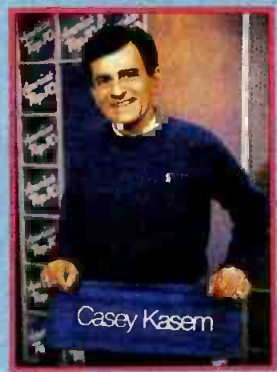
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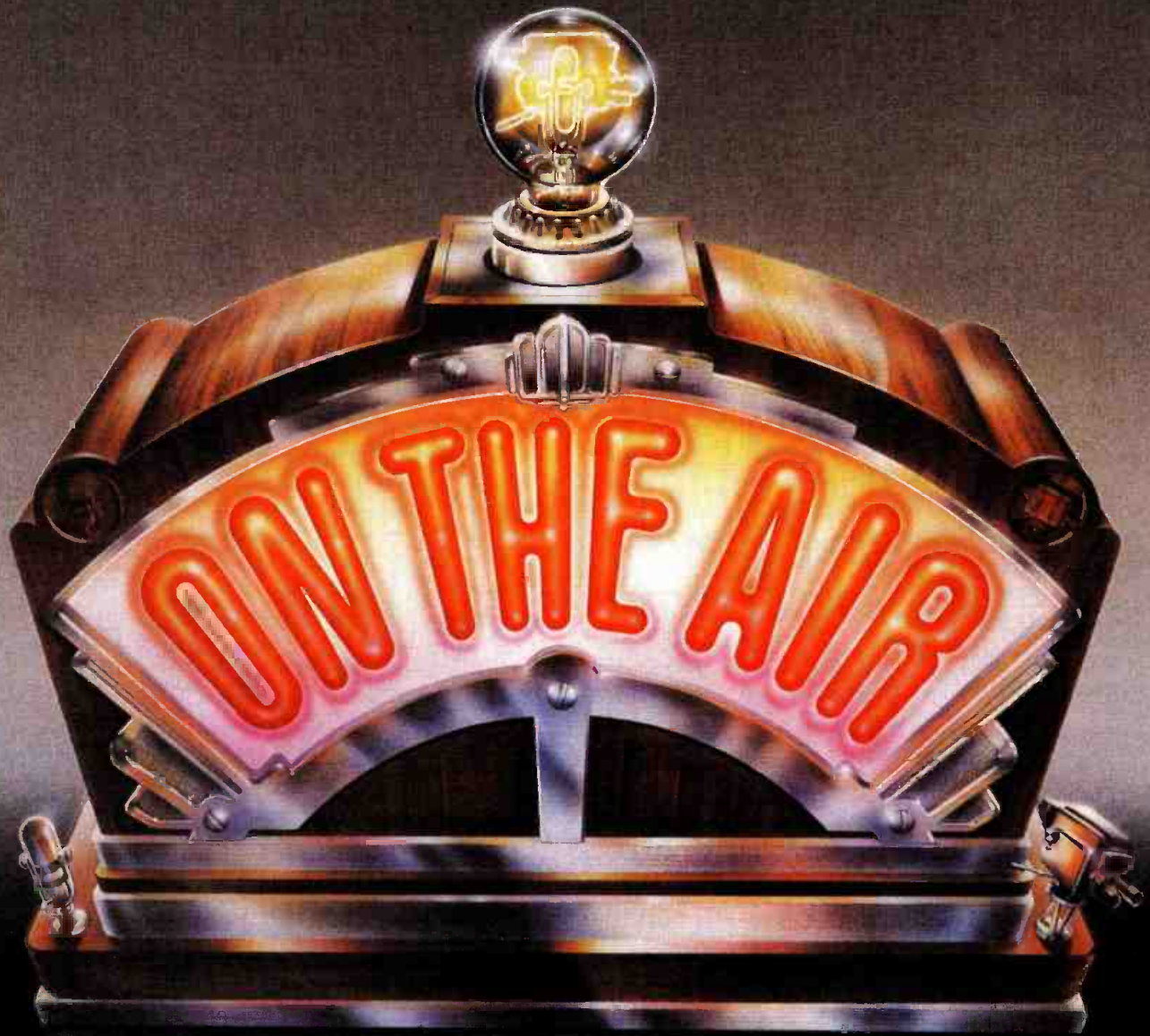
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*"When a studio fire wiped us out, our Harris sales manager was on the scene in six hours and we were back on the air in 10 days!*

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

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

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## KNOB, FM-RADIO

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

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

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## KCOB, AM-RADIO

John Carl, General Manager  
Newton, IA:

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

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

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

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## WEAT, AM-RADIO

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

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

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## WSTQ, FM-RADIO

Al Moll, General Manager  
Streator, IL:

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

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## KHBS, UHF-TV

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

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

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

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

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## WOMA, FM-RADIO

Dale Eggert, General Manager  
Algoma, WI:

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

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

---

## WKNO, VHF-TV

Pat Lane, Chief Engineer  
Memphis, TN:

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

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

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## Fowler's farewell in Dallas

### Outgoing FCC chairman sounds the deregulatory call once again in emotional speech at NAB convention

FCC Chairman Mark Fowler is leaving office as he entered it six years ago—firing away at government regulation of broadcasting and insisting that broadcasting has the same First Amendment rights as newspapers. But after six years of deregulation—and at a time when some in broadcasting seem less concerned than Fowler with securing complete First Amendment protection—the chairman offered words of exhortation: Broadcasters must use their “backbone” to resist efforts to reverse the drive for deregulation, and to achieve even more.

The speech, at the National Association of Broadcasters convention, was a farewell address for the chairman, who will be leaving office within the next couple of months. And it was vintage Fowler.

He regaled his audience with recollections of his days as a disk jockey. (There was the time he was on his hands and knees in the weeds hunting for a record he had tossed, convinced the new group that was featured—the Beatles—had no future.) And he appeared to stir the audience with calls for broadcasters’ freedom—he used “free” or “freedom” 12 times—and with a pillorying of Congress for enacting political broadcasting laws he said favor incumbents.

The speech was an emotional one for Fowler, approaching old-fashioned evangel-

ism in fervor. His voice would rise and fall for dramatic effect—at one point he fairly shouted, “I want your freedom!” And the audience reacted, with laughter at the stories about the young DJ, and with bursts of applause at denunciations of what Fowler characterized as improper government interference in broadcasters’ business.

For all of that, however, the fact that Fowler and the broadcasting industry are not in complete harmony was in evidence. NAB President Eddie Fritts, in a generally laudatory introduction, noted that “we’re not always in sync with the chairman.” And Fowler, in his speech, said, “Do not ask me to join those broadcasters and others who



Fowler

equivocate on matters of principle, and waffle on matters of freedom.”

Broadcasters have been unhappy with Fowler’s readiness, if not eagerness, to see the new must-carry rules die in five years. And Fowler is concerned about the NAB’s readiness to have Congress codify the public interest standard, as a quid pro quo for legislation freeing broadcast licensees of the threat of competing applicants at renewal time (BROADCASTING, Jan. 26).

Indeed, one of the goals of his speech seemed to be to encourage the broadcasters to resist the notion of compromise. He said broadcasters can “make a difference” in obtaining “18th century freedoms” for “a 21st century medium” if they hold fast to their principles. But he painted a “1984”-type picture of the future “if the fight for editorial freedom is not won in the next 10 years.”

He wondered if there would be “a Federal Newspaper Commission with ‘equal space’ laws” when the *Dallas Morning News* is transmitted electronically and delivered to the home over spectrum. “When will someone propose a Federal Video Cassette Recorder Commission based upon the impact of the medium or the scarcity of blank tape?” He could even imagine a government spokesman being given time to present “an opposing viewpoint” in response to a satire by the next generation’s Johnny Carson.

He did not go so far as to predict those developments, but he said one way of insuring they will not occur is by getting radio and

**Fowler's forum.** FCC Chairman Mark Fowler had more than one opportunity to get a few things off his chest before his final departure from the agency. Fowler, as an attendee at the NAB congressional breakfast held on license renewal reform, responded to some of the remarks he was hearing.

He ardently denied any assertion that eliminating the FCC's three-year rule had "distorted the marketplace." Instead, Fowler argued that it has stimulated the marketplace. In his discussions with younger broadcasters, Fowler said, he's been told that repealing the rule enabled them to purchase properties and "share in the American dream." The same has held true for minority broadcasters, he said.

The FCC chairman warned that if the rule is restored, it will result in a "significant decrease in the value of your stations." Plus, he felt financing would be harder to get. What the Congress might call "station speculators," Fowler calls "station doctors."

television "on the right side of the First Amendment line." Then he said, "Backbone, my friends, backbone. It's going to be needed to make this happen. You've got the leadership right here in this room. Use it. You've got political clout. Wield it."

Fowler noted that his goal of deregulating broadcasting had been achieved to a considerable extent—the paperwork burden has been lifted and the renewal application vastly simplified. But his goal of a print model for broadcasting remains to be achieved. "I want to see broadcasters as free as newspapers and magazines to write, report and editorialize: No special rules, like the fairness doctrine, to second guess you; no so-called 'equal-time' law, no lowest-unit charge.... I want your freedom!"

He also expressed concern about one effort, now under way in Congress, to undo one of the deregulatory accomplishments he had led—elimination of the three-year, anti-trafficking rule. He said reinstatement would make it more difficult for young entrepreneurs, particularly minorities, to enter broadcasting; banks, he said, would be reluctant to lend capital for projects that could not be transferred easily. He also said it would result in a decline in the value of existing properties. Commissioner James Quello, an early advocate of a reinstatement of the three-year rule, stood by that position in a panel session later in the day. Indeed, he said repeal of the rule was only one of a number of commission actions he feels have made takeovers "too easy" (see right).

If there was a villain in the speech, it was Congress, for enacting political broadcasting laws. Fowler cited with approval the tag Newton N. Minow, President Kennedy's FCC chairman, hung on the equal-time laws: the "no-time" laws, "because," Fowler said, "they tend to reduce all candidates' access rather than encourage more. And whom does this help? Why, of course, the better known incumbent." Then there is the lowest-unit charge. Fowler called it "a flat-out, politician-ordered broadcaster subsidy for politicians."

That was warm-up for his characterization of the public trustee concept. "It's based upon two of the phoniest assumptions around," Fowler said. "One, even though there's a First Amendment, a broadcaster should be told what to broadcast by a politically appointed board in Washington. Two, this system results in better service to the public than a free system of broadcasting would. These are both false, and you and I know it."

Throughout his six years as chairman,

Fowler has been known as an ideologue. The speech did nothing to change that characterization. He has also been accused of invoking the image of the Soviet Union in attacking aspects of government he finds offensive. The speech also supported that view of the chairman. At one point, he said, "The more we let government poke around a program director's office or newsroom, the more we stand to lose as a democracy. My friends, that's the difference between good old radio...and Radio Moscow."

Which led to the point of his speech that seemed to concern him the most: "Remember that you're not a lobster.... just remember that you were born a vertebrate. That means you were given a backbone. Don't be afraid to honor it by using it." □

## FCC, NTIA voices sound off

**Commission, minus Fowler, joined by NTIA's Sikes, talks about everything from fairness and public interest to multiple ownership and indecency**

Whether broadcasters should give up something in the way of deregulation to gain legislation that would protect them against competing applications at renewal time is taking on the character of a great debate in Washington. Last week, it moved to Dallas, along with the NAB convention, where FCC commissioners—who, as it happens, will have no direct say in the outcome of the debate—gave the discussion some new spins.

Commissioner Mimi Dawson, for instance, said the debate signifies that the deregulation accomplished thus far has been "the easy part." Chairman-designate Dennis Patrick offered yet another approach: The

two issues should not be linked.

The question was one of a number on which four members of the commission—Dawson, Patrick, James Quello and Patricia Dennis—and Alfred Sikes, head of the National Telecommunications and Information Administration—expressed their views at a Tuesday panel. For an hour and a quarter, they responded to questions put to them by former FCC Chairman Richard Wiley.

The question of a trade-off has stirred ethical as well as political debate. Broadcast industry representatives say some "give," in terms of accepting a codification of the existing public interest standard, is a reasonable price to pay for protection against the threat of renewal challenges. But some, like Fowler, think the industry should resist compromise. Dawson saw the question in terms of the chairman's speech. To her, it said that "we have done that part of deregulation that's easy." She said the commission is concerned with achieving "a print model" of regulation for broadcasting, while broadcasters are interested in renewal protection, an economic issue.

Patrick agreed that a point of potential conflict has been reached. But he said he would "reject the nexus" as described in Wiley's question. He said comparative renewal needs reform—but "that's one issue," and Congress should deal with it. Another issue, he said, involves the First Amendment. "But I don't accept the nexus."

Fowler and his speech, incidentally, were warmly praised by his colleagues at the session. Patrick said, "It was one of the best communications-related speeches" he had ever heard. He also credited Fowler and the commission with considerable progress in deregulation. Quello, who has had a number of policy clashes with Fowler, said, "Even Congress, which opposes him, will admire him. Look at what he's done. None of this would have been possible without Mark and without the public mood of the time." He suggested that Fowler be recommended for the NAB Distinguished Service Award. Dawson said Fowler had demonstrated leadership that grew out of his readiness to be controversial. Dennis said, "America benefited because of his vision and ability to effectuate his vision."

But many issues will survive Fowler, and Wiley asked the remaining commissioners and Sikes about them:

Patrick said congressional codification of the fairness doctrine—as seems likely—would make a court attack on the doctrine



Wiley, Patrick, Quello, Dawson, Dennis and Sikes



# We're biased.

## We don't think crime should pay.

In Houston, a man, one of tens of thousands, was arrested for entering this country illegally. He was placed in a privately run jail. And killed when he was suspected of trying to escape.

Who is responsible? The private corrections company or the state?

In Pennsylvania, a judge ordered a privately operated prison to return 55 out-of-state inmates the prison managers had brought in to increase their profits.

Private prisons are the most dangerous aspect of the policy of privatization—the transferring of certain public service to private enterprises. Maybe that's why many states have considered “contracting out” prisons, but very few have even experimented with it.

Out of 4,000 state and local corrections facilities, only thirty privately run prisons or jails are now operating in the U.S., according to the National Institute of Corrections.

Law enforcement and legal experts agree that privatizing

prisons would leave governments liable for the actions of a private company.

Imprisoning a citizen is one of the most drastic acts governments can take. Government, and government alone, should have the legal responsibility and liability of incarceration.

There could easily be fundamental conflicts between a private firm's profit motive and a government's duty to ensure the fair administration of justice.

Private jails run the risk of bringing cost considerations into the forefront of public safety. Salary and benefits make up around two-thirds of corrections costs. Several major corporations involved in privatization say that hiring fewer people and cutting salary and benefits is one way they plan to make a profit. This in a nation where staff-to-inmate ratios are already dangerously high.

There are deep legal and ethical questions concerning “contracting out” prisons.

Do you think a private parole board should decide who they can let out of prison?

Should private guards judge the conduct of an inmate which

affects the length of time a person should stay in jail?

Should we let some of our citizens profit from the punishment of others? (With private contractors, the more prisoners they have, the more money they make. There is no incentive to rehabilitate.)

Can a city or state legally relinquish its responsibility or liability for the incarceration of inmates?

From every angle, “contracting out” of prisons is bad policy and bad government.

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more difficult. He said codification would eliminate one leg of the analysis the commission has developed for challenging the doctrine—that it disserves the public interest by chilling speech.

Dawson indicated she would be prepared to consider multiple ownership rules for cable television if it developed that MSO's were using their power improperly. "I view cable as an access point," she said. "What concerns me is that satellite programmers may have to give a piece of a potential offering to gain access to cable."

Dennis does not anticipate commission action on repealing the prime time access rule. She said that while the rule may not have accomplished the intended goal of providing time for local programming, it has had "beneficial" unintended effects of helping ABC become fully competitive and aiding independent stations and independent syndicators of first-run programming, as well. Similarly, Dawson does not foresee the commission making another attempt to repeal the associated financial interest/syndicated exclusivity rules. The original effort was blocked by Congress and the White House.

Patrick said the commission has a role to play in enforcing the law banning the broadcast of obscene and indecent material, "and we will fill it." He also said the commission is "cognizant of First Amendment concerns, and will not chill speech." Quello seemed particularly eager to war on indecency: "Our forefathers did not grant freedom of speech to talk about indecency. If we can prove it, I'd like to nail someone with a license revocation proceeding or a \$10,000 fine."

Patrick said the Supreme Court decision affirming preferences for women and minorities to reflect the make up of the work force or the general population would be considered by the commission when it reviews its policy of minority preferences in comparative hearings. Dawson said she would prefer to have the commission consider the policy behind the preferences.

Quello said the commission has made takeovers "too easy." He said parties are taking over properties that had taken 40 years to develop and cashing in the assets. "If you want to buy a broadcast property, be a broadcaster," he said. But Patrick said there is no evidence that the current wave of buying and selling has adversely affected the quality of the broadcasting involved. "The bottom line of any broadcaster is shares," he said. "That will cause buyers to be careful."

He also said that broadcasters "cannot have it both ways." Deregulation provides for a competitive market, and that includes the possibility of acquisition, either friendly or hostile. And that, Patrick said, "acts as a restraint on an application of the resources." And those are "incredible, very valuable resources," he said.

Sikes said that if AM is to become viable again, "it is crucially important that there be a commitment to policies that will nudge AM into a competitive position—to make this a high tech player in a high tech business." He said that for decades it has been, "to some degree, relegated to the level of a low tech player in a high tech business."



**Presidential laurels.** President Reagan last week praised broadcasting for its commitment to serving the public. Reagan's remarks were taped and presented during the opening session at NAB's annual convention in Dallas. He recognized NAB for its "sponsorship of so many outstanding public service campaigns."

The President cited the association's drug and alcohol abuse campaign and its productivity initiative. "These programs exemplify the ideals of private sector initiatives. They bring business and the community together to promote volunteerism in the finest sense," Reagan said.

And he said the "high tech" to which he referred goes beyond establishing AM stereo standards. He would include dealing with such problems as an overcrowded spectrum and electrical emissions from appliances that cause interference. "It has to be a policy commitment. But it can be done," he said.

Dawson and Quello agreed that the commission erred when it refused to set a standard for AM stereo in favor of letting the marketplace select the de facto standard. The marketplace after five years has narrowed the field of AM stereo makers down from five to two. But there is an emerging consensus that the pace of development would have been faster if the commission had made the decision. Dawson, while regretting her vote in the matter, said, "The industry was not prepared for what we did." Quello blamed pressure from the broadcasting industry for the commission's decision to back away from an initial decision to adopt a Magnavox standard. "We definitely should have set a standard," he said. "The industry did themselves in on the question."

The panel also provided a forum for the commissioners to explain their view of the public trustee concept in a time when commission policy seems aimed at transforming broadcasters into the image of typical business people. To those who followed the commission in the 1960's and even the 1970's, the definition has undergone a change.

Dennis would be concerned if "public interest" were "a code word for heavy-handed regulation." But while she expressed the view that broadcasters "are unique, that there is something special about what they do," she also said she was not sure what

special obligations they might have.

Dawson and Patrick also described broadcasters and their work as "special." Neither suggested that quality would interfere with broadcasters' pursuit of the bottom line. Patrick said, "The image is how you define and enforce responsibility. It's your judgment in setting the market, not the government's."

Only Quello seemed disenchanted with the commission's deemphasis on public trustee considerations. Noting that CBS took on a \$1.5-billion debt [\$1 billion, according to reports at the time] to fight a takeover attempt facilitated by FCC policies, he said, "they are now serving debt rather than viewers." □

## The world according to Markey

**In first major address to industry as chairman of House Telecomsubcom, he says scarcity is still abiding rationale**

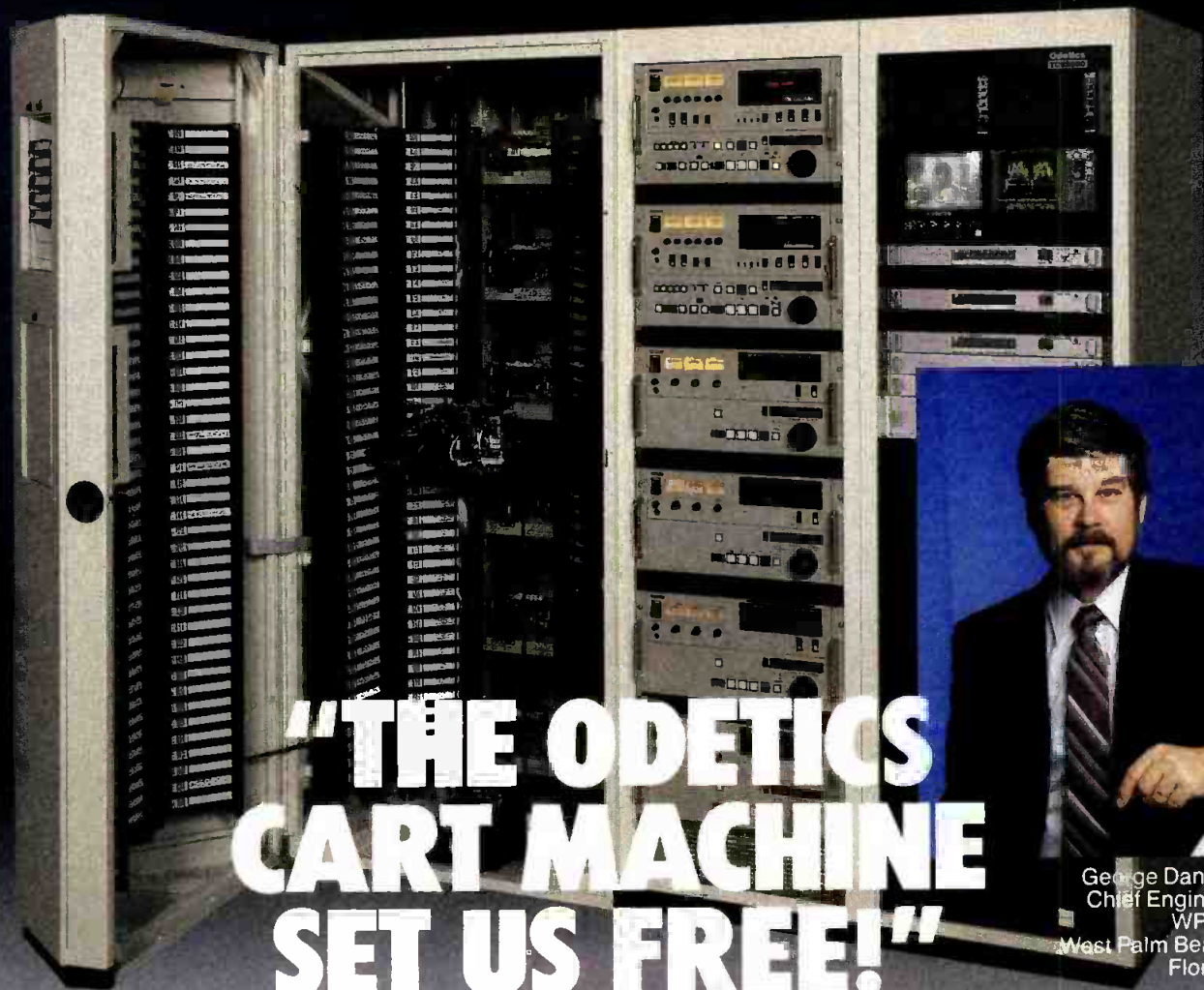
The new chairman of the House Telecommunications Subcommittee, Ed Markey (D-Mass.), laid it on the line last week. In a speech during an early morning breakfast before a select audience of group operators at NAB's annual convention in Dallas, Markey gave broadcasters a glimpse of what they might expect under his chairmanship. It was his first substantive address before a major group of broadcasters since assuming his new post.

Not all of what Markey had to say was what the broadcasters wanted to hear. Many were not encouraged by his view that the spectrum is still a scarce public resource. "The development of new and competing forms of communications really has no relevance to the scarcity rationale," Markey told his audience.

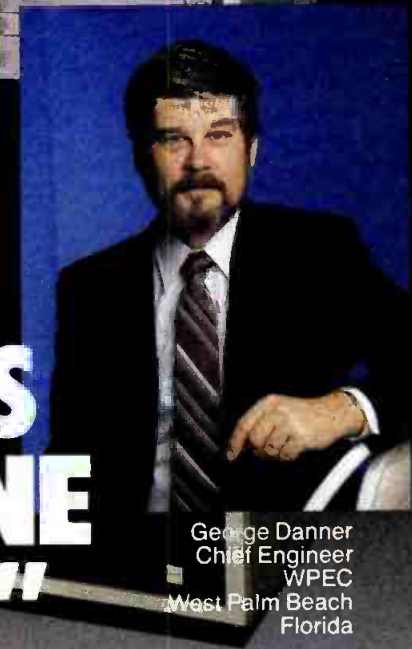
"As true as it was in 1934," Markey said "there still is a finite amount of spectrum available for broadcast purposes. There is a public value to that spectrum as there is a private value. We do not exact any monetary payment for the use of the spectrum, but we do ask broadcasters to serve in the public interest," he said, adding that it's been left to the broadcaster to determine how to meet that public interest requirement. "Now to me, that seems like a pretty fair deal," the chairman said. Moreover, it's a deal that will not be overlooked when the subcommittee takes up license renewal reform legislation, Markey said.

As that process develops, the congressman anticipates it will become increasingly "difficult and time consuming to develop consensus legislation." There are many subcommittee members, he reported, that want to consider related broadcasting matters in the context of the renewal bill. Still, he thought that through cooperation and compromise, a bill could be adopted.

On that note, he offered some advice: "You can't have it both ways." Markey noted



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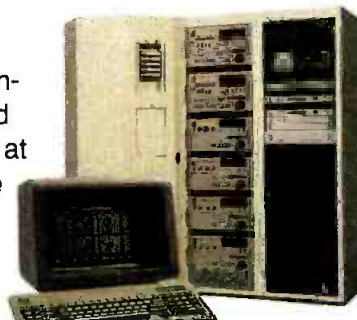
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Markey

that broadcasters have "proclaimed their public interest responsibilities and their obligation to serve the local communities in the debate on must carry and more recently in the debate on allocation of spectrum for high-definition television." But, in the past, he's noticed a tendency to "disclaim those obligations," when it involves other regulatory or legislative matters.

"Members will remember those occasions when you came to Congress requesting special treatment because of your special obligations. I hope you will remember to embrace those obligations and responsibilities during the debate on the license renewal bill and other legislation," Markey said.

He restated his commitment to the fairness doctrine and intentions to join with House Energy and Commerce Committee Chairman John Dingell (D-Mich.) to offer legislation to codify the doctrine.

Although broadcasters might not agree with Markey on fairness, they were pleased when he expressed disappointment with the FCC's decision to sunset its new must-carry rules in five years. The subcommittee, he pledged, will review the rules. Legislation, he added, "remains a possibility."

Markey is also concerned about the turnover in broadcast licenses. Because of the repeal of the FCC's antitrafficking rules, Markey said, station licenses "increasingly have become playthings for speculators, kind of high tech pork bellies, and that is unfortunate."

Also as a result, he noted, the prices for broadcast properties have risen dramatically. Consequently, new entrants have had to assume a greater debt burden. Markey feels strongly that no one has benefitted from these policies. "Is the broadcaster better off with an increased debt burden and shrinking profit margins? Is the viewer or listener better off with broadcasters reducing or eliminating their public affairs and news commitments because of financial constraints?" the subcommittee chairman asked.

He also pointed out that the "merger and acquisition frenzy in the broadcast industry, and its impact on broadcasting, particularly the networks," will be the focus of subcommittee hearings in late April. Markey explained that he was not interested in trying to "micro-manage" the networks' news operations. However, he believes that Congress

in addition to its legislative duties, has oversight responsibilities... "and I take that responsibility very seriously."

In closing, the congressman emphasized the importance of having broadcasters keep Congress well informed of "what your industry is and what is going on." He assured them he would keep an open mind and that "full and fair hearings" would be held. "I want to work with you to develop sound policy that effectuates our mutual goals: excellence in performance, and service to the local community." □

## Congressmen give preview of upcoming debate on renewal reform legislation

### EEO, antitrafficking, children's television also on thier minds

Key players on the House Telecommunications Subcommittee gave broadcasters a sneak preview of what they might encounter as Congress begins debate on broadcast license renewal reform legislation. More than a dozen members, most from the subcommittee, spoke at an invitation-only breakfast (held primarily for members of NAB's legislative liaison committee). A sampling of what they had to say follows:

A strong equal employment opportunity component is a must for any broadcasting legislation, said Representative Cardiss Collins (D-Ill.). Collins also expressed concern about what she feels has been a "decrease" in public affairs programing. Gerry Sikorski (D-Minn.) favored strengthening the petition to deny process to insure that broadcasters are held "accountable."

A renewal bill offered by subcommittee members Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) contains a vital provision prohibiting the payment of blackmail to license challengers, according to Representative Michael Oxley (R-Ohio). Oxley believes it must be included in any renewal bill. Tauke informed the broadcasters that his measure, introduced in February, has 87 co-sponsors. He expressed hope that the scope of broadcast legislation would remain narrow. "I hope we get away from discussions on children's programing and other issues that bogged down the process before," Tauke said.

But the specter of children's television was raised by John Bryant (D-Tex.). Bryant won't support any bill unless it responds to the "need to do something about children's programing." He assured the broadcasters they can count on his opposition unless something is done. "The public interest comes first," Bryant said. "It's not asking too much to put in minimal amounts of children's programing."

"We have two problems, one of substance and one of process," said Al Swift (D-Wash.). As to substance, he said: "How do we put a package together that is passable?"

And how "can we come up with something that won't turn into a Christmas tree?" Swift is involved in the discussions between NAB and public interest groups over a licensing bill. He said that the talks have "gone well."

Representative Dennis Eckart (D-Ohio) revealed that he's been convinced of the need to repeal the comparative renewal process. Nevertheless, he's troubled by the loss of the FCC's antitrafficking rule, which he also believes has had a negative impact on the broadcasting industry. "Making a quick buck is not good for your industry. I think antitrafficking is going to have to be an important part of any compromise," Eckart said.

Republican Howard Nielson (R-Utah) told broadcasters he thinks they'll find the new chairman of the House Telecommunications Subcommittee, Edward Markey (D-Mass.), "flexible," and that "we can work with him to come up with a bill."

Dan Glickman (D-Kan.), a member of the Judiciary Committee, indicated he'd probably support a renewal bill. But he would like to see the licensing process deal with "extremist types," to avoid what occurred at KTTL(FM) Dodge City, Kan. (now KCMS) which carried programing advocating violence against Jews.

But, commented fellow Judiciary Committee member Dan Lungren (R-Calif.), "if we take the nuts off the air, C-SPAN may have to go off the air." Lungren voiced concern about what he called "a lot of crap" that kids watch on television. But he's leery of programing standards, and instead feels broadcasters should voluntarily review their program content.

Matthew Rinaldo (R-N.J.), a co-sponsor of the renewal bill, described the approaching legislative process as a "walk through a mine field." He warned broadcasters against getting rid of the comparative renewal at the expense of getting something "worse than what you have now."

The comparative renewal process forces broadcasters to spend energy defending their licenses, observed Carlos Moorhead (R-Calif.), when "they should be trying to improve programing." □

## Washington lieutenants address renewal bill, must carry

### FCC, congressional committee staffers differ over sunset rules

A legislative and regulatory outlook for the broadcasting industry that was provided at an NAB breakfast panel served to point up the differences between those on Capitol Hill and the FCC. Both House and Senate staff verified reports that Congress is troubled by the FCC's decision to sunset its new must-carry rules in five years. "There doesn't seem to be any particular reason for it [must carry] to vanish," said Mark MacCarthy,



Irving, Smith, NAB's Dan Phythyon, Meier, MacCarthy, Killory, Fritz and Baxter

counsel on the House Energy and Commerce Committee, referring to the sunset. MacCarthy, and other Hill staffers, said further congressional review of the issue can be expected.

FCC General Counsel Diane Killory defended the five-year sunset. The commission, she explained, was charged with crafting must-carry rules that would hold up under a constitutional challenge. With that in mind, she said, the FCC did not rubber-stamp a joint-industry compromise and added the sunset, which it believes is "critical" if the rules are to survive a court test.

Congressional staffers also listed broadcast license renewal reform legislation as foremost among communications issues Congress will consider. Questions concerning mergers and acquisitions and financing for public broadcasting will also appear on the congressional agenda, according to Paul Smith, chief Republican counsel and staff director, House Energy and Commerce Committee.

Larry Irving, senior counsel to the House Telecommunications Subcommittee, informed the broadcasters that many subcommittee members feel equal employment opportunities provisions must be a part of any broadcast legislation. Irving said there was also strong sentiment to codify the FCC's policy on women and minorities preferences.

"I think all those things will be looked at," said Katherine Meier, minority counsel, Senate Communications Subcommittee. She also thinks congressional interest in cut-backs in broadcast news and children's programming will crop up.

As for activity on the Senate Copyright Subcommittee, chaired by Dennis DeConcini (D-Ariz.), Ed Baxter, subcommittee counsel, said trade and competitiveness issues have the subcommittee's attention. The first copyright issue the subcommittee will address, Baxter said, will be the debate over digital audio taping. He expects the subcommittee will hold a hearing on a television music licensing bill late in the summer. (DeConcini, who also appeared at the convention, indicated the hearing would occur in the fall.)

A look at what broadcasters can anticipate when FCC Commissioner Dennis Patrick assumes the chairmanship was presented by Jerald Fritz, chief of staff for FCC Chairman Mark Fowler. Under Patrick "you'll see a commitment to the First Amendment and a commitment to eliminate the fairness doc-

trine." Fritz said Patrick is "committed to the marketplace and enhancing private property rights." The new chairman, he added, is "committed to work with Congress and broadcasters." Under Patrick, Fritz said, the FCC will continue re-examining such policies as those affecting ownership. □

## DeConcini to hold music licensing hearing on S. 698

**Problems remain, however, between licensing societies and broadcasters**

The drive by television broadcasters to gain passage of source licensing legislation got a shot in the arm last week. Senator Dennis DeConcini (D-Ariz.), the new chairman of the Senate Copyright Subcommittee, announced during an NAB panel session that he would convene a hearing on S. 698 (the House bill is H.R. 1195) that would eliminate the current blanket license television broadcasters must purchase to obtain the music rights in syndicated programs.

The All-Industry Television Station Music License Committee in conjunction with NAB has been waging a major campaign to gain source licensing. They've met with stiff resistance from the music licensing societies (American Society of Composers, Authors and Publishers and Broadcast Music Inc.) and Hollywood studios, many of which own music publishing houses.

A recent rate court ruling is being viewed by the TV committee leadership as a significant step in the right direction (BROADCASTING, March 9). Still the broadcasters argue as stated by their special committee on the subject, that "only source licensing legislation can take TV music licensing out of the

courts and into the marketplace where it belongs."

Despite DeConcini's intentions to hold a hearing, the senator is not endorsing the legislation and remains undecided. DeConcini feels the bill, particularly the new House version, is an improvement over last year's measure. Both the House and Senate bills allow for residual payments to songwriters and composers. But only the House permits songwriters and composers to organize if they choose to engage in collective bargaining.

And it appears that Senator Strom Thurmond (R-S.C.), the author of the Senate measure and a participant on the NAB panel, is not interested in including a collective bargaining provision.

Joining DeConcini and Thurmond was Representative Rick Boucher (D-Va.), sponsor of the House licensing bill, Senator Howell Heflin (D-Ala.), Representatives Patrick Swindall (R-Ga.), Mike DeWine (R-Ohio), and Romano Mazzoli (D-Ky.). Like DeConcini, it seemed Heflin, DeWine and Mazzoli have refrained from taking a position on the issue. DeWine and Mazzoli expressed an interest in seeing broadcasters and the music licensing societies resolve the matter through private negotiations rather than have Congress legislate a solution. (The parties have held a series of negotiating sessions but do not appear close to any resolution.)

Some of the frustration the committee has encountered with ASCAP, BMI and Hollywood were related during another NAB session. TV committee leaders, Leslie Arries WTVB-TV Buffalo, N.Y.; M.N. (Buddy) Bostick, KWTX-TV Waco Tex.; Neil Pugh, WHIO-TV Dayton, Ohio, and Robert Rice of WPRI-TV Providence, R.I., rallied the troops.

"We need support from broadcasters. We're bucking one of the great powerful monopolies of this country," Rice said about Hollywood. "It's a tough act to follow Lena Horne, Dolly Parton and Ray Charles," Pugh said, referring to some of the stars who have lobbied on ASCAP's and BMI's behalf.

Arries suggested broadcasters may want to get tougher with ASCAP and BMI. "It's time we sent the signal to ASCAP and BMI that we're fed up," Arries said. He suggested that state broadcasting associations cut off any ties with ASCAP and BMI.

Later, Arries, who also sits on NAB's television board, told BROADCASTING he thought NAB should also look at its relationships with ASCAP and BMI. For instance,



Jack Zwaska, AITMLC, Arries, Bostick, Pugh and Rice

**Convention snafu.** The congressional lineup on an NAB panel on TV music licensing legislation (see page 61) kicked up a little Texas dust during last week's convention in Dallas. The bill's supporters and those members listed as undecided were invited, but not any critics of the legislation.

Most noticeably absent was Representative Howard Berman (D-Calif.), who has been a central figure in the debate on the bill and is an active opponent. Instead, he surfaced at a session on advertising bans, a subject not considered to be his "bailiwick," according to a Berman spokeswoman. The congressman thought "it was unusual" and would have preferred to address an issue on which he has the expertise, she said.

Berman was not the only one surprised. So also was Representative Rick Boucher (D-Va.), who is sponsoring the music licensing bill broadcasters want and who asked NAB why Berman wasn't on the panel. Later, Boucher told BROADCASTING Berman should have been there. "I wanted Howard there in part so he could hear from the broadcasters" and because, Boucher added, it's more interesting if there is "a dichotomy of views."

NAB says it "acquiesced" to a request by the All-Industry Television Music Licensing Committee to control the panel's organization—a yielding NAB now regrets. "It was not NAB's decision" to exclude Congressman Berman, said John Summers, NAB's senior executive vice president for government relations. NAB, Summers said, would have included the congressman. "It will never be allowed to happen again," Summers vowed.

The TV licensing committee, on the other hand, was reluctant to take full responsibility for the incident. The committee's Jack Zwaska said his group worked with NAB to set up the panel. In defending the decision to leave Berman out of the session, the TV committee's chairman, Les Arries of wivb-TV Buffalo, N.Y., said they felt members would not get the type of dialogue they wanted with Berman because his "mind is closed."

every year BMI sponsors a major dinner at NAB's annual convention and provides the entertainment for the closing session. Arries himself attended this year's BMI dinner. But he said he thinks as chairman of the committee his presence at the dinner will "do more good... my presence reminds them that we do have a battle with BMI." □

## Libel primer: avoiding that day in court

**Legal, journalistic and insurance perspectives given on legal troubles; status of libel cases reviewed**

Practical advice on "Staying out of the Libel Stew" was offered broadcasters by representatives of the legal, journalism and insurance callings at a Tuesday joint session.

The biggest cause of libel suits, said Dallas attorney Tom Leatherbury, of Locke Purnell Boren Laney & Neely, is careless editing—juxtaposing audio with video to give viewers an "unintended false impression."

Leatherbury offered an update on major libel court cases and how recent changes in the composition of the Supreme Court may affect decisions coming from that quarter. He was not very optimistic as regards the latter topic. Chief Justice William Rehnquist, Leatherbury said, is 0 for 20 in press and libel cases, while Justice Antonin Scalia is 0 for 5. And, he added, Rehnquist has also called for reexamination of the "actual malice" standard set forth in *The New York Times v. Sullivan*.

His court case update included two decisions favorable to journalists:

■ *Hepps v. Philadelphia Newspapers*—The Supreme Court upheld a lower court decision that the burden of proof in a libel case is on the plaintiff "where speech is a matter of

public concern." This may, he said, "prove to be significant protection for the press in many cases."

■ *Anderson v. Liberty Lobby*—This case held that in federal court the plaintiff in a libel case must show convincing evidence of actual malice to get a jury trial.

Two cases still undecided and being watched closely by the media, Leatherbury said:

■ *Falwell v. Flynt*—After the Rev. Jerry Falwell sued Larry Flynt for publishing an ad parody of Falwell in his *Hustler* magazine, a jury awarded Falwell damages, but not on the grounds that he had been libeled by false information—the judge threw out that charge—but that Flynt acted with the intent of inflicting emotional distress (which Flynt had admitted in court). So the new issue raised here is, without a finding of false publication, can a publication be held accountable for emotional damage? The Supreme Court just last week agreed to hear the case.

■ *Newton v. NBC*—A jury awarded entertainer Wayne Newton \$19.2 million after he said three NBC-TV reports linking him to organized crime in Las Vegas had damaged his reputation and hurt his future earnings. The case is in district court on motions to reduce or set aside the jury award.

The size of the jury award in the Newton case was worrisome to Leatherbury. A growing problem seems to be, he said, "the will-

ingness of public figures to sue the media and of juries to make large awards."

The effects of this increase in libel cases, said Marty Haag, VP and executive news director, WFAA-TV Dallas, have included the growing use of "coaches" to school business executives and others on how to be interviewed; less investigative reporting; a psychological burden on reporters, and 'bland' reporting, since that's a sure-fire way to avoid lawsuits.

He offered some suggestions on what news departments should do:

■ Generate awareness among the staff. Have attorneys meet with the staff once a year for a legal update and questions and answers.

■ Work with a sense of preparation. A good guideline for reporters and producers: "Approach each story as if it were going to court." As part of this, reporters should keep their notes and a record of tapes used to record phone calls, and notes should be transcribed as soon as possible while the material is still fresh. "Try never to accept 'no comment' on a story. Keep trying to get the person on the record."

■ At least one producer should read every script. The news manager needs to be brought in on investigative stories early, so that if a problem develops, he is familiar with the story.

■ Managers need to look at some of the editing decisions on controversial stories and should watch the matching of audio with video, especially when file video is used.

■ The station's promos for a story or series should be examined. Haag said that sometimes a story is fine, but a hurriedly produced promo seeking to grab viewers' attention may cause problems. Another thing to watch are the slugs given stories; they shouldn't be pejorative in case those records ever appear in court.

Ron Nessen of Mutual Broadcasting also requires producers to read all copy before it goes on the air. The single biggest thing broadcasters can do to avoid libel suits, Nessen said, "is listen to the gripes of people about stories on them, before and after the story airs. Often if they feel we have listened to them and approached the story with an open mind, they are less likely to sue."

There was good news and bad news from Chad Milton of Media/Professional Insurance Inc., Kansas City, Mo. "The number of libel suits are down over the last 18 months...libel plaintiffs win about 10% of the cases...but the number of severe cases are



NAB's Steve Bookshester, Haag, Milton, Nessen and Leatherbury

up."

Libel cases are costly, said Milton, not only monetarily, but in "distraction and a drop in productivity... The journalistic cost is timidity, shyness and an unwillingness to take tough cases." Most cases stem from "unintended implications, overwriting" (especially in promos, lead-ins and lead-outs), Milton said.

He agreed with Nessen on the importance of having someone listen to complaints. There should be someone designated to handle complaints, someone not involved with the story involved. It should not be the station's lawyer, since lawyers tend to make people nervous, he said. This person should look at the story again from the complainant's point of view and decide if anything should be done. If it's determined there is a need for action, Milton offered several alternatives:

A private apology; a "to whom it may concern letter" explaining the situation; a retraction or clarification; free advertising; a story from the complainant's point of view; a story on an unrelated aspect of the person (or company) involved, and token payment for a proveable loss, i.e. transportation costs in getting to the station.

Haag summed up the libel problem: "It's not questions you ask that get you in trouble, it's the ones you don't ask." □

## Ritter pushes for antitrust exemption for technology development

**Congressman says it's needed to help broadcasters compete globally**

Congressman Don Ritter (R-Pa.), at an NAB engineering luncheon last week, called on Congress to consider changing antitrust laws to facilitate industry development of new broadcast technology and allow U.S. television and radio companies to compete better with alternative media and overseas manufacturers.

Ritter, a member of the House Committees on Energy and Commerce and on Science and Technology and one of the few members with high-level technical training, also urged broadcasters to continue committing resources to technical research and cited the importance of technical standards in the development of innovations.

At the March 29 luncheon, at which former CBS TV engineering executive Renville McMann was awarded NAB's 1987 engineering achievement award (see box, page 69), the congressman said: "maybe it's time for a small change in the antitrust law. Organizations like the NAB should be freer to act in the best interest of their members, free to conduct standard-setting in a manner that includes all interested parties and promotes the public interest."

Ritter added that Congress is currently considering proposals that would reform an-



**Where there's smoke.** Legislation that would disallow the tax deductibility of advertising costs for cigarettes and a bill that would ban all advertising and promotion of tobacco products came under fire at a convention session in Dallas last week.

Once Congress starts to ban advertising of legal products, said Representative Tom Bliley (R-Va.), "it's a slippery slope." The congressman pointed out that cigarette ads are already banned from television and radio, but teen-agers are still smoking. "Young people get their ideas from television. Certainly they're not seeing any cigarette ads on TV," Bliley said. In the case of smoking, adolescents are influenced by "peer pressure," or by what their parents do, he argued.

But Representative Mike Synar (D-Okla.) thinks advertising has an impact. Synar is the author of the ad-ban bill affecting tobacco products. He noted that \$2 billion is spent each year in the advertising and promotion of cigarettes. "Why spend \$2 billion on advertising," he asked, "if it doesn't have an impact."

Also troubled by the Synar bill was Representative Bill Richardson (D-N.M.). "When it comes to the First Amendment, what we're doing with this bill is very dangerous," Richardson said. But Representative Howard Berman (D-Calif.) thought Synar's proposal would result in a drop in consumption.

As for restricting the tax deductibility of advertising costs for cigarettes, Senator J. James Exon (D-Neb.) thought the odds were against such a proposal being enacted. He said there was a general feeling in Congress not to "tamper with the brand new tax bill," until things have a chance to shake out. And Congressman Norman Lent (R-N.Y.) expressed his strong opposition to using the tax code to "further social policy."

trust laws so that industries involved in global competition could cooperate in the development of new technologies.

"The biggest issue for now and the rest of the century is the performance of America in the global economy," Ritter told the engi-



Ritter

neers. "The buzzword today in Washington is competitiveness."

Ritter cited Japanese industry's development of "new models of collaborative activity," and called the resultant challenge to the U.S. telecommunications sector "awesome."

He cautioned, however, that broadcast industry resources appear to be "dwindling at the precise time when research and development and the evolution of new technologies is most necessary."

"Innovations must not be stopped in their tracks because broadcasting needs to cut costs to meet competition," he argued. "That's self-defeating in the longer term. Competitors have invested massively. You must do the same."

Ritter pointed out the importance of standards-setting for the future of broadcast stations, singling out for praise such industry standards successes as the development of stereo television and AM fidelity standards. He also said FMX, the extended-range stereo reception technology, was a "step in the right direction."

By contrast he pointed to the AM stereo "enigma" caused by the lack of standardization. In these cases, he said, antitrust law, which normally acts as "guardian" of free enterprise, serves instead to immobilize

markets by preventing complete standards-setting activity.

Ritter warned as well of a "shortage" of technical talent in the U.S. and said the country "has got to encourage and foster its science and math base...Competitiveness is very much technology-based. Advanced technology is the key." □

## McKinney cites progress on AM duopoly, fairness doctrine

**FCC Mass Media Bureau chief also discusses AM stereo quandary**

Motorola's C-Quam AM stereo system got an indirect recommendation last week from FCC Mass Media Bureau Chief James McKinney. When asked during a Monday question and answer session for radio broadcasters whether the FCC would reexamine AM stereo and choose a system, he replied that he didn't think that was necessary. "Look at the AM stereo receivers [on display] here—100% of them receive Motorola; 2%-3% receive Kahn." He noted that every country that has chosen a standard has picked C-Quam, the most recent being Canada (BROADCASTING, March 30). He continued: "I would have no problem deciding. I think you have all the data you need." He exhorted AM broadcasters to act quickly in switching to stereo and to push for the implementation of the NRSC standard preemphasis curve and 10 khz audio bandwidth (BROADCASTING, March 30) for the survival of their medium. McKinney started off the session by trying to answer his own question: "What's going on at the FCC?"

Some of the items he discussed:

- The AM duopoly proceeding (Docket 87-7). McKinney said the commission is looking for comments on the proposal to get rid of the current rules against owning more than one outlet in a market. A benefit to broadcasters (especially small stations with a limited coverage area) if it is repealed would be that the economies of scale



McKinney



**AM talk.** FCC Mass Media Bureau Chief James McKinney, during a Tuesday, March 31, FCC engineers question-and-answer panel, said experimental AM antenna designs that reduce interference-causing skywave signals and improve groundwave coverage have the "greatest possibility for saving AM broadcasters money and improving their signal than anything I've seen."

Two different antenna designs are nearing a period of testing under the aegis of NAB at sites outside Washington, and McKinney said that once results of the tests are in, the commission could expedite a rulemaking allowing their use nine months later.

McKinney, asked whether, considering the current standards dilemma for AM stereo, the commission should have adopted an AM stereo standard, responded "I think so," but added "I don't know what would have happened in the courts" if broadcasters had appealed the commission's original selection of a now-defunct Magnavox system, later withdrawn and not replaced by another standard.

Joining McKinney on the panel were FCC Field Operations Bureau Chief Richard Smith, Chief Engineer of the Office of Engineering and Technology Thomas Stanley and FCC engineers William Hassinger, Robert Cleveland and James Wells.

achieved by two stations could enable a broadcaster to provide regional service to sparsely populated areas that cannot economically support a station of their own. He urged small-market broadcasters to let the commissioners know how they feel about this and other issues affecting them. The commissioners "give a lot of credence to your comments," he said. "They hear all the time from the National Association of Broadcasters and the other lobbying groups, but they don't hear from you. If you're in Washington, stop in and talk with them. They'll see you."

(He added that a related proposal up for comments is the removal of duopoly restrictions on FM stations.)

- Repeal of the main studio rule. This should be coming soon, McKinney said, and will give broadcasters the flexibility of locating their studio where it makes the most economic sense.

- Repeal of the fairness doctrine. This, said McKinney, should be at the top of broadcasters' agenda. The court has found the doctrine not to be codified in law and the FCC found it "suspiciously constitutional," he said. The commission receives 5,000-8,000 complaints each year and is required to send notices to the licensees filed against notifying them of the fact. That, he said, has a chilling effect on broadcasters. And it also, he added, chills commercial speech—commercials and public service announcements—as in the Meredith case involving a power utility.

"If there's anything you ought to be fighting for," he said, "it's full First Amendment rights." He said full First Amendment rights did not include permission to broadcast "obscene or indecent" programs. "Obscenity is not protected by law and indecency must be channeled in certain time periods," he said. "We can and should have it both ways—full

First Amendment freedoms and no obscene or indecent programing."

He revisited this subject later after a question from the floor as to how he could reconcile his push for the First Amendment and wanting to prosecute licensees that he feels are airing obscene or indecent material. It's very clear, he said, "There is a federal law that prohibits 'obscene, indecent or profane' speech and it's up to the FCC and the Justice Department to enforce it." □

## FCC general counsel says indecency issue must be faced

**In panel on "Sex, Lies and Slanted News," Diane Killory says indecency standard should and can be pursued without chilling speech**

The FCC's general counsel carried the word to the National Association of Broadcasters convention last week: The commission should meet the indecency issue head on, and can do that in a manner consistent with the First Amendment. For broadcasters, the advice of one attorney who shared a panel with Diane Killory was, in effect: If in doubt, leave it out.

Killory, on a panel entitled "Sex, Lies and Slanted News," defended her position on the issue with the observation that there is some "rough stuff out there." The commission, she said, should enforce the law, "but without chilling speech." And she said that could be done.

Killory illustrated her concern with the lyrics of a song, "The 4-F Club," by a group



called The Mentors. The air play of the recording resulted in a complaint to the commission about the station involved. Killory regarded the lyrics, in fact, as too rough for her sensibilities, so she recruited a commission staffer, Donald McLlelland, for that duty. The language was, in a word, graphic.

In 1978, the Supreme Court in the *Pacifica* case affirmed the commission's authority to regulate and punish the broadcast of indecent material. But, Killory said, the commission since then has interpreted the ruling narrowly, restricting enforcement of the statute to the "seven dirty words" that were the subject of the George Carlin monologue that precipitated the *Pacifica* complaint. That, she said, is not reasonable. "If there are other offensive words," she said, "why not go after them?"

Killory indicated that the commission regards "indecent" in broadcasting as easier to police than "obscenity," which is part of the same statute. While each would ban the depiction of such material as excretory and sexual functions and organs, obscenity would require application of a standard of offensiveness pertinent to the community involved. The commission generally refers possible obscenity cases to the Department of Justice for prosecution. Indecency, on the other hand, provides for a time, place and manner test that, Killory noted, would permit the "channelling" of the offensive material to times of the day when children would not be exposed to it.

"My recommendation," she said, "is to enforce the law and proceed under the indecency section." She noted that "some people are opposed on First Amendment grounds," and added, "I'm as much for the First Amendment as anyone. But indecent speech can be regulated by time, place and manner standards."

The commission's position on indecency should be established with some clarity when it acts on three complaints now pending before it. The items are reported to be scheduled for consideration by the commission on April 16. But Steven A. Lerman, of Leventhal, Senter & Lerman, appeared grateful for Killory's presentation. Hers "was the first cogent articulation of the commission's view" that he had heard, he said. "We had [previously] gotten mixed signals."

His advice to broadcasters was that, until the commission clarifies its position, they should be careful—very careful. "Unless you are a broadcaster able to defend yourself," he said, "I'd advise staying away from any material containing any sexual content. If, however, you wish to come closer to the line and do controversial programming...adopt a policy containing an articulation of what obscenity and indecency are, and educate your employees as to what they are." Lerman also suggested that management make sure it has the contractual right to impose sanctions on employees who violate the policy. He had one other suggestion: "Don't take complaints casually."

It is not only suggestive, even if blatantly suggestive, material that can cause stations trouble. David M. Olive, assistant general counsel of the Donrey Media Group, said

careless talks can cause trouble, too. He related the story of an "outrageous" morning team that—as a joke—directed a woman caller who thought she had won a \$1,000 prize to the station where the contest was being conducted—and told her she had won \$4,000 and a new car. Actually, she had won nothing. When the woman discovered she had been made the butt of a joke, she filed a \$15-million suit against the morning team's station for invasion of privacy. The station being sued is WAPI-AM-FM Birmingham, Ala. WZZK-AM-FM had run the contest.

Robert D. Nelson, of Andrew Davis Legg Bixler Milsten & Murrah, of Oklahoma City, offered some suggestions on avoiding libel suits. Turning fact into opinion would be one way. He noted that the Supreme Court has held "there is no such thing as a false idea." Of course, the idea is not foolproof: Drawing a "hard-and-fast line between fact and opinion is difficult." Nelson also said a station would have trouble with its libel defense if it developed that the underlying facts had not been disclosed. Nelson also offered some suggestions for testing whether a piece would be reasonably libel-proof: Is the material capable of verification? Was the statement tied to cautionary language that would advise the audience the material was intended as opinion? Or did a humorous context make it clear the statement was made in jest?

But it was Killory's discussion of the commission approach to indecency that attracted the most attention at the session. She suggested that the commission is under pressure on the issue: "We get 20,000 complaints a year." She also indicated that the commissioners drive on indecency might cause problems for those seeking to advance the argument that broadcasting has the same First Amendment rights as those of any other mass medium.

The Supreme Court decision last month overturning a Utah statute that would have prohibited cable systems from carrying programming that law enforcement authorities determined to be indecent is a factor in that regard. Killory said the decision "suggests that indecency on cable can't be regulated."

She noted that there are significant differences between the media—that viewers must subscribe before receiving cable programming, while listeners and viewers need only turn on a radio or television set. That, in turn, she said, indicates different standards are applicable in determining whether a cable system or a broadcast station is guilty of airing indecent programming.

Still, she said, "I believe that broadcasters should have the same First Amendment rights as cable and print." "Channeling," she maintained, "is consistent with the print model." □

## Attorneys argue their cases in Dallas

**Deregulation, minority preferences, corporate takeovers and station sales are among topics given legal spin at annual pre-NAB forum**

From the vantage of communications lawyers and FCC staffers, the broadcasting business these days is as buffeted as by a summer storm. Deregulation has led to takeovers and buyouts that have created what some attorneys see as turmoil. Indeed, some in the broadcasting industry appear to think the deregulatory express could do with a rest stop. The commission's decision on must carry seems not to have settled very much, certainly not for all time. And the Supreme Court—and a congressional staffer—have provided disincentives to anyone at the commission thinking of getting rid of policies favoring women and minorities in comparative hearings.

All that and more emerged from one of the preliminary events to the National Association of Broadcasters' convention—the annual legal forum, a joint program of the American Bar Association's Forum Committee and the NAB, on "Representing Your Local Broadcaster." The workshop indicated that deregulation, as pursued by FCC Chairman Mark Fowler, has created the kind of uncertainty in which lawyers flourish.

Take the matter of "buying and selling a broadcast station." The program was not concerned with buying and selling 500 w AM's. It was concerned with proxy contests and tender offers and hostile takeovers. Former FCC Commissioner Henry Rivera, who is now a partner in Dow, Lohnes & Albert-

son, was at the commission at the time of its landmark decision in the Storer Communications case, and dissented from the majority decision. "No decision affecting broadcasting," he said of that one, in 1985, which stripped broadcast licensees of the procedural protections against takeovers they had come to take for granted, "was as profound as that one. It dramatically altered the industry."

The commission held that an effort by a dissident group of stockholders to gain control of the board of directors would result only in an "insubstantial" transfer of control and, therefore, was not subject to the 30-day delay in which members of the public could file petitions to deny. With the Storer decision opening the door, Rivera said, "raiders and greenmailers and white knights are pouring in."

Since then, the commission, in what it said was an effort to develop procedures in which it would be neutral in proxy fights, developed a two-step process. It would grant special temporary authority to an independent trustee who would consummate the tender offer and maintain the status quo until the commission completed the normal "long-form" review of the takeover proposal, a procedure that would permit public comment. However, that procedure has been challenged by public interest groups in an appeal filed with the U.S. Court of Appeals in Washington.

Although Rivera attributed the change in commission policy to Fowler—"Mark Fowler's vision is coming true; as far as Wall Street is concerned, broadcasting is just an-

**Fairness Indoctrination.** It was evident at one NAB panel last week that broadcasters and lawmakers are far from seeing eye to eye on the need for a fairness doctrine.

Without the doctrine, "it's power without responsibility," said Representative Henry Hyde (R-Ill.) "That scares us. If we don't have fairness, God knows what will happen." Based on his own experience, Hyde is convinced that without the doctrine, he would be denied access to the airwaves.

Representative Patricia Schroeder (D-Colo.) said she's always found newspapers easier to deal with than television and radio stations. At issue, Schroeder said, is the right to reply. "I've never been able to figure out where the letter to the editor or editorial page is in broadcasting. How do you come back," Schroeder asked.

"Congress is not something you buy into," said Representative Mickey Leland (D-Tex.). Broadcasters hold the public trust, he said, and "they have a responsibility" not to exclude anyone from the process.

Negative political ads came under discussion too. Senator Richard Shelby (D-Ala.) felt the public was capable of filtering the ads on its own. Hyde advocated the establishment of a special panel to screen negative ads.

Congressman Bruce Morrison (D-Conn.) disagreed. "Once you get into regulating content of speech, you tread heavily on the First Amendment." According to Congressman Larry Smith (D-Fla.), negative ads come with the territory. "When you run for public office it's part of the process. You're going to have to suffer."

Senator Charles Grassley (R-Iowa) appeared to hold a similar view. He felt the ads "keep incumbents on their toes."

tively new business of representing television stations in negotiating agreements with cable television systems. And his remarks reflected that background. He said "a close examination" of the new rules "would show very little protection for stations, particularly in larger markets." It is up to stations, he said, "to build their own working relationships with the cable community, based on delivering strong programming and developing effective cross promotions."

McCarthy—who is understood to be among those the White House has interviewed for the FCC vacancy—found a provision in the new rules he feels will set back the cause of broadcaster-cable system cooperation—a ban on acceptance by a cable system of in-kind compensation in exchange for fulfillment of the must-carry requirement. The ban "will significantly dash the willingness and ability of broadcasters to assist the cable community in areas of joint interest," he said, adding, "The FCC has effectively undermined the prospects for any orderly transition to marketplace regulation and voluntary compliance."

other business"—another panelist said the changes were inevitable. Peter D. O'Connell, of Pierson, Ball & Dowd, said the phenomenon of leveraged buyouts and takeovers "is occurring in other industries. The commission action may be more the result than the cause of economic developments." He also noted that the sale of cable television properties is not subject to the constraints involved in the sale of broadcast stations. "Maybe the commission thought broadcasting needed some kind of parity," O'Connell said. "Regardless, it would have happened with or without Fowler."

The broadcasting industry's increasing ambivalence regarding deregulation was evident in a session featuring Henry L. (Jeff) Baumann, NAB general counsel, and James C. McKinney, chief of the commission's Mass Media Bureau. Baumann, like NAB President Eddie Fritts and John Summers, NAB's senior executive vice president for government relations (BROADCASTING, March 30), said the NAB would accept a codification of the public interest standard, in its present form, in legislation that also freed broadcasters from the threat of applicants filing "on top" of their renewal applications, as well as some protection from petitions to deny.

And when McKinney chided Baumann saying that, "to the extent" broadcasters "go in the opposite direction" from seeking freedom from regulation, "it's a mistake," Baumann said the issue comes down to the question of what is possible. "We don't live in an ideal world," he said. "The members of Congress are as interested in broadcasting as ever, if not more so. Broadcasters must take a realistic approach."

And on the question of the new must-carry rules, Baumann reflected the industry's position that maintenance of strong rules requiring cable systems to carry the signals of local stations was a matter of higher priority than establishing free marketplace competition. The commission's proposal to reestablish rules enabling stations to protect exclusive-programming agreements against

cable systems' importation of signals from distant stations appears to have its downside for the NAB. Baumann saw it as possibly part of a larger package including elimination of the compulsory copyright license enjoyed by cable systems and elimination of the must-carry rules. That, he said, "would be disastrous." What would be wrong with that straight marketplace approach? asked the moderator, former FCC Chairman Richard E. Wiley, of Wiley, Rein & Fielding. Because, said Baumann, "broadcasters have made a case that this is not a level playing field. Our concern is that 307(b) [the Communications Act provision calling for an equitable distribution of broadcast service] is a fundamental concept. The American people should have access to television signals."

And Baumann said the commission's action on must-carry "didn't end the debate. The five-year sunset [provision in the new rule] is not acceptable. Broadcasters in several years will attack the sunset provision." McKinney, however, indicated the broadcasters' efforts will be resisted. The commission, he said, established a period of transition, "from the heavy must-carry" rules declared unconstitutional by the U.S. Court of Appeals in Washington, "to no must-carry in five years."

But even with the rules in place, broadcasters may face problems in gaining carriage of their programming on local cable systems. Michael D. Berg, of Miller & Young, advised the lawyers at the workshop that in seeking to establish a right of carriage, a station's entitlement to that carriage "is not always clear." So he suggested a couple of fallback positions (or additional "tiers of protection")—"create a contractual right if none is available under law" and "achieve voluntary carriage." In connection with the latter suggestion, he said stations could use their own air to generate public pressure on the cable system. But, of course, he noted, "the fairness doctrine would then come into play."

Another panelist, Paul McCarthy, of Broadcast-Cable Associates, is in the rela-

The panel on "Minority and Female Preferences" was energized by the Supreme Court decision a day earlier.

Larry Irving, senior counsel to the House Telecommunications Subcommittee, said he had acquired "six new friends"—the justices who had formed the majority in the 6-3 decision holding that employers may favor women and minorities over better qualified men and whites in hiring and promoting to reflect the makeup of the local population or workforce. Irving—as well as other lawyers at the workshop—saw the decision as providing strong arguments for the constitutionality of the commission's policies granting preferences for women and minorities in comparative hearings.

Those policies are now under review by the commission, as a result of court remands in two cases, and Diane Killory, the commission's general counsel, said the agency "will look at all recent court cases," including the opinion that so encouraged Irving. "They may or may not have an effect on us," she said, adding that she had not yet seen evidence of "the nexus" between the policies and diversity of programming—the goal those policies were intended to achieve.

Irving made it clear that many in Congress were not impressed with the commission's performance on women's and minorities' rights. Chairman Fowler, he said, does not "have an open mind" on the issue. Indeed, he said, Fowler is seen as hostile to actions that would remedy imbalances in the employment of women and minorities. "So maybe it's important for Congress to get involved," Irving said.

He noted that Representatives Mickey Leland (D-Tex.) and Cardiss Collins (D-Ill.) have introduced legislation to assure preferences for women and minorities in comparative hearings. "One way or the other," Irving said, "the commission or Congress or the courts will find a way to keep minority and female preferences in place."

For communications attorneys who were

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*Cambio 16*  
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David Awbrey  
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**Best Radio Program**  
*Michael Jackson Show*  
ABC  
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**Best TV. Documentary**  
*Zweites Deutches Fernsehen*  
Harald Jung  
Mainz, West Germany



**Best Sunday Magazine**  
*The Philadelphia Inquirer Magazine*  
Robert Rosenthal  
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**Best Team Reporting Effort**  
*Walter Miller\**  
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*China Health Daily*  
Wang Liancheng\*  
Beijing, China



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This Call For Entries is in the April 1987 issues of Editor & Publisher and Broadcasting magazines.

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**Best Major Daily**  
*USA Today*  
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*Richard Locher*  
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*Andrew Alexander, Jeff Nesmith, Joseph Albright, Catesby Leigh, Steve Weingarten*  
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The Population Institute Media Awards are devoted to drawing attention to worldwide population issues. The awards are given to honor those who have contributed to creating awareness of population problems through their journalistic or electronic media endeavors in a meritorious manner.

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1. The awards for media excellence in population reporting and coverage are made by a distinguished Panel of Judges. The judges exercise their independent and collective judgement.
2. Entries may be made by any individual or organization from material appearing in the print and electronic media.
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4. Eligible works must have been *published* or *aired* between September 15, 1986 and September 15, 1987.
5. Any media, including previous winners, are eligible for consideration each year.

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11. Best TV. Documentary
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14. Best Population Journal
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For more information call the Population Institute (202) 544-3300.



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By Werner Fornos  
President of The Population Institute

SOMEONE who has been both a newsman and a legislator, I believe unequivocally that reporting and interpreting the news are at least as much of a public trust as making laws. Accuracy, objectivity and compassion are cornerstones of responsible lawmaking and responsible journalism. At its best, the press holds the most complex issues up to the light for public scrutiny and provides an essential contribution to the decision-making process.

Virtually all critical global concerns—from unemployment to urban deterioration, from environmental degradation to development planning—dovetail into the central challenge of balancing population growth with resources and environment. Although characterized as an issue second in significance only to the threat of thermonuclear war, global overpopulation should be an even greater concern. While the best minds of our age work day and night to prevent the ravages of a nuclear holocaust, rapid population growth is more than an ominous threat: it is a stark reality. Yet relatively little attention is focused on this monumental problem.

Our world grows by one million people every four to five days, 87 million in 1986. Population has doubled in the last 35 years; it is projected to double again in the next 40. Many experts doubt the world's ability to feed an additional five billion people in the next four decades. Others offer convincing evidence that the earth's carrying capacity is already strained to its limits. Meanwhile, 500 million people around the world need and want family planning services but lack access or means to obtain them.

Moreover, family planning saves lives. Ninety percent of the world's population growth occurs in the Third World where 10 million infants die each year. A major expansion of family planning services could reduce those deaths by half or more. An estimated 500,000 women in the Third World die each year as the result of pregnancy and childbirth complications. About one quarter could be saved if unwanted pregnancies could be avoided.

An informed citizenry cannot be underestimated as an engine for change. The public must fully understand the ramifications of unchecked population growth; it must recognize that universal access to voluntary family planning services can defuse the population bomb. Only then will it demand that our leaders take appropriate actions to solve this critical worldwide problem.

For these reasons, the Population Institute challenges the press, through the 1987 Global Media Awards for Excellence in Population Reporting, to shed greater light on population issues. With World Population Awareness Week coming up, April 20–25, to encourage all of us to reflect on the consequences of a world of five billion people, there will be ample opportunity to explore global demographic issues from a variety of perspectives.

Coverage of population news in past years has been gratifying to those of us concerned with increasing the awareness of rapid population growth and its consequences. But much more must be done to alert the public and its leaders to the magnitude of the problem. I have utmost confidence in the ability of the press to respond to this challenge which will shape the kind of world that will exist tomorrow and for generations to come.

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Penelope Wood

feeling encouraged by the direction federal courts were taking in libel cases, a panel on the subject gave them something else to think about—state law. And not necessarily laws of defamation either. Brady Williamson, of LaFollette, Winykin, Anderson & Munson, of Madison, Wis., warned that individuals with complaints about coverage are suing on trespass and invasion of privacy grounds—and they are winning at the trial and appellate levels. "There is no *New York Times v. Sullivan*—the landmark case in libel law—to protect a station whose camera crew trespasses on a person's property while accompanying police on a raid. "The right to cover news ends where private property begins," Williamson said.

□

If nothing else had indicated to the broadcast attorneys that their clients still faced many problems, there was the panel on radio allocations. Barry D. Umansky, NAB deputy general counsel, characterized the commission in its allocations policy as "regulatory Robin Hoods—they take over from the big boomers and give it to the smaller stations." He noted that Class A FM stations can upgrade their signal, but at the expense of Class B and Class C stations. But he thought things were improving at the commission in its allocations policy: "It's taking a more rational approach to increasing the number of stations." But Ashton Hardy, a former FCC general counsel who is now a partner in Hardy & Popham, New Orleans, said that, as far as commission actions to increase the number of stations is concerned, "the horse is out of the barn." With the the new 80-90 FM proceeding, he said, "the commission can't hold back the flood of applications."

To William Potts, of Haley, Bader & Potts, there seemed to be no hopeful signs. When he began practicing communications law, in 1958, "AM was as unpopular as it is today," he said, adding that even FM is now "a mature service." Many of the Class A channels made available by the commission are "in remote markets—they're no bonanza." And he said that while "AM entry has effectively been closed since the late 60's," the commission will be making frequencies available when it implements the decision of the 1979 World Administrative Radio Conference to add 100 khz to the top of the AM band. He noted that receivers capable of receiving stations in the upper band would not be available until the 1990's. "If you really want to lose money," he said, "go for an expansion band channel in 10 or 15 years."

What has the increase in broadcast facilities bought broadcasters in terms of freedom from regulation? According to Potts, not much. "Deregulation in the broadest sense has been adjectival," he said. "The FCC got rid of a lot of paper, but stations are still regulated as long as they must serve the public interest, convenience and necessity." Regulation, he said, has been shifted to the station.

Besides, he added, "the feeling in Washington is that the [regulatory] pendulum has begun to swing back." □

**The space picture.** Mark Brender, an ABC News assignment editor who has pioneered use of remote-sensing satellites in television news, told broadcasters at NAB that the National Oceanic and Atmospheric Administration's soon-to-be-issued rules governing use of domestic remote-sensing birds that take pictures from space do not go far enough in guaranteeing news organizations access to pictures.

According to Brender, the rules, which he said he has seen, will give the State and Defense Departments power to deny news organizations access to pictures on national security grounds. Language the Defense Department used in its comments to NOAA are "buzzwords for censorship," he said. "The State Department thinks weather information should be classified," he said following session.

Brender said the rules would not have any impact of the media's use of pictures from the French SPOT satellite, which are able to distinguish objects as small as 10 meters—the highest resolution commercially available.

## License renewal: an ongoing concern

### Panelists stress keeping good records, emphasize EEO as key consideration

Although radio stations are operating in a deregulatory environment, they should view license renewals as a continuing process rather than an occurrence every seven years. That was the overwhelming consensus at a Monday morning session, "Do's and Don'ts of Radio License Renewal."

Panelists stressed the need to document issues-oriented programming for the station's public inspection file each quarter. "The greatest difficulty for lawyers is to convince stations that they have to keep good records of programming," said Peter O'Connell, attorney with the Washington law firm of Pierson, Ball & Dowd. Stations should have a basic understanding of the issues in their community and air programming addressing those issues, O'Connell said. "We recommend at least 30 minutes a week on local issues." But, said O'Connell, "you are only playing a game with yourself if you put on a 30-minute public affairs program at 4 a.m. We are talking about 'substantive' programming to real audiences."

What happens if the issues programs list is not placed in the station's public file on time? "If you miss a deadline for putting it [the list] into the public file, you still have an obligation to create one, and we recommend a cover sheet explaining the situation," said Richard Zaragoza, attorney with the Wash-

ington law firm of Fisher, Wayland, Cooper & Leader. "If you don't submit issue programs lists [to the public file], you may be denied renewal," warned Zaragoza.

Panelists also addressed what they considered the area most susceptible to license renewal challenges: the FCC's equal employment opportunity application processing guidelines. "This is one area the FCC is very serious about," said Roy Russo, attorney for the Washington law firm, Cohn & Marks. (The FCC's EEO guidelines stipulate that for a station with 10 or more full-time employees to be considered in prima facie compliance, it must have a minority component, including women, equal to at least 50% of the minority composition of the local work force.) "Keep records of all minority referral sources and move on to others if traditional ones are not working," added Zaragoza.

Roy Stewart, video services division chief of the FCC, who was been involved in the FCC's EEO division for many years, said "the key to commission enforcement on EEO is the efforts the licensee has made to reach 50/50 parity [the 50% mark applies to both the top four job categories and all job categories]." Stewart said renewals have been granted without 50/50 parity, because the licensee, in the FCC's judgment, engaged in "good faith efforts" to attract minority and female applicants for all positions, such as enlisting "proper recruitment sources." □

**Speakes speaks.** Larry Speakes, who is accustomed to talking to broadcast journalists, addressed their bosses last week at the Tuesday television luncheon of the National Association of Broadcasters convention in Dallas. Speakes, who was a White House spokesman for six years, is now senior communications adviser at Merrill Lynch, New York. The speech, which in large measure reflected one he gave at the National Press Club, Washington, on the day he stepped down as White House press spokesman, on Jan. 29 (BROADCASTING, Feb. 9), called for what seems revolutionary changes in government's dealings with the press. For instance, he recommended less secrecy in government and more on-the-record comments by government officials. He expressed the view that the formal press conference, in its present form, "may have outlived its usefulness." The press conference is now "theatre," he said; it is "scripted," with reporters asking questions prepared in advance and the President providing "rehearsed answers." And the press, he said, is not out to get information but "to make news." Reporters, he said, attempt to create the news, not cover it. "An 'I gotcha' syndrome pertains" to the relationship.



# NAB TECHNOLOGY



## Fritts pushes NAB technology center

**It would pick up where RCA and CBS left off, insuring broadcasters access to latest technological advancements; NAB president says five-year sunset in must-carry rules "will never happen"**

The National Association of Broadcasters plans to elevate its role in the development of new technologies. NAB is looking at establishing its own technology center as part of an effort to help broadcasters compete.

In a keynote address during the opening session of NAB's annual convention last week in Dallas, NAB President Eddie Fritts told his members that he was forming a working group to "develop a long-range plan, which will lead ultimately to the creation of an NAB technology center." Fritts said such a center would serve to "assure that broadcasters will have access to the technological enhancements that will keep us competitive."

Fritts underscored his belief that technology is the key to the industry's future. "Broadcasting's ability to be competitive over the long term is directly linked to our ability to develop and apply new technology." Without technological innovation and refinement, Fritts explained, "this industry cannot discover new ways to serve the public and cultivate new market opportunities."

With both CBS and RCA closing their engineering centers, Fritts said the industry's ability to compete would be hampered. "This spark of ingenuity and innovation so vital to our industry must not be allowed to fade," Fritts said.

Later Fritts told BROADCASTING that NAB would be talking to "all segments of the industry" about the project. Originally NAB considered funding the center through its newly formed subsidiary, NAB Technologies, created so the association could participate in a partnership to develop FMX. But revenue from the project won't be forthcoming until the 1990's, according to Fritts. "I don't think we can wait that long. If we had a technology center," he said, "we'd

have been much better equipped to deal with AM stereo and high-definition television." He said NAB would explore financing the center as "a private enterprise with private investors."

NAB's technological efforts won't come at the expense of its role in government relations. Fritts cited several public policy issues facing the industry, the license renewal reform bill introduced in the House topping the list. "This legislation [H.R. 1140] would provide for reasonable stability in the licensing process—regardless of the regulatory climate that may exist at the FCC in the future—and would still offer the public adequate opportunity to participate in that process," Fritts told the broadcasters. "This legislation is the least intrusive public interest standard that broadcasters could expect, given the regulatory climate on Capitol Hill." As for the FCC's new must-carry rules, the NAB president vowed that a provision call-

ing for the rules to sunset in five years "will never happen."

Management is another subject on which NAB plans to concentrate. "NAB will continue to provide our industry with improved data, tools and techniques for busy managers seeking improved results with finite resources." He said the association was working toward enhancing its services to members. "We have begun a total reassessment of NAB publications to assure that the books and management tools we provide you are attuned to needs of the present and future."

Fritts was preceded on the dais by NAB Joint Board Chairman Ted Snider of KARN-(AM-KKYK(FM)) Little Rock, Ark., who welcomed convention attendees and urged them to let their views be known. He also called on the broadcasters to present a united front. "We can disagree where we must, but let's not let that keep us from working together," Snider said. □

## Full speed ahead for half-inch

**More broadcasters are making switch to smaller-format videotape equipment; questions still remain about limits of new system and comparative quality**

Broadcasters appear ready to go half-inch.

Although users must still select between two incompatible small formats for videotape gear—a competition that has slowed the technology's penetration—there was increasing evidence at last week's NAB equipment show that broadcasters are now determined to make that choice.

Not only are two networks engaged in conversion to half-inch—NBC, with its massive, plant-wide move to Panasonic's MII, and CBS, with a more gradual transition to Sony's Betacam in news operations—but Cable News Network has announced a multimillion-dollar Beta buy from Sony for its new CNN Center in Atlanta, ABC-TV is

weeks away from its decision to begin converting newsgathering to one of the two formats and PBS is also considering an option by midyear to go to half-inch videotape for network feeds.

Local broadcasters, as well, are making the transition from the current ENG standard U-matic three-quarter-inch videotape, with news of several major half-inch sales surfacing at the show, and reports that nearly one in four stations plans to buy some small-format gear this year.

Disputes still continue, however, over just how far into high-end applications users can take the new and enhanced metal tape versions of the half-inch systems. At issue is whether metal tape half-inch, or other developing formats such as digital video, will replace the one-inch Type C studio standard.

The promise of new automated cart systems, used not only for traditional commer-



cial spot playback but also for longer-form programming and ultimately for station automation, has also piqued broadcasters' interest in the cassette-based small formats.

Panasonic remains the supplier with the most to prove to potential customers, six years after first entering the half-inch market and one year after introducing its new line of MII gear and simultaneously signing NBC to a \$50-million-plus, five-year MII contract.

Panasonic Broadcast's new president, Stan Basara, acknowledged to BROADCASTING that Sony "did a better job of marketing" during the first years of half-inch, but argued Panasonic's parent company, Matsushita, showed its commitment to building a broadcast reputation with an extensive development program leading to the new MII format, replacing earlier and largely unsuccessful M-format technology.

New MII products introduced this year included a highly praised field edit system and modular multicassette machines, as well as a new studio player, studio edit controller, portable player and other accessories.

"We recognize we've got a long way to go," Basara said. "But the competition is good for the industry. In the end, the user is going to benefit."

Sony remains strongly critical, however, of Panasonic claims that MII "rivals" the quality of one-inch video, a market Sony dominates along with Ampex and has made clear it intends to keep strong. Sony this year, for instance, introduced a new \$40,000 BVH-3000 type C deck, and Ampex was showing a variety of enhancements to its existing one-inch line.

"Some manufacturers claim supernatural powers for their formats," a Sony audio-visual presentation told show attendees. "We won't pretend we can do what can't be done."

Field acquisition is where the half-inch formats perform best, because of its limited multigeneration capabilities compared to one-inch. Sony argued throughout the show.

According to Basara, however, MII is "very cost-effective" for three-to-five generations, although limited beyond that. "We think we have a format comparable to one-inch," he said, arguing that the company believes it can repeat the history of the industry's transition from two-inch video, when one-inch provided 90% of the quality at 75% of the cost. In the current market, he argued, MII could provide quality just short of one-inch, but at half the cost.

NBC's limited experience with the format so far, at least, seems to bear out Panasonic's argument. NBC's Michael Sherlock, president of operations and technical services, said at a Dallas press conference Saturday, March 28, that the network expects to save more than \$26 million in its five-year buy of MII equipment and metal tape over what it would have spent on other formats, like one-inch.

Sherlock added that NBC remains "totally committed" to MII product, expecting to take delivery on some 900 pieces by the end of 1987 and on schedule to convert its U.S. network news bureaus by the end of 1987.

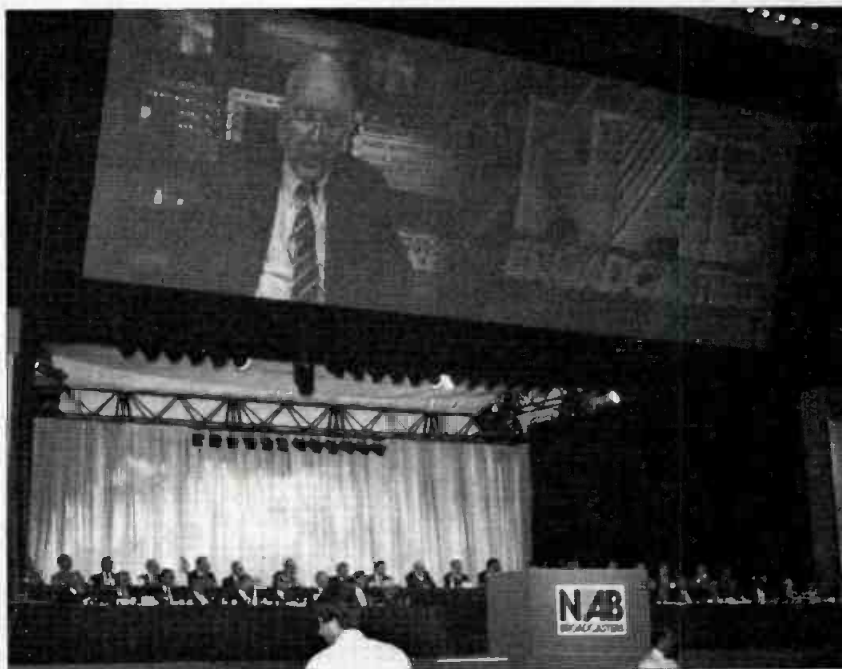
NBC Director of Engineering Steve Bonica also said of the format's multigeneration capability that MII had tested "satisfactorily" up to fifth generation and just beyond when kept in component form. "[NBC is] perfectly happy with the performance of the format," he said at the press conference.

The extent to which NBC's affiliates are following the network lead is not yet clear. So far, only about a half-dozen have ordered MII product since October, when the network completed extensive format tests. Among them are WGEM-TV Quincy, Ill.;

KJRH(TV) Tulsa, Okla.; WICD(TV) Champaign, Ill.; KVOA-TV Tucson, Ariz.; KPXX-TV Mesa, Ariz., and KTSM-TV El Paso.

One new, and major, MII buyer was announced at the show. WRAL-TV Raleigh, N.C., has reportedly signed a \$2.1-million deal for 60 studio, field and camera recorders and one of Panasonic's new 100-cassette cart machines, with delivery beginning immediately.

Sony, meanwhile, continues to build on its still more extensive base of U.S. half-inch users, bringing in new buyers such as KPRC-



**Stellar award.** Using a live, two-way satellite link, former CBS engineering executive Renville H. McMann Jr. was presented with the NAB's 1987 engineering achievement award during a March 29 convention luncheon in Dallas.

McMann, who was vice president of advanced television research at CBS Technology Center until the Stamford, Conn., facility was shut down last fall, has been suffering from a blocked heart artery and was unable to travel to Dallas to receive the award.

With satellite transponder time donated by CBS and uplink-downlink facilities from other manufacturers and broadcasters, McMann's acceptance speech was carried from a public station near his New Canaan, Conn., home to Dallas, with congratulatory comments beamed back to him from the convention center.

McMann told the luncheon crowd he was "disappointed" he was unable to accept the honor in person, noting it was the first NAB convention he had missed in over 25 years. McMann, who joined the CBS Technology Center in 1955 and succeeded its founder, Peter Goldmark, as president in 1972, said he was also saddened by its closing, as well as by the recent "divorcing" of RCA from its own research labs, which earlier this year were donated by General Electric to Stanford Research Institute in California.

"Somehow there's something wrong when labs with a 50-year thread of history are closed within two weeks of new management taking over, to gain the money from the real estate," McMann commented on the CBS center's closing. "Surely NBC and CBS could afford the minuscule expenditure [for a field] which brought the U.S. broadcasting in the first place," he added.

McMann cited the potential for bringing advanced technologies, such as HDTV, to home in the near future, and cautioned that U.S. industries "must not lose [their] technical base."

Other awards during McMann's career include three Emmys from the National Academy of Television Arts and Sciences for his work on the development of the mini-cam, the color corrector for television cameras and the digital noise reducer, and the David Sarnoff Gold Medal Award from the Society of Motion Picture and Television Engineers. McMann holds 37 patents in broadcast engineering technologies and from 1975 to 1982 served as president of Thomson-CSF, a Stamford-based subsidiary of the French electronics manufacturer.

TV Houston, an NBC affiliate which in the last few weeks approved a \$1.5-million deal to convert its news operation to Betacam.

Sony is also speeding development of its enhanced metal tape format, Betacam SP. This year it showed its initial trio of Beta SP units, a studio VTR, a field recorder and a camera recorder. The first of the units will be shipped this summer to WNEV-TV Boston, an all-M-format station that decided to switch to Beta last year.

Recorder manufacture Ampex is also expected to be a factor in the half-inch market, having joined the Beta camp at the last NAB and this year showing its own manufactured Beta SP products. It plans to develop Ampex-designed Beta SP products by the end of 1988. The Bosch-Philips joint venture, Broadcast Television Systems, and Thomson were also offering Sony-made decks.

Sony has also continued sales of its Beta-cart multicassette system, 160 of which are now in the field, and was showing at the exhibit for the second year a prototype library management cart system, although design changes are still in the works for the 1,000-plus cassette unit. □

## HDTV gets high profile in NAB showing

**Various systems are shown in Dallas, including Japanese systems incompatible with current sets, and compatible U.S. system using supplemental nonadjacent channel**

Broadcasters may have had business more pressing than the advancing technology of high-definition television at last week's NAB convention, but few topics there were deemed to hold more promise or danger for the future of over-the-air television.

As various demonstrations and discussions in Dallas made apparent, little question remains that from 1990 on HDTV technology will grow in availability as a consumer service in Japan and elsewhere.

Still uncertain, however, is whether HDTV, with its improved color, greater detail, wider screen pictures and digital stereo sound, will be available to home viewers via broadcast television or only through competitive delivery methods.

Manufacturers in Japan have spent well over a decade developing their leading HDTV system (with 1,125-lines of resolution, more than doubling that of the current 525-line NTSC TV standard) and are rapidly developing HDTV home video systems, including HDTV receivers, videocassette recorders and laser videodisks for the Far East, U.S. and other markets. Cable systems and satellite channels are also capable of easily handling the wider bandwidth HDTV signals.

TV stations are traditionally limited to 6 mhz-wide channels not believed capable of carrying HDTV pictures, forcing the industry to consider whether or how to gain addi-

tional spectrum for HDTV broadcasting and develop the technology to make such a service economically and technically feasible.

Harold Protter of Gaylord Broadcasting's WTVV(TV) Milwaukee, at a Monday, March 29, management session on the subject, likened HDTV to a "speeding freight train and we [broadcasters] can't get out of the way." Panelist Daniel Gold, president of Knight-Ridder Broadcasting, also acknowledged the technology presented "a very profound change" for the American viewing public.

Gold, who heads a new NAB task force on HDTV, cautioned, however, that any move to HDTV must be considered carefully, along with the issue of whether the change protects the existing base of televi-



Glenn

sion receivers or renders them obsolete.

Japan's work on HDTV is "inspiring," Gold said, but as local broadcasters, "we must focus on not on what technical people tell us...but what our audience tells us." He added: "The American system of broadcasting is not founded on technical developments, but on...providing programs in the public interest. Technology is merely the means by which we carry out that basic premise."

Panelist Masao Sugimoto of Japan's national broadcasting company, NHK, argued by contrast that the broadcast business is based on new technology and if it does not develop on the technological front, it will become "saturated" by its competition.

While much consideration is still ahead for possible HDTV broadcast transmission systems, the main emphasis of discussions in Dallas was on making sure the necessary bandwidth would remain available to broadcasters if the time comes to implement HDTV.

"The threshold issue is to preserve spectrum," said Gold. "Our first mission is to deal with the question of preserving for local broadcasters the opportunity to do HDTV; otherwise all else will be for naught...It may turn out later we don't need as much spectrum, but if we lose it now, we'll never get the chance to use it."

Broadcasters were recently able to fend off a spectrum sharing proposal that would have allowed sharing with private land-mobile radio on UHF channels in eight top 10 markets and reduced interference protection for UHF broadcasters (BROADCASTING, March 16), Gold noted.

According to panelist Jeff Baumann,

NAB general counsel, however, "The battle [over spectrum sharing] is still before us." Session Chairman Wally Jorgenson, president of Jefferson-Pilot Communications, also warned, "We won the opening skirmish in what could become a total war...The delay is only a palliative."

Broadcasters, meanwhile, are moving quickly to explore a variety of HDTV over-the-air transmission technologies, and Knight-Ridder's Gold noted the NAB task force would consider how it could develop industry resources, financial and otherwise, to support such technical work on high-definition.

Among the possible HDTV transmission technologies are a compatible, two-channel



Crutchfield

system under development by New York Institute of Technology's William Glenn. Glenn's system, described by him in a March 29 engineering session and demonstrated in a closed circuit display at an NAB-organized new technology suite, would combine an existing broadcast channel with a second, nonadjacent half-channel to provide a 900-plus-line HDTV image. Standard receivers could still view the current channel, while HDTV sets could pick up the enhanced picture.

Another HDTV transmission system demonstrated in the NAB technology suite, but not directly compatible with existing NTSC sets, was the Japanese Muse (multiple sub-Nyquist sampling encoding) system, which reduces the wideband HDTV picture to just over 8 mhz. The Muse images shown were those taped from off-air demonstrations of HDTV Muse transmission conducted by the NAB and Association of Maximum Service Telecasters in January.

North American Philips, although absent from the show, has also promised to show a compatible two-channel system of its own at its suburban New York laboratories later this month. A number of other compatible HDTV transmission approaches, in the theoretical stage, are being developed.

The U.S. television standards group, Advanced Television Systems Committee, has also turned its attention to HDTV transmission following several years of guiding U.S. debate on the development of HDTV studio standards, noted former FCC Commissioner E. William Henry, chairman of the group, at a March 29 engineering session.

An ATSC task force has also begun work to plan field tests of HDTV transmission in

the UHF-TV and 12 ghz microwave band. The task force's work was described by its chairman, Ben Crutchfield of the NAB, in a talk the same morning.

Japanese HDTV technology is not only the most advanced of the experimental delivery methods (Japan's national broadcaster NHK plans to use Muse in 1990 when it launches a direct broadcast satellite service), but the 1,125-line system is also gaining significant ground among program producers experimenting with advanced video technologies.

HDTV productions ranging from full-length feature films to music videos and commercials have already been completed, using Sony 1,125-line HDTV technology,

by Italy's national broadcast network, RAI, and by independent producers David Niles and Barry Rebo. Canadian Broadcasting Corp. (CBC) is in the midst of producing a \$10-million dollar HDTV mini-series for distribution in 1988.

Sony also announced another HDTV equipment sale at the show, with the gear going toward a \$5.4-million HDTV video production facility, HD Studio Dallas, scheduled to open in July. The facility, run by corporate communications producer Dennis Orner, will have two HDTV editing suites, off-line editing, digital audio recording, and a mobile HDTV recording van.

At the conference, a high-definition production technology suite also showed devel-

opments from Sony, as well as Quantel, Ultimate and Rank. The facility, which hosted an ongoing HDTV production by Niles, demonstrated capabilities in HDTV post-production, graphics, tape-to-film transfer and editing systems.

Although the 1,125-line system has not been established as a world production standard, falling short during international technical gatherings last year because of opposition from several European governments, the technology has received some strong backing from U.S. television industry companies. Ongoing efforts to document the technology, with a view to standardizing it domestically, were described at a Sunday technical session by CBC's Keith Field. □

## Satellite newsgathering: growing presence at NAB

**Survey shows 71 stations have SNV trucks and 80 expected to be sold this year; broadcasters agree the technology is valuable tool and that stations may be forced to purchase trucks to compete**

Judging from talk at the NAB convention, television stations' use of mobile Ku-band uplinks—satellite newsgathering vehicles (SNV's)—to gather and exchange news is growing and changing the nature and scope of television news. An NAB survey conducted last month confirmed that at least 71 stations already have SNV's and indicated that scores more may be getting them within the next few years (see story, page 72). The results of the survey jibe with the estimates of the SNV manufacturers, who, as a group, feel that around 80 satellite trucks will be sold to broadcasters this year.

"Anybody that is going to buy a truck will buy it now to have for the 1988 political year," said Mary Frost, director, satellite operations, ABC News.

And, according to pioneer users of SNV's, who spoke through the NAB survey and at two panel sessions during the NAB convention (one was part of the convention's agenda; the other was sponsored by GTE Spacenet), SNV's are valuable tools, well worth their high prices. (According to the NAB survey, the cost, on average, of the trucks now on the road is \$440,000.)

The SNV owners at the convention said the trucks allow them to expand local coverage beyond the range of microwave-equipped ENG vans. What's more, they said, the SNV's allowed them to participate in regional satellite news exchanges—some ad hoc, some permanent with regularly scheduled feeds.

The technology, said Robert Warfield of WDIV-TV Detroit, which has had an SNV for six months, "is helping us redefine what local news is—to broaden its horizons, to do more, to educate more, to inform more."

According to Warfield, stations that don't have SNV's are going to have to get them simply to keep up with other stations in their market. "The die has been cast. . . . You have to get into that competition."

Greg James, director of operations, KSL-TV Salt Lake City, said an SNV gives a station greater control over its newsgathering efforts. "You know what you are going to be able to deliver to your viewing audience," he said. It also give the station greater control over the costs of remote feeds, he said.

Joe Duke, news director, WVL-TV New Orleans, said he believes the station's SNV will help its newscasts maintain their number-one position in the market. "It's better journalism," he said, noting that SNV's allow reporters to stay on the scene longer. "I don't know whether it's better show biz."

None thought that satellite newsgathering would put the broadcast networks out of the news business. "I think that's foolish," said Warfield, whose station, WDIV, is an NBC affiliate.

Stations and the networks have "separate mandates," Warfield said. The stations cover local and regional news; the networks handle international and national news. "I think it's important to remember we are not here to replace anybody," he said. "We have

to grow and expand together."

"We have no interest or intention of turning newscasts into a substitute for what ABC does," said Ken Middleton, news director, WTSP-TV Tampa, Fla. The belief that local news may replace network news is based on "paranoia or. . . misconceptions."

The networks' concerns, said Jim Topping, news director of Capcities/ABC-owned KTRK-TV Houston, stem from the networks' "colossal arrogance" that they know how stations work and "rampant paranoia akin to the emperor's new clothes that one day Peter Jennings will stand up and find himself naked to the world."

Despite KTRK-TV's SNV, Topping said, the station's newscasts remain "provincial, parochial." That the station will start covering international and national stories is "absolutely silly and patently absurd," he said. "One of these days they will run out of white wine in New York and stop talking such nonsense."

James said KSL-TV may do the same story as the networks, but it will do it with a local



The latest SNV gear on display outside the convention center

**The color of HDTV.** High-definition television, which doubles the resolution of current TV systems, widens the screen, improves color rendition and provides digital stereo sound, was called "very important" or "important" to the future of television by more than three-quarters of TV station general managers surveyed by the NAB in March.

HDTV technology was called "not important" by 14% of the respondents, while 10% responded "don't know."

On the role of other new technologies, general managers said 39% of their stations were broadcasting stereo sound, 79% were using microcomputers, 97% had access to a satellite dish and 29% used cellular phones.

The phone survey conducted March 23-24 by American Airlines Direct Marketing Corp. and Donohue Research and Marketing of Dallas among 200 randomly selected commercial TV stations, also found 29% of station managers believe the industry will need to resolve problems related to HDTV with the assignment of spectrum and 18% with the setting of technical standards.

angle. He also suggested that SNV's may strengthen network news. Since the advent of satellite news gathering, he said, he has seen more news "traveling from Salt Lake City to New York."

Middleton said WTSP-TV's participation in the Florida News Network, a satellite news exchange among several Florida stations, has not only opened up new sources of news and facilitated coverage of events in other parts of the state but has also permitted the station to stretch its newsgathering dollars. Because of FNN, he said, the news staff travels less and makes less use of costly land lines.

Under their agreement, FNN stations shoot stories for one another free of charge, Middleton said. WTSP-TV also maintains informal relationships with other stations, for which it will send out its SNV at cost, he said. The station has a rate card for stations it doesn't deal with regularly, he said.

Most of the SNV users who spoke on the satellite newsgathering panels said their SNV's are used exclusively for news as a matter of policy or as a consequence of the news department being able to preempt any other use of the truck.

An exception was the truck at KAKE-TV Wichita, Kan. Darrell Ewalt, program director, said the station uses the truck for all types of production. "We utilize it in every possible way we can think of," he said, saying that multiple use is the only way small market stations can justify the expense.

Art Hill, of Washington International Teleport, serving the Washington area, suggested that the 70-80 teleports around the country can accommodate some of the stations' satellite newsgathering needs.

A teleport can help insure a station access to satellite time, he said, and provide a "turnaround" service—downlinking Ku-band signals and retransmitting them at C-band so that stations that only have C-band dishes can receive them. "C-band is still very much the work horse and will continue to be for quite some time," he said.

Warfield had some concerns about satellite newsgathering: the heavy demand during the early evening hours for satellite time for live feeds, training of personnel to handle the SNV's and the impact of Ka-band satellite technology, promising smaller and lighter earth stations, on satellite newsgathering.

Hill agreed with Warfield that the "satellite gridlock" between 4 p.m. and 7 p.m.

NYT was a problem. And, he said, it will continue to be a problem. It's unlikely that satellite operators are going to put up additional satellite just to meet the demands of local newscasts, he said.

Patrick Shea, an attorney for KUTV-TV Salt Lake City, warned that most SNV's, because of their weight, are probably subject to the Department of Transportation trucking regulations.

The regulations, he said, are "very sensible," intended "to make sure you and I are safe." They cover maintenance, operation and record-keeping, he said. Shea urged stations with SNV's to adhere closely to the DOT rules so that the government can't use violations as a pretext for preventing SNV's from going where it doesn't want them to go.

Shea also said the broadcasting industry needs to get together to get some exemptions for SNV's from at least some of the DOT regulations on First Amendment grounds. Securing such exemptions may be difficult because of mounting pressure to tighten, not loosen, regulations on the trucking industry, he said. □

## NAB SNV survey finds more on way

**Nearly all of the stations with satellite newsgathering vehicles speak highly of them**

More than one-fifth of the nation's television stations that don't already have a satellite newsgathering vehicle (SNV) may get one within the next three years, according to an NAB survey of more than 300 stations with and without SNV's released last week.

Although SNV's are expensive, the survey concluded, "overwhelmingly these satellite news units are viewed as a highly valuable addition to television station operations. Their primary value is providing stations with highly expanded coverage abilities as well as an edge in market competition."

In early March, the NAB contacted 68 stations that already had SNV's to gather information on what they cost, how they were equipped and how they were being used.

In addition, the NAB randomly surveyed 253 stations without SNV's to determine whether they intended to buy or lease a

truck, how they planned to use it and what they expected to pay for it.

According to the survey, virtually all stations with SNV's (98%) felt the SNV's were either "valuable" or "very valuable" assets.

The SNV's were used an average of 12 times per month, primarily for breaking news. The length of SNV assignments ranged from two hours to 72 hours.

Those with SNV's gave several reasons for procuring them. The principal ones: the ability to expand coverage area (34.7%), greater ability to cover news live (25.5%) and staying competitive in the market (21.4%).

The SNV's now in the field cost, on average, \$440,000, the survey found. Almost all (98.6%) have editing gear aboard 85.9% have cellular telephones 70.4% have microwave gear, and 33.8% have character generators.

Nearly half (45.1%) of the stations with SNV's were completely satisfied with their trucks. Those that weren't would change a variety of things if they could, including the size of their truck. Five said they would opt for a larger truck; five, for a smaller one.

Of the stations that didn't already have a truck, 22.8% said they planned "to buy, rent, lease back or share some type of a satellite news truck or van in the next three years." Of the 22.8%, nearly half said they would be making their move within the next year.

The stations said they would use the trucks for news, public affairs, live sports events, documentaries and, to a lesser extent, entertainment programming. About 65% said they would procure a Ku-band truck, 16% said they would go for a C-band unit. The rest said they would either acquire a dual Ku-band/C-band unit or hadn't yet made a decision.

Nearly 80% of those in the market for SNV's said they would equip their trucks with microwave gear; 74% said they would include editing equipment, and 63% said they would install a cellular telephone.

The survey indicated that some of those planning SNV's may experience some sticker shock. More than half (56%) said that the cost of the trucks would be less than \$300,000. □

## Solid state cameras the thing in ENG

**Survey released at NAB finds that 87% of stations intend to purchase charge-coupled technology by 1991**

Solid state video cameras are now indisputable challengers to tube cameras for electronic newsgathering purposes, it was made clear at last week's NAB equipment show in Dallas.

Opinions still vary widely, however, as to when cameras using charge-coupled device (CCD) technology will find their way into higher-end field production and studio uses.

The seven manufacturers that showed CCD cameras remain split over what type of chip technology best serves broadcast needs, but all cited CCD's advantages—increased

sensitivity, imaging advantages and lower cost and power consumption—over conventional tube cameras.

A survey released at NAB showed that more than two-thirds of U.S. TV stations expect CCD cameras to be widely available and perform satisfactorily in ENG by the end of next year. The same percentage will invest in the technology within two years and nine of 10 stations will have purchased the technology before 1991, according to the survey, which was conducted by Douglas Sheer and DC&A Research in New York.

Only 16% of the several hundred stations responding, however, believe CCD cameras will be widely available and satisfactory for studio performance by 1989, but nearly half said they would reach that state in 1989 or 1990. Expectations expressed on the floor for studio-quality CCD cameras varied from as soon as one year to as distant as five years.

The CCD cameras at the exhibit, including new units introduced by Ikegami, Hitachi, Thomson and Broadcast Television Systems, and established units from Sony, NEC and Panasonic, use one of three types of chip technology—frame transfer, interline transfer and a hybrid approach.

Interline transfer CCD's, used in the best-selling CCD ENG camera introduced last year by Sony, in the new cameras from Ikegami, Hitachi and Thomson, and in Panasonic's CCD unit, use storage elements adjacent to each active pixel. The system is considered simpler than other approaches, but users cite disadvantages including vertical streaking, lower sensitivity and motion blur.

Ikegami showed two new ENG cameras using interline CCD's, the \$15,000 HL-379 with 650 lines of horizontal resolution and the CCD-770, a \$5,500 unit with 480 lines of resolution. Hitachi's FP-C1 and FP-C2, with 580 lines of resolution and Thomson's new \$16,000 TTV 1640, with 550 lines of resolution using Sony-manufactured CCD's, both have interline transfer chips.

Frame transfer technology, originally used by RCA Broadcast several years ago when it introduced its ill-fated CCD-1 broadcast camera, was seen again on the floor in the new LDK-90 CCD unit from the Bosch-Philips joint venture, Broadcast Television Systems (BTS). The frame transfer CCD, which transfers a full field of video at a time into the chip storage area, claims higher sensitivity without vertical streaking, but it requires a mechanical shutter to block light during the transfer.

The BTS camera, described in technical papers during a Friday, March 27, engineering session by company design engineers, uses Philips-manufactured chips and claims resolution equivalent to other CCD types.

A third approach that combines the transfer characteristics of both interline and frame transfer CCD's has been available for several years from NEC. The company's SP-3A, which uses a variable-speed electronic shutter and features 550 lines of resolution, was one of the first broadcast-quality CCD cameras on the market and late last year was

purchased in quantity by NBC.

NEC, arguing the advantages of a hybrid interline-frame transfer approach, was also privately showing at the exhibit an engineering prototype of a new CCD camera, the EP-3. The unit, using a new hybrid chip, is meant for electronic field production and will be designed to achieve up to 750 lines of

resolution, NEC said. The camera will be available at \$35,000 in 1988.

Panasonic, which introduced its interline-transfer CCD ENG camera last fall, also expects to develop a CCD camera with the hybrid interline-frame transfer approach by the end of 1987, according to Panasonic Broadcast President Stan Basara. □

## FMX comes back strong

### FM noise reduction system weathers tough year but now has needed financial support

After a rough year, FMX returned to the NAB convention last week with the financial backing needed to bring the FM stereo noise-reduction system to fruition and, according to its proponents, without the severe compatibility problems that had threatened its future.

At a radio engineering session, Emil Torick, co-inventor of the system and president of Broadcast Technology Partners (BTP), the company formed to develop and market FMX, said two changes had been made in the system so that FMX signals would not aggravate the noise caused by multipath interference in conventional FM stereo radios. "In short," he said, "the system is poised and ready to fly."

Putting up the money—some \$3 million over the next few years—to further develop, promote and license FMX technology is FMX Associates, a Detroit-based investment group led by engineering consultant John F.X. Browne. FMX Associates has a 60% share of BTP, entitling it to 60% of the royalties from the licensing of the technology if the system, as Torick envisions, takes off. Other BTP partners: Torick and co-inventor Tom Keller, NAB senior vice president, science and technology; NAB, and CBS. None are saying what their shares are, but an NAB official confirmed that NAB and CBS have equal shares of more than 10%. CBS provided most of the money for the initial development of the system.

FMX was a hot topic among FM broadcasters at last year's NAB, for good reason. The system promises to improve dramatically FM stereo coverage and reception.

In the FMX system, an FMX stereo-difference channel is added to a conventional FM stereo signal by shifting the phase of the channel so that, in theory, it doesn't interfere with the conventional stereo-difference channel.

Much of the noise picked up in the transmission of the FMX channel is eliminated by a companding noise-reduction system, in which the dynamic range (the difference between the loudest and softest passages) of the channel's audio is compressed before transmission and restored before reception. It is the same sort of companding system used in multichannel television sound.

It takes a new breed of FMX radios to detect and restore the FMX channel and take advantage of the noise reduction. FMX will not improve reception on existing conventional FM stereo radios, but if it is truly



Torick

compatible, as its proponents claim, it will not significantly degrade reception on conventional sets.

With the noise-reduction of FMX, it is generally acknowledged, FM stereo stations would greatly expand their coverage areas, recovering much of the turf they lost when they went from mono to stereo broadcasting. It also mitigates the bane of FM stereo—multipath noise and distortion.

Despite its promise, FMX was in real trouble last fall. Independent tests of prototype FMX generators revealed that the system was not as compatible as it had been advertised to be. According to the testers, the biggest problem came during multipath reception. The presence of the FMX signal, they found, worsened the effects of multipath as heard on conventional receivers.

At about the same time the problems of FMX were being made public, CBS decided to shut down the CBS Technology Center in Stamford, Conn., disrupting the FMX development work that was taking place there under Torick's guidance. CBS, with the help of NAB, moved the FMX development to new quarters in Greenwich, Conn., and kept it at work until new backers were found.

At last week's engineering session, Torick acknowledged that, under some conditions, the original FMX signal aggravated multipath effects in existing receivers, increasing their intensity. Instead of simply a burst of noise, he said, the multipath event sometimes also contained "a burst of programming."

To rectify the problem, Torick said, the FMX system has been modified in two ways. First, he said, the system uses less compression of lower frequencies, which minimizes the "crosstalk"—the detection of the FMX signal by conventional radios—

that causes the programing bursts during multipath reception. Second, he said, the phase of the audio in the FMX channel has been inverted so that, during a multipath event, the FMX and conventional stereo-difference channel "subtract instead of add." It's "an elegant solution," Torick said.

Stereo generator manufacturers are taking a wait-and-see attitude on the new-and-improved FMX. Ron Jones, president of CRL Systems, which has been integrally involved in FMX development from the start and was one of the companies that discovered the compatibility problem, said CRL is eager to give FMX a second chance.

"As soon as the new specifications are released, we will test the system again," Jones said. "If we conclude that some of the disadvantages have been reduced to a point where broadcasters will accept them and the advantages outweigh the disadvantages, we will go into production with an FMX generator."

CRL and other manufacturers of stereo such as Orban Associates and Inovonics are not showing prototypes of the FMX generators as they did last year, but they are leaving room within their newest FM stereo generators so they can be upgraded to include the modified FMX.

According to Torick, the final technical specifications needed by the equipment manufacturers as well as licensing information and the FMX logo will be released some time in May.

At the NAB's new technology exhibit at the convention, BTP used a multipath simulator and tapes of over-the-air tests under severe multipath reception conditions to demonstrate, among other things, that the modified FMX no longer exacerbates multipath reception on conventional radios and that it actually improves such reception on FMX radios.

For the elaborate demonstration, BTP used a CRL Systems prototype generator and prototype car radios from Nakamichi, Chrysler, Ford and Delco Electronics, and a production tuner from NAD.

Also shown at the exhibit was a FMX test generator (Model RE505/RE506) from RE Instruments, of Westlake, Ohio. According to Joergen Voldby, president, RE Instruments, receiver manufacturers can't design and build FMX radios without a "high-quality" test generator like the RE505/RE506.

According to BTP, two integrated circuit manufacturers—Sprague Electric and Sanyo Semiconductor—are in the final stages of work on FMX chips that will make possible the mass production of FMX radios. The chips, it said, would be on the market by the end of the year.

Oliver Richards, analog applications manager, Sprague, confirmed that Sprague FMX chips for car and high-end audio gear would be available by year's end. "As soon as the receiver manufacturers hear that FMX improves multipath, they are going to be very interested," he said.

Richards sees a bright future for the technology. "In five years," he said, "it will be impossible to sell an automobile receiver without FMX." □

## Motorola makes strong C-Quam defense at NAB

**It takes issue with NTIA study that says multisystem approach is where marketplace is heading**

Motorola officials who are pushing the company's C-Quam AM stereo system are more than a little bit frustrated.

After what Motorola considered a highly successful year, in which the number of receiver manufacturers and broadcasters committed to C-Quam grew significantly, the National Telecommunications and Information Administration issued a report concluding that the AM stereo market has stagnated and that the only way to end the standards battle between C-Quam and Kahn Communications' single-sideband system is to encourage the production of multisystem receivers capable of receiving both systems.

"This is just not true... I don't care what the NTIA says," said Motorola's Chris Payne at a press conference during the NAB convention. "There is no stalemate between systems. There is no stagnation in the market... Why doesn't somebody get the picture here? It's going to be single system."

At the press conference, Motorola made its case that if C-Quam wasn't already the nation's de facto AM stereo standard, it was well on its way.

- It said that its semiconductor division has shipped nearly 11 million chips for building C-Quam-only radios to some 40 receiver manufacturers.

- It said the number of cars equipped with C-Quam-only radios from the big-three U.S. auto manufacturers would grow from 2 million in the 1987 model year to 2.6 million in 1988.

- It said that more than 500 stations worldwide are broadcasting the C-Quam signal, at least five times as many as are broadcasting with Kahn. And, it said, while a dozen stations have switched from Kahn to C-Quam, none have gone from C-Quam to Kahn.

- It said that three other countries—Australia, Brazil and, as of three weeks ago, Canada (BROADCASTING, March 30)—have adopted C-Quam as their sole AM stereo standard. (A national standard helps, said Payne. The percentage of AM stations broadcasting in stereo in Australia has jumped from 3% to 50% since the government acted.)

- It said that its semiconductor division would be introducing four new C-Quam-only chips this year, allowing C-Quam to be incorporated into virtually any kind of radio.

Frank Hilbert, Motorola's manager, AM stereo, objects strongly to NTIA's preliminary finding that multisystem radios are the way to solve the AM stereo riddle. The success of AM stereo requires low-cost, high-performance chips, he said. "It can only be done with single system," he said.

Before fully endorsing the multisystem

radio approach, the NTIA is conducting a three-month investigation to confirm the technical feasibility of multisystem chips. Hilbert said Motorola has sent NTIA all the information the NTIA has asked for, but would not send equipment requested until NTIA answers some questions about how the multisystem tests will be conducted.

According to Hilbert, the stakes for Motorola are high. About 180 million receivers are sold worldwide each year and about 70% of them are equipped for stereo reproduction. Motorola would not only earn royalties on each AM stereo radio produced, but it would also capture a major share of the AM stereo chip market. "It's a hell of a business," Hilbert said.

At an AM improvement panel session later during the NAB convention, NTIA's Charles Schott reiterated the agency's reasons for embracing multisystem technology as the only way out.

The marketplace seems incapable of making the decision, he said. Despite C-Quam's current dominance of the market, he said, the growth of AM stereo in the U.S. seems to be slowing. Although 36 stations added stereo in 1984, only 30 did in 1985 and 26 last year, he said.

If the government mandated a standard today, he said, it would financially harm those receiver manufacturers and broadcasters that had invested in either of the two systems. What's more, he said, picking a system at this point would likely trigger a suit from the losing party.

Schott said that Motorola has given NTIA assurances that it will supply NTIA whatever it needs for its multisystem tests. He acknowledged that Motorola has some concerns about the tests, and that they will be discussed at a meeting between Motorola and NTIA officials shortly. □

## New AM standard gets NAB review

**AM broadcasters, at CRL Systems booth, compare fidelity of 10 khz AM with FM response of 15 khz**

A demonstration at the CRL Systems booth on the floor of the NAB convention allowed AM broadcasters stopping by to compare, with a flip of a switch, AM stereo using a frequency response stretched to 10 khz by a new standard against conventional FM stereo with a response of around 15 khz.

Back at their stations this week, those AM broadcasters will have to decide, based on what they heard in the CRL booth and at a NAB demonstration, whether AM with 10 khz of fidelity can be competitive with FM and, more to the point, whether AM with 10 khz of fidelity is worth working and paying for.

Today, AM is, at best, a 5 khz audio service, making it superior to the telephone, but inferior to FM and just about every other audio service.

Last January, the National Radio Systems Committee issued the so-called NRSC stan-

dard that would, with widespread implementation, boost AM fidelity to 10 khz and narrow greatly the quality gap between AM and FM.

The voluntary standard calls on AM broadcasters to use a specific preemphasis curve in audio processing, for which there is a complementary deemphasis curve for radios, and limit audio bandwidth to 10 khz.

At an engineering and management sessions devoted to AM improvement, speakers urged broadcasters to take the lead in encouraging receiver manufacturers to make wideband 10 khz radios.

Some manufacturers are reluctant to make wideband radios before broadcasters limit audio bandwidth to 10 khz because the sets would be too susceptible to interference. Alan Boyer, of Sony, told the broadcasters that Sony is hesitant about implementing the standard. "Will the broadcasters back this?" he asked. "Will there be enough stations out there?"

Bill Gilbert, of Delco Electronics, said the General Motors subsidiary would incorporate the deemphasis curve only in its wideband AM stereo radios. He said Delco had no plans to implement the curve or widen the frequency response of nonstereo radios. Delco has extended the bandwidth of the stereo radios because it's necessary to preceive stereo.

Almon Clegg, of Denon Electronics, said the high-end maker of consumer electronics would introduce at least one wideband mono radio with the deemphasis curve.

The NRSC curve and wideband response does not have to be combined with stereo in AM radio as some manufacturers have suggested, Clegg said. Wideband response is a feature that stands alone, he said. "AM wideband is easily demonstrable in a store," he said. "You can hear it right off."

The receiver manufacturers said that most wideband radios will have switches—either manual or automatic—to narrow the frequency to mitigate interference, especially at night.

At both sessions, broadcasters asked about continuous tuning radios that didn't require the listener to switch from one band to the other. NAB engineer Michael Rau, who has been active in the development and promotion of the standard, said he doesn't anticipate the receiver manufacturers investing in continuous tuning radios and suggested that it might be futile to push for it. "We have to choose our fights carefully," he said.

Delco's Gilbert suggested that it may not be a good idea to put continuous tuning in radios until the AM quality is improved. If listeners tune in to AM on such radios and find it lacking, he said, they "may ask us to take the feature back out of there."

In response to another question, Rau said the NAB decided against asking the FCC to make the NRSC standard a government-mandated one so it could be modified by the

industry when needed. But, he added, the NAB will ask for a rulemaking if its members desire.

It's difficult to gauge just three months after the standard was formally adopted how enthusiastic broadcasters are about it.

Stan Salek, of CRL Systems, offered some evidence that the broadcasters are at least interested. It offered a packet of information on the NRSC and its implementation to nearly 5,000, he said. So far, between 500 and 1,000 stations have responded to the offer, he said. "The interest is definitely there."

Although it's not certain how many broadcasters are actively supporting the standard, none is actively opposing it. According to Rau, Bonneville, the only broadcaster to file comments with the NRSC opposing the standard, has withdrawn its objections.

On the convention floor, there was plenty of concrete evidence that implementing the NRSC standard will not cost broadcasters much. All the major audio processor manufacturers were offering gear for retrofitting processors to meet the standard's specifications for a few hundred dollars.

Many of the speakers saw the NRSC standard as AM broadcasters last chance. "The AM business is going the way we don't want it to go," said Clegg. "It has to be revived and this is a great way to do it." □

## All along the watchtower

**Although interference to AM stations hasn't increased since Radio Marti went on air, U.S. treads carefully in establishing new AM's, fearing Cubans could still retaliate**

U.S. problems with Cuban-caused interference to American AM stations have not received much publicity in recent months. Indeed, FCC monitors have not found that the inauguration of Radio Marti and its broadcasts to Cuba in May 1985 has been followed by an increase in the interference that American stations, particularly in the Southeast, have suffered for years. Such retaliation had been feared in some quarters. But State Department officials remain sensitive to the possibility that the Castro government will introduce new AM stations to interfere with American outlets.

Richard Shrum, of the State Department's Bureau of International Communications and Information Policy, discussed the government's uneasiness regarding the matter at an NAB session last week. He said the department was working with the FCC on a small number of applications for AM stations in the Southeast, mostly Florida. The aim is to accommodate them without causing what Shrum described as an "overreaction" from Cuba.

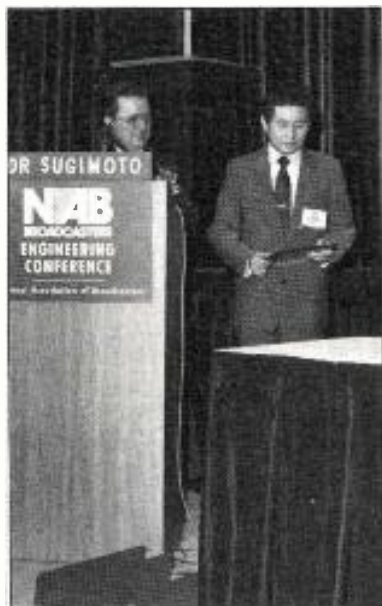
The problem stems in part from the fact that Cuba walked out of the meeting of western hemisphere countries in Rio de Janeiro, in 1981 on developing a new plan for AM radio, without signing the final agreement. As a result, Shrum said, the Rio agreement

does not apply to U.S. relations with Cuba as it does to U.S. relations with other countries in the hemisphere. Instead, U.S.-Cuban relations are governed by a broader provision in the International Telecommunication Union agreement to which both countries adhere.

"Our job is to work with the FCC to license the maximum number of AM stations," Shrum said. "But we operate under the ITU agreement, and we are aware of the danger. Cuba could operate a lot more stations than it does. We don't want Cuba to overreact and cause interference to the U.S."

Shrum also reported that the Rio agreement could be sent to the Senate for ratification within the next few months. He said "the ratification package" is circulating among affected government agencies and would be submitted to the White House for its consideration "in the next three or four weeks."

Shrum's appearance at the NAB reflected an awareness of the broadcasting industry's growing stake in international relations. And Shrum indicated the interest can go the other way. "It will be important for the State Department to work more closely with the NAB," he said. He expressed specific concern about the elimination of research laboratories, like CBS's, which have been lost in one of the economy moves that have engulfed the company. The elimination of the CBS Labs, Shrum said, "took away five individuals" he had sent to CCIR [International Radio Consultative Committee] meetings in the government's behalf. □



**HDTV honors.** NAB honored work of Japan's NHK on high-definition television system at its convention on Sunday, March 29. Receiving the plaque for NHK, which supported tests of terrestrial HDTV transmission in Washington last January, was Masao Sugimoto (r), NHK director of new media development. Pictured with Sugimoto was Tom Keller (l), NAB senior vice president of science and technology.

# NAB TELEVISION

## DSA winner Umansky champions localism

In acceptance speech, he says broadcasters have chance for 'recovery' from onslaught of new media through localism

A sentimental favorite stepped to the podium in Dallas to accept the National Association of Broadcasters distinguished service award on March 28: Martin Umansky, who carved out a national reputation as a broadcaster-newsman from the modest clay of KAKE-TV Wichita, Kan. In a time when NAB is celebrating the virtues of localism and old-fashioned community service, Umansky appeared the perfect choice to epitomize both.

And if his selection rang one bell, his remarks in acceptance rang several more. "Nobody else does it, either at all or as well," he said, referring to broadcasting's facility at local news and weather and sports coverage, or fund-raising, or carrying "the unending public service announcements."

Umansky went on to cite specific examples of public service campaigns around the country, and then remarked: "Yet there are some in Washington—some who have a great deal to do with our destiny, and there are others elsewhere—who don't believe that localism exists to any significant extent, or even that it matters. Their perception is that all local television broadcasters are simply conduits for the networks, syndicators and barter merchants, or that radio broadcasters just spin records, and that the sole goal of both is to make scads of money. Which isn't a crime, of course, but in point of fact is not always true."

Besides lamenting localism's nonappreciation, Umansky encouraged broadcasters to pay even more attention to it. "As we all well know, there are more choices for the American public to watch and hear than ever in the history of mass communication . . . One sure way of recovering much of that time and revenue is through localism. People are more interested in themselves, in what affects them locally and in what can be done to improve the quality of their lives than in anything else."

Umansky seized the occasion to remark upon two industry developments that concerned him. One was the lifting of the three-year rule "that has attracted financially oriented speculators to what they perceive as a cash-cow industry to be milked for all it's worth: the leveraged buyout experts, the fast-buck artists and others who have no real feeling for or understanding of broadcasting. Their bottom-line morality may justify extensive staff firings and wholesale cutting of expenses to satisfy boardroom budget decisions, but they may be seriously damaging the ability of their operations to serve and



NAB Joint Board Chairman Ted Snider, Martin Umansky and Fritts

attract an audience that is already somewhat disenchanting with traditional broadcasting.

"That bottom line may be better served in the long run," Umansky continued, "if investment is made in investigative reporters and public affairs people. Money spent on developing a sound and respected relationship with the community and becoming the trusted, relied-upon communicator; that money will come back many times over," he said.

Umansky also was critical of stations that became carried away with satellite technology and fell prey to the urge "to send an anchorperson, staff and trucks out a thousand miles to cover a news story," when "it may be wiser, cheaper and time better spent" to cover stories closer to home. "The bluebird of successful news coverage is in your own backyard, not flown off to remote places where—if a story needs to be cov-

ered—the network or national service may be in a better position to do it."

But Umansky was generous in his praise of satellite transmission's making possible "miraculous remotes" and at the same time helping "get even" with AT&T "for their outrageous connection and line charges of yesteryear."

The DSA winner offered his own nomination for award consideration: "Whoever coined the phrase '... serve the public interest, convenience and necessity' of the Communications Act deserves five distinguished service awards. That's what our industry is about. That license requirement never was a burden to good, serious broadcasters who do not live in a vacuum. They ascertain. They see the problems and address them. They know that serving the public well is good broadcasting and that's good business. It's the key to success." □

## Text services search for a niche

### Companies experimenting in field report modest success, but problem of what consumers want remains

The growth of teletext and datatext is circumscribed, at least for the time being, by a number of factors, a panel of experts decided Tuesday afternoon at an NAB session titled "Teletext, Datacasting and the Future of the VBI (vertical blanking interval)." The session, moderated by Barry Umansky, deputy general counsel, NAB, reviewed the current limited distribution of decoders; the potentially small audience for the services, and the problem of incompatible systems.

It is not the law that holds back the services, said Howard Lieberman, a partner for the law firm of Arter & Hadden and counsel for the Videotex Industry Association, who said teletext's legal status is "one of the few examples in communications history where law is not retarding development." Several

years ago, Lieberman said, the FCC authorized videotext. (But another FCC decision to refrain from making content rules was overturned by the U.S. Court of Appeals. The court said teletext and datatext are more like broadcasting than publishing, and the decision is currently under appeal to the Supreme Court.) There are no technical standards requirements, he said, although the court has allowed states to regulate some kinds of datacasting.

One problem broadcasters face, Lieberman said, is that cable systems have the right to strip the teletext or datatext signal from the vertical blanking interval. Removing the signal is not always intentional, he added, since some cable systems' headend equipment is designed to automatically clean the vertical blanking interval so it can be used for billing and addressability information: "It is not necessarily venal."

Hillary Goodall, managing editor of Taft's



Electra teletext systems, said its customers use the system for a specific purpose: stock prices, sports. "It is something that adds value to the TV signal." The station carrying teletext will earn viewer loyalty, she added: "We believe it encourages people to keep the set tuned to the signal that has teletext. You can use it to cross-promote programming, and it also re-enforces the local news image." Stations, Goodall added, can also make some money on local advertising.

Don Gale, vice president of communications for Bonneville International, described that company's Extravision teletext service, carried on KSL-TV Salt Lake City, which has been broadcasting it since 1978. Currently there are only 1,000 decoders, sold at a price of roughly \$300 each, but as the numbers produced increase, Gale said, the price should drop: "We are expecting another 1,500 next month and 25,000 by the end of the year." Additionally, Bonneville has made it possible for owners of personal computers to access its service, which happens up to more than 1,000 times a day, Gale said. Weather, he said, is "almost always at the top of the list. One thing none of us know is what the public wants from teletext, and it is a consumer-driven business. We won't know for a few months or a few years.

"We don't think it will be a huge money maker," said Gale, "but we anticipate a reasonable profit next year. It is a relatively small investment. You will spend more money for a camera than for your teletext operation."

Steve Sigman, Zenith's director of market planning, said that the benefit of teletext to the consumer is already apparent: "convenient and timely information delivery. Entertainment is of secondary value." When Zenith decided to explore its involvement with teletext 10 years ago, he said, the company "immediately encountered the chicken and egg problem"—not enough consumer interest due to a lack of decoders and stations carrying teletext and little incentive for manufacturers to make the decoders. "In order to solve the dilemma we decided to build chassis with the decoders built in." Zenith started to ship the sets "in quantity" last August, an extra for which it does not charge. □

## 'Low-power' group seeking higher visibility, holds first meeting

**Community Broadcasters Association gathering features encouraging words, plans and advice from Congress**

A new force in television was struggling to be born at the National Association of Broadcasters convention in Dallas last week. A group of low-power television operators (who shrink from that designation) are organizing themselves into the Community Broadcasters Association, which held its first meeting, at the convention center.



Swift

courtesy of the NAB. There were words of encouragement, even exhortation, from a key member of Congress. And there were panels offering suggestions on how to conduct and improve business.

If there were a theme of the three-and-a-half-hour meeting, it was that LPTV is an emerging force. John Kompas, of Kompas/Biel & Associates, who is president pro tem of the organization, reported that 451 stations are now on the air, with 15 to 20 new ones beginning operation every month. He said 32 stations went on the air since January. And there are 1,700 construction permits outstanding.

What's more, the association has plans for providing logistical support for its members. Kompas said a program distribution center was being developed, along with an electronic network over which stations could exchange programming. Kompas also said a book was being prepared that would list information about members for use by advertisers.

Still, in the view of Representative Al Swift (D-Wash.), an influential member of the House Telecommunications Subcommittee, "LPTV is the best-kept secret in the communications field in the U.S." The FCC and the Congress "don't know about you," he said, nor does the NAB. Cable television, the public and advertisers are "beginning to hear about you," said Swift, but "to the extent you have the FCC and Congress developing policy without knowing you exist or your problems," he said, "you are in a dangerous position."

While advising the LPTV operators to make their presence known at the commission and on Capitol Hill, Swift seemed to feel he had an opportunity to shape a still-malleable mass communications industry. "Twenty-four-hour-a-day shopping," he suggested, would not be a valuable contribution to society. Cable systems provide that, he said. But programming "that holds a mirror to a community so it can see itself on TV"—that would be "your best protection against regulation, both at the FCC and before Congress." He noted that "the pendulum has swung away from regulation. But some think it's beginning to move in another direction. If it is not," he added, "it will, in a

relatively short time."

LPTV stumbled, rather than burst, on the scene in the final months of the Charles Ferris FCC, when the commission invited applications for the new LPTV service before it had adopted rules or guidelines for dealing with the avalanche of applications that was to come. Roy Stewart, chief of the FCC's Video Services Division, who participated in one of the panels at the conference, said progress is being made in putting the LPTV house in order. He said that while 35,000 applications were pending a year ago, that figure is now down to 8,000, with most of those having gone through the lottery process the commission has adopted for speeding the selection of LPTV permittees.

As Swift's remarks suggested, the service is still trying to define itself. Martin Rubenstein, former president of the Corporation for Public Broadcasting, who moderated the panel sessions, indicated the newest members of the mass media are anxious to free themselves from the designation of "low power"—he ostentatiously avoided the term. And John Mielke, who is in the process of putting a low power station on the air in Eugene, Ore., said of LPTV he operated in Anchorage, "We took LPTV out of the title and put Metro in it. It was a Lifestyle TV station, not an LPTV."

Still, the stations do not have a great deal of power. They operate within a 10-to-20 mile area with from 1w to 10w VHF and up to 1 kw UHF. But the enthusiasm and drive of some of the licensees do not permit acceptance of those boundaries. Obtaining carriage of their signals by cable system is high on their list of priorities. "Once we get on cable, we're on a parity with the biggest television station," said Charles Woods, of Woods Communications, who keynoted the conference. Woods's company owns full-power television stations in five states as well as six 100 kw FM stations. He now has a network of nine LPTV stations, and has nine more LPTVs under construction.

LPTV stations often pay for the privilege of having signals relayed by cable television systems. Kris Harvey, of K49AZ Twin Falls, Idaho, said she pays \$4,000 a year for cable carriage. But Woods—and others in the new service—see their future as tied to the community. "We'll fulfill a need," Woods said. He cited the "mom and pop advertiser who can't afford a full-power station." He also said LPTV stations can do the kind of local programming—beyond local news—that full-power stations will not do. Kompas said the common element LPTV stations share is "localism."

That does not mean LPTV stations—which generally are on the air 24 hours a day—have a completely different look from full-power outlets. Kompas said that "home shopping and music video are popular staples for LPTV." Harvey calls her outlet "an entertainment station," and says it carries Brigham Young football games and programming obtained in cash or barter deals. Robert Raff, of KO6KZ Junction City, Kans., carries such top-of-the-line material as *Magnum PI*, which he said he obtains for \$100 a program. And Mielke made it clear the sta-

tion he ran in Anchorage was "a commercial broadcast station." He said something called Jackpot Bingo netted \$10,000 a month—and wiped out the competition.

Occasionally during the meeting there were indications the LPTV entrepreneurs were not operating without risk. Stewart noted that the commission has canceled 500 construction permits for failure to build or to show significant progress in construction. Still, Kompas and other speakers compared LPTV to FM radio and cable television of the 1960's. And Swift said, "You are the industry that's now the pioneer. It can be interesting and dangerous—but the potential rewards are great." □

## Broadcasters talk tactics in war on illegal drugs

**At lightly attended opening session, Sally Jessy Raphael moderates open discussion of the role of broadcasting in discouraging drug abuse**

The NAB's opening joint session, Sunday, March 29, was an impassioned, if not well-attended, panel on "Drug Abuse in America." It was moderated by talk show host Sally Jessy Raphael, in what she called "Phil Donahue, Oprah Winfrey" fashion (soliciting comments and questions from the audience via a wireless mike) after first putting questions to the panel members: Tom Goodgame, Westinghouse Broadcasting, Dr. Ian McDonald, special assistant to the President on drug abuse; Joseph Riley, mayor of Charleston, S.C.; Robert Smith, assistant U.S. district attorney for the northern district of Texas, and Larry Gatlin of the Gatlin Brothers band.

All of the panelists felt broadcasters were doing a good job making the public aware of the problems of substance abuse, but added that there is much work still to be done. McDonald said that 38 million Americans use illicit drugs, and the problem creates or complicates still more problems, like homelessness or contracting AIDS. Riley said that two-thirds of the country's high school graduates have used drugs.

Where does the solution lie? All agreed that the problem begins with the user, in many cases a teen-ager, who, said Gatlin, is "confused and decides to escape."

"We need to reduce demand, to convince young people that drugs will kill them," said Riley. But he emphasized that this educational process will take time. "It's not going to be 'push a button for a quick solution,'" he said. "If we commit to a long-term educational effort—beginning in kindergarten—we can rid the nation of drugs," Riley said.

Smith agreed: "We need to reduce both the supply and the demand." And McDonald added that in addition to education, children and teen-agers need strong parental support.

Gatlin, a recovering drug user, stressed the need for personal support as getting at the root of preventing drug use and helping



Gatlin, Smith, Riley, McDonald, Goodgame and Raphael

those already using. "We've got to address the problem of why human beings hurt, why they feel pain. We're the most sedated country in the world."

Raphael asked Goodgame whether, as a representative of a large broadcasting company, he thought enough was being done to find people who sell drugs in the work place. "Do you police yourselves, since most people get their drugs where they work?" she asked, adding that she knew people at all the broadcast organizations she worked for who could get drugs. Goodgame said that there is a mechanism in place at Group W to enable people to report such people and to counsel drug users.

A member of the audience said that another way radio and TV stations could help influence children is through on-air people serving as role models, going out into the community—"where the problem is"—and talking to the children. Goodgame told of just such an effort by Westinghouse's Boston station, WBZ-TV. The anchors, sportscasters and others went to schools and PTA meetings to talk about the dangers of drug use and in one case were accompanied by the governor of Massachusetts.

In ending the session, Raphael remarked that "this is the smallest attendance of any NAB opening session. We should ask ourselves why. Do we just not care?" □

## Making community service pay off

**Broadcasters discuss public service campaigns that reap image dividends**

Community service doesn't have to be a one-way street, all station outlay, with little or no tangible return. That was the message at a Saturday joint session, "Community Service Makes Good Business Sense."

The panel, moderated by Tom Goodgame of Westinghouse Broadcasting, comprised Donna Gittens, of WCVB-TV Boston and president of the National Broadcast Association for Community Affairs; Henry Osborne, WRC-TV Washington; Senator Larry Pressler (R-S.D.); Joe Shamwell, WACR-AM-FM Columbus, Miss., and Norma Phillips, Mothers Against Drunk Driving.

The broadcasters on the panel offered case studies of public affairs programs that had been particularly successful. Osborne offered a videotaped summary of WRC-TV's "Beautiful Babies Right From the Start," developed after the station learned that Washington has the highest incidence of infant mortality in the nation. It developed the program in conjunction with the Washington area March of Dimes and Blue Cross-Blue Shield plan.

After determining that the main problem was that expectant mothers were not taking proper care nutritionally and not going to doctors for prenatal checkups, an incentive plan was devised. The station got area merchants to contribute goods (diapers, vitamins, formula) and put together a coupon book that was made available to any expectant mother. The coupons could only be redeemed one at a time and had to be validated

by a doctor following a checkup. In addition, the station produced a weekly "user's guide" program, and provided news series, editorials, PSA's, documentaries, local programming and bus and train advertising for the 18-month campaign. "We got a fantastic reaction from the retailers," said Osborne, adding that the station now sells out its documentaries. "People want to be associated with them."

From a large television market to a small radio market is not as large a jump as might be expected. Joe Shamwell showed that with some imagination a small station can produce effective public service campaigns. A key, Shamwell said, is in the station's attitude. It should not look at its mission as either doing public service or making money. "Do both in tandem, like the right and left sides of a brain," he said. "If you respect, care for and love your audience, they will respect, care for and love you." As broadcasters develop a loyal following, Shamwell said, they will be able to show advertisers that they should be on the station.

Among the campaigns Shamwell's stations have run was one to combat teen-age pregnancy. "Let's Wait Awhile" was designed with three different messages, one for teen-age girls, one for teen-age boys and a third for parents. The station got permission to use the hit song, "Let's Wait Awhile" by Janet Jackson in the spots. "We wanted a PSA that would be entertaining" so the teen-agers would pay attention to it. "We didn't want a talking head preaching at them. We share information to let them know we care about them," Shamwell said. The campaign

expanded after Shamwell saw some print ads on the same subject produced by the Children's Defense Fund in Washington. He got in touch with it, played the PSA's and the CDF took the campaign nationwide. United Press International did a story on the program that was printed in papers across the country and overseas, said Shamwell, who had one clip from Thailand. "Give away a car and see if your station gets that much publicity," he said.

MADD's Phillips praised the broadcasters for their efforts in combatting drunken driving. "In seven years [since the founding of MADD], drunk driving fatalities have dropped each year. We share that success with you. You have made the difference. We are a powerful alliance together. We should give you some applause." But the work needs to continue, she said. Someone dies every 23 minutes from drunk driving, Phillips said, and she asked broadcasters not to characterize drunk driving fatalities as "an accident; it's not. Someone has chosen to drink and drive." The public service efforts should be focused on children, Phillips said. "By high school it's too late."

Gittens explained the role of the 10-year-old National Broadcast Association for Community Affairs: to professionalize the field of public affairs. The group's annual meeting will be Oct. 13-17 in St. Louis. □

## State of the unions is hot topic

**Representatives of broadcast unions and management discuss the balance between those often conflicting entities**

"Mr. Freund has done what he always does—washed his hands in holy water. You don't do away with years of bargaining. The company is begging for a strike."

The speaker was John Hall of the American Federation of Television and Radio Artists. His target was Richard Freund of Capcities/ABC. They were two of six panelists who debated "What's the Future for Broadcast Unions" before the NAB convention last week.

Freund set off the exchange by declaring that the basic problem with the stations Capcities/ABC owns is that "they had too much manpower." The company first reduced management ranks, then went after the labor force, backed by the premise that "the unions always concede your right to reduce manpower." The biggest problems, Freund said, had to do with seniority and the inability to hire on a per diem basis. The most recently hired, which union rules held most vulnerable, "often were the best [employees] and/or minorities and women," Freund said.

The panel began with an undercurrent of tension over whether labor-management dealings had to be an adversarial relationship. The union side appeared unanimous on the subject, with Hall asserting "the law makes it virtually impossible to be cooperat-



Ballow, Freund, Hall, Wagner and Floyd

ive." But, he said, "we are involved in how you prosper," making the point that unions have as great a stake as management in a profitable company. Paul Wagner of the International Brotherhood of Electrical Workers agreed with the law but said "you must address the reality of the situation. Cooperation in the spirit of compromise is necessary to the process."

Freund made a further point that, in the past, the labor-management relationship was worked out by changing a little at a time. "Now," he said, "we must take a more radical approach. The old concept of seniority has to go. Things are changing, and it's going to be even more adversarial."

Responded Harry Floyd of the International Alliance of Theatrical Stage Employees, "Things are always changing, conditions are always changing. Technology has created new jobs, for example. You have to go to the bargaining table with understanding."

IBEW's Wagner said that managements are taking advantage of change as an excuse to cut payrolls. "It's not as radical as they say," he said. "NBC made \$405 million last year and they're talking about saving \$2 million or \$3 million a year."

Bob Ballow of King & Ballow likened the problem to taking slack out of a rope all at one time. "The problem started years ago. If we had kept the rope taut all those years there wouldn't be problems today," he said.

IATSE's Floyd said the problem was the rate of change. Unions depend on jurisdiction and seniority. Whatever happened to those employees who got companies where they are today? he asked. Are they to be forgotten, or is there an obligation to change them through retraining? Wagner added his opinion that the real problem is in the rapid change in ownership, joined to new management's desire for instant gratification. "It may be rammed down our throats," he said.

Returning to the question of seniority, Freund said that, "By and large, the newer people have been hired for particular skills and also because they are minorities or women. Frankly, there is a lot of dead wood in many large organizations. They've been protected from layoff for years. It's people who are producing very little who must be dealt with." Rejoined Wagner: "There is such a thing as retraining and motivation." To which rejoined Ballow: "I disagree. If [such employees] aren't motivated today they probably weren't 25 years ago."

There appeared to be agreement on only one subject: communication. Ultimately, that's the best answer to the management-

labor relationship, the panelists agreed, with CBS's system for communicating with its unions acknowledged as the industry's best. □

## Marketing redefined in new world of broadcasting

**TV station general managers compare notes on sales strategies; discuss importance of 'new to TV' client**

The differences between "marketing" a television station and just selling advertising time were explored in a Monday afternoon NAB panel session sponsored by the Television Bureau of Advertising (TVB) titled, "The New World of Broadcasting."

Asked to define the difference between marketing and selling, E. Blake Byrne, chairman of TVB and vice president of television for LIN Broadcasting, said, "Before, it was predetermined how much money they [the client] were going to spend and we would sit down and negotiate rates. That was salesmanship. I'm not sure that still isn't the way it is done on the national scene. Marketing is knowing your clients, helping them understand who their customers are and how to reach them."

Other definitions of marketing offered by the panel included "selling conceptually," "defining a need and finding the solution," "developing business," "promotion" and "luring new business."

Jim Coppersmith, vice president and general manager of WCVB-TV Boston, described how marketing worked at the ABC affiliate: "We have nine salespeople and they are extremely well paid, earning between \$60,000 and \$100,000 a year. But they know that if they want to keep those jobs, they must bring new-to-television business. After all, you don't have to be a rocket scientist to sell time to advertising agencies if you have a good TV station in a good market."

"We started a new program last year, and set a \$3-million target for new-to-TV, meaning not on TV before and not gotten through an agency. We then developed a list of potential clients that we parceled out to the sales force. If, after 90 days, the business was not developed, then that client was assigned to someone else. We brought in \$2,870,000 last year. We have a rather full-blown commercial production unit and are able in every case to say 'Yes, we can make a commercial



**Distinguished educator.** Erwin Krasnow (l), partner in the Washington communications law firm of Verner, Lipfert, Bernhard, McPherson & Hand, was presented with the 1987 Distinguished Education Service Award by the Broadcast Education Association. The association's chairman, Chris Sterling (r), of George Washington University, Washington, presented the award at a luncheon March 27 at the Loews Anatole hotel, Dallas. The award is given annually for achievement in or continuing service to broadcast education. Krasnow is co-author of "The Politics of Broadcast Regulation" and has lectured at several universities on communications law. Before joining Verner, Lipfert, Bernhard, McPherson & Hand, he served as senior vice president and general counsel of the NAB in 1976-84.

for you.' It will cost them \$3,000-\$5,000, but we don't make a lot of money on it."

Despite efforts to attract new business, Coppersmith said total television revenue in the market last year of \$327 million still fell short of the \$380 million brought in by the *Boston Globe*, which has 150 sales people, excluding classified advertising.

Byrne said LIN allows the general manager of each station discretion on its marketing strategy. He said that one general manager "lets the other stations spend on marketing, saying, 'We will get the money they develop.'"

That philosophy drew a sharp rebuke from Jim Babb, executive vice president, Jefferson-Pilot Communications Co., who said, "I think that explains the problems of the TV business. All we are doing is switch pitching everybody and that is why rates are going down in many markets."

Panel moderator Bill Moll, Harte-Hanks Communications, said marketing efforts have a higher cost-to-sales ratio than traditional negotiated sales. But television is no longer an "... infant industry. We have to invest in ourselves," said Robert Lefko, executive vice president, sales, TVB.

Charlie Webb, vice president and general manager, WBAA-TV Bluefield, W. Va., said marketing was particularly important in smaller markets, especially in C and D counties where "Procter & Gamble will not be dealing. I think there is a lot of money out there not being used because no one is calling on those folks."

A key element of marketing is promotion, said Jerry Marcus, vice president and gener-

al manager, KRIV-TV Houston: "The general sales manager should have a strong feeling for promotion, of creating dollars that aren't just involved with waiting for the phone to ring." Among the new business shows mentioned by the panel and audience were the series, *For Kids Sake*; a "balloon classic"; a special on testing for cholesterol, and a special titled *A World of Difference* (aimed at reducing racial and ethnic prejudice). Also mentioned was a show on the dangers of cigarette smoking which brought in money set aside from one state's cigarette tax, and a suggestion that stations go after the public relations money of large corporations, as well as their advertising budgets. □

## Getting down to business of station trading

**NAB panelists discuss changes in methods of financing and the factors affecting station prices**

With several years of rapid station trading, heightened values and complex financing experience to draw on, broadcasters and investment specialists packed the room for a Sunday afternoon NAB session, "What's a TV Station Worth Today?"

Initially, the discussion, moderated by Peter Desnoes, managing general partner and

chief executive officer, Burnham Broadcasting, focused on financing as the locomotive driving station values. It was generally agreed that the structure of financing has changed recently. I. Martin Pompadur, managing partner, Television Station Partners/ML Media Partners, said that only four years ago, he had approached Wesray Capital Corp., an investment firm and now a group owner, about investing in the television business: "These very savvy people at that time said no because we didn't have any inventories and receivables which (as collateral) they could take to GE Credit...and 'hock to the gills.' All we had, they told us, is cash flow." Now, Pompadur said, there is "too much money with too many flexible structures chasing too many deals."

While agreeing that the willingness of financial institutions to loan against cash flow has increased, the biggest change affecting TV station values is the increased availability of equity, said Fred Seegal, managing director of media, Communications Group, Shearson Lehman Brothers. "It used to be, when stations were trading at nine-to-11 [multiples of cash flow], that a commercial bank would loan up to a multiple of six, and the amount of equity required was a three-to-four multiple. Today prices are 12-to-15 times and commercial banks are still lending at the same multiple...junk bonds and other mezzanine sources have enabled people to catch up to the higher total multiples."

With greater prices, the "art of identifying unrealized elements" in stations being looked at is becoming more and more important, said Paul Hughes, president, Viacom Broadcast and Entertainment Groups. "A greater degree of precision is needed. For instance, over the last few years, I don't remember one pro forma [projection] submitted to me on a station for sale that had projected revenue growth of less than 10%. And we all know what has since happened to spot revenue."

The panel next focused on competitive factors affecting station prices. Pompadur said it was very important for interested TV station acquirers to know what cable systems in that market were doing: "How many channels the systems have indicates their ability to fractionalize your audience."

Seegal said that from an acquisition and investment view, cable was on the ascendancy. He noted that cable systems were trading at higher multiples than TV stations, and said that cable junk bond issues could be sold at 75-to-100 basis points (100 basis points equals 1%) less than the interest on a comparable broadcast offering.

Bruce Sundlun, chairman and chief executive officer of Outlet Communications, argued that cable was dwarfed by broadcasting, both in terms of advertising dollars and ability to cover television households: "In the larger markets where we have stations, our survey shows that roughly half of viewers tune in to cable to watch local television stations."

The panel also discussed the effect of regulation on TV station values. Erwin Krasnow, a partner with the law firm of Verner, Lipfert, Bernhard, McPherson & Hand,

said a negative change in the current bullish marketplace could occur if the three-year station holding rule, or something similar, were imposed. "Three weeks ago I would have argued that such a renewal of the rule was not likely. Now I think it might be coming back." In addition, Krasnow said there were some "sleeper" issues that might affect the marketplace, including an upsurge in competing applications for license renewals; a possible challenge to tax certificates, and the "probable" end of restrictions on the networks' ability to produce and syndicate programming.

Meanwhile, Krasnow said, there are "a lot of noises about cable but no legislation that will really weaken it." About must carry, he said, broadcasters should be "very, very nervous."

Milton Maltz, chairman of the Malrite Communications Group, said there is still a lot of opportunity for those who are genuinely interested in broadcasting and serving their communities, as opposed to just making a quick buck. The best opportunities, he said, were to find stations that were either mismanaged or had an inadequate signal. Regarding independent television stations in particular, Maltz said that they were differentiated from most programming because of their access to the local community: "Take your cameras out of the closet...do special events, and bring idealism back into broadcasting."

At the panel's conclusion, Desnoes polled the panel on the outlook for station prices to which most participants gave an unambiguously optimistic response. □

## Sifting through the tax changes

### Effect of new law depends upon type of broadcaster, corporate structure

Whether the tax reform act of 1986 is good or bad for broadcasters was explored during an NAB panel session last week, with the answer coming out: "It depends."

Among other things, it depends upon the category of broadcaster, according to Kenneth S. Hurt of Deloitte Haskins & Sells, Atlanta. He described three categories: (a) the entrepreneurial player, further defined as startups and moms and pops, or as other small-business persons, (b) the hybrid player, usually operating broadcasting properties along with cable systems and profitable newspapers, and (c) the pure player, or group owner of television and radio stations. Of the three, the entrepreneurial players is most adversely affected by the new tax law, Hurt said.

First, he noted that the top corporate tax rate has been decreased from 46% to 34% (effective July 1). Additionally, the capital gains rate has been increased from 28% to 34%, while for individuals the top rate of 50% is decreased to 38.5% for 1987 and 28% for 1988 and thereafter. According to Hurt, "the entrepreneurial player, small-

business person holding mature broadcast properties in regular corporate, subchapter S or partnership form should be advantageously impacted by these new tax rates. Likewise, the lower top marginal corporate rates should particularly boost the earnings of the hybrid and pure player broadcaster. Only the entrepreneurial player with a startup with large losses and negative cash flows should be either adversely impacted or not assisted by these new tax rates."

To the hybrid or pure player the tax bill is "nothing but a windfall," Hurt said, remarking that profits of Capcities/ABC will increase by 25% on tax reform alone.

Repeatedly during his remarks, Hurt recommended the subchapter S formation as advantageous for broadcasters. He noted, for example, that holding broadcast assets in regular corporate form can result in an almost doubling of the tax on a total sellout of all properties and liquidation of the corporation, while holding a broadcast investment in partnership or subchapter S has the potential to eliminate this "double taxation."

Another aspect of the tax bill, elimination of the general utilities doctrine, will mean that sellers realize less from their properties in the future. Again, subchapter S formation may assist owners in escaping this escalated tax bite.

Referring to covenants not to compete (CNTC), Hurt said that, traditionally, the seller has desired a smaller allocation of purchase price to CNTC because it generated ordinary income for him while the purchaser desired a larger allocation because he could deduct the amount over the CNTC term. Because the differential between capital gains and ordinary income rates will be eliminated in 1988, buyers and sellers are no longer in adverse positions on the subject, and as a consequence, Hurt said, "we are starting to witness larger and larger allocations to CNTC in purchase contracts." He cautioned, however, that the Internal Revenue Service may attack allocations "that have no basis in economic reality." (His working paper on the subject added that "pigs get fat and hogs get slaughtered.")

Dick Blackburn of Blackburn & Co. concluded his remarks by saying that the values of broadcast properties will not be adversely affected by the tax bill, although he admitted there would be some exceptions. The determinant, he said, might be obtaining sound tax advice prior to sale. There is a misconception abroad that if prospective sellers didn't sell in 1986 it is now too late, Blackburn said. That, he said, isn't true.

"Those factors that have supported broadcast values in the past—the scarcity of good facilities, the continued strong level of business, the availability of financing and the large number of qualified and motivated buyers—have not changed," Blackburn said. "What has changed is the structure of the transaction: there will be more and larger covenants not to compete and more stock transfers."

Hurt joined in agreement on at least one of those points. The lack of good properties is outweighing any detrimental impact of the tax bill, he said. □

## New economic climate causing personnel dilemmas

### Direction of advancement from small markets to networks is being reversed; mergers and buyouts create uncertainty for employes

Several different perspectives on personnel planning were provided at a Monday morning NAB panel session, moderated by Dwight Ellis, vice president, minority and special services, NAB. Decreasing mobility among news personnel was discussed by Ernie Schultz, president of the Radio-Television News Directors Association. "Getting the right people into the newsroom is more and more difficult," he said, attributing the problem to a slowdown in the "pipeline" that sent people from smaller to larger markets. That process ultimately led to the networks. Now, with the networks laying off news people, Schultz said, not only has the pipeline slowed down, but movement of news personnel has in some instances reversed, exemplified by CBS News's Fred Graham's move to Nashville.

Without the turnover of news personnel, news directors have a problem attracting reporters and anchors who reflect the composition of the stations' audience. Schultz noted that with differing birth rates and immigration, the audience composition is shifting away from whites to other races: "In the average market, attracting the minority audience is the edge in that market."

There is a beneficial effect of reduced turnover, said Schultz. "Too many of our electronic journalists are nomads," and some reporters and anchors will now get to know their communities better.

Larry Wendinger, Westinghouse Broadcasting Co.'s director of development and planning, noted that mergers and acquisitions affect the personnel departments themselves: "With the divestiture of Group W Cable, the company went from 10,000 employes to 2,000; and my area of responsibility went from five people to one." Additionally, Wendinger said, the ideal of the human resources staff being included in strategic planning "is not a reality... Things change so quickly that I can't even keep track of the organizational charts." Given the rapid turmoil in the industry, a fallback position for personnel officers may be to "educate our managers to be able to handle the everyday situations that come up on the spot."

Eleanor Brown, director of personnel for the broadcast division, Gannett Corp., said that many employes are smart and ambitious and will not be satisfied with being talked down to: "Young employes aren't going to stay there with management getting all the perks." Smart companies, she said, will spread incentive payments to more workers, perhaps providing two-thirds of compensation with salary and the rest with performance bonuses. Another word of advice to employers was that they should spend money on employe assistance to head off prob-

lems, rather than pay more later for attorney's fees after the problem has become unmanageable.

Tim Hughes, vice president of Human Resources, Cox Broadcasting, said that the personnel outlook for the near term was "more of the same—softened markets, mergers. In short, life is not going to be getting any easier for anyone else." The current situation, he said, was characterized also by modest wage gains and high unemployment.

There are other issues facing human resources officials. Hughes said: "Mergers and acquisitions create fear of the unknown and those fears impact on performance." Other concerns include the impact of tax changes on benefit plans, drug and alcohol abuse, video display terminals and AIDS. Many employees are choosing to retire later than normal, while "baby boomers will demand less direct management." □

## International program market worth pursuing, agree producers' panel

Selling programing abroad has its problems, like anything else. But the rewards are there, too. And for the aggressive U.S. salesperson with the hot product, there is a big, \$1-billion market out there, according to Colin Davis, president of MCA International. Between 55% and 60% of that belongs to Hollywood producers, he said, but that still leaves some opportunity for others.

Davis, along with Bert Cohen, Worldvision's senior vice president for international sales, and Roy Gibbs, head of Lionheart Television, a wholly owned subsidiary of the British Broadcasting Corp., discussed the status of international television programing while on a panel at the National Association of Broadcasters convention in Dallas last week. The market, as they described it, is changing.

As Davis indicated—in one of the sessions on Sunday that was cut short by a report of a fire in the building (it turned out to be a matter of little consequence)—the money is there. But it is increasingly important to producers whose costs have "escalated faster than an increase in revenues." He said the international market once was an easy means of increasing profits. "Now the pressure is on us in the international market to sell as much as possible."

But if there are problems in that regard—Davis noted that the share of the market earned in Canada, for instance, has shrunk

from 25% to 16%—there are important new developments that can help the traveling international salesman. Cohen noted that the days when governments controlled the marketplace in their countries through ownership of the networks are ending. "There is an emergence of private broadcasting, of satellite service and cable television—of competition," he said. "So more of your programing will be sold."

But Davis offered a flip side of that observation: "There is also competition on the selling side." He noted that more than 140 American companies were represented at MIPCOM—the international programing market—in Cannes, last fall. "And they are competing." He said buyers are becoming shrewder; many do not attend the annual screenings in May, he said. They wait until November, to see how well a program does in the American market—and how many episodes have been produced. Foreign buyers, he indicated, are not interested in programs for which only a pilot and six episodes have been produced.

The panelists agreed that Europe is the most attractive market. For the British and, presumably, other foreign producers, the U.S. is a hard market to crack. Gibb said it represents 18% of Lionheart's revenues. He noted that some British product does very well on PBS, but many documentaries and other material cannot find buyers in the U.S.

What, the panelists were asked, about participating in joint productions and co-financing? "Never in the field of human conduct has so much talk had so little end result," said Davis. "It's an excellent idea for European broadcasters to get together. But I question the practical aspect. There are basic problems of language and culture."

Competition and hard-to-impress buyers of programing are not the only problems the international salesmen and their companies confront. The panelists noted that in some developing countries, collecting on sales is a problem, sometimes because of government regulations. "More and more, we're using letters of credit and getting cash upfront," said Davis. "And then there is the problem of 'piracy.' Davis said owners of the product must share part of the blame in that they act "like Boy Scouts" and are therefore "treated like Boy Scouts. We don't do enough about calling the government's attention to clients who pirate." Then he suggested a reason why they do not. "Often it's the only client in the market."

Gibbs indicated the British are more hard-nosed about piracy. In Hong Kong, for instance, he said, Lionheart employs an expoliceman to investigate alleged acts of

piracy. "It is a problem," he said. "There are many areas where they have no conception of copyright."

But while the panelists were in general agreement on most subjects, they were not on the bottom-line issue raised by the moderator, William Baker, of Westinghouse Broadcasting Co. What kind of programing travels best? Davis said: "Action-adventure shows. Comedies that do well are rare." Not so, according to Gibbs. He said comedy travels best. "Language doesn't matter." Cohen said: "It's difficult to determine what does well." Ten prospective buyers, he said, could give different reasons why a series of Hanna-Barbera programs "will or won't sell."

Then, there are other problems that are beyond any salesperson's control. There was difficulty with *Highway to Heaven*, for instance. "You can't sell an angel in a Moslem country," Cohen said. Then there was the business of what Cohen said was "success breeding failure." He noted that Denmark had taken *Dallas* off the air after a few years despite its enormous popularity. In response to the heavy volume of mail protesting the decision, the government said, "We have to show another version of American life." □

## Network researchers rate people meters

**Research heads have reservations, some strong, about implementation of new rating methodology**

The heads of research for the three major television networks are concerned about people meters. What Nielsen's switch in September to the new audience measurement system will mean was the topic of a Monday morning television management panel. "People Meters: A New Look at the Television Audience," featuring ABC's Marvin Mord, CBS's David Poltrack and NBC's William Rubens.

There was no equivocation in the opening statement by Rubens: "I didn't like them when I first heard about them I didn't like them when I looked at them later, and I don't like them now." The main reason for his animosity, he said, was that the method that people meters are replacing, the NTI meter, is a passive device. Once it is installed in the home, the family has nothing to do with it, and it would record when the set was on and the channel being viewed. With people meters, Rubens said, family members have to push buttons, and he did not think that would be accurately done all the time. The people meter, he said, is really two rating systems in one—the NTI meter and a type of electronic diary where buttons are used instead of pencils to record demographic data.

A problem that NBC has found, said Rubens, is that numbers that should be the same in NTI and people meter statistics are not. For instance, in numbers for last November people meters gave the networks numbers that were 2% lower than the NTI numbers for prime time, 7% lower in daytime and 5%



Baker, Cohen, Davis and Gibbs



Rubens, moderator Charles Sherman of WHOI-TV Dayton, Ohio, Mord and Poltrack

lower on Saturday mornings.

He said differences were found in the audience makeup. The people meter registered fewer women and children than diaries did. Rubens is also concerned that the new methodology will not be ready by the start of the fall TV season. Half of the Nielsen people meters are still to be installed and another people meter service that wants to be on line by the fall, AGB, has no upfront data to show potential clients.

Rubens summed up people meters as "an obsolete new invention."

ABC's Mord's biggest concern with the new technology is getting "consistent, reliable, trackable data." He has also been dissatisfied with the quality of the current NTI/NAC sample. "It's biased in favor of older and rural viewers," he said. And he worries that the general public, and especially blue collar households, will be less willing to take on the added burden of button pushing that the people meters call for.

In the data from people meter tests so far, Mord said, there have been too many fluctuations week by week. He is also worried that the networks won't have enough input into how the service is set up. "I hope any changes in the editing rules [the data compilation guidelines] would be discussed with an independent committee" that would include network representatives, he said.

The effects of the people meter switch on local markets was addressed by CBS's Poltrack. The biggest change he foresaw—and which was seconded by his fellow panelists—is a decrease in the importance of the sweeps. Since there will be demographic data generated 52 weeks a year, the need for the programing "stunting" by the networks will lessen, if not vanish. Rubens agreed and was not displeased. "The sweeps have never been any good," he said. They are a case of the ratings, which should be serving the networks by measuring programing, dictating programing, he said. A problem may arise in markets below the top 30 or 50, markets that are too small to financially support people meters, if the sweeps end. Some system to predict numbers will have to be developed, Poltrack said.

One result of the increased demographic data promised by the people meters, Poltrack predicted, will be more highly segmented buying and the combining of demographics, for instance, working women, 25-30, in households with combined income of \$40,000.

How fast the industry adapts, Poltrack

said, is a question of economics. The networks pay for 30%-40% of the cost and stations pick up most of the rest, with agencies and advertisers paying for a little. "They need to shift more to the agencies and advertisers," he said. There's no real incentive for stations in smaller markets to pay for the new service, since the data so far has shown the numbers very similar to NTI numbers, he said. They will get no competitive advantage.

What's ahead, Poltrack said, is the "era of data overload." □

## Doing without: Is one rating service enough?

**TV station, rep firm and ad agency panelists weigh need for subscribing to more than one rating service**

Is there a correlation between the amount of ratings information and the amount of money going to the bottom line? And is that correlation positive or negative? Those questions were tackled in a Sunday morning NAB convention television session, "Can You Live with One Rating Service?"

One answer was provided by John Riedl, general sales manager, KABC-TV Los Angeles, which dropped Arbitron for "various reasons" and had done without the service for 22 months. "It was an inconvenience, no question about that," Riedl said, "But I can't say that quantitatively we lost any business."

Of the 88 television stations represented by Petry, nine or 10, mostly in large markets, operate without two services, said Laveme Cole, VP, regional area manager, for the television representation firm. "It [selling spots] is not an exact science. We are really dealing with what is going to happen more than what did happen," Cole said.

Giving some advantages of subscribing to two services was Paul Wise, general sales manager, KTVY(TV) Oklahoma City: "Being in a smaller market, a lot of agencies and retailers are not nearly as sophisticated as they are in Los Angeles. Because there is a pretty good variance with either book, having both allows us to use either set of numbers." Wise said that while 75% of the station's total business comes from using just one book, "...if just 5% more came from the

other service, it more than pays for itself."

Kathy McCauley, vice president, J. Walter Thompson, said that agency made a decision two-and-a-half years ago that Nielsen would be its primary ratings source, but that it would still subscribe to Arbitron. It made a similar decision in radio, deciding to subscribe to Birch in addition to Arbitron. Terry Pittman, research director at KCBS(TV) Los Angeles, was previously at WFAA-TV Dallas, which went for about a year and a half with only one rating service. Said Pittman, "At that time, the market in Dallas was pretty bullish. I think having just one service forced the station to sell harder. It forced us to consider other things, to think about the qualitative measure of the audience, and it may have had a positive effect. With one service you have to have a better sense of a spot's 'intrinsic product value,' a term we use at KCBS(TV)."

The session's moderator, Phillip J. Keller, vice president and general manager, KOTV(TV), Tulsa, Okla., wondered whether certain agency buyers, especially for smaller markets, had enough knowledge to be comfortable buying from a station using only one service: "Tulsa gets passed around a lot [among buyers] and there is an inconsistent degree of sophistication at the buying level." McCauley responded that one could also argue that such less-experienced buyers might be more intimidated by too many numbers.

The panel also discussed the problem caused by computerization, which, it was proposed, has led salespeople at stations and rep firms alike to be less familiar with the numbers. The panel generally agreed that computerization, along with the growing importance of local advertising dollars and other factors, meant that "localized" spot buying plans would become more prevalent. □

## The fine points of advertising and the law

**From ad bans to lottery restrictions, panel of association executives and lawyers discusses range of ad topics**

A legal update of the dos and don'ts of advertising was offered at a Sunday afternoon radio management session, "Advertising's the Name of the Game." Moderated by NAB's Valerie Schulte, the panel featured Wally Snyder of the American Advertising Federation and Washington lawyers Edward Henneberry, Howrey & Simon; John Quale, Wiley, Rein & Fielding, and Daniel Van Horn, Arent, Fox, Kintner, Plotkin & Kahn.

The first topic was false and misleading ads. According to Quale, "A great deal of regulatory risk has shifted from the broadcaster to the advertiser." Stations are no longer required by the Federal Trade Commission to substantiate ad claims, he said, but added that broadcasters should still examine ad claims and "if you have doubts,

ask the advertiser for substantiations." And, he continued, the FTC is still going after broadcasters who knowingly broadcast false or misleading ads. The FTC asks two questions of ads: Were 'reasonable' consumers misled? Did the ad result in economic loss or physical injury?

The AAF's Snyder was concerned about the "real possibility of legislation to ban ads of pipe tobacco and cigars" following passage of a ban on smokeless tobacco products. If this happens, he said, "we believe there will be proposals to ban alcohol commercials also. The groundwork [for that] is being laid for action in the second session of this Congress."

Snyder also warned of movement in many states to adopt a sales tax on advertising.

Henneberry raised the issue of combination ads—two or more stations in a market offering advertisers a package of spots on the stations. This is no longer forbidden and Henneberry said many stations may want to consider it. But, he cautioned, they need to be careful; he offered three guidelines: 1) The combined rate has to be voluntary for the advertiser. Buying the combined package should not be a condition of something else. 2) Each station must determine its individual rates so there is no violation of anti-trust regulations. 3) The combined rate should be used in procompetitive situations—where both stations are trying for new business in town or new national business.

Van Horn offered a recap of some of the FCC's advertising rules not removed in the course of the Fowler FCC's deregulation actions:

- Sponsor ID's. If it's not clear by listening to the spot, the purchasing group must be mentioned in a tag line.

- Political broadcasting rules. The maximum stations can charge political candidates is the lowest unit rate. And once one candidate is put on, the rest must be afforded an equal opportunity.

- Lotteries. These still cannot be broadcast. The three components that make up a lottery in the FCC's eyes are prize, consideration and chance.

A member of the audience had a complaint on the lottery issue. He claimed that even though it's illegal for newspapers to print ads involving lottery contests, the papers do and no government agency prosecutes. An example is the "Mystery Discount" contests in which the reader brings in the ad to the store, buys the product and at the checkout counter is told what percentage discount the ad entitles him to. The problem for radio stations is that when the merchant prepares his ad material with such a campaign, the papers will run it and he can't understand why the radio station can't accept it.

- The fairness doctrine. Triggered by issue-oriented ads in which only one side of a controversial issue in the community is presented. The station must seek out and offer time to the opposing point of view.

Snyder said he believes Congress will codify the fairness doctrine this year. □



Iezzi, Dowdle, Dorrance, Dodd, Daniels and moderator J. Spencer Kincaid. RTNDA and KSL-TV Salt Lake City

## Pros and cons of condom ads

### Variety of voices heard on subject of whether or not to air AIDS-related contraceptive advertisements

Should stations accept contraceptive advertising? The answers last week, during a Tuesday morning panel session of the same name, were "yes" and "no."

Sturges Dorrance of KING-TV Seattle said his station accepts condom ads because of the dramatic proportions of the AIDS problem. By 1990, Dorrance said, 270,000 people will have contracted the disease. "To take the position of refusing to run the ads on the grounds that it may offend viewers is not morally defensible," Dorrance said. His station has also produced a major documentary and outreach campaigns, he said.

According to David Dodds of WGAL-TV Lancaster, Pa., "We decided to take a reasoned, cautious approach" to the question of condom ads and decided that commercials were not the way to handle the question. "Commercials are there to sell a product," he said, and are not the best means of disseminating information on a public health problem. "PSA's and programs and news are the ways to address the problem," Dodd said. "But," he added, in light of how quickly public attitudes on the whole subject are changing, "I'm not naive enough to think we'll never accept them."

Ralph Daniels of NBC-TV said that while the network doesn't think it can accept condom ads or PSA's, thereby forcing them on its affiliates, it feeds PSA's so stations may tape and air them. It has also left the decision of whether to air condom ads on its owned and operated stations up to each station's management. But Daniels also stressed that this policy may be changed in the future. "NBC standards are under constant review," he said. "As public views change, so will NBC's."

Walter Dowdle of the Centers for Disease Control praised the networks for "a fantastic job of getting the information out." He, too, said that AIDS is a major epidemic in the U.S., with 35,000 cases reported in the U.S. as of last week. "I see [condom advertising] as, pure and simple, a public health message," since, after abstinence, condoms are the best protection from the disease.

Disagreeing with the others on the value of condom ads and many PSA's was Anthony Iezzi, a social scientist and marriage counselor with the Cleveland Catholic Diocese. Condom ads, Iezzi said, give the message that sexual permissiveness is acceptable. "This is a quick fix solution. I don't believe these messages will reduce AIDS, but will say, 'Sex is OK'."

And why, he asked, if broadcasters can ask teen-agers to say no to drugs and drinking, why not to sex? □

## Making sense of TV ad dollars

### Panelists differ on status of ad market and effect of barter and cable inroads on networks

Linda O'Bryon, an anchor for PBS's *Nightly Business Report*, anchored a Monday afternoon NAB panel session looking at "Television Advertising...Understanding Today's Economic Environment."

The panelists disagreed on what that environment was. Anthony Hoffman, media consultant for Union Bank, said that the networks' problems were real: "There is no question that barter and cable have taken from the networks, but even if you put those two back in, the growth rate would not be what some people consider to be sparkling."

David Poltrack, vice president of research for the CBS/Broadcast Group, came up with different results: "If you take what we call national television: cable, spot, barter and network, it has registered a healthy growth rate. The network growth rate is lower because of increased competition."

Hoffman and some other panelists accused the networks of "shooting themselves in the foot" by increasing the inventory of advertising units, especially by allowing the growth of 15-second commercials: "It enabled clients to divert excess funds to other media."

Arguing that the networks had to reduce prices and offer 15's was Robert Coen, senior vice president of forecasting for McCann Erickson: "You can go in there as optimistic





O'Bryon, Coen, Gottesman, Goulazian, Hoffman and Poltrack

as you want, but if you do you are pricing brands out of the market. There is a new ball game out there, and I don't think that TV's share will continue to go up as in the past." Added Peter Goulazian, president of Katz Television Group, "We have to realize we are dealing with a mature business." In addition to pricing other factors affect the number of dollars going into national advertising, said Alan Gottesman, managing director of L.F. Rothschild: "Mergers among advertisers may have had a negative impact on the number of new products. . . th-

ere is less risk taking."

Coen said that one of the reasons behind the mergers was that it is cheaper to buy existing brands than to take the expensive risk of building a brand.

It is those brands that still define the success of network television, said Poltrack: "If you have a product that is growing in a dynamic marketplace, I would argue that network TV is the greatest buy in the world. On the other hand if you have a maturing brand it may be expensive. The growth in network television and in pricing has been due to the

**Condom ad count.** Condom advertising is being aired by 19% of the country's radio and television stations. That information was contained in the results of a telephone survey conducted for the National Association of Broadcasters. In addition, 87% of the stations surveyed said they also air AIDS PSAs.

American Airlines Direct Marketing Corp./Donohue Research and Marketing of Dallas surveyed general managers at 187 TV and 445 radio stations. (There are approximately 8,800 commercial radio stations and 1,000 commercial TV stations in the U.S.)

The survey also showed that of the stations not accepting condom advertisements, 58% of the radio and 67% of the TV stations said they may do so in the future.

hot brands. That will always be the nature of this business. It is more of a demand-driven industry." □

## NAB RADIO

### Stakelin urges radio salesman to get going

#### RAB president suggests continual training, creation of local radio market sales associations and battling radio's nonvisual image

"Aren't you getting tired of excuses that radio is not growing. Last year, total radio growth was in excess of 7%," said Radio Advertising Bureau President and CEO Bill Stakelin in opening an RAB-sponsored, NAB session on the future of radio sales.

But, said Stakelin, "delivering a computer run of station data to ad agency buyers and planners is not sales. . . Radio sales people have to be trained to know what that data means. And that training must be ongoing."

Stakelin also challenged broadcasters to the audience to "go back home and start a local radio market [sales] association, if one doesn't already exist. . . The question is not whether advertisers will buy your station. The question is whether they will buy radio." Local radio, said Stakelin, is "where the action is." Local billings last year accounted for more than \$5 million of the some \$7 million radio revenue, he said.

Stakelin warned that there is now "more competition [for sales dollars and merchandising opportunities] in the local marketplace than ever before, especially from television. The number-one reason why advertisers won't use radio is lack of visuals. We have to convince them otherwise," Stakelin said. "And don't write national spot off just yet," said Stakelin, although spot only grew between 1% and 2% in 1986. "In February, national spot billings rose 13.2% over February 1986," said Stakelin, refer-

ences ("In Brief," March 30). Stakelin, who also discussed the Station Representatives Association's national spot radio task force's new business development plan (BROADCASTING, Feb. 9), projected a 6% growth rate for national spot business in 1987.

The proper positioning and marketing of national spot radio will help expand the radio advertising budgets now being expended on network radio, Stakelin said. (Network radio billings rose between 15% and 16% in 1986 to about \$380 million.)

Following Stakelin was Larry Spiegel, executive vice president of Tracy Locke Advertising, a Dallas-based ad agency. Spiegel outlined three criteria for planning media

buys: selective targeting, both demographic and, more important, geographic targeting; effectiveness or benefit for the client, and the "added value" of the campaign, which is the local merchandising and promotional marketing opportunities such as retail and station tie-ins.

The "good news" is that radio already covers these three elements, said Spiegel. Spiegel mentioned Stakelin's remarks about advertiser objections to radio being a nonvisual medium. "There is a bias toward buying radio because it is a nonvisual medium," Spiegel said. "For some young advertising executives, it's a new medium. So sell it as a unique medium," he said.

### Radio acquisition primer held at NAB

#### Determining viable number of radio stations in market is critical in assessing a property, says panelist

Potential radio station owners need to ascertain the number of "viable" competitive radio properties that participate in the radio revenue pool in the prospective market to judge a buy, said Jeff Smulyan, president of Emmis Broadcasting, Indianapolis, during a Saturday morning (March 28) radio acquisition session on determining station value.

According to Smulyan, factors for determining viability include signal strength and tower location as well as format exclusivity. (For the total New York radio market, for example, Smulyan has determined that only

22 of the some 110 stations—including suburban outlets—are viable stations.)

Smulyan shared his own station "valuation" formula which calls for taking 80% of the market's total radio revenue and dividing that figure by the number of stations determined to be "viable" competitors for the advertising pool. (The remaining 20% is assumed to go to the "nonviable" stations in the market.) The result, said Smulyan, would be the "average revenue per viable station."

Smulyan's next step is to calculate the "average viable station cash flow" by multiplying the profit margin percentage for those stations by the average revenue per station. (Smulyan's formula assigns a 25% profit margin if 50% or less of the viable stations

are estimated to be profitable; 30% margin if it is 70% or less; 35% margin if it is 80% or less, and a 40% margin if it is 90% or less.)

Six times the average viable station cash flow is a good benchmark for a medium market startup or purchase (markets 26-75), said Smulyan, and seven times cash flow for a major market (top 25).

"The cash flow potential and the [distress] sale value of that station if cash flow doesn't meet projections is how we perceive the value of a station," said Kathy Marien, senior vice president/communications group, for the Bank of New England, which, since 1981, has totaled over \$700 million in its broadcast lending portfolio.

Marien said she tries to project when the station that is seeking a loan will reach its "maximum cash need" in servicing the bank debt. "We build in minimum levels of cash flow [in the yearly projections] that have to be met; otherwise the station would have to be sold," she said. □

## Trout, McLendon, Storz inducted into radio hall

### Radio industry, BMI finalize pact on licensing music

The announcement of a new five-year pact between radio and Broadcast Music Inc. (BMI) and the induction of veteran newsman Robert Trout and broadcast innovators Gordon McLendon and Robert (Todd) Storz—the last two posthumously—into the NAB Radio Hall of Fame highlighted this year's radio luncheon.

Don Thurston, president, Berkshire Broadcasting, North Adams, Mass., and interim chairman of the All Industry Radio Music License Committee, told the luncheon attendees that "all matters pertaining to a new BMI agreement for radio have been satisfactorily concluded" ("Closed Circuit," March 30). (The radio industry has been operating under an interim agreement since the last BMI contract expired on Dec. 31, 1985.) The new "simplified" pact sets annual blanket rates for most stations at 1.39% of net cash revenue, said Thurston. Both blanket and new per-program licenses will exclude trade and barter income reporting.

The new blanket license is retroactive only to Jan. 1, 1987, while the per-program license takes effect on July 1, 1987—interim fees applying to that time.

"For the radio broadcaster, this contract means simplicity and a long term of stable costs. For some, it will mean an actual reduction in fees. For others, depending on format and income, it could mean a slight increase," said Thurston.

"For BMI, these contracts will provide long-term stability with their most important customer and will provide the most income from radio in BMI's history. A level of income that will assure its future competitiveness and provide incentives to the authors

**New lineup.** National Association of Broadcasters marketing task force assigned to develop a national campaign to enhance image of radio has been reorganized. The radio marketing task force comprises NAB radio director Bob Fox, KVON(AM)-KHAY(FM) Ventura, Calif., chairman; radio director Jeffrey Smulyan, Emmis Broadcasting, Indianapolis; Bob Pricer, WOL(TAM) Newark, Ohio, radio director Bud Walters, Cromwell Group, Nashville; Ralph Carlson, Carlson Communications International, Salt Lake City; Bill Hogan, United Stations, radio director Ted Dorf, WARC(AM)-WGW(FM) Silver Spring, Md., and radio director Michael Osterhout, Edens Broadcasting, Phoenix.

and publishers of music that should keep their creative juices flowing," Thurston said.

During Hall of Fame induction ceremonies, the children of McLendon and Storz received plaques honoring the two executives who were both instrumental in the creation of the top 40 format.

In receiving his plaque, former CBS News correspondent Robert Trout, who is now a special correspondent for ABC News, talked about his early experiences as a newsman, including coverage of the 1936 political conventions.

In the early days at CBS, "we were all announcers," said Trout. "When I told them I wanted to concentrate just on news, they said no network could afford to have someone do nothing but news," he recalled. "Back then, it didn't occur to anyone that news could make a profit."

Serving as keynote speaker for the radio luncheon was Marshall Loeb, commentator for the CBS Radio Network and managing editor of *Fortune Magazine*. Loeb offered his outlook for the national economy in 1987 as well as his observations on the social and political changes that will affect it over the next several years.

Loeb said there will neither be a "boom or bust" in 1987. "The economy will continue its moderate, some say sluggish, growth," said Loeb, "with the real gross national product expanding about 2.5%." Loeb also projected that inflation will not have a "runaway" year, but rather "inch up to an average of 4%" while interest rates stay at about the same level they are now.

Among what Loeb sees as the social and political changes that will impact on the future of the economy are the continuing trend toward conservative values and the further growth of new technologies. □

## Radio news can be moneymaker, says panel

### Small markets providing more news than major markets; deregulation has not hurt news, concludes radio session

News on radio makes good business sense. That was the message conveyed at a Sunday afternoon panel, entitled "Putting News Back Into Radio." "This panel should be retitled: 'Making Money with News on Radio,'" said Jim Farley, vice president of ra-

dio news for NBC. "I submit that for successful AM radio stations, news never left," Farley said.

The NBC executive, however, acknowledged there are stations that have fired entire news departments. The problem, said Farley, is that "somehow, news directors are not viewed as department heads." The news director should work together with the station manager, sales manager and program director, he said. "News directors need to be better marketers for themselves, their departments and their product," he said.

Farley also took exception to the widespread notion that the radio deregulation order of six years ago has led to less station commitment to news. (A soon-to-be-released Radio-Television News Directors Association-commissioned study shows there have been more cuts in news staffs and news air time in major markets than medium and small markets since deregulation.) Said Farley, "I don't think deregulation has hurt news. The reduction in news staffs is due to economic reasons, not deregulation. It wasn't government regulation that made all-news stations. Broadcasters did it because they saw an opportunity to make money. Debt service is the enemy of news."

Today, small-market radio provides more news than most major-market stations, said David Shepard, vice president of Shepard Enterprises, Moberley, Mo., agreeing with RTNDA's latest study. "You need a common denominator for music stations. That denominator is news," he said. (Shepard Enterprises owns eight stations in Missouri.)

"The first thing we do when we buy radio stations is to look at how the local newspapers cover the news," said Shepard, saying that the station can get a jump on stories before they come out in the papers. "If you have a good early morning news product, you have a better chance to keep that listener throughout the day," he said.

The news, said Shepard, pays off with advertising at premium rates and good will in the community. "The secret to making a profit with news is doing it better than other stations in the market, which requires spending more money than everyone else," said Jack Swanson, operations manager for news/talk KGO(AM) San Francisco. "One of the good things about deregulation is that it weeded out the stations that weren't doing it [news] well," he said.

"Young listeners," said Swanson, "didn't leave the big AM music giants because of news. They left because of fewer commercials."

The session, moderated by Bob Priddy of MissouriNet, Jefferson City, Mo., was sponsored by RTNDA. □

# Stock Index

	Closing Wed Apr 1	Closing Wed Mar 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC	342	348 1/2	- 6 1/2	- 1.86	34	5,501
N (CBS) CBS	151 1/2	159	- 7 1/2	- 4.71	28	3,552
O (CLCH) Clear Channel	14 1/2	14 1/4	1/4	1.75	21	42
O (INFTA) Infinity Broadcasting	16 1/4	16	1/4	1.56	85	169
O (JCOR) Jacor Commun.	7	7 3/8	- 3/8	- 5.08		39
O (LINB) LIN.	34 1/4	71 7/8	- 37 5/8	- 52.34	26	906
O (MALR) Mairite	12	12 1/4	- 1/4	- 2.04	14	100
O (MALRA) Mairite 'A'	11 3/4	11	3/4	6.81	16	49
O (OBCC) Olympic Broadcast	6 1/2	6 1/2				16
A (PR) Price Commun.	12 1/8	12 1/2	- 3/8	- 3.00		127
O (SCRIP) Scripps Howard	75	80	- 5	- 6.25	27	774
O (SUNN) SunGroup Inc.	2 1/4	2 1/4			22	3
N (TFB) Taft	158 1/4	155 1/4	3	1.93	129	1,435
O (TVXG) TVX Broadcast	10 3/4	11 1/4	- 1/2	- 4.44	44	63
O (UTVI) United Television	31 1/8	31 7/8	- 3/4	- 2.35	29	340

	Closing Wed Apr 1	Closing Wed Mar 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo	62 3/4	64 3/4	- 2	- 3.08	32	721
A (AAR) Adams Russell	22 1/2	23 1/8	- 5/8	- 2.70	18	140
A (AFP) Affiliated Pubs	45 1/4	48	- 2 3/4	- 5.72	23	798
O (ASTVE) Amer. Comm. & TV	3/32	1/16	1/32	50.00		7
N (AFL) American Family	13 1/8	13 1/8			8	524
O (ACCMA) Assoc. Commun.	28	29	- 1	- 3.44		267
O (BMAC) Bus. Men's Assur.	28	28 1/2	- 1/2	- 1.75	16	296
N (CCN) Chris-Craft	25 3/8	24 5/8	3/4	3.04	11	165
N (DNB) Dun & Bradstreet	127 5/8	134 1/2	- 6 7/8	- 5.11	31	9,701
O (DUCO) Durham Corp.	44 1/2	44	1/2	1.13	11	253
N (GCI) Gannett Co.	46 1/2	48 1/2	- 2	- 4.12	29	7,467
N (GY) GenCorp	117 1/4	114	3 1/4	2.85	28	2,620
N (GCN) General Cinema	50 1/2	52 1/4	- 1 3/4	- 3.34	20	1,838
O (GCOM) Gray Commun.	223	223			38	110
N (JP) Jefferson-Pilot	33 3/8	33 7/8	- 1/2	- 1.47	11	1,395
O (JSON) Josephson Intl.	14 1/4	14 1/2	- 1/4	- 1.72		67
N (KRI) Knight-Ridder	53 1/8	54 3/8	- 1 1/4	- 2.29	23	2,983
N (LEE) Lee Enterprises	25 1/2	26 3/4	- 1 1/4	- 4.67	21	645
N (LC) Liberty	40 3/4	40 3/4			17	411
N (MHP) McGraw-Hill	63 7/8	70 1/2	- 6 5/8	- 9.39	22	3,220
A (MEGA) Media General	59 1/2	60 7/8	- 1 3/8	- 2.25	25	837
N (MDP) Meredith Corp.	36	37 1/4	- 1 1/4	- 3.35	14	682
O (MMEDC) Multimedia	55 1/8	55 1/4	- 1/8	- 0.22	-501	605
A (NMT) New York Times	42 7/8	46 5/8	- 3 3/4	- 8.04	29	3,468
O (PARC) Park Commun.	32 1/2	32 1/4	1/4	.77	30	448
T (SKHO) Selkirk	22 1/8	22 1/8			48	179
O (STAUF) Stauffer Commun.	135	135			22	135
A (TO) Tech/Ops Inc.	36 3/4	37 7/8	- 1 1/8	- 2.97	6	80
N (TMC) Times Mirror	82 3/4	87 1/2	- 4 3/4	- 5.42	24	5,333
O (TMCI) TM Communications	2 1/4	2 1/8	1/8	5.88	11	17
O (TPCC) TPC Commun.	3/8	3/8				4
N (TRB) Tribune	77 5/8	78 1/2	- 7/8	- 1.11	25	3,152
A (TBS) Turner Bcstg.	20 1/4	21 1/2	- 1 1/4	- 5.81	46	441
A (WPOB) Washington Post	184	184			23	2,391

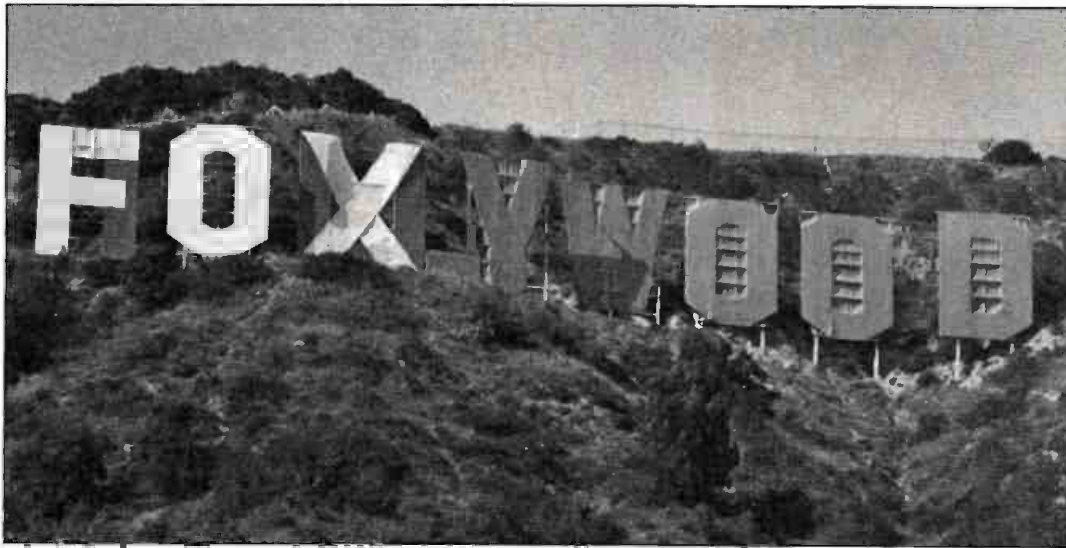
	Closing Wed Apr 1	Closing Wed Mar 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMMING</b>						
O (ALLT) All American TV	3 7/8	3 7/8				4
O (BRRS) Barris Indus.	15 5/8	16 1/8	- 1/2	- 3.10	26	138
O (CMCO) C.O.M.B.	20 3/4	20 3/8	3/8	1.84	35	239
N (KO) Coca-Cola	45 3/4	47 3/8	- 1 5/8	- 3.43	24	17,658
O (CLST) Color Systems	13 3/4	13 1/2	1/4	1.85		9
A (DEG) De Laurentiis Ent.	10 3/8	11 5/8	- 1 1/4	- 10.75		99
O (DCPI) dick clark prod.	6 3/8	6 5/8	- 1/4	- 3.77	10	8
N (DIS) Disney	62 3/4	63 3/4	- 1	- 1.56	43	8,118
N (DJ) Dow Jones & Co.	52 5/8	54 1/2	- 1 7/8	- 3.44	37	5,091
O (FNNI) Financial News	11 7/8	12 1/8	- 1/4	- 2.06	197	131
A (FE) Fries Entertain.	5 3/8	5 1/2	- 1/8	- 2.27	10	27
N (GW) Gulf + Western	75 3/8	79 1/4	- 3 7/8	- 4.88	22	4,660
O (HRSI) Hal Roach	9 1/4	10 1/4	- 1	- 9.75		51
A (HHH) Heritage Entertain.	9	9 1/8	- 1/8	- 1.36	10	25
A (HSN) Home Shopping Net.	20	20 7/8	- 7/8	- 4.19	45	772
N (KWP) King World	20 3/4	21	- 1/4	- 1.19	39	637
O (LAUR) Laurel Entertainment	4 3/8	4 3/4	- 3/8	- 7.89	16	10
A (LT) Lorimar-Telepictures	19 3/8	19 3/4	- 3/8	- 1.89	19	657
N (MCA) MCA	46	46 3/4	- 3/4	- 1.60	21	3,591
N (MGM) MGM/UA Commun.	11 7/8	12 3/4	- 7/8	- 6.86		606
A (NWP) New World Pictures	13 3/8	12 3/4	5/8	4.90	25	142
N (OPC) Orion Pictures	16 1/2	17 7/8	- 1 3/8	- 7.69		157
O (MOVE) Peregrine Entertain.	12	12				22
N (PLA) Playboy Ent.	12 7/8	13 1/2	- 5/8	- 4.62		121
O (QVCN) QVC Network	11 3/4	13 1/4	- 1 1/2	- 11.32		76

	Closing Wed Apr 1	Closing Wed Mar 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMMING</b>						
O (RVCC) Reeves Commun.	11 5/8	11 7/8	- 1/4	- 2.10		145
O (RPICA) Republic Pic. 'A'	8 5/8	9 1/8	- 1/2	- 5.47	61	25
O (RPICB) Republic Pic. 'B'	9 3/4	10 1/4	- 1/2	- 4.87	69	7
A (RHI) Robert Halimi	3 3/4	4	- 1/4	- 6.25	34	71
O (SMNI) Sat. Music Net.	6	6				40
N (WCI) Warner	29 7/8	32 1/8	- 2 1/4	- 7.00	19	3,686
O (WWTV) Western World TV	1 5/8	1 1/2	1/8	8.33	10	2
O (WONE) Westwood One	41 3/4	38 3/4	3	7.74	65	340

	Closing Wed Apr 1	Closing Wed Mar 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O (BSIM) Burnup & Sims	5 1/8	4 3/4	3/8	7.89	-9	81
O (CVSI) Compact Video	3 7/8	4	- 1/8	- 3.12	38	22
N (CQ) Comsat	32 3/4	33	- 1/4	- 0.75		593
N (FCB) Foote Cone & B.	55 3/8	59 3/4	- 4 3/8	- 7.32	13	210
O (GREY) Grey Advertising	117	125	- 8	- 6.40	15	141
N (IPG) Interpublic Group	35 7/8	36 3/4	- 7/8	- 2.38	21	782
N (JWT) JWT Group	30 1/2	32 3/8	- 1 7/8	- 5.79	13	276
A (MOV) Movielab	6 3/4	6 3/4				11
O (OGIL) Ogilvy Group	36	36 1/4	- 1/4	- 0.68	17	492
O (OMCM) Omnicom Group	25 1/4	25 3/8	- 1/8	- 0.49	22	144
O (SACHY) Saatchi & Saatchi	31 7/8	32 1/4	- 3/8	- 1.16	20	2,198
O (TLMTB) Telemation	3	3				12
A (TPO) TEMPO Enterprises	10 1/4	9 7/8	3/8	3.79	26	58
A (UNV) Unitel Video	8 3/4	9 3/8	- 5/8	- 6.66		19

	Closing Wed Apr 1	Closing Wed Mar 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A (ATN) Acton Corp.	3 1/8	2 7/8	1/4	8.69	-2	18
A (ACN) Amer. Cablesystems	19 1/2	20 1/2	- 1	- 4.87	10	183
A (CVC) Cablevision Sys. 'A'	24 3/4	26 1/8	- 1 3/8	- 5.26	-7	519
N (CNT) Centel Corp.	58 7/8	62 3/8	- 3 1/2	- 5.61	12	1,628
O (CCCCO) Century Commun.	20 3/4	22 1/4	- 1 1/2	- 6.74	415	402
O (CMCSA) Comcast	21 1/2	22 7/8	- 1 3/8	- 6.01	28	457
N (HCI) Heritage Commun.	33	32 7/8	1/8	.38	122	738
O (JOIN) Jones Intercable	15 1/8	15 1/8				36
T (MHPQ) Maclean Hunter 'X'	21 1/2	22 1/2	- 1	- 4.44	29	792
O (RCCAA) Rogers Cable A.	13 3/4	14 1/2	- 3/4	- 5.17		70
O (TCAT) TCA Cable TV	21 3/4	21 3/4				37
O (TCOMA) Tele-Commun.	29 5/8	31 1/2	- 1 7/8	- 5.95	227	2,847
N (TL) Time Inc.	84 7/8	88 1/2	- 3 5/8	- 4.09	26	5,327
O (UACIA) United Art. Commun.	22 3/4	22 7/8	- 1/8	- 0.54	108	934
N (UCT) United Cable TV	31 7/8	33 3/8	- 1 1/2	- 4.49	79	776
N (VIA) Viacom	52	51 3/4	1/4	48	50	1,781
N (WU) Western Union	3 5/8	3 3/4	1/8	3.33		88

	Closing Wed Apr 1	Closing Wed Mar 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS MANUFACTURING</b>						
N (MMM) 3M	129 3/8	131 3/4	- 2 3/8	- 1.80	21	14,883
N (ALD) Allied-Signal	46	47 3/4	- 1 3/4	- 3.66	-10	8,110
O (AMTV) AM Cable TV	1 5/16	1 5/16				4
N (ARV) Arvin Industries	34 1/4	34 7/8	- 5/8	- 1.79	14	553
O (CCBL) C-Cor Electronics	10	10				30
O (CATV) Cable TV Indus.	2 5/8	2 3/4	1/8	4.54	-13	7
A (CEC) Cetec	5 5/8	5 5/8				9
A (CHY) Chyron	6 1/8	6 1/2	- 3/8	- 5.76	29	62
A (CXC) CMX Corp.	1 3/4	1 7/8	- 1/8	- 6.66		8
A (COH) Cohu	7	7 1/4	- 1/4	- 3.44	14	12
N (CAX) Conrac	29 1/2	28 3/4	3/4	2.60	26	195
N (EK) Eastman Kodak	76 1/2	79 1/4	- 2 3/4	- 3.47	64	17,281
O (ECIN) Elec Mis & Comm.	1 1/2	1 5/8	- 1/8	- 7.69		6
N (GRL) Gen. Instrument	27	28 1/2	- 1 1/2	- 5.26		874
N (GE) General Electric	105	110 1/8	- 5 1/8	- 4.65	20	47,877
N (HRS) Harris Corp.	37 7/8	37 7/8			25	1,524
N (MAl) M/A Com. Inc.	14 5/8	14 1/8	1/2	3.53		636
O (MODY) Microdyne	4 1/8	4	1/8	3.12	37	18
N (MCT) Motorola	55	55 1/4	- 1/4	- 0.45	64	7,024
N (NPH) N.A. Philips	40 5/8	40 3/4	1/8	0.30	17	1,175
N (OAK) Oak Industries	1 1/2	1 1/2				50
A (PPI) Pico Products	5 1/8	4 3/4	3/8	7.89		18
N (SFA) Sci-Atlanta	16 5/8	16 3/4	- 1/8	- 0.74	29	389
N (SNE) Sony Corp.	19 7/8	20 1/2	- 5/8	- 3.04	12	4,594
N (TEK) Tektronix	35 3/8	39 3/4	- 4 3/8	- 11.00	11	691
N (VAR) Varian Assoc.	26 3/4	28 3/4	- 2	- 6.95	38	570
N (WX) Westinghouse	65 3/4	64 3/4	1	1.54	17	10,101
N (ZE) Zenith	25 7/8	24 1/2	1 3/8	5.61		598
Standard & Poor's 400	337.13	345.02	-	7.88	-	2.28



## Fox Broadcasting Co.: The birth of a network?

**FBC introduces its prime time lineup over 108 affiliates, the start of what executives hope to build into a full fledged fourth network**

Forget Hollywood. Since last Wednesday, the name is Fox. At least that's the impression visitors have when they see the 450-foot-long landmark Hollywood hillside sign covered by a giant facade engraved with "Fox" in three 45-foot-tall letters illuminated by search lights.

The Fox sign, which will come down after a week-long stay, is part of an elaborate publicity campaign designed to draw attention to the start of the Fox Broadcasting Co.'s prime time programming lineup. Fox began last night (April 5) with the debut of Embassy's *Married...with Children* and Gracie Films' *The Tracey Ullman Show* on 108 independent stations affiliated with the company.

FBC has budgeted \$14 million for advertising and promotion, according to Jamie Kellner, president and chief operating officer. And the programing service will likely spend several million dollars more as it rolls out its weekend prime time lineup of 10 series and two pilots during the next two months. It's all part of the \$150 million Fox owner Rupert Murdoch has committed to starting up a fourth network.

With Fox paying network rates for series, \$350,000-\$400,000 for sitcoms and \$800,000 for hour action/adventure shows, the investment represents a big gamble. It comes at a time when the company's late-night flagship program, *The Late Show Starring Joan Rivers*, is in trouble. While Fox executives are satisfied with the show's demographic performance, they are disap-

pointed by its consistently low ratings. In a move to turn the program around, Fox recently replaced its producer. "The show wasn't as intelligent as it could have been," Kellner said.

Additionally, Fox is entering the network business at a time when the three established commercial broadcast networks are going through some of the most severe budget cuts in their history due to a soft advertising market and network audience erosion. The lackluster network economy does not seem to bother Fox Chairman Barry Diller, however. He expects FBC to generate \$125 million in its first year and turn a profit in the next three to five years (BROADCASTING, March 30).

Mark Riely, a media analyst for Eberstadt Fleming, New York, said FBC should be able to keep its losses to between \$20 million and \$25 million a year. But the red ink could be offset by the "tremendous boost" to the seven Fox-owned stations in major markets.

He compared the situation to CBS in the 1960's, when its owned and operated stations accounted for most of its profits. By introducing the new prime time series between rating sweeps periods in February and May, Riely said the strategy should help compensate for the lack of backup programming for shows that fail.

When Fox announced the formation of FBC in May 1986, officials promised affiliates an initial eight rating for prime time programs. But that number had to be scaled down to a six rating guarantee for advertisers after executives made a reassessment of the market. Diller does not expect the new kid on the block to pose a major threat to the networks, saying he hopes FBC could get just a fourth of the ratings obtained by the networks in prime time. To emphasize the point, he said the three giants "view Fox as a gnat."

Affiliates are simply interested in seeing their low-rated weekend schedules improve, and in many cases a six rating would represent a substantial prime time increase.

For the executives charged with carrying out the prime time introduction these are hectic times. Garth Ancier, FBC's senior vice president of programming, knows the chances of a prime time show succeeding on 108 stations are small. But with the creative talent FBC has recruited—including Gary David Goldberg (*Family Ties*), Stephen J. Cannell (*The Rockford Files*, *The A-Team*), Ed Weinberger (*The Mary Tyler Moore Show*, *Taxi*) and James Brooks (*Taxi* and the theatrical "Terms of Endearment")—and its reliance on counter-programming strategies, Ancier is encouraged. "We have some very good shows and some that are just good," he said. "But we have no disasters."



"Married...with Children"



'21 Jump Street'



Duet

Ancier sees "a real opportunity to get young audiences" on Sunday nights, when there are no network comedies scheduled at 8-10 p.m. However, he anticipates having to shift some shows from Saturday to Sunday as the Fox season progresses. And that, he concedes, could delay Fox's plans to add a third night in January and another night each year until the network is operating with seven nights of prime time shows. "We can only

develop at a certain pace," he said.

To win viewers over from the three networks, Ancier will emulate the practice of his mentor, NBC Entertainment President Brandon Tartikoff, and give shows that have merit time to build an audience. But he also has some tricks up his sleeve for his 18-to-49-year-old target audience. In the planned *Werewolf* series, for example, he said the producers will spend \$500,000 on special

effects and at least one episode will be done in 3-D.

One of Ancier's biggest worries is that Fox will at some point no longer be able to attract top writers. Talented writers are in demand these days, with some 70 first-run and network comedies on the air. FBC has tried to attract top creative talent by handing over much of the creative control that networks usually exert over scripts—which is

## NBC wins news and prime time

NBC won week 27 of the prime time ratings race with a 16.6 rating/27 share, according to A.C. Nielsen. (Week 27 ended March 29.) CBS closed out the week with a 14.5/23, and ABC ended up with a 13.3/22. Last year NBC and ABC tied in week 27, scoring 15.8/26 while CBS scored a 14.2/24.

In evening news, NBC won the week with an 11.5/22 over CBS's 11.4/22 and ABC's 10.8/20. For the 1985-86 season, the 27th week's news race ended with CBS at 12.6/24, NBC 11.9/23 and ABC at 10.9/21.

The HUT level (homes using television) was down from week 26's 61.8%, ending 61.1%.

The season-to-date standings are NBC 17.9/28, CBS 16.0/25 and ABC 14.1/22 for week 27, while at this point last season, the standings were NBC 17.7/28, CBS 16.7/26 and 15.0/23.

In the tally of days won, the only movement out of the ordinary was

NBC's Friday win, which the network took away from CBS with a 14.8/25.9, over the latter's 13.7/24.1. It was NBC's fourth Friday win of the season. CBS's Friday lineup was the half-hours *Nothing Is Easy* and *Popcorn Kid*, a one-hour Kenny Rogers special from 9 to 10 p.m. and *Falcon Crest* from 10 to 11 p.m. NBC ran the half-hours *Roomies* and *Amazing Stories* from 8 to 9 p.m., followed by the one-hour *Miami Vice* and *Stingray*.

CBS won the 10-11 p.m. slot with *Falcon Crest*'s 16.0/29, but failed to take the remaining two hours away from NBC. (ABC's *Charmings*, at 8-8:30 p.m., came in second for that half-hour with a 10.6/19, and *Webster*, which followed, scored a 12.1/21, ahead of CBS's *Popcorn Kid*. *Amazing Stories* on NBC at the same time came up with a 12.5/22.) The Kenny Rogers special on CBS pulled in a 14.5/25, significantly lower than the regularly scheduled *Dallas*, which has a season-to-date average of 21.5/34.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	33.5/51	25.	Hunter	NBC	16.3/31	49.	Popcorn Kid Special	CBS	12.9/19
2.	Family Ties	NBC	32.4/49	26.	Monday Night Movie	ABC	16.2/26	49.	Houston Knights	CBS	12.9/23
3.	Cheers	NBC	27.4/41	27.	Knots Landing	CBS	16.1/27	51.	Harry	ABC	12.7/20
4.	Golden Girls	NBC	23.4/40	28.	Colbys Special	ABC	16.0/28	52.	Amazing Stories	NBC	12.5/22
5.	60 Minutes	CBS	22.8/37	28.	Falcon Crest	CBS	16.0/29	53.	Webster	ABC	12.1/21
6.	Growing Pains	ABC	21.6/32	30.	Kate & Allie	CBS	15.9/24	54.	Tortellis	NBC	12.0/19
6.	Murder, She Wrote	CBS	21.6/32	30.	Magnum, P.I.	CBS	15.9/25	55.	Monday Night Movies	NBC	11.5/19
8.	Moonlighting	ABC	21.2/33	32.	Perfect Strangers	ABC	15.7/25	56.	Spenser: For Hire	ABC	11.3/21
9.	Who's the Boss?	ABC	20.9/32	32.	Cagney & Lacey	CBS	15.7/27	57.	Disney Sunday Movie	ABC	11.0/17
9.	Sunday Movie	CBS	20.9/33	34.	Mike Hammer	CBS	15.6/25	58.	Popcorn Kid	CBS	10.8/19
11.	Mallock	NBC	20.3/31	35.	McGyver	ABC	15.5/23	58.	Tuesday Movie	CBS	10.9/18
12.	227	NBC	19.7/34	36.	Stingray	NBC	14.7/26	60.	Ohara	ABC	10.7/19
13.	Spitting Image	NBC	19.0/29	37.	Simon & Simon	CBS	14.6/22	61.	Charmings	ABC	10.6/19
14.	Newhart	CBS	18.9/29	38.	20/20	ABC	14.5/24	62.	Nothing is Easy	CBS	10.2/18
15.	Rags to Riches	NBC	18.7/28	38.	Kenny Rogers Special	CBS	14.5/25	63.	Saturday Movie	CBS	9.9/18
15.	Valerie	NBC	18.7/28	38.	Sunday Night Movie	NBC	14.5/23	64.	Outlaws	CBS	9.1/16
17.	Dynasty	ABC	18.6/29	41.	Down & Out—Donald Duck	NBC	14.0/22	65.	Starman	ABC	8.9/15
18.	L.A. Law	NBC	18.0/30	42.	Bronx Zoo	NBC	13.9/24	66.	Wizard	CBS	8.5/13
19.	Amen	NBC	17.8/31	43.	Our House	NBC	13.7/22	67.	Friday Night Movie	ABC	7.4/13
20.	Designing Women	CBS	17.7/27	44.	Colbys	ABC	13.6/21	68.	Spies	CBS	7.1/11
21.	ALF	NBC	17.2/26	45.	Movie of the Week. Tues.	NBC	13.5/22	69.	Our World	ABC	6.9/11
22.	Miami Vice	NBC	16.8/29	46.	Jack & Mike	ABC	13.4/24				
23.	Facts of Life	NBC	16.7/29	47.	Roomies	NBC	13.1/23				
24.	Night Court	NBC	16.6/25	48.	Sunday Night Movie	ABC	13.0/21				

\*indicates premiere episode

why the Fox sitcoms may be racier than those seen on ABC, NBC and CBS.

With the company focusing most of its attention on prime time and late night day-parts, FBC executives said they have not even begun to consider plans for daytime or special events programming. The focus now will be on shoring up the faltering Rivers program and continuing with the roll-out schedule of shows, which have all been given 13-week commitments.

Last night's debut included an unusual format. FBC broadcast the premiere episodes of the two sitcoms at 7 and 7:30 p.m., then repeated them twice at 8-9 p.m. and at 9-10 p.m. and inserted limited commercial spots, behind-the-scenes features and previews of upcoming FBC shows. The sched-

ule was intended to attract viewers who normally watch the top-rated Sunday night CBS programs, *60 Minutes* and *Murder, She Wrote*.

Fox will follow its debut night by adding Cannell's *21 Jump Street*, with a two-hour debut Sunday (April 12) at 7 p.m. *Duet*, Goldberg's UBU Productions comedy, will follow on April 19 at 8:30 p.m.; then *Down and Out in Beverly Hills*, the spin-off of the movie, will make its entrance April 26 at 9 p.m. Fox will save a heavy hitter for May 3, during the sweeps period, when it will introduce George C. Scott in *Mr. President*. Fox executives say Mr. President is unusually expensive given the salary of its star.

Two other series, *Karen's Song* with Patty Duke, and *Werewolf*, which has yet to be

cast, are still unscheduled.

FBC will not premiere any other shows during the May sweep period. On Saturday, May 30, it has tentatively scheduled the debut of two sitcoms at 8-9 p.m. followed by a special. On June 6, it plans to add its final two remaining Saturday prime time programs. Production, however, has stopped temporarily on one series, *Single Man*. The half-hour 20th Century Fox sitcom starred Dean Paul Martin Jr., who was killed when his National Guard jet crashed in the mountains east of Los Angeles last month.

"The productions look pretty good," Kellner said. "The promotion is right on target. We are very comfortable with what we've done." □

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## Tartikoff praises VCR's, pans sweeps

**NBC programs among most recorded, according to Nielsen; NBC programming chief says year-round measuring needed to avoid wasting production money on network sweeps hyping**

A new network study has determined that videocassette recorders "are actually helping our ratings rather than competing with them," NBC Entertainment President Brandon Tartikoff told about 850 members of the Academy of Television Arts and Sciences last week at a luncheon in Los Angeles.

"This year we've begun to get VCR research," he said. "Videotape recorders now have rankings of shows most often recorded, and when a program gets recorded, both programs get credit in the Nielsen survey. And *Miami Vice*, *Cheers* and *Hill Street Blues* are among the programs that are most often recorded."

Although the networks have consistently blamed the increasing number of VCR's, cable systems and independent stations for a decline in network audience shares, Tartikoff put the blame squarely on the shoulders of network programming executives and cost-conscious producers and syndicators.

Tartikoff said the audience erosion stems from syndicators insisting that the off-network market has dried up for anything but sitcoms. As an example, he cited a recent Friday night when the three networks each aired a sitcom at 8 p.m. and collectively garnered 60 share points. That is "about 15%-20% down from the time period levels established at the start of this season—when we collectively offered three different types of programming," he said.

"I see no evidence anywhere that the viewer wants more and more comedy," he said. "The aggregate ratings of this season's new network comedies are down 8% from last season's freshman batch. Undaunted, the networks plunge ahead, making more and more. And... first-run sitcom productions, the USFL of comedy, are also increasing exponentially."

He faulted the production community, saying it helped put the power over programming decisions in the hands of distributors. "Something is clearly out of whack when the

syndication distributors are determining what gets made on network television," he said, "when corporate accountants and financial officers at local stations have more say as to what that station can buy than the program director or general manager. . . . What has been lost in this stampede for capital gains has been the sanctity of the realm of ideas."

To change the pattern, he said, broadcasters should figure out an economic formula to convert to a 52-week ratings period. "The November, February and May sweeps add \$20 million of hyped programming to the three network ledgers," he said. "What all this amounts to is everybody standing on their

tiptoes in a crowd. It's an archaic and costly ritual. The money could be better spent buying original programming on a more year-round basis."

He asked producers to let the networks re-establish control of their own destiny. "If we think the viewer wants the next *Hill Street* and nobody wants to make it for us except at cost plus, then we might as well make it ourselves."

Tartikoff said networks should also eliminate waste in program development and commit to buying larger orders of hit series, pay executives better to insure continuity and devise different formats to present their programs. □

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## Programers tune in to global markets

**As MIP approaches, U.S. companies gear up for sales abroad; barter is practice whose time, though not yet come, is seen as close at hand**

As private commercial broadcast networks and satellite channels continue to open up overseas, particularly in Western Europe, American program suppliers remain upbeat about the international marketplace for their products, not only at this month's MIP-TV festival in Cannes (April 21-27), but for the foreseeable future. France is seen by many as Europe's hottest market for American programs, as three new networks join the private sector—La Cinq, Channel Six and TF-1. A third private network is scheduled for launch soon in West Germany, and two new private networks are likely soon to be established in Spain. Satellite channels are also taking off, as evidenced by the recent launch of the second London-based pan-European Superchannel. Australia is also seen as a market ripe with opportunities, and the Canadian and Italian markets remain strong. Several satellite services are also due to be launched in the Scandinavian countries.

Bruce Johansen, vice president, international sales, Multimedia, summed up the feelings of many U.S. program suppliers: "We're pretty bullish, based on the renewed appetite for product, due to the continuing

privatization of networks in Europe, as well as the addition of new outlets there." The shrinking value of the American dollar won't hurt the international marketing efforts of program suppliers because foreign exhibitors will receive more bang for the buck. However, some programers downplay that aspect, contending that the fit of a program in any given market is the driving force behind sales.

Barter sales abroad still appear to be the subject of more discussion and planning than action. The only market so far where barter activity has made an impression is China, where cash flow is limited and air time is plentiful. But many American program suppliers, particularly those who have had success with barter domestically, are bullish about the prospects of doing barter deals abroad. The consensus, however, is that the foreign barter market will not take off for several years. And there are some suppliers who wish the barter discussion would end. They fear the barter approach, if it catches on, may induce a flood of lesser quality material from the U.S. that could spark foreign program quotas in some countries.

While MIP-TV has always been a seller's market for American program suppliers, the festival is increasingly being used by American companies also looking to acquire programming, either for distribution or exhibi-

**Synditel** will hold its next screening of first-run syndicated product for the Television Critics Association tour on Tuesday, July 28, from 10:30 a.m. to 3:30 p.m. at the Redondo Beach Sheraton in Redondo Beach, Calif. The syndication screenings will come between screenings of cable and NBC product on one end, and PBS, ABC and CBS product on the other. Synditel also announced last week that it will use Quinn/Brein Inc. to help organize the event.

**Reeves Entertainment Group** reports that it has reached an agreement to distribute theatrical, television and home video product to the People's Republic of China. The five-year agreement was made with China Film Import and Export Inc. In a separate two-year agreement, China Central Television has agreed to carry *Those Amazing Animals*, a 22-episode series starring Burgess Meredith and Priscilla Presley.

**King World** and Motown Productions announced last week that they will complete the initial 195-first-run-episode cycle of *Nightlife Starring David Brenner*, the show's original commitment. King World was waiting for the February sweeps results before making any cancellation decision, but said last week that the ratings book was inconclusive, delaying a final decision on the show until after the May book. The series averaged a 2.4 in its late-night time period since its debut Sept. 8, 1986. There were 109 markets carrying the show at that time, according to King World. At present, 100 stations carry the show.

**MCA TV** reports that it is "fast approaching the 60% clearance level" in coverage with *The Home Shopping Game*. Recent clearances include WSBK-TV Boston, KTVT(TV) Dallas, WUAB(TV) Cleveland, KHTV(TV) Houston, WPXI(TV) Pittsburgh and KIRO-TV Seattle. *The Home Shopping Game*, also cleared on the CBS-owned stations, is sold on a revenue-sharing basis and will get a June start. MCA TV also announced that it has cleared *The Bionic Six* on WPXI(TV) New York, to bring its market coverage for the animated series to 77% of the country. There will be two episodes of the series per week beginning in mid-April. WPXI(TV) New York will air the two episodes at 8 a.m. Saturday and 10 a.m. Sunday beginning April 18. There will be 78 episodes available by September. Barter distribution gives stations three-and-a-half minutes and MCA-TV two-and-a-half minutes during years one and two. Stations will get the series for free in the third year.

Houston-based **Wodlinger Broadcasting** reports that it has now cleared *Hit Video USA* on 11 broadcast stations and 120 cable systems. The most recent station additions are KSCI(TV) San Bernardino, Calif., which will program the service from midnight to 6 a.m., and WGBQ-TV Chicago, which will carry the show from 3 to 5 p.m. on weekdays. *Hit Video USA* is a 24-hour music video network that is programmed live allowing for viewer requests. Sales to stations are on a cash basis.

Dan Dorfman is preparing to enter first-run syndication with a half-hour talk show combining business reporting and entertainment elements and called *I Dream of Money*. The show will feature human-interest stories about people who have made or lost fortunes in the stock market. The show is planned to feature a female co-host and will be taped before a live audience. Tom Madden, former personal assistant to NBC president Fred Silverman, and vice president at NBC Entertainment, is executive producer of the project which will be produced by **Business Showcase Network**.

**Coral Pictures** has acquired distribution rights to *The World of Amazing Animals*, a series of 13 five-minute "mini-features" with "tall tales, trivia and truths about the peaceful kingdom of animals." Claude Akins is the host of the series, which is being offered on a straight cash basis.

**Tribune Entertainment** has signed an agreement to sell the national barter time in *JEM*, the animated strip produced by Sunbow Productions and distributed by Claster TV Productions. Tribune already sells the national time for Sunbow/Claster's *G.I. Joe*, and will continue to sell both shows through 1990.

Former Corporation for Public Broadcasting President **Marty Rubenstein**, who's worked both sides of the private-public fence, is now trying to help the twain meet. As a consultant to **LBS Communi-**

**cations**, he's working out a joint venture that would finance public television product for eventual use in the commercial market and/or acquire existing PTV product for commercial syndication. Public stations would gain a new revenue source and the private market would get a new source of product. The first deal is expected soon.

In its second acquisition deal with George Harrison's HandMade Films, **Columbia/Embassy Television** has acquired "Mona Lisa," "Withnail and I" and the still-to-be-released "Five Corners." Columbia/Embassy also reports that the film "Swamp Thing," part of the barter package, *Embassy Night at the Movies*, scored a 13.7 national Nielsen rating in 13 overnight markets in its window that ended March 4.

**Paramount Domestic Television** will distribute episodes of *Cheers* and *Family Ties*, half-hours each cleared on more than 120 stations for debuts in syndication next fall, by satellite through World Communications beginning May 9 and 10. Paramount will also make available, through Videotape Products Inc., bulk purchases of top-grade videotape stock to record the satellite transmissions at a discount. The move by Paramount will eliminate the shipping costs and delays associated with bicycling tapes to stations. Stations unable to take the satellite feeds will also be able to get a library of the episodes from both *Cheers* and *Family Ties* on tape through Paramount.

**Dow Jones & Co.** reports that it has upgraded the time period for *The Wall Street Journal Report on Television* on WPXI(TV) New York, to include airings on Mondays from 6 to 6:30 a.m. beginning April 6. The show will also continue to air from 2 to 2:30 a.m. on Monday mornings. *The WSJ Report*, entering its sixth season this fall, is a half-hour series of features on timely business topics. The show's "publisher/editor" is W. Stewart Pinkerton Jr., deputy managing editor of *The Wall Street Journal*. A weekly, *The WSJ Report on Television* is now seen on 89 stations covering more than 75% of the country, primarily in early morning time periods on weekends, or in late-night time periods. The show is also seen on the International Television Network's list of 39 affiliates. Barter distribution gives station three minutes and Dow Jones three minutes. Other clearances include KABC-TV Los Angeles, WLS-TV Chicago, KYW-TV Philadelphia and WJBK-TV Detroit.

**The National Leukemia Broadcast Council** has cleared *Six Hours For Life*, a national telethon that will air on Aug. 8, on more than 60 stations, including WNYW-TV New York, KTTV(TV) Los Angeles, WFLD-TV Chicago, WPHL-TV Philadelphia, KBNK-TV San Francisco, WCVB-TV Boston and KDAF-TV Dallas. Hosted by Shirley Jackson and Ben Vereen, the broadcast will attempt to go beyond normal telethon broadcasts by incorporating segments patterned after a game show, a talk show, a variety show, and the news, each with its own set, host, opening title and theme music. The broadcast will be concentrated in New York and Los Angeles, with cutaways to participating stations.

**ITC Entertainment** has been given exclusive domestic distribution rights to eight theatrical films owned by HBO, including "Sweet Dreams," starring Jessica Lange and Ed Harris; "Volunteers," starring John Candy and Tom Hanks; "Flashpoint," starring Kris Kristofferson and Treat Williams; "Heaven Help Us," starring John Heard and Donald Sutherland; "The Hitcher," starring Rutger Hauer and C. Thomas Howell; "Head Office," starring Judge Reinhold and Danny De Vito; "Odd Jobs," starring Paul Reiser, and the still-to-be-released "The Trouble with Spies," starring Donald Sutherland and Ruth Gordon.

**Multimedia Entertainment, Blair Entertainment and Kline and Friends Inc.** have postponed *On the Move*, starring Rita Moreno, for a debut next fall, leaving open the possibility that the show may be revived in January.

**Lionheart Television Intl.** reports clearing the BBC series, 'Allo 'Allo, on five Gaylord stations for its fall debut: KTVT(TV) Dallas, WUAB(TV) Cleveland, KHTV(TV) Houston, WTVT(TV) Tampa, Fla., and KSTW(TV) Seattle. 'Allo 'Allo has been cleared on 20 stations so far, including the Tribune Group, for its debut early this month. Sales are on a cash basis.

tion, or both, in the U.S.

A number of cable networks, including Home Box Office, Arts & Entertainment, Bravo, Black Entertainment, The Disney Channel and Nickelodeon, will be at MIP in search of acquisitions, and in some cases, sales opportunities. Turner Broadcasting System will also be on hand, for the first year with its MGM and Warner film libraries to market, as well as other original programs seen on WTBS Atlanta. And, according to TBS Vice President Jack Petrik, the company will also be on the lookout for films and other programs to acquire for exhibition and distribution in the U.S. Orbis Communications is another player that will be present and looking to buy and sell. It has acquired the domestic and international rights to *The Next President*, a series of 13 half-hours

hosted by David Frost and focusing on the top presidential contenders in the 1988 race. Orbis will be marketing its live action half-hour, *Force Three*, and will look for rights to miniseries, series and films salable in the U.S.

The rule of thumb in the international market has been that action and drama series, films and mini-series are the most marketable product, while comedies do not travel as well because of cultural differences. But at least two companies will take comedies to MIP this year, confident they will prove the exception to the rule. LBS, which has created in the last several months a new international division that will be in force at MIP, will offer *You Can't Take it With You*, a first-run comedy that debuts domestically in the fall and stars Harry Morgan. Morgan

starred in *M\*A\*S\*H*, one of a few sitcoms that has done well internationally, and LBS is banking that his visibility may stimulate sales for *You Can't Take it With You*.

Worldvision Enterprises, which says it will take more than 1,000 hours of current network programming to MIP, is also taking along the first-run syndicated comedy, *Throb*. "I think the door may be opening to certain types of American comedy," said Burt Cohen, the company's senior vice president of international sales. "If it is well produced and not over-Americanized, but has a wider audience appeal," he said, it may sell. Cohen said the program has already been sold to The Ten Network in Australia, Channel Two in France and Globo TV in Italy. *Throb*, he noted, has one British character, and focuses on the characters employed at a record company "that could be anywhere. The market is changing. If [American] comedy can become more diversified, it will find wider acceptability abroad."

As to the issue of barter, LBS, a leader in that area domestically, is also excited about international barter prospects, said Phil Howart, president, LBS Network's Group. Howart said the company intends to "take our [barter] expertise here in the U.S. and export it. Clearly it is an exportable premise, where there are conditions that support it." The ripest areas for barter, he said, are where new broadcasters are coming on board, such as in France, and where advertisers are looking to expand their on-air exposure. Though Howart says LBS expects to act as a "catalyst" of barter sales abroad, he also acknowledges that the barter marketplace will probably take several years to emerge, as advertisers and broadcasters sort out strategy and learn to cope with political barriers. Most European countries have different rules and regulations for advertising, which poses a problem particularly for the networks that are received in more than one country, such as Sky Channel and Super-Channel. "We are inching toward it," Howart said.

Others agree, including Stan Golden, president, Horizon International Television. "I think barter is a strong possibility down the line," he said, "when we can get to the point when we can offer advertisers a number of different countries." Alice Donenfeld, who heads Filmation's international marketing effort (*BraveStarr* and *Ghostbusters*), said her company is exploring the potential of barter in international markets. "I don't think it's time yet, but it's coming up in the near future," she said.

Colin Davis, president, MCA International, said that as long as foreign broadcasters "can control buying and scheduling they would prefer to stay with straight [cash] licensing." But he added that sports may be one program type ripe with barter potential because of the close connection between sports events and sponsors. As for markets generally, he said, China so far has been the most attractive barter market because "that's the only way one can get a license fee, because the Chinese don't have the hard currency" to pay for programs. In the case of Europe, he said, "when the advertising content laws become more standardized there



**Rewarded.** Twenty-four radio and television stations, cable systems and advertising agencies were honored by the American Women in Radio and Television for their "realistic and genuine portrayal of women." The winners of the 12th National Commendation Awards, selected from among 300 entries, were presented with their awards at a luncheon in New York sponsored by RKO General, Campbell Soup Co., Jeff Arthur Productions and Golin/Harris Communications Inc. Joan Lunden, co-host of *Good Morning America*, chaired the ceremony. Above (l-r): Lunden; Mariette Hartley, of the CBS *Morning Program*; New York Mayor Ed Koch, and Jane Pauley of NBC's *Today*. The awards recognize "insight and creativity" in seven categories: news, documentaries, entertainment, talk shows, public service and promotional announcements and advertisements. The winners follow:

■ Best entertainment program—CBS, *Women of Valor* and *Kate & Allie*, and NBC, *The Golden Girls*.

■ Best documentary (television)—KYW-TV Philadelphia, *The Subject is Women*; ABC News, *Closeup: After the Sexual Revolution*; PBS/TransTel Communications, *Brown Sugar*; National Black Programming Consortium, Columbus, Ohio, *Mandela*.

■ Best portrait (television)—ABC News, *20/20: Carol Burnett: To Make It or Not*; Iowa Public Television, Johnston, Iowa, *Market to Market: A Helping Hand*; WPVI-TV Philadelphia, *Dr. Ethel Allen: Minuses into Pluses*.

■ Best news series or feature (television)—NBC, *Boyd Matson Reports*; New Jersey Network, Trenton, *Women, Power and Politics*; ABC, *Please! Somebody Help Me!*; WAGA-TV Atlanta, *Battered Women*.

■ Best editorial—WMAQ-TV Chicago, *Volini—Female Alderman*.

■ Best public service announcement—KNBC-TV Burbank, Calif., *The Spirit of Southern California*.

■ Best children's programming—Multimedia Entertainment, New York, *The Horrible Secret*.

■ Best talk show (television)—WNBC-TV New York, *Today in New York: Feminism in the Eighties*; KSL-TV Salt Lake City, *Sudden Infant Death Syndrome*.

■ Best promotional announcement (cable)—Lifetime Cable Television, New York, *Avenues Promotional Campaign*.

■ Best talk show (cable)—C-SPAN, Washington, *News Women of the World*.

■ Best documentary (radio)—RadioWest, Denver, *The Family of Women: Stories from a World Gathering*.

■ Best portrait (radio)—National Public Radio, Washington, *Beryl Markham: Author and Aviatrice*.

■ Best news series or feature (radio)—ABC, *Ann Compton—Women in Politics*.



## Stay Tuned

■ CBS said last week that two of its late-night series, *Night Heat* and *Adderly*, would have six week runs this summer. Both series are hour action-drama series produced in Canada, and the move is seen as an experiment to test viewer acceptance to hours with a toned down look—both are produced on videotape—compared to the dramas produced domestically, most of which are produced on film with a much glossier look. *Night Heat* is seen in Canada in prime time. The Canadian hours cost between one-half and two-thirds as much to produce as hours produced in the U.S., which cost as much as \$1 million or more to make. All three networks have come under considerable pressure to reduce program costs where possible, due to smaller annual gains in advertising revenues.

■ NBC Radio Network will plumb its archives to create a one-year series of 60-second spots called *Today in History*, announced Frank Raphael, director, news. Blending entertainment, history, "real-life drama and human comedy," and using real news and music recordings, the spots will run daily and, beginning this month, will cover such stories as the assassination of Martin Luther King, Jr., Fidel Castro's 1960 visit to the U.N., the Berlin blockade and the final withdrawal of U.S. troops from Vietnam. The series is written and produced by Albert Reyes.

*The NBC Radio News National AIDS Call-In* will air 7-10 p.m. ET, April 16, and will feature a toll-free 800 number viewers can use. Anchored by Peter Laufer and produced by Rusty Lutz (the pair who earned American Academy of Family Physicians Journalism Awards in 1984 and 1985 with *AIDS: The Facts and the Fears* and *AIDS: The Killer Epidemic Continues*), the special will, according to vice president James T. Farley, Jr., focus on "the positive things people can do today" about the disease, as well as emphasize the seriousness of the epidemic.

■ National Public Radio will mark Older Americans Month in May with four installments of producer Donna Limerick's *Horizons* series titled, in turn: *Elderly Suicide: Who Would Miss Me?*, produced by Audrey Coleman; *In Praise of Old Age: The Chinese Elderly*, produced by Johanna Cooper; *Aging in America: The Mexican-American Experience*, produced by Claudio Sanchez, and *The Oldest Americans: A Century of Living*, produced by Sloan Walker and Fletcher Harper. Transmissions are scheduled for Tuesdays at noon. Frank Tavares is executive producer of the series.

On Saturdays at 4 p.m. in April, NPR is also airing another new series, *The Nature of Music*. Professional composers and musicians, including pianist Emanuel Ax, rock musician Frank Zappa and violinist Yehudi Menuhin, along with physicists and psychologists, explore the discipline and techniques of performance, the relationship between music and the brain, common threads in all music and the value of music to different people. The series comes from executive producer Dr. Karl Signell and Garuda Productions.

■ Beginning Monday, April 27, 8 p.m. ET, during National Holocaust Remembrance Week, PBS will air the four-part documentary *Shoah*. Producer Claude Lanzmann filmed 300-plus hours of interviews with death camp and Warsaw ghetto survivors, as well as with a former Treblinka SS officer, photographed and recorded secretly by Lanzmann who disguised himself as a French historian "eager to restore the balance of truth" to the era. Co-produced with Les Films Aleph and Historia Films, with the participation of the French Ministry of Culture, the series will be broadcast again on a single day, Sunday, May 3, from 9:30 a.m. to 10 p.m. ET.

■ On June 3, South Carolina Educational Television will offer *I Hope It's Not Alzheimer's*, as a public service, half-hour discussion to be aired in connection with the one-hour PBS drama about the disease, *There Were Times, Dear*, starring Shirley Jones and Len Cariou and directed by Nancy Malone, to be broadcast nationally from 10 from 11 p.m. The drama and discussion are both from Lilac Productions, Linda Hope executive producer.

Also at PBS, producers Susan Dowling of WGBH Boston and Lois Bianchi of WNET New York have teamed up to present a third season of *New Television*, a 13-part series showcasing innovative works by American video artists. Running from the beginning of April through

June 26, and airing Friday nights at 11 p.m., the series will air 23 electronic image experiments, avante-garde documentaries, computer-assisted illusions and impressionistic video portraits by 21 contemporary creators.

In the works for PBS's *Mystery* series next fall are six new episodes of Thames Television's *Rumpole of the Bailey*, with Leo McKern, and 10 episodes of Thames's *Lord Peter Wimsey*, with Edward Petherbridge in the title role. One of these two will inaugurate the season and be followed by a new series of *Agatha Christie's Miss Marple*, retaining its star, Joan Hickson, as well. Rebroadcasts of this past season's *Adventures of Sherlock Holmes* and *Malice Aforethought* have been scheduled for this summer, and currently in production in Europe: *A Perfect Spy*, from John Le Carre and starring Peter Egan, and *Game, Set, Match*, based on Len Deighton's trilogy and starring Ian Holm. WGBH's Rebecca Eaton, series executive producer, and host Vincent Price continue their roles.

Rosemary Anne Sisson, principal writer of many *Upstairs, Downstairs* episodes, has created a *The Bretts*, "an affectionate look at three generations of a British acting family," which will open the '87-'88 *Masterpiece Theater* season in October, following a May 24 to Aug. 23 encore of *The Jewel in the Crown*. BBC will also provide a new production of Dickens's *David Copperfield* (five hours) and Thomas Hardy's *The Day After the Fair*, produced by Louis Marks and starring Hannah Gordon (two hours).

■ Those who look forward to PBS's April-through-June art video showcase *New Television* may also look forward to the April-through-June 12-part showcase on The Learning Channel, *Declarations of Independents*, produced by Melinda Ward, John Schott, Robert J. Shuman and Chiz Schultz for TLC and Twin Cities Public Television. Airing each Sunday at 8 p.m., the fourth Independents package, this time hosted by *Out of Africa* producer Sydney Pollack, seeks to demonstrate the contributions of independent filmmakers over the past half century and to win a wider audience for cinema-verite documentary (April 12), labor movement documentary (April 26), experimental dreamscapes (May 3), claymation and animation (May 17), video art (May 24), and the earlier of works of *She's Gotta Have It* producer Spike Lee (June 21), among others.

■ Also on cable, "Sleeping Beauty," Disney's 1959 feature animation, will make its cable premiere on The Disney Channel later this year. Additionally production has ended on TDC's two-hour feature *Not Quite Human*, starring Alan Thicke as an inventor who creates an android son (Jay Underwood) and Joe Bologna as a toy manufacturer who tries to steal the invention.

■ In Europe, production has begun on the David L. Wolper and Bernie Sofronski mini-series *Napoleon and Josephine: A Love Story*, produced in association with Warner Bros. Television for ABC. Starring Jacqueline Bisset and Armand Assante, the six-hour story will focus on the relationship between the emperor and his wife during France's post-revolutionary rise and will be shot in Paris, Rabat, Morocco, and Portsmouth, England. Alfred Kelman and Suzanne Wiesenfeld are producer and co-producer, respectively.

■ ABC will air three original movies in early April. In *Sworn to Silence*, directed by Peter Levin and airing April 6 at 9 p.m. ET, Peter Coyote and Dabney Coleman play lawyers under scrutiny for defending a client indicted for a series of sensational murders and for keeping that client's alleged confession from public and press. Daniel H. Blatt and Robert Singer are executive producers. Erv Zavada is producer. Buzz Kulik both produced and directed *Her Secret Life*, in which Anne Goodwin (Kate Capshaw), former spy-turned-housewife, is coerced into taking one more assignment: help a former lover/co-worker (Gregory Sierra) escape from a Cuban prison. This Phoenix Television production, Judy Palone, executive producer, will air April 12, 9 p.m. Also 9 p.m. the following evening, Kirstie Alley and Lee Horsley star as husband and wife struggling with his one night indiscretion with her best friend in *Infidelity*, a Mark/Jett Production in association with ABC Circle Films. Directed by David Lowell Rich, the two-hour movie was produced by Sue Jett, Tony Mark and executive producer Amy Berg.

may be more opportunity."

But whatever the prospects of the barter market, few doubt its time will come. John Eger, president, World Wide Media Group, which recently was commissioned by the NAB to prepare a study of media developments and opportunities in Western Europe over the next five years, reports that Western European television revenues now come to about \$5.8 billion annually. Annual growth in the next few years is expected to average close to 30%, he said. In France alone, with the expansion there, advertising sales are expected to climb by 175% in the next year. Eger believes that U.S. television program suppliers currently generate close to \$1 billion in revenue from foreign syndication of their shows.

One area of activity at MIP that some believe is sure to intensify this year is co-venturing among American-based programers and their foreign counterparts. Among the

reasons for that are the increasing pressures to keep costs down domestically, said CBS International president Donald Wear. "Collaboration captures more the spirit of what I'm talking about," he said. "Collaboration between broadcasters to address the forces at work in all of our industries as well as the creative challenge. We've got to reach out anywhere we can for new creative ideas." The soft syndication marketplace domestically, in evidence at this year's NATPE, is also likely to spur more co-venture activity at MIP, Wear and others said. The reasoning is that since not as much new product will make its way to the international markets from the U.S. syndication market, other outlets will have to be tapped, and co-ventures are a natural response.

MIP-TV organizers are expecting at least as big a crowd as last year, some 5,600 in all, maybe more. There are 65 more booths this year than last, for a total of 320, and many of

those are shared so that the total number of exhibitors could be almost double that. Three more countries will be represented this year, a total of 110. Last year, representatives from about 240 American companies attended the show, and this year more are expected.

Several of the major studios will not be formally represented at MIP, including 20th Century Fox and Columbia Pictures Television. The reason is that the show falls between the Monte Carlo TV market, which takes place in February, and May screenings in Los Angeles, when all the major European players make the trek to Hollywood to view the pilots picked up for the fall by the networks. Thus, as Bill Saunders, senior vice president, 20th Century Fox International, puts it, "the timing is bad." And, he noted, not much happens between Monte Carlo and the May screenings, so it really does not make sense to the major studios to spend money on a full-blown effort at MIP. □

## Advertising & Marketing

### Cable advertising: feeling like a billion dollars

**Annual Cable Advertising Bureau conference gives 1,100 attendees bullish prognosis of advertising health of wired medium**

According to cable TV executives addressing the Cabletelevision Advertising Bureau's sixth annual Cable Advertising conference last week, this may be cable's year. With billion-dollar advertising revenues, increased program ratings and deregulation of the cable industry, 1987 "is indeed a special year," said CAB President Bob Alter. It is "the start of the golden age of cable programming," said Viacom International Chairman Ralph Baruch.

About 1,100 representatives of the cable industry, advertising agencies and the press heard that message during CAB's conference at New York's Waldorf-Astoria hotel, March 29-31. Next year's gathering is scheduled tentatively for April 10-12, also at the Waldorf-Astoria.

According to Alter, Nielsen data for last February showed an "accelerated growth" in audience for the advertiser-supported cable networks. Prime time is up 21%; weekends are up 29%; early fringe is up 32%, and late fringe is up 53%, he said. According to Edward Bennett, executive VP, Viacom Cable, and CAB chairman, in 1987 almost 50% of American households will spend \$12 billion to receive cable and cable advertising revenue will exceed \$1 billion for the first time.

Leading off last Tuesday's agenda was a special report by Adam Stagliano, senior vice president and director of planning for Doyle Graf Mabley, on the viewing habits in multi-channel households and their positive impact on the growth of cable. He was followed by three bullish reports on the future of cable television from Trygve Myhren, chairman of American Television & Communications and National Cable Television Association chairman; Robert Clasen, president of Comcast Cable Com-

munications, and Fred Vierra, president of United Cable Television Corp. Myhren told the advertising and cable executives that "the future appears very, very bright. Your success last year must continue and accelerate if cable television is to become not just an equal partner in electronic information and entertainment, but if it is to become what I believe it will be, the unquestioned and undisputed leader."

Myhren said that "the partial deregulation of cable, which has recently been achieved," brings the interests of consumers and cable business people together "for the first time." He said that two issues now under discussion—the status of must carry and "the greatly overblown controversy" surrounding dial relocation—are "really consumer issues," and should be viewed as such. As for dial positioning, Myhren said, "let's all forget about the clever strategies of one or two very isolated cable operators and the selfish pleadings of some low appeal broadcasters."



Alter



Bennett

Instead, let's concentrate on what's best for the consumer."

Since customers are used to finding "major local broadcast stations on the traditional VHF channels" (2-13), the industry "intends to leave them there." Myhren said, adding that cable operators will gain by placing some of their own cable programs—"especially those channels that are strong advertising vehicles, on open channels in this familiar range on the dial." For the rest of the dial, Myhren advocated an "affinity program grouping," with "logical groupings" of similar programs. For example, foreign language and ethnic channels would be clustered together, as would educational channels, such as Discovery, Public Broadcasting Service stations and The Learning Channel.

Myhren also pointed out (and was seconded by several other speakers) that "in January 1987—for the first time in the history of the Nielsen ratings, the broadcast networks attracted less than half of the television audience." Myhren said that "before the end of this year, more than 50% of America's households will have cable. We will soon be able to say that, for the majority of Americans, cable television is television," he said.

Myhren added that with growth in subscribers and viewing hours "comes a corresponding ability" to attract more advertising dollars. He predicted that cable will have an increased share of political advertising during the 1988 Presidential elections, adding that "with new advertising interconnects and local ad sales operations being created every week, many more candidates for local, state and national office can use cable easily and cost effectively to reach specific voter groups."

Outlining the cable industry's "tendency to focus on one aspect of the business at a time"—the various "eras" that cable has gone through in its development, was Bob Clasen. He said that the industry is now preparing for "the next phase of our industry—that of a market-driven customer service industry."

He said that the current era of deregulation has brought "a realignment of basic and pay rates so that they are closer to the price/value relationship the consumer sees." As more revenues come from basic services, "the industry is understanding that the key factor in our ability to charge increasingly higher rates for basic service will be the consumers' perception of the value of the product available," Clasen said, adding that if customers aren't familiar with the cable product, they won't find the industry's "fundamental cable service very valuable."

The industry needs to "use every means at our disposal" to have the cable programming services "positioned on the proper channels, easy to find and explained in our direct mail, with schedules in monthly guides, and on dedicated channels, advertising availabilities, cross promoting the services," he said. "We can't rely on the three networks' prime time fare to fuel our consumer's demand for service since we aren't an \$8 or \$9 cable service anymore. We are now a \$15-\$20 product and are 36 or more channels," he said, adding that "we must both compete for viewers with the networks and create a differentiation and a distinction that gives the

consumer value for their money." That distinction can be achieved through marketing and through customer service, he said. "We must win the fight for the consumer every day."

Fred Vierra said that there "is a major transformation taking place in the field of cable programming, and the implications for television viewing in this country are enormous." In the past, he said, the broadcast networks had larger audiences and more advertising money, "which meant that they could develop programming, which in turn meant they attracted larger audiences." What you are seeing now, Vierra said, "is the circle being broken."

"The broadcast audiences aren't growing, nor are the advertising revenues. Instead of being able to devote more resources to have a better product, the networks are cutting back some of their core products, like news and sports. That's why cable has been able to get its nose under the tent of NFL football," Vierra said. In the meantime, he added, the cable industry is building its audience, and increasing revenues, and investing in new programming. "What we have here, folks, right here in River City, is an honest to God, mega trend," Vierra said.

As cable's profits grow, he said, the industry "not only can afford to develop competitive programming, but we can also afford to invest in educating the public and programming producers about what cable has to offer." Additionally, many cable operators have begun to invest in various programming services, either separately or by pooling resources and forming consortiums. Vierra said, adding that the "best way" for cable to continue to grow, is "to develop quality products that our competitors can't offer."

### Baruch heralds 'golden age' of cable programming in 'cable month' kickoff

Ralph Baruch, chairman of Viacom International Inc., and chairman of the National Academy of Cable Programming, opened the cable industry's National Cable Month, which began April 1, at the CAB convention in New York last week. Baruch said that 13 advertiser-supported cable networks, local cable systems and "the major pay services" have committed about \$40 million for advertising and promotional support of special



Baruch

programming that will be presented during April.

According to Baruch, 1987 is the start of "the golden age of cable programming." With almost 50% of U.S. households now wired for cable, there is now "enough infrastructure in place" for the cable industry to focus its efforts on programming, he said. Also, deregulation has "created a freer operating environment, changing the dynamics of the entire television industry," he said.

The Viacom executive said that the cable TV industry now spends about \$2 billion annually on original cable programming, a figure that he predicted would triple by the end of the decade. He foresees growth in other areas as well. Pay per view "and its newly developed immediate-response technology to impulse ordering of movies, concerts and other attractions will become increasingly competitive with video rentals and even motion picture theaters," he said, adding that advertising revenues on cable will also increase. Citing CAB figures, Baruch said that in 1987 advertising revenues will exceed \$1 billion. "By the end of this decade, they could be well over \$2 billion, doubling again to \$4 billion by 1995," he said.

As commercial broadcast television networks cut back their news divisions, cable news and information programming is expanding, Baruch said, with such services as the Cable News Network, C-SPAN, the Weather Channel and the Financial News Network. Baruch also cited cable's educational services, sports programs and nonanimated children's programming, as well as the variety of other services offered, saying that "cable programming can address target audiences as magazines do and radio does. We're not in a position of having only one shot at a monolithic audience," he said.

"In the years to come," Baruch said, "we will look back on the late 1980's as the period of gigantic strides forward in cable television programming. Our stepped-up effort to successfully program and market cable networks will be inevitable as cable continues to blanket the country," he said.

Also announced at last week's CAB conference were the 1987 recipients of three awards recognizing significant contributions to cable advertising sales. The Chairman's Award, which recognizes "outstanding overall contribution to the growth of cable television as an advertising medium," went to Kay Koplovitz, president and chief executive officer, USA Network. Cable AdNet received the Weinstein award, which honors an organization that demonstrates "a combination of entrepreneurial, managerial and sales skills resulting both in its own success and in furthering cable's growth as an ad medium."

□

At a CAB panel session last Tuesday morning (March 31), Jerry Maglio, of Daniels & Associates (who moderated the panel), Kay Koplovitz of USA Network, Joel Segal of Ted Bates Advertising, Ted Turner of Turner Broadcasting System, Ed Bleier of Warner Brothers Television, and Lon Bencini of General Mills provided their views on a host of topics ranging from the impact of deregulation to the effect of channel alignment.

On the former, Koplovitz said that chang-

ing environment under deregulation "gives us the opportunity to better position and promote our product than we ever have before." Turner said that having less regulation is a "much more sensible approach" that is beneficial to anyone in the cable business. Regulation, "particularly at the local level—hobbled the cable industry," he said.

On the issue of advertising, Lon Bencini offered a client's perspective, saying that advertising clients "have to go where the consumer is; we have to find the viewer." Joel Segal said that cable will have a tough time increasing its penetration levels without spending more money on advertising and promotion. The "progress of cable has been very slow," he said, and cable's ratings "are still very low." What cable needs to do, in addition to increasing promotion, Segal said, is to "probably buy some of those off-network, hour-long programs and jazz them up and repackage them" as a way to increase ratings. It is also important, he said, to put the cable services on the same channel within a market, so that viewers can easily find a cable network.

According to Koplovitz, attracting "good quality" producers, directors and writers to cable is also important. "Vast changes" are taking place in the programming marketplace, as the networks cut costs and cable offers more programming competition, Koplovitz said. And although cable has to "look for creative ways" to structure the costs of programs, "the deals aren't important if the program doesn't work," she said.

Turner said that although the networks now "may have good cost-efficient management," those currently in charge of the networks are "not programming-oriented, they have bottom-line mentalities." He added that "the networks have only one source of revenue—advertising—whereas the cable networks have subscription fees as well as advertising." Turner foresees "cable getting probably stronger, vis à vis the networks in the next few years."

He also compared the networks to "the Germans... in late 1942. They cover a lot of territory very thinly." It could not be anticipated, he said, "how fast [the networks] would fall... The economic base just isn't working at the current time." Turner said that "the economic underpinning" will become "much worse from here on out because the basic financial power shift is going in cable's favor, vis à vis theirs... I think we'll be in a vastly different world five years from now than the world we were in five years ago," he said.

Bleier said that the cable industry should "stop talking about reinventing the wheel with first-run, original programming... There is nothing wrong with 36 channels of very entertaining programming, whether it's called an independent station or a USA Network," he said.

On the subject of channel alignment, Segal said dial position "couldn't be more critical." Turner said that historically, the networks have had the most viewers and have also been placed on lower dial positions on the cable. He said that with cable systems now carrying more channels than they have in the past, "why should [network affiliates]

all be on preferred positions? Why shouldn't they be spread throughout the dial, giving everybody an equal chance?"

Turner added that ethnic networks should be given "the same kind of chance as the white networks have." Everybody should be "given a fair shake," he said, adding that "all networks should get an equal shot at the viewer... It's the equitable, fair and best thing for the cable industry to do," he said. "I believe in equal opportunity programming for all." He added that, if the networks had "no viewership, you'd move them up there to channel 85, wouldn't you? One of these

days, if they keep going down the way they are, that's where they'll be."

As for a suggestion made earlier in the morning of "affinity grouping" of services on the dial, Segal called it "an excellent idea."

But who, asked Bleier, decides where a service is placed? "The more you start fine tuning the commerce that only one person controls in a community," said Bleier, "the more you're going to invite reregulation and a lot of political confrontation... Beware of the politics of it, they're more important than the short-term commerce of it." □

## Taxing time for broadcasters

**A number of states are considering adopting sales taxes on advertising expenditures; state associations go to work to defeat measures**

This year will be remembered by some broadcasters and advertising-related companies as the year of the sales tax legislation. While the application of a sales tax, ranging from 3% to 7%, to billings has been attempted previously in many states, an epidemic of such legislation has sprung up again, mostly within the past two months. If every state were to adopt a 5% sales tax on total advertising expenditures, the extra cost to media-related companies would total roughly \$5 billion—minus a presumed federal tax benefit.

The genesis of many of the attempts to extend the sales tax to broadcasting comes from declining tax bases in many states. This has been especially true in states where agricultural and energy businesses have been hurt. But the sales tax proposals have also sprung up in such states as Washington and Indiana, where the proposed receipts are to be specifically targeted to education or other programs. The decline in federal revenue sharing has also contributed to the current attempt by states to find new sources of tax revenue.

In most states the proposed sales tax would be imposed on top of an already existing income tax or "gross receipts" tax. No matter what the form, there will probably be a negative impact, said Dan Jaffe, senior vice president of the Association of National Advertisers. "All of the studies we have done in this area have come out with the same conclusion," Jaffe said. "The states will get money upfront but it will have two follow-up results. There will be a cutback on advertising, or the cost of products will be raised, presumably cutting back sales." The ANA and other advertising associations and the National Association of Broadcasters have targeted the defeat of state tax proposals as a top priority.

The NAB recently established a database on the status and specifics of legislation being proposed around the country. Said Barry Umansky, the NAB's deputy general counsel: "Now the war is getting a little more serious."

The following is a survey of some states where the legislative battle has been particularly heated:

■ Just a little more than a year ago a sales tax on advertising in Arizona was phased out. According to Ken Heady, executive director of the Arizona Broadcasters Association, the 4% tax, which had been in existence since the mid 1930's, was applied to any advertiser that had a "brick and mortar" presence in the state. Since the tax was phased out at the end of 1985, said Heady, no bill has been introduced to reinstitute the tax.

The Phoenix city council, on March 17, discussed a proposal to double a local advertising sales tax to 1%. The city council in 1978 had been persuaded not to expand the tax to national advertisers, who use the city as a test market, but since the tax is targeted specifically for the upkeep of the Phoenix Civic Plaza, it is kept for local advertising. At the meeting, said Heady, the council agreed to delay any increase for a year while the state legislature, which had threatened to preempt the city's ability to levy a service tax, also agreed not to take any action.

■ The good news in Florida, said Bob Foss, executive vice president of the Florida Association of Broadcasters, is that the legislative session "isn't over" and there is still hope of preventing the sunset of advertising's exemption from the state's 5% sales tax. Still, Foss said, some people are getting "... pretty pessimistic... there are too many people willing to throw in the towel." The exemption is to expire on July 1 unless the legislature passes new legislation.

Among the reasons for the discouragement was a 12-3 vote against keeping the advertising exemption. That vote was taken by the Sales Tax Review Committee, which had held hearings around the state for several months and reportedly ended up granting exemptions for certain other services including securities and commodities transactions, life insurance and education.

And the president of the state senate, John Vogt, has given his support to the tax proposal. Foss is looking hopefully at an already-filed legal challenge to the tax legislation. Also, he is hopeful that a large mail and telephone campaign, currently being organized with the help of the association, may

change the legislators' minds.

The FAB executive vice president said most people don't realize that the definition of services being considered by the state government encompasses some 2,700 types of businesses. "For broadcasters, for instance," he said, "not only would their own billing be taxed, but so also would their contracts with Arbitron, BMI, UPI and their accounting firm."

As of a few weeks ago the definition of a service would also include out-of-state advertising, including that placed on the television networks. The state's tax collectors would decide what portion of a national advertisement's cost went for reaching the audience in Florida, and a 5% tax would be levied. Foss said the state thinks it will get \$161 million annually by taxing advertising.

■ As part of Governor Jim Thompson's program to "build Illinois," he has proposed to tax services, including advertising. Two days before the governor's speech, executives representing advertising-related companies, including The Tribune Co., Kraft, Sears and Leo Burnett, met at Burnett's Chicago office to form an "ad tax coalition."

There is no specific tax bill yet, said Wally Gair, executive director of the Illinois Broadcasters Association, "only a broad definition that advertising will come under a sales tax." Such a bill was introduced in 1969, but did not make it past the relevant legislative committee. Also, an effort several years ago by Chicago to tax services was overturned by the Illinois Supreme Court. The sales tax in Illinois is currently 5% and part of the governor's proposal is to reduce it to 4½%.

■ Legislation to apply a 4½% sales tax to advertising and other services in Indiana was deleted in the state's legislative committee, said Tricia O'Connor, assistant executive director of the Indiana Broadcasters Association. But, she added, there is still "a pretty strong possibility that it might be added onto another bill." Receipts from the tax were to have been targeted for an educational program.

■ Tax-on-services legislation was recently introduced in Nebraska, which has a 4% sales tax. A coalition has been formed to fight the bill, said Ed Schafer, executive director of the Nebraska Broadcasters Association. "We feel there will probably be a sales tax on the services, but we also think we will be able to nullify a great deal of the bill," Schafer said. One thing working in the broadcasters' favor, he said, is that the newly elected Republican governor, Kay Orr, has already voiced her opposition to the legislation.

Problems with Nebraska's farm economy have spurred the search for new tax revenue, according to Schafer. "Such legislation has come up in previous sessions, but I think we are more concerned about it now because of the farm economy," he said.

■ For several decades New Mexico had a gross receipts tax of roughly 5% on goods and services, including advertising. In 1979 the New Mexico Broadcasters Association was able to get national spot and network billings exempted from the tax. Dee Schelling, executive director of the association,

**Coming to terms.** A dispute over which of two law firms would represent the unsecured creditors committee in the Grant Broadcasting Systems bankruptcy hearing has been resolved. A counsel representing four creditors with \$28,000 in liabilities was chosen over counsel for syndicators who have liabilities in excess of \$25 million. The logic behind the decision by Judge David Scholl included thought that syndicators' counsel's pursuit of a motion to compel GBS to either reject or assume program contracts meant that it was potentially "adverse" to other unsecured creditors. The judge also named 13 members of a creditors committee: MCA Television, Orion Pictures, Stephen Douglas Associates, Broadcast Cable Associates, Hall-Dougherty Graphics, Miami Lakes Travel, Columbia Pictures International, Embassy Communications, Lorimar Telepictures Corp., MGM/UA Television Distribution, Paramount Television Domestic Distribution, 20th Century Fox Telecommunications and Warner Brothers TV Distributors. The next meeting to discuss the "schedule" of the company's assets and liabilities is scheduled for May 15. Meanwhile, an informed source indicated GBS had retained the investment banking firm of Dillon Reed & Co., which will, among other things, help the independent operator decide the future of its WGBS-TV Chicago.

said it has to fight every year to keep the exemption; "everybody would love to derail it."

■ A proposed 5% sales tax on advertising agencies in North Dakota is currently dead, said Dewey Haggen, president-elect of the North Dakota Broadcasters Association, but until a revenue plan is in, the association and its lobbyist are staying watchful. The proposal, introduced in January, would also have applied the tax to out-of-state advertising, a feature that contributed to the bill's undoing, he said. Haggen, station manager of KBMY(TV) Bismarck, said North Dakota's search for additional revenue stems from weaknesses in both the agriculture and energy industries.

■ The new Republican governor of Oklahoma, Henry Bellmon, has proposed removing sales tax exemptions for all businesses, including advertising. Linda Saunders, executive director of the Oklahoma Association of Broadcasters, said a proposal specifically aimed at broadcasters was defeated several years ago. "At that time our position was: 'If you lift all of them [the exemptions] that is fine with us,'" she said. "Since then we have changed our views and want to keep our exemption no matter what." Saunders said that the legislature has a lot of other problems to deal with and may not want "to take a stand that might be unpopular... What we have to watch for is them tacking something onto another bill. It should be over in another week."

■ In eight of the last 10 sessions of the South Dakota legislature, a bill seeking to remove advertising's exemption from the state sales tax has been introduced. This year such a bill was soundly defeated in the house, 52-16. Still, Verl Thompson, executive director of the South Dakota Broadcasters Association, would not be surprised to see another bill in the next session. "Every two years there is a lot of turnover in the legislature," Thompson said, "then it's: 'Here we go again.'"

■ It was a close call in Texas, according to Ann Arnold, executive director of the Texas Association of Broadcasters. The state controller, reviewing a potential \$5-billion revenue shortfall, had indicated last fall he favored extending the state's 5½% sales tax to services, including advertising. Since then, the proposal has been written into bill form, said Arnold, but the ad tax has been dropped. "It's been determined that adminis-

tration of the tax is too difficult and cost-prohibitive. There were also certain legal problems in other states where they attempted to introduce it."

■ There is a "4-or-5-out-of-10 chance" that Washington will begin applying a 6% sales tax against advertising and other services, said James A. Murphy, president of the Washington State Association of Broadcasters. The measure currently has the support of the governor, a Democrat, and Murphy noted that both the state's house and senate are controlled by Democrats. Another reason for the measure's strength, Murphy said, is that receipts from the tax on services would be applied to education, and thus the bill has the support of a strong teachers' federation.

So far the state association has managed to change the proposed legislation to exempt interstate advertising as would be that portion of advertising directed to audiences in Canada or nearby states. There are roughly two months to go in the legislative session with much of the discussion on the tax proposal taking place "behind closed doors," said Murphy.

■ In the current session of the West Virginia state legislature there have been eight different "attacks" on the exemption granted broadcasters from the state's 5% sales tax, said Marilyn Fletcher, executive director of the West Virginia Broadcasters Association. The legislature is in conference, said Fletcher, but "we assume we will be all right. It has been brought up before but never this much, this quickly or this insidiously. We have had to fight our battles on very short notice with heavy telephoning, explaining why broadcasters must not have this happen." Problems in both the agriculture and energy industries have hurt the state government's tax collection.

The various proposals have raised objections on other grounds besides monetary ones. Among them is the problem such taxes would pose to markets bordering a state without an ad tax. The station in the taxing state would be at a competitive disadvantage because advertisers would choose to place spots on stations in the other market. There is also a problem, broadcasters say, with correctly apportioning out-of-state advertising costs to the state's population.

Many broadcasters are anxiously watching what happens in Florida, reasoning that decision may lead the way for the others. □

# RIDING GAIN

# O N R A D I O

## New from SMN

Satellite Music Network, Dallas, through separate joint ventures, will soon offer two new 24-hour formats: adult contemporary and black gospel.

SMN said it signed an agreement with George Johns, San Diego-based programming consultant, calling for Johns to produce a new "star-studded" adult contemporary format for SMN. Johns is credited with installing the successful adult contemporary format at KVIL-AM-FM Dallas several years ago. At the same time, SMN unveiled plans to distribute a black gospel format from Satellite Radio Network, a Charlotte, N.C.-based Christian radio satellite programming service that offers programs to 240 religious stations.

The new adult contemporary format will be delivered via Westar V while the gospel format will be transmitted via Galaxy V. Both formats, which have yet to be named, are slated to debut in early July, said John Tyler, SMN chairman, at last week's NAB convention in Dallas. (Tyler is co-owner of Satellite Radio Network.)

SMN, a publicly held company, currently offers seven full-time format services over either Westar IV or Westar V.

## Alaskan help

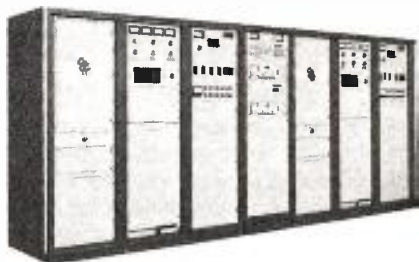
For the second year, the Alaska Public Radio Network will receive Corporation for Public Broadcasting funds to develop two news training workshops for reporters and producers. APRN was selected by CPB in a competitive bidding process to receive a \$45,503 grant that will be applied toward two four-day conferences. The first seminar will be held May 20-24 in Anchorage, co-sponsored by KSKA(FM) Anchorage; the second will be held June 18-21 in Boston and co-sponsored by WBUR(FM) there. Twenty people will be selected to attend each seminar, to be led by Corey Flintoff, executive producer, APRN; Howard Berkes, staff reporter, NPR; Marshall Perrin, executive producer, Canadian Broadcasting Co.; Judy Moore Smith, independent producer, Washington; Kim Aubry, independent audio engineer, San Francisco; John Pfeifer, news director, KMXT(TV) Kodiak, Alaska, and Audrey Wells, voice coach and radio/film producer, Santa Monica, Calif. Last year's seminars were held by APRN in Duluth, Minn., and Long Beach, Calif.

## News budget

National Public Radio will ponder special coverage of congressional hearings on the



**Dance time.** ProMedia, Bronx, N.Y.-based radio producer and distributor, is launching a two-hour urban/dance series hosted by WRKS(FM) New York morning personality Chuck Leonard. Called *Chuck Leonard's Dance Party*, the show is set to debut this summer. Reviewing plans for it are (l-r): Jim Wynbrandt, vice president, ProMedia; Leonard; Bill Quinn, president, ProMedia; and Frank Guida, the show's executive producer.



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sional hearings on the Iran-Contra arms deals. The half-hour analyses will air weeknights following broadcasts of *All Things Considered*, and will comprise 20-minute summaries and 10 minutes of interviews. Coverage will be handled by NPR Washington correspondents Linda Wertheimer, Cookie Roberts, Jim Angle and Nina Totenberg, and will complement existing news programming.

The reports are expected to begin May 5, and will continue until the hearings conclude.

### Midwest sales

Midwest Communications Inc., Minneapolis group station owner, has formed Midwest Radio Network in association with eight radio stations to enable advertisers who sell products and services in the upper Midwest to reach radio audiences efficiently via a single buy on multiple stations.

Midwest said the new network has a combined reach of more than 1.7 million households. The sales staff of WCCO(AM) Minneapolis will be used to sell the Midwest Radio Network.

### Condom dispersions

WQHT(FM) Lake Success, N.Y., has started a public service campaign in an effort to grapple with the AIDS epidemic. The New York area station began a four-week "Sexual Awareness Campaign" on March 27, which included the free distribution of 5,000 condoms each weekend at some local night clubs. The campaign also includes distribution of "Sexual Awareness Cards" containing guidance to potential AIDS victims. WQHT(FM) is considering holding a concert later this year to benefit AIDS projects.

## Law & Regulation

### FCC comes down on MMDS operator

#### Commission blocks MerrillCom from leasing MMDS capacity until public gets a shot at channels

The FCC has barred Phoenix-based Merrill Communications Inc. from leasing capacity on the multichannel multipoint distribution services of 16 MMDS applicants until those companies have first offered their channels to the public for 60 days.

The Committee for Fair MDS Lotteries—whose members included Hubbard Broadcasting, Microband Corp. of America and National Wireless Video—had alleged that Merrill might be the undisclosed real party in interest behind the 16 applicants, which had allegedly filed more than 3,250 "virtually identical" applications for MMDS channels in more than 200 markets (BROADCASTING, Dec. 9, 1985). In a petition to deny, the committee alleged that the applicants and Merrill Communications owner, Bruce Merrill, had attempted to "skew" MMDS lottery results to increase their odds of selection in violation of agency policy against multiple applications by the same applicant in the same market.

In its decision responding to a challenge of the grant of the MMDS application of Virginia Communications Inc. (owned by Merrill's wife, Virginia Merrill) for the Boston market, the FCC found that none of the 16 applicants had violated its one-to-a-market or real-party-in-interest rules. Among other things, the FCC noted that each of the applicants was a separate corporate entity and that Merrill was not an officer, director or stockholder of any of them.

Yet the FCC took special note of letters of understanding each applicant had allegedly signed with Merrill Communications. In them, Merrill Communications, according to the FCC, stated that in consideration of its assistance to the applicants, the applicants agreed to make available to Merrill Communications "six mhz channels of MMDS transmission service on a 24-hours a day, seven days-a-week basis in any service area for which the applicant obtains the requisite" FCC authorization. The FCC noted that the applicants contended that the letter didn't legally obligate them to lease channels to

**WOR-TV deal.** RKO General Inc. and MCA Inc. expect to close their \$387-million deal for WOR-TV Secaucus, N.J., "very soon," an RKO attorney said last week. Four parties—Mainstream TV Limited Partnership; Hill Broadcasting of New Jersey Inc.; Multi-State Communications Inc., and Wilbert Tatum—had challenged the FCC's approval of the transfer of RKO's station to MCA in the Court of Appeals in Washington.

But, under confidential settlement agreements, each party has agreed to withdraw its challenge (BROADCASTING, March 30), clearing the way for the deal to close. Just how much RKO had to pay to persuade the challengers to drop out may never be public since the settlements stipulated that they remain secret, and the FCC was not officially apprised of their contents. An FCC source said that although the Communications Act requires the FCC to review proposed settlements arising from license-renewal challenges and comparative proceedings for new stations, "the statute does not require FCC approval of settlements in transfer cases."

Mainstream, which was also trying to persuade the FCC to accept its competing application for WOR-TV's facilities, is headed by Jean Wells, general sales manager of WLJB(AM) New York; Hill Broadcasting's president is Noland Hill, who also has interests in WFTY(TV) Washington; Tatum owns the New York *Amsterdam News*; Multi-State Communications is the long-time competitor for the station's facilities whose application was dismissed after RKO, taking advantage of special legislation, was granted an unencumbered renewal for moving WOR-TV from New York to Secaucus.

Merrill Communications, and the commission said it had no reason to conclude otherwise. "Nevertheless, the letter strongly suggests that in consideration of MerrillCom's assistance in preparation of the applications, each applicant intends to make available to MerrillCom, consistent with the terms and conditions contained in their final and approved tariff, 'six mhz channels of MMDS

transmission service on a 24-hours a day, seven days-a-week basis,'" the FCC said. "Such an understanding . . . raises questions concerning the applicant's intent to comply with Title II of the Communications Act. Consequently, we have decided that the public interest will best be served by imposing a restriction on any MMDS authorization obtained by these applicants. In particular, any



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license issued to VCI [Virginia Communications] or any of the other applicants will be conditioned on their holding the service out to the public generally for a period of 60 days from the date their formal tariffs are effective. During that 60-day period, the permittees may not accept Bruce Merrill, MerrillCom, or any entity in which Bruce Merrill is affiliated as a customer-programmer. After the initial 60-day public offering, the permittees would be free to lease any remaining capacity to Merrill."

The 16 companies and their owners, according to the FCC's order: Virginia Communications (Virginia Merrill, 100%); Walter Communications (Walter Merrill, 100%); Stephen Communications (Stephen Merrill, 100%); Microwave Video Services (Phillip Merrill, 100%); MWTV (Marshall Carpenter, 50%; Mary Carpenter, 50%); Wireless Services (H.T. Padleski, 50%; Carol Padleski, 50%); Mettler Communications (J. Lyle Mettler, 100%); Video/Multipoint (William Sauro, 50%; Ronna Sauro, 50%); Fortuna Systems (Kenneth Moeller, 50%; Pamela Moeller, 50%); Multi-Point Television Distributors (J. Michael Moeller, majority owner); Line of Site (J. Stephen Rizley, 50%; Marilyn Rizley, 50%); Champion Industries (Noel Rudd, 50%; Janet Rudd, 50%); Paul Communications (Paul Marcille, 100%); Presco (O. Leonard Press, 100%); B.F. Investments (Bruce Francis, 50%; Tamar Francis, 50%); Multi-Micro (Dale Kipp). □

## House hears CPB funding testimony

**CPB acting president and vice chairman make case for FY 1990 money and concept of advance funding**

It was the House's turn last week to hear FY 1990 appropriations testimony from the Corporation for Public Broadcasting and to question CPB representatives Howard Gutin, vice chairman of the board, and Donald Ledwig, acting president. Like the Senate appropriations subcommittee, which heard testimony March 3 from Ledwig and CPB Chairman Lee Hanley, whose term expired March 26 (BROADCASTING, March 9), the House Subcommittee on Labor, Health and Human Services, Education and Related Agencies showed its support for public broadcasting. "This has been a good hearing," said Subcommittee Chairman William Natcher (D-Ky.) at the conclusion of the proceeding.

In his testimony, Gutin reiterated CPB's position that multiyear authorization and advance funding are critical to the development of public broadcasting programming and that federal funding serves as "seed money" for stations to raise additional private sector

and foundation support. Ledwig stated CPB's request for FY 1990 funding at the \$254-million level authorized by Congress and voiced CPB's objection to the Reagan administration's proposal to appropriate only \$132 million, taking the money from already appropriated FY 1988 and 1989 funds.

Natcher asked the witnesses how the non-commercial system has benefitted by this year's 25% increase in federal funds. Ledwig cited increased attention to children's programming, such as *Square One TV*, a new children's math series, and PBS's joint literacy project with ABC, Project Literacy U.S. Asked how the noncommercial system would use the additional \$26 million it has requested for 1990, an 11% increase over 1989 funds, Ledwig answered that the system is "seeking to rebuild what we had in 1982" before severe cuts were instituted by the Reagan administration (BROADCASTING, Feb. 16, 1981). If the system were funded in 1990 at the level proposed by the Office of Management and Budget—\$228 million—there would be cuts in Community Service Grants to stations and in production of programs that are already in the planning stages, and stations would have to "scale all their planning back," Ledwig said.

The status of nonfederal support was discussed at the hearing, with Ledwig saying the system believes it is "reaching the limits out there in the private sector." The oil companies, traditionally major funders of public programming, are "under severe constraint," as are state governments that depend on oil revenues, he said. In addition, the industry is not sure how changes in the 1987 tax law will affect charitable contributions to public broadcasting. Gutin stated that the pledge drive is "probably the most effective means of raising funds for public broadcasting that is available to us."

Auditing of stations by CPB has increased, according to Ledwig, and the corporation has not found a large number of stations in serious financial trouble. In addition, National Public Radio is in sound financial condition, operating under its new business plan, Ledwig said, and has paid off the loan it was given by CPB to avoid bankruptcy in 1983 (BROADCASTING, Aug. 1, 1983; Oct. 6, 1986).

Natcher asked what effect the "substantial turnover in the position of [CPB] president over the past couple years" has had on the operation of CPB. (Past presidents Ed Pfister and Martin Rubenstein both resigned.) "I believe we've continued to carry out our mandate to distribute community service grants," said Ledwig. "We've awarded contracts. We've gone on about the business of the corporation."

The status of the CPB board, which as of March 26 dropped to four sitting members of an allotted 10 seats, was also discussed. "Is it possible for the board to operate effectively with only four or five members?" Natcher asked. "That's a good question, sir," Gutin replied. "I do think that the four members who are currently in place can be very effective, very efficient, and I think the affairs of the corporation will move forward." Gutin said, however, that he would like to see 10 members in place as soon as possible. □

## Washington Watch

**Launch talk.** Intelsat received board authorization to begin negotiations with Martin Marietta Corp. for launch of two Intelsat VI satellites aboard Martin Marietta's Titan III expendable rocket. Intelsat VIs are hybrid birds with 48 transponders. Three are already set to be launched by Arianespace aboard its Ariane 4 vehicle. Intelsat spokesman Tony Trujillo would provide no details on Martin Marietta plans. He said he didn't know how much launches would cost or over what ocean satellites would be located. He said launches would occur "in 1989 or some time in 1990's." □

**FCC honors.** FCC has given James McKinney, Mass Media Bureau chief, agency's distinguished service award. Given agency's meritorious service awards were Peter Pitsch, chief, Office of Plans and Policy; Gerald Vaughan, deputy chief for operations, Common Carrier Bureau, and Wendy Whitley, secretary, administrative law division, Office of General Counsel. □

**Patrick's pick.** FCC Chairman-designate Dennis Patrick has recruited Jim Schlichting, special counsel in Common Carrier Bureau, as legal adviser for common carrier matters; Alex Felker, deputy chief, policy and rules division, will serve as Patrick's engineering assistant. □

**'Carroll' imperiled.** FCC has proposed to eliminate *Carroll* doctrine and UHF impact policy. *Carroll*, established by court, holds that FCC must consider economic argument from existing licensee that introduction of new station may result in net loss of service to public; under UHF impact policy, FCC considers arguments charging that new or improved VHF service could have adverse impact on existing U's. FCC said it had tentatively concluded that it would be in public interest to eliminate *Carroll*. Chairman-designate Dennis Patrick said that since regulation and competition are only options for insuring that broadcasters serve public interest, he's "looking forward" to broadcast comments in this proceeding. "If one opts for competition, one can't plead it in defense," Patrick said. Commissioner Patricia Dennis said she hoped comments would address how FCC should go about eliminating doctrine "because it's a court-imposed doctrine." She said she "fully" supported agency's UHF impact proposal. "Maybe it's time to take UHF out of the greenhouse, at least as to the impact policy," Dennis said.



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## Bill Baker picked to head WNET(TV)

**Group W Television president tapped to succeed Iselin at New York PBS station**

One of public television's most prestigious stations got a new leader last week as the executive committee of the board of WNET(TV) New York voted unanimously to select Group W's William Baker as its president. Baker was chosen from more than 200 candidates, about 25 of whom were interviewed. The board formed a nine-member search committee last November ("Closed Circuit," Nov. 24, 1986) following the announcement by station president John Jay Iselin that he would resign no later than June 30, 1987, the end of the station's fiscal year, to pursue other interests (BROADCASTING, Oct. 20, 1986). Baker, currently president of Group W Television Inc. and chairman of Group W Satellite Communications, will assume the presidency on May 15.

According to Baker, he was approached by search committee Chairman Frank Stanton, president emeritus of CBS Inc., about a month ago and asked to consider the position. Baker said he did not apply for the job: "I was the lucky guy they lifted a rock up and

found." He denied reports that he took the job because he wasn't chosen to succeed Group W Chairman and Chief Executive Officer Dan Ritchie, who will resign May 1



Baker

(BROADCASTING, March 16), calling them "ludicrous." Baker said he had no desire to hold any job other than his own at Group W, and "the only thing that would have gotten me out of Group W, the place I love and owe so much to, is this job."

The 44-year-old Baker joined Group W's WJZ-TV Baltimore in 1978 as vice president and general manager and a year later was promoted to president and chief executive officer of Group W Productions in Los Angeles. Within two months he was promoted again to a newly created position, president of Group W Television Group, in New York, with oversight over program production and the company's five owned TV stations. Baker added satellite responsibilities in 1981.

The Cleveland native received three degrees from Case Western Reserve University in Cleveland—a BA in speech and communications, an MA in interpersonal communications and a PhD in communications and organizational behavior. He formed a radio and TV production company with his brother at the age of 15 and got his first job as a producer/announcer with WGAR(AM) Cleveland in 1961. Baker's career over the next 17 years encompassed five more stations and various production, programing and managerial jobs. Leaving Group W after nine years was "a very, very hard decision" and a "major career change," he said.

Baker expects his new job to be "very difficult" and to take more of his time than did his Group W job. Iselin will be available when needed at least through the end of the fiscal year, and Baker said he has "no reason" to make changes in the station's managerial staff. He expects George Miles, the station's vice president and chief operating officer and also a candidate for the top spot at WNET, to remain. Baker said he and Miles had worked well together at Group W and that it was on Baker's recommendation that Miles was selected to help National Public Radio solve its financial difficulties in 1983.

WNET's own financial difficulties a year ago caused it to cut back on national program production (BROADCASTING, June 16, 1986), a situation Baker would like to see turned around. "I would love to do as much programing as we possibly can, local and national," he said. "The more money I can get in, the more we're going to put into programing. The game plan is to get as much as we can in here so that people can make shows," Baker said.

The sources of those funds "won't change vastly," and include the federal and state governments, corporations and individual members, Baker said. Any reduction in funds would "severely hurt programing" at the station, he said, because "there is no excess [money] to speak of." Baker said he does not support advertising on public tele-

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vision: "A market like New York doesn't need another commercial station. Being noncommercial is the thing that distinguishes this station." Baker said, however, that he sees a distinction between enhanced underwriting and ads.

Although he is a commercial broadcaster, the new president has had experience with the noncommercial world as a member of the board of Connecticut Public Television and of the National Association of Broadcasters' Task Force on Public Broadcasting, charged with finding alternative forms of funding for the noncommercial system. He is also involved with the National Association of Broadcasters Television Information Office, the Television Operators Caucus, the Association of Maximum Service Telecasters, the National Academy of Television Arts and Sciences International Council and the Electronic Media Rating Council, as well as several universities. His role on some of the boards may represent a conflict of interest, Baker said, and "my general feeling is

that I'd better start cutting back because I'm going to have to pour everything I've got into this job."

WNET Chairman William Ellinghaus described Baker as bringing "proven leadership capabilities and a wealth of television experience" to the station, and Public Broadcasting Service President Bruce Christensen said he expected Baker to bring a "strong tradition of public service and quality programming" from Group W to WNET. Outgoing President Iselin described Baker as "a first-class guy" and said he applauded the search committee's choice.

Iselin said he has no immediate plans for the future because he felt it was "inappropriate to really start looking" until the choice of a new president was made, but that it is likely he will go into some type of consulting initially. The chances are good that he will eventually end up in a new venture in the communications field, since the trend of existing operations is toward "downsizing," Iselin said. □

Kent Frandsen, president. It also owns KBLI(AM)-KLCE(FM) Idaho Falls and KSKI-AM-FM Hailey, both Idaho. **Buyer** is owned by Dr. Brent W. Lambert and Dr. Eric J. Johnson, who also own WIKE(AM) Newport and WSTJ(AM)-WNKV(FM) Johnsbury, both Vermont, and KEVA(AM)-KOTB(FM) Evanston, Wyo. KBLQ is on 1390 khz with 5 kw day and 500 w night. KBLQ-FM is on 92.9 mhz with 50 kw and antenna 716 feet above average terrain. *Broker: Blackburn & Co.*

**KTAG(FM) Cody, Wyo.** □ Sold by U.S. Media Group Inc. to Shoshone Communications Corp. for \$500,000. **Seller** is owned by Michael Kassner, who also owns KIXX(AM)-KTCL(FM) Fort Collins and KRAI-AM-FM Craig, both Colorado. **Buyer** is owned by James F. Hayes, who owns KODI(AM) Cody. KTAG is on 97.9 mhz with 100 kw and antenna 1,901 ft. *Broker: Chapman Associates.*

**WSER(AM) Elkton, Md.** □ Sold by Elting Enterprises of Md. Inc. to First Philadelphia Properties Inc. for \$310,000. **Seller** is owned by John Elting, who also owns WPED(AM)-WJLT(FM) Crozet, Va. **Buyer** is owned by Brian Barrabee and Jack Rose. Barrabee is real estate investor and Rose is stockbroker, both from Philadelphia. **WSER** is daytimer on 1550 khz with 1 kw. *Broker: Chapman Associates.*

*For other proposed and approved sales see "For the Record," page 110.*

## Changing Hands

PROPOSED

**KVIL-AM-FM Highland Park (Dallas), Tex.** □ Sold by Sconnix Broadcasting Co. to Infinity Broadcasting Corp. for \$82 million. Transaction is largest AM-FM combination sale ever. **Seller** is spin-off from Sconnix's recent purchase of John Blair & Co.'s four AM's and four FM's (BROADCASTING Feb. 16). Sconnix is Gilford, N.H.-based group of seven AM's and nine FM's principally owned by Scott R. McQueen, Theodore E. Nixon and Randall T. Odeneal. **Buyer** is New York-based group of three AM's and eight FM's principally owned by Michael A. Wiener and Gerald Carrus. **KVIL** is daytimer on 1150 khz with 1 kw. **KVIL-FM** is on 103.7 mhz with 100 kw and antenna 1,673 feet above average terrain. *Broker: Wertheim Schroder & Co.*

**KISS(FM) San Antonio, Tex.** □ Sold by Capitol Broadcasting Co. to Adams Communications Corp. for \$11 million. **Seller** is Raleigh, N.C.-based group of two AM's, seven FM's and one TV, principally owned by James F. Goodmon. **Buyer** is Tampa, Fla.-based group of four AM's, four FM's and six TV's owned by Stephen Adams. **KISS** is on 93.7 mhz with 100 kw and antenna 576 feet above average terrain.

**WKAJ(AM)-WASM(FM) Saratoga Springs, N.Y.** □ Sold by Community Radio to Saratoga Broadcasting Co. for \$1.45 million. **Seller** is owned by Kent Jones and family. It has no other broadcast interests. **Buyer** is owned by Howard M. Ginsberg and brothers John and David Kimmel. Ginsberg is consulting engineer who had interest in WXXX(FM) South Burlington, Vt. Kimmels own Albany, Vt.-based group of two AM's and two FM's. **WKAJ** is on 900 khz with 250 w day and 47 w night. **WASM** is on 102.3 mhz with 3 kw and antenna 74 feet above average terrain.

*Broker: New England Media.*

**KBLQ-AM-FM Logan, Utah** □ Sold by Peoples Broadcasting Inc. to Logan Broadcasting Co. for \$1,130,000. **Seller** is headed by M.

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## New contractor for Intelsat

**Gilbane Building given job of phase II of headquarters building after Lipscomb is removed following lawyers' investigation into alleged Colino-Alegrett financial irregularities**

Motorists driving by the Intelsat construction site on Connecticut Avenue in Washington may have spotted a sign indicating a new contractor is on the job. Gilbane Building Co., which did the main headquarters building of glass and aluminum—a \$60-million project—is now listed as "Construction Manager" on the Phase II expansion, a \$25-million job. The William P. Lipscomb Co. is off the site. The switch in contractors apparently is a result, at least in part, of Intelsat's outside lawyers' continuing investigation of alleged financial irregularities that led the Intelsat board of governors to fire Director General Richard Colino and Deputy Director General Jose L. Alegrett last December.

The switch occurred on March 17, a day after lawyers from Arent, Fox, Kintner, Plotkin & Kahn made their second report to the board on the Colino-Alegrett matter. Sources say the report—given orally to avoid the kind of leak that occurred when the first report was issued to the board, in written form, in February—dealt with the construction project. The board also heard from a construction and management firm, CRSS Inc., which has been serving as a consultant

to Intelsat on the matter.

The lawyers' report issued in February said that most of the \$5 million allegedly diverted by Colino and Alegrett originated in payments that were made in connection with the construction of the addition, as well as with proposed and actual financing of the main building and Phase II. Intelsat's outside auditors, Peat, Marwick, Mitchell & Co., in the original report that led to the investigation now under way by Arent, Fox, had recommended an inquiry into the contract with Lipscomb.

The selection of Lipscomb rather than Gilbane to build Phase II had come as a surprise. Lipscomb is a relatively small company. What's more, officials of the architectural firm that had designed both buildings—John Andrews International of Sydney, Australia, have expressed the view that the firm was dismissed as supervising architect of Phase II because it had criticized Lipscomb's work.

Sources familiar with the Arent, Fox report on the construction project declined to discuss it in detail. But to some degree, it—and the comments of the CRSS Inc. representative—apparently reflected the view the Lipscomb firm was not equipped to complete the project on schedule. The job was begun in the late fall of 1985 and is said to be several months behind schedule now, according to one Intelsat source. A Lipscomb

official said the work was "a little behind schedule," but said Intelsat has not provided the design for one of two new pods—eight-sided structures several stories high that house offices—that are being constructed in the area where WJLA-TV Washington has leased space. He said work had been interrupted last July on two of the four pods but that Intelsat authorized resumption of work on one of them in December.

But one source reported the lawyers cited a reason other than Lipscomb's capacity for changing contractors: they were said to feel the contract "was not clean." The Lipscomb official, asked about that remark, said: "I don't know what that means. It was their [Intelsat's] contract. Ask the previous administration about that." Indeed, the official, who asked not to be identified, suggested Lipscomb was a victim of circumstances. "We're a small company trying to get along. It's not our business they have problems with; they have problems with their management."

Lipscomb has in the past denied at least one of the allegations directed at it—that it

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**Preference fallout.** The Supreme Court decision extending preferences in employment for women and minorities was seen as providing ammunition for those who favor retention of FCC preference policies, now under review in the ownership area. The court, in its 6-3 decision, said employers may favor women and minorities over better-qualified men and whites in hiring and promoting to reflect the makeup of the local population or work force. The court said proof of past discrimination was not necessary to warrant use of racial and sexual preferences.

The commission is now reviewing its policy of giving women and minorities preferences in comparative hearings and distress sales, permitting licensee to avoid a renewal hearing if it sells the station to minorities. Issuance of tax certificates to those selling to minorities is also under review in the same notice of inquiry issued as a result of the remands of cases involving preferences for women and minorities. The FCC is attempting to determine whether such policies promote program diversity. It was also asked, in court remands, to assess the policies' constitutionality.

FCC Chairman Mark Fowler has made clear his view that the burden is on proponents to explain why preferences should be retained. Andrew Schwartzman, of Media Access Project, which participated in the female preference case in court, said last week that the Supreme Court decision "is not 100% on point" with issues in the commission proceeding. But, he said, court arguments "are consistent" with the approach to minority and female preferences that is embodied in commission policies. He sees the decision as "sending a signal" on constitutionality of actions designed to aid the cause of women and minorities.

was involved in the financing of the project. An official said its proposal included financing but that the contract did not call for that service. "We had nothing to do with the financing," the official said. However, sources say that it was through Lipscomb that Charles and Dana Gerrell, Little Rock, Ark., mortgage brokers, became involved with Intelsat. And it was a \$1.35-million check paid to the Gerrells last summer that led to the investigation that is ongoing.

As for the termination of the contract, the Lipscomb official said it was accomplished "amicably—Intelsat felt it would rather have another contractor. If that is in their best interest, they can do what they want." The contract contained a provision allowing for such termination.

Gilbane does not have a formal contract. It is working on the basis of cost plus a fee. The board of governors, at its meeting in June, will decide whether to accept a fixed price for completing the project, or cost plus, or hire yet another contractor. □

## AFT to join colorization field

**Firm to use digital process for colorization; Turner expresses some interest**

A newcomer to the field of converting black and white films to color has developed a digital system that it contends will make it a major force in an industry now dominated by two firms. Hal Roach subsidiary Colorization Inc. in Toronto and Los Angeles-based Color Systems Technology Inc.

American Film Technologies claims its new digital system, with 24-bit image-processing technology, image tracking software, film animation production procedures and advanced digital data storage techniques, produces better quality color faster than other systems—and at competitive rates.

While black and white films will be the core of its business, AFT also intends to work on color films. "One of the things we think we can do is improve some of the negatives for color films that have faded," said Bernard Weitzman, president and chief operating officer of the company.

Weitzman, a former studio and broadcasting business affairs executive, and AFT Chairman Geroge Jensen Jr., a producer and one-time securities broker, will head the new organization.

AFT recently completed a \$3.15-million private placement of equity capital to install its first color imaging studio in San Diego and to set up a distribution organization in New York. In May or June, it plans a \$5-million public offering to set up two additional colorizing studios in San Diego and seven new facilities in Los Angeles. Weitzman declined to name the private investors until the company goes public, but said its eventual goal is to have a major distribution company buy in.

The company ultimately wants 25 employees at each location serving one primary

**Noncommercial commerce.** Noncommercial WNET(TV) New York has asked the FCC to let it turn its early-morning hours over for a home-shopping service or some other form of commercial operation. In a petition for declaratory ruling at the FCC, WNET is arguing that it generally doesn't broadcast from 1 to 7 a.m. each day. "The development of new revenue sources for public broadcasting is imperative in light of continuing reductions in federal funding," said WNET. "WNET, the leading producer of programming offered over the entire public television system, will utilize the revenues derived from the proposed arrangement to enhance its programming efforts." Under the relief envisioned, the FCC would modify WNET's license to specify share-time operation from 1 to 7 a.m. daily, without opening the process up to competing applicants. The FCC would license the commercial entity to operate until its "share-time agreement" with WNET expired, and WNET would retain the discretion to revoke the arrangement at any time. Among other things, WNET said that since it is operating on a nonreserved channel, agency "approval of this proposal would neither result in the part-time loss of an educational reservation, nor open the door to numerous requests to modify other noncommercial licenses, since almost all noncommercial stations operate on reserved channels." WNET also said its goal could be achieved either by direct licensing of the commercial entity or by licensing a subsidiary of the station or affiliated entity that "would broker the time to a third party." The station added that it "contemplated" that such a share-time arrangement would not extend beyond Jan. 31, 1989.

customer, with the creative talent who worked on the original black and white films involved in the colorizing process. It intends to launch its operations in October, with a production schedule that calls for the colorizing of one black and white television series and one full-length feature film a month—or 20 films the first year, 100 the second and 120 the third.

AFT has had inquiries from several major studios and has entered negotiations with Turner Entertainment and The Walt Disney Co., according to Weitzman. Disney is seeking to colorize about 10 hours of old black and white Mickey Mouse cartoons and Turner is willing to provide "as many films as we can handle," he said.

Turner went to AFT despite having an existing contract with CST to colorize 75 of the 3,650 titles contained in the former MGM film library, which it obtained last year for \$1.2 billion. "(CST) is not delivering as many pictures as we would like," said Roger Mayer, Turner Entertainment president. "We have had to revise our schedule downward so that they will now be colorizing one instead of two features a month."

CST has the option to convert 45 more black and white Turner films to color, but Mayer said AFT could wind up with those as well as other features "if it is able to deliver." AFT will demonstrate its colorizing process on a couple of Turner's films. Weitzman said.

AFT appears willing, at least initially, to

take on relatively unprofitable straight fee projects—a factor that could help seal a deal with Turner. Mayer said Turner representatives approached Hal Roach, but that company wanted partial ownership. "They are interested in back-end deals and we are not," he said.

CST, meanwhile, has taken steps to obtain an ownership interest in films, television shows and cartoons. It has entered a co-venture with Coca-Cola Telecommunications to color and distribute a library estimated at more than \$100 million. The new entity will operate under the title Screen Gems Classic Color.

Once it becomes more established, AFT will follow the lead of its competitors and concentrate on obtaining a stake in films—either outright or with partners. The partial ownership deals will involve discounting or eliminating the standard \$2,000- to \$3,250-per-minute colorizing charges in exchange for an interest in the "back-end" profits from distribution.

Weitzman estimated "there are about 50,000 feature films and 17,000 television shows left to colorize." Many of those, however, are not the top-notch movies that garner the biggest prices. But once the selection of black and white films in this country diminishes, Weitzman said, colorizing companies can expand into foreign markets, such as Japan, India and Latin America, where there are huge volumes of black and white films in storage. □

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# TELECASTINGS

## Opening doors

The International Advertising Association, responding to Europe-wide debates over liberalizing its cross-frontier broadcasting regulations, has adopted a statement calling for the opening of European markets for advertising on television and in other media.

The statement, accepted by the IAA following executive committee meetings in Paris, addresses a proposed European Community (EC) Council directive and recent considerations by the Council of Europe on the possibility for a "common market" of European broadcasting, allowing open transmissions across national borders and standardizing advertising regulations.

The IAA, a worldwide group with more than 70 corporate members from among advertisers, the media and ad agencies, said it "applauded" the EC considerations. But the association also noted its opposition to restrictions on sponsorship and advertising, to "flat prohibitions" on advertising legally

sold products such as cigarettes or alcohol and to quotas for program production.

The association also urged both the EC and Council of Europe to view advertising as "trade-in-services," circulating as freely as other goods among nations in Europe. Adding that non-European countries should be consulted in the European considerations, IAA added that rather than limiting such liberalizations to Europe, there should be "media without frontiers throughout the world." The group is preparing to study barriers to the free flow of information worldwide as part of a future initiative.

The statement was first drafted by an IAA global media commission steering committee chaired by former CBS executive John Eger and comprising Turner Broadcasting, CBS, NBC, *Reader's Digest*, Young & Rubicam, Coca-Cola, Pepsi, Kodak, Gillette and others.

Eger, now president of the Worldwide Media Group, a New York international media consultancy, is also helping to organize

an afternoon-long seminar May 20 at New York's St. Regis hotel. Speakers at the program, "Media Without Frontiers: A Global Phenomenon?" will include EC Commission Vice President Lord Cockfield and Robert James, McCann-Erickson Worldwide chairman and chief executive officer. William Walker, former ambassador to GATT and now a partner in the law firm of Mudge Rose Guthrie Alexander & Ferdon, and Sa'id Mosteshar, head of the space and communications unit at the law firm of Clifford-Turner, are also panelists.

The program, moderated by Eger, is being sponsored by IAA's Global Media Commission, the International Institute of Communications, the International Bar Association and the International Association of Broadcasters.

## TV bad guys

"If American business has redeeming social values, they rarely turn up on prime time television," says social scientist S. Robert Lichter, whose Center for Media and Public Affairs study, "Video Villains: The TV Businessman 1955-86," conducted by Lichter, Linda Lichter and Stanley Rothman, was documented in *Hollywood's Favorite Heavies*, which aired on PBS March 25.

The PBS documentary's conclusions about the probable effect on viewers, especially young ones:

- Businessmen are portrayed twice as negatively as characters in other occupations.
- They commit crimes three times as often as characters in other occupations.
- They commit 40% of the murders committed by characters with census-listed occupations.
- One episode out of nine deals with honesty in business; over 80% portray business as corrupt.
- Among shows portraying business-government relations, 95% present business as too powerful.

## Constitutional look

Hearst Broadcasting Corp., as part of its centennial celebration (William Randolph Hearst established the corporation that bears his name in March 1887 with its first media outlet, *The San Francisco Examiner*) is sponsoring a series on PBS called, *The Presidency and the Constitution*. Fred Friendly, former CBS News president and currently director of the Columbia University Seminars on Media and Society, is the originator and commentator of the series. It's the second recent series Friendly has assembled for PBS on the Constitution. The first was *The Constitution: That Delicate Balance*, which he described as more about the Bill of Rights than the constitution itself.

Friendly said the new series focuses on



**On their marks.** The importance of early press coverage, how to successfully use the media and the role of political consultants were among the topics discussed during a symposium in New York with, among others, consultants to some of the 1988 presidential candidates. On hand (l-r): Roger Stone, political consultant to Representative Jack Kemp (R-N.Y.); Raymond Strother, media consultant to former Senator Gary Hart; Cliff Zukin, the director of the Center for Public Interest Polling at the Eagleton Institute of Politics, Rutgers University; Richard N. Bond, national political director for the presidential campaign of Vice President George Bush, and Frank Watkins, press secretary for the Rev. Jesse Jackson.

While Stone, Bond, Strother and Watkins described their jobs differently—from strategist, translator and communicator—all agreed on their role of helping to convey the candidate's message to the voter. Also of importance, said Stone, was understanding the "mechanics" of the press's job, including planning events so that the media have time to file a story. Strother added that they try to "enhance the coverage" by holding events in "interesting locales." Timing is also a factor, Watkins said; a candidate must say something while it is "still news and not history."

The symposium was sponsored by the noncommercial New Jersey Network and WNYC-TV New York, in cooperation with the Rutgers-Newark Journalism program. It was hosted by Allan Wolper (far right), host and executive producer of *Right to Know*, a weekly series produced by WNYC-TV NJN and RNJP. NJN and WNYC-TV will air coverage of the symposium May 10 on *Right to Know*.

the concept of the separation of powers as mandated by the Constitution. The seven episodes cost a little more than \$1 million to produce, he said. Those participating include former Presidents Jimmy Carter and Gerald Ford, CBS News anchor Dan Rather and former CBS News commentator Bill Moyers. The series premieres over PBS on May 5 at 10 p.m.

### Public praise

Public Broadcasting Service President Bruce Christensen, speaking before the National Academy of Television Arts and Sciences in New York, compared television to a landscape under development and public television to a national park. "Public television remains a natural preserve for important achievements of our culture—our art, our music, our theater," he said, and "a

sanctuary for the thoughtful treatment of public affairs."

Christensen underscored the importance of public television's public affairs coverage given the recent problems at the commercial networks, and said "it is no coincidence" that former network newsmen Roger Mudd and Bill Moyers have joined public TV.

After highlighting PBS's works in progress, which he described as "the kinds of programs we wish to preserve in this video park," Christensen said the public's access to those programs is being threatened by cable television and the must-carry situation. He predicted, however, that national regulation will eventually clear up the problem, and said public opinion is already helping noncommercial stations win the battle to reverse channel assignments and cable drops.

As for the competition provided by "look-alike" cable services, Christensen recognized the imitation as flattery but stressed that "neither A&E nor the Disney Channel nor Nickelodeon have demonstrated that they can duplicate the breadth and diversity of public television's services."

### Signed up

Petry Television said it has signed KTUL-TV Tulsa, Okla., and KRBK-TV Sacramento, Calif., both of which were displaced from the TeleRep roster when Belo Broadcasting consolidated under that firm last month (BROADCASTING, Feb. 9). Petry lost three Belo properties in that transaction, including its Tulsa outlet. But the company picked up KPLR-TV St. Louis, co-owned with KRBK-TV by Koplak Communications.

## Journalism

## News pays in many markets

### RTNDA survey shows that majority of radio and TV stations make money on informational programming

A wide majority of television stations, especially network affiliates and stations in the top 25 markets, make money with their news operations. In radio, over 87% of stations with news departments either make money or break even during the news. Those are among the findings of Vernon Stone, director of research service for the Radio-Television News Directors Association and professor at the School of Journalism, University of Missouri, Columbia.

News directors participating in Stone's annual RTNDA survey on TV and radio news salaries (BROADCASTING, March 9) were given the question: "In terms of paying its way at your station, does news: Make money? Lose money? Come out about even?" Of the 434 TV and 362 radio news directors responding to the survey, 373 and 325, respectively, responded to that question.

Among all television stations, 70.8% were making money, 19% were breaking even and 10.2% losing money. Network affiliate news operations were profitable 77.4% of the time; broke even 14.4% and were unprofitable 8.2% of the time compared to independents with respective figures of 30.9%, 45.5% and 23.6%. In the country's top 25 markets, 65.2% were profitable, 22.7% broke even and 12.1% were unprofitable. The most thriving TV news operations were network affiliates in ADI's 1-25 where 93.3% of the directors reported that their news made money, 6.7% broke even and none lost money.

An observation Stone makes in an article in RTNDA's *Communicator* magazine was

**Court coverage.** Virginia Governor Gerald Baliles has authorized a two-year experiment permitting TV coverage of some state court proceedings. According to Peter Easter, executive director of the Virginia Association of Broadcasters, the state supreme court is supposed to set up rules for coverage. After experiment is concluded the supreme court is supposed to assess results of the coverage for state legislators. Easter said coverage of sex crimes and domestic relations cases is specifically prohibited. Cameras also are not supposed to show jurors, police informants, undercover agents or minors, and "the judge is left with absolute control" over whether to end coverage at any time, Easter said.

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that "the larger the news staff, the more likely a TV station to be making money on news." Stations with staffs of 36 or more were 87.2% profitable, and 84.2% of stations with 21 to 35 employees made money, compared to 57.9% in staffs of 11 to 20 and 43.7% with 10 or fewer news personnel. Staffs of 36 and up lost money in 5.3% of the cases; the figure was 14.1% for stations of 10 or fewer.

Radio news operations nationwide showed profits at 45.5% of stations, broke even at 41.5% and lost money at 12.9%. The biggest news moneymakers were in the smallest markets. In markets with populations under 50,000 53.2% of the stations made money compared to 34.1% in major markets (population over one million). Exactly half the news directors reporting from major markets said their news broke even as did 51% in large markets (250,000 to one million).

Of those responding to the Stone survey, 61 TV news directors and 37 in radio did not answer the profitability question. Some said that their stations did not share financial information with them. Stone quoted one unnamed news director as saying: "They don't give me bottom-line information. I might start asking for a decent budget." Stone said RTNDA might expand future surveys to include questions such as: "How much do newsrooms share in income from package sales? What kind of seasonal features sell well? How close is the news director's relationship with the sales manager?"

**Hustler.** Supreme Court has agreed to review \$200,000 judgment Rev. Jerry Falwell won against *Hustler* publisher Larry Flynt for emotional distress over ad parody that jury found wasn't libelous. Parody, first published in November 1983, depicted Falwell as incestuous drunk. Roanoke, Va., jury had found parody, which was labeled as such, wasn't libelous. But it granted award on ground that publications may be liable for intentional infliction of emotional distress, and award was upheld by appellate court.

**Real identity.** White House spokesmen were quick to express regret and say it would never happen again after it was disclosed that consultant working with presidential advance team had identified himself as NBC reporter in visiting two schools in Columbia Mo. White House spokesman Marlin Fitzwater said consultant—whom he did not name—had been attempting to avoid raising expectations regarding possible presidential trip. President made trip on March 26. Fitzwater said members of advance teams are reluctant "to express their White House association... because of the anxiety and anticipation" it might create. NBC carried story on incident but declined comment.

**AIDS exhortations.** Dr. Art Ulene, medical correspondent with NBC News, said AIDS epidemic is "one of the great tragedies of our lifetime" and cannot be overplayed by media. However, he said at luncheon sponsored by International Radio and Television Society, media have often reported "confusing, conflicting and inaccurate stories" on subject. He said that by 1991 deaths from virus may be close to 190,000. At same luncheon, sex therapist Dr. Ruth Westheimer urged all media outlets to accept condom advertising, because with no vaccine for virus, only preventive steps, will slow spread of AIDS. However, George Dussart and Betty Hudson, vice presidents at CBS and NBC, respectively, indicated network ban on contraceptive advertising would likely remain in place because of range of community standards across nation and fact that portion of affiliate body remains opposed to contraceptive advertising. Both said their news divisions were averaging more than one story daily on AIDS-related issues.

Continued from page 40.

on Jan. 1, 1987.

Last week, committee announced accord with BMI on new five-year music license contract that establishes "simplified form for blanket licenses, setting annual rate for most stations at 1.39% of net cash revenue." Like ASCAP radio pact, both blanket and per-program licenses will not require trade and barter income reporting. Committee said annual fees for stations will either increase or decrease, depending on format and income.

New blanket licenses are retroactive only to Jan. 1, 1987. (Industry had been operating with interim BMI licenses since Dec. 31, 1985.) Per-program licenses will take effect on July 1, 1987—interim fees applying until that date.

**Must carry.** Acting on reconsideration, FCC has adopted new package of must-carry rules generally mirroring those that agency attempted to put into effect last year (BROADCASTING, Dec. 1, 1986), except for toned-down requirements for A/B switches. Carriage aspects of rules are still scheduled to expire in five years. Under ruling, cable operators will still be required to offer A/B switches to subscribers but will be permitted to charge whatever they want for switches. Under former rules, cable operators would have been required to provide free switches. Carriage aspects of rule require all cable systems to carry at least one noncommercial educational station or translator, assuming it is close enough to qualify for carriage. Systems with 20 or fewer "useable activated channels" would be exempt from carriage requirements beyond one noncommercial outlet; systems with more than 20 but fewer than 27 channels would devote up to seven channels to carriage; systems with 27 or more channels must devote up to 25% of their capacity for car-

riage, and systems with 54 or more channels must carry at least two qualified noncommercial stations or translators, assuming those are available.

**Network standings.** NBC continues to maintain solid lead in prime time race with season-to-date (through March 29) rating/share average of 17.9/28, followed by CBS, 16.0/25, and ABC, 14.1/22. Year ago standings were: NBC, 17.7/28; CBS, 16.7/26, and ABC, 15.0/23. NBC won its first prime time season in 31 years last season and has strengthened network's performance in other dayparts as well. In evening news race, season to date, NBC and CBS were tied with average 12.1/22, with ABC trailing with 10.6/19. Year ago, averages were: CBS, 13.4/23; NBC, 12.1/21, and ABC, 11.6/21. In daytime, through March 22, CBS was on top with average 6.4/23, followed by ABC with 5.6/20, and NBC with 4.9/23. Year ago daytime standings were: ABC, 6.3/22; CBS, 6.2/21, and NBC, 5.0/17.

**Public broadcasting.** Board of Corporation for Public Broadcasting voted unanimously March 6 to kill plans for content analysis of public television programming, deciding study could not be carried out objectively (BROADCASTING, March 9). Study's chief proponent, board member Richard Brookhiser, was out of country during meeting. He later announced he had declined renomination to seat on board, citing desire to pursue outside interests (BROADCASTING, Feb. 16). Brookhiser's term, as well as those of 10-year member Sharon Rockefeller and Chairman William Lee Hanley, expired March 26. Rockefeller is no longer eligible to serve on board, which now has six vacancies out of 10 seats. Hanley was renominated by President Reagan March 24 (BROADCASTING, March 30), and is awaiting

confirmation hearings, as are two other Republican nominees, former board member Harry O'Connor (BROADCASTING, March 16) and Sheila Burke Tate, former press secretary to Nancy Reagan (BROADCASTING, Feb. 9).

Search for CPB president continues, with three-member committee of board interviewing candidates from among more than 150 resumes submitted in response to *Washington Post* ad. CPB Vice President-Treasurer Don Ledwig is serving as acting president.

Ledwig and Hanley testified March 3 on CPB's FY 1990 appropriation before Senate Subcommittee on Labor, Health and Human Services (BROADCASTING, March 9). Congressmen showed support for CPB's budget request of \$254 million rather than for Reagan's recommendation of \$132 million, which would be taken from 1988 and 1989 appropriations.

On must-carry front, public television stations were not awarded mandatory cable carriage by FCC at its March 26 reconsideration of its must-carry rules (BROADCASTING, March 30). CPB vowed to monitor impact of rules on PTV service over next five years.

Public Broadcasting Service announced that it will provide both scrambled and clear feeds of its national programs (BROADCASTING, March 16). Use of General Instrument's Videocipher II to deliver scrambled signal will permit transmission of high-quality stereo sound. PBS opened its new \$5.1-million Hartford N. Gunn Jr. Technical Center with celebration March 12 at its Alexandria, Va., headquarters.

Newsmen Robert MacNeil and Jim Lehrer, hosts of *The MacNeil/Lehrer NewsHour*, received National Press Foundation's Sol Taishoff Award for Excellence in Broadcast Journalism. Program also signed former NBC newsmen Roger Mudd to contribute to *NewsHour*.

Minnesota Public Radio's Garrison Keillor, host of long-running *A Prairie Home Compan-*



ion, staple American Public Radio program, announced Feb. 14 that show will end June 13 and he will move to Denmark (BROADCASTING, Feb. 23). MPR hired National Public Radio's Noah Adams, co-host of *All Things Considered*, to create and host new variety show that is expected to go national and that will fill *Prairie Home*'s time slot. NPR announced two new co-hosts for *ATC*: Robert Siegel, NPR director of news and information, and Renee Montagne, NPR science reporter, who filled openings left by Adams and by Susan Stamberg in September 1986. NPR also launched its new arts and music series, *Performance Today*, on Jan. 5 (BROADCASTING, Jan. 12).

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**Scrambling.** Since January 1986, many major cable programming services have scrambled their satellite feeds, forcing any of 1.6 million-plus owners of backyard earth stations who want to continue receiving feeds to buy descramblers and pay programmers subscription fees.

Among those that have so far scrambled: Home Box Office (HBO and Cinemax), Eastern Microwave (superstation WOR-TV New York), Showtime/The Movie Channel, Turner Broadcasting System (CNN and CNN Headline News), United Video (superstation WGN-TV Chicago) and Tempo Enterprises (superstation WTBS-TV Atlanta). Other majors that are likely to scramble their services before this year is out: ESPN, USA Network, MTV Networks (MTV, VH-1, Nickelodeon) and the Disney Channel.

Most of pressure on basic cable services came from cable operators who watched number of homes installing C-band dishes to receive cable programming for free multiply rapidly over first half of decade, even in areas served by cable.

Scrambling creates new business opportunity for cable programmers: low-power satellite broadcasting. Once major cable services are scrambled, programmers or some third party (so far only cable operators) can sell subscriptions to dish owners either in package or a la carte.

Home satellite industry—manufacturers, distributors and dealers of home earth stations—failed last year to persuade lawmakers that legislation was necessary to make TVRO marketplace for scrambling programming more competitive and insure that dish owners have access to program services at "reasonable" rates. It also failed to persuade FCC, which issued report concluding that marketplace was competitive and that there was no need for federal regulation of any kind (BROADCASTING, March 30).

Segments of home satellite industry intend to renew drive for legislation this year. Although prospects for such legislation are not bright, they have strong allies on Capitol Hill, led by Senator Albert Gore (D-Tenn.).

Justice Department is investigating allegations that cable operators have conspired with programmers to monopolize C-band direct business, preventing it from becoming competitive medium.

Most serious threat to scrambling comes not from Washington, but from pirates who have managed to crack General Instrument's Videocipher II scrambling system, the de facto standard for scrambling in cable industry, after everyone said it couldn't be broken. GI is now trying to resecure system using electronic countermeasure and taking some of the pirates to court.

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**Space WARC.** U.S. feels it did "well" at first session of two-session conference that is to devel-

op plan for use of space services. Developed and developing countries had difficulty reaching basic agreement throughout five-and-a-half-week session in Geneva. And there is no chance International Telecommunication Union will be able to fund all of considerable work that remains to be done before second session, to be held in 1988 and to implement principles established in one that ended Sept. 15, 1985.

Conference decided to focus on fixed satellite services. But principal issue was conflict between developing countries, which favored a *priori* approach to planning as means of guaranteeing all countries "equitable" access to geostationary orbit and associated frequencies, and developed countries, which argued such planning was wasteful and inefficient. Result was dual approach, with expansion bands associated with 6/4 ghz and 14/11-12 ghz bands—where no satellites now operate—to be set aside for arc allotment planning and multilateral planning method being devised for use in coordinating requirements in conventional portion of those frequencies. Ambassador Dean Burch, who headed U.S. delegation, said that since expansion bands are not operational in U.S., "there was nothing we had to give up." However, while U.S. accepted planning of expansion bands associated with 6/4 ghz, it reserved its position regarding planning of expansion bands associated with 14/11-12 ghz, on ground that planning those frequencies was unnecessary and wasteful (BROADCASTING, Sept. 26, 1985).

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**Takeovers and mergers.** *WOR-TV Secaucus, N.J.*—Proposed sale by RKO of VHF independent serving New York to MCA Inc. for \$387 million—approximately \$220 million after tax—is near completion after March 27 out-of-court settlement between RKO and four petitioners who had appealed transfer before U.S. Court of Appeals.

*WTVJ(TV)Miami*—Proposed sale by Wometco Broadcasting (Kohlberg Kravis Roberts & Co.) to joint venture of NBC and General Electric Property Management for \$270 million is currently awaiting FCC approval. Buyers plan to drop station's current CBS affiliation and make it NBC-owned property in market. Petition to deny sale was filed as FCC on March 20 by Sunbeam Television Corp., licensee of co-located current NBC affiliate, *wsvn(TV)*. Hart Scott Rodino waiting period has passed without regulatory comment. Sunbeam owner, Edmund Ansin, said some congressmen have expressed interest in holding hearings on subject. There is currently no indication whether CBS affiliation would go to *wsvn*—which has affiliation contract with NBC good through January of 1989—or to co-located VHF independent *wcix(TV)*.

**Home Shopping Network station acquisitions**—Teleshopping network has completed purchase of eight TV stations and has definitive contracts for five more: *KPST-TV* Vallejo (San Francisco) Calif.; *KLTJ(TV)* Irving, Tex.; and *WMOD(TV)* Orlando, new station on channel 50 in Tampa and *WDEM(TV)* Hollywood, all Florida. HSN would share latter station with minority ownership thereby allowing service to have attributable ownership in more than 12 stations. Petitions for review of prior FCC approval of *wqhs(TV)* Cleveland and *wshw(TV)* Baltimore are still pending before commissioners.

*GenCorp*—Tender offer of \$100 per share, or \$2.1 billion, was made for RKO parent company on Wednesday, March 18. Bidders, General Partners, joint venture of AFG Industries and Wagner & Brown, have filed suit in U.S. District Court in Columbus to enjoin GenCorp's "poison

pill" purchase rights, which would make bid prohibitively expensive unless negotiated through GenCorp board. Suit is pending along with GenCorp countersuit. FCC has scheduled expedited hearing schedule on bidders' request to let shares be tendered to trustee. Reply comments by General Partners are due today, April 6. Tender offer is due to expire April 16.

**Taft Broadcasting**—Board of Cincinnati-based group owner, MSO and entertainment company decided to seek bids for company, following Friday, March 27, board meeting. Already before company is \$150-per-share merger offer from Theta Corp., equal partnership between Narragansett Capital Inc. and founding Taft and Ingalls families. Theta previously indicated that if offer is accepted, it would keep Taft's television and radio stations while spinning off rest of company.

**Heritage Communications**—Proposed buyout of Des Moines-based MSO and group owner by management and Tele-Communications Inc. (TCI) awaits preparation of proxy statement and prospectus. No date for proposed \$34-per-share merger has been set but one company executive said shareholders meeting to approve proposal would likely be in May. Offer consists of \$26 cash and \$8 in TCI stock. Following merger, Heritage broadcasting holdings would be spun off—to avoid crossownership conflicts—to part of company's management.

**Viacom**—Date of shareholder's meeting has yet to be set to approve proposed merger of New York-based entertainment company, MSO and group owner with Arsenal Holdings, entity controlled by Sumner Redstone. Latter outbid management group attempting leveraged buyout with offer of \$42.75 cash, \$7.75 in exchangeable preferred stock and 20% of common stock in surviving corporation. Redstone has reportedly indicated he will sell Viacom's radio group but has said he intends to keep all other "significant assets."

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**TV allocations.** Commission has delayed action on proposal to reallocate 28 UHF TV channels in eight top-10 markets to land-mobile radio services to seek comment on previously undisclosed agency studies that appear injurious to proposal (BROADCASTING, March 16). Television broadcasters had strongly opposed proceeding, which would also drop co-channel protection ratios at UHF TV station's predicted grade B service contour from 50 db to 40 db.

In June 198, notice on proposed changes, FCC established industry advisory committee to investigate technical issues of spectrum sharing, and group filed 121-page report with commission in May 1986 that reflected deep divisions between broadcast interests, who believe sharing could cause interference to UHF stations at twice level considered acceptable for day-to-day viewing, and land-mobile radio interests, who believe potential for increased interference is small (BROADCASTING, May 12, 1986).

Frequency sharing on 2 ghz and 7 ghz microwave bands was also allowed in commission ruling last year. Frequencies, widely used by television broadcasters for electronic newsgathering and fixed studio-transmitter links, will now be open to cable system operators and cable networks for mobile remote applications. Commission also eliminated mixed allocation in frequencies, setting aside 7 ghz band for fixed links only and 2 ghz for mobile links.

□

**TV stereo.** Number of stereo television stations on air has increased to well over 300, with total

of nearly 400 stations either airing multichannel sound or in final stages of conversion, according to BROADCASTING's count.

At networks, NBC has moved most quickly to embrace stereo, with more than three dozen stereo hours in morning, prime time and late night carried each week by five network-owned-and-operated stations and estimated 117 affiliates reaching 81.98% of U.S. TV households. Network has also begun accepting stereo commercials on regular basis. CBS, meanwhile, has quickened pace on stereo, speeding up planned 1988 service to introduce "pass-through" stereo beginning in February 1986 with Grammy Awards. CBS broadcast of Super Bowl last January was also in stereo for first time. But no regular stereo programming is currently on schedule for at least 38 CBS stereo affiliates and stereo CBS-owned WCAU-TV Philadelphia. ABC has some 40 affiliates in stereo, and this spring has two hours of regularly scheduled stereo programming each week, including new hour-long futuristic action/adventure, Max Headroom. PBS, with 41 member stations in stereo, supplied them with more than 34 hours of stereo material last month. Fox Broadcasting is also airing stereo shows. Remainder of stereo stations are independents.

Penetration of stereo among Aribtron's 87 million U.S. TV households has reached 7%. Sales of stereo-ready sets tallied nearly five million between fall of 1984 and end of 1986, with new category of stereo-ready VCR's adding another 1.3 million to figure. Additional factor is estimated 10 million stereo-capable TV sets in market.

Estimates for 1987 have another 5.2 million stereo receivers sold, along with 2.9 million stereo VCR's and 4 million stereo-adaptable receivers, according to Electronic Industries Association.

Cable operators are also beginning implementation of stereo standard, prompted by cable services, such as Home Box Office, which already provide stereo audio to cable industry. Nation's third largest cable system, American Television & Communications-owned Manhattan Cable TV, implemented stereo service in October 1986.

FCC first authorized TV stereo broadcasting in March 1984. At same time, it protected industry-recommended Zenith/dbx system from interfering signals, making it, in effect, national standard. Noncommercial WTTW-TV Chicago became first television station in nation to regularly broadcast programming with stereo sound on Aug. 7, 1984, using Zenith/dbx system. NBC's *Tonight* was first regularly broadcast stereo program, starting in July 1985.

Technology that makes stereo possible also makes possible simultaneous broadcast of ancillary broadcast services. Number of stations, including 11 public broadcasters, are offering second audio program (SAP) services, including reading-for-the-blind, Spanish-language soundtracks for syndicated and news programming and audio program guides.

**UHF-VHF swaps.** FCC has approved concept of permitting noncommercial and commercial TV operators in same band to swap channels, without having to expose themselves to compet-

ing applications (BROADCASTING, March 17, 1986). Ruling permits trades of noncommercial U's for commercial U's and noncommercial V's for commercial V's. FCC officials have said they have no plans soon to address related proposal to permit noncommercial broadcasters to swap their V's for commercial U's. But FCC has declined to close out docket because it wants to keep option of approving V-U swaps open in case federal budgetary cutbacks should make them more attractive to public broadcasters ("Closed Circuit," March 17, 1986).

**VHF drop-ins.** Two years ago, FCC Chairman Mark Fowler directed commission staff to issue further notice of proposed rulemaking on VHF drop-ins looking toward additional protection of existing television service ("Closed Circuit," June 18, 1984). Under original proposal, short-spaced station would have been authorized as long as it provided same protection to existing stations that normally spaced station would and service gains would outweigh losses. Proceeding has been placed on back burner, however.

Staff had completed work in 1983 on original proposal, which was introduced more than five years ago (BROADCASTING, Sept. 22, 1980). FCC has approved four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). Nine applications were filed for Charleston drop-in, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. In Johnstown, construction permit has been issued. Other cases are still in hearing.

## For the Record

As compiled by BROADCASTING, March 26 through April 1, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter

power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

### Ownership Changes

■ **KMOG(AM)** Payson, Ariz. (1420 khz; 2.5 kw-D; 500 w-N)—Seeks assignment of license from Rim-Co Inc. to Kaff Broadcasting Co. for \$260,000. Seller has no other broadcast interests. Buyer is owned by Guy Christian, who has no other broadcast interests. Filed March 18.

■ **KDMS(AM)**-KLBQ-FM El Dorado, Ark. (1290 khz; 5 kw-D; FM: 99.3 mhz; 2.95 kw; HAAT: 300 ft.)—Seeks assignment of license from Lowery Broadcasting Inc. to

Edward R. Partridge for \$950,000. Seller is owned by John T. Lowery and family. It has no other broadcast interests. Buyer is former partner in Jackson, Miss.-based Mississippi Outdoor Advertising. Filed March 24.

■ **WGBZ(TV)** Gainesville, Fla. (ch. 61; ERP vis. 3,444 kw; aur. 344.4 kw; HAAT: 936 ft.)—Seeks assignment of license from Gator Broadcasting Ltd. Partnership to G.T.L. for assumption of liabilities. Buyer is principally owned by Louis Frey and Ronald D. Campbell. Frey has interest in WTXL-TV Tallahassee, Fla.; WIII(TV) Cincinnati and WKAB-TV Montgomery, Ala. Filed March 23.

■ **WIPC(AM)** Lake Wales, Fla. (1280 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Ayers Broadcasting Inc. to Seggi Broadcasting Inc. for \$365,000. Seller is owned by James M. Ayers, who has no other broadcast interests. Buyer is owned by Ronald G. Seggi, who has no other broadcast interests. Filed March 19.

■ **WWZZ(AM)** Sarasota, Fla. (1280 khz; 2.5 kw-D)—Seeks assignment of license from Sarasota Radio Ltd. to Select Business Resources for \$760,000. Seller is owned by Barry F. Gerber, who also owns WSEY(FM) Sauk City, Wis. Buyer is owned by Warren J. Cave and his wife, Marguerite. It has no other broadcast interests. Filed March 20.

■ **WOFF(FM)** Camilla, Ga. (105.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Mitchell Broadcasting Inc. from William H. Nesmith to Gene H. Rogers for assumption of liabilities. Seller is owned by Nesmith (51%), Rogers (25%) and Farnell O'Quinn (24%). O'Quinn also owns WUFF(AM) Eastman, Ga., and WULF(AM) Alma, Ga. Buyer has no other broadcast interests. Filed March 25.

■ **WSER(AM)** Elkton, Md. (1550 khz; 1 kw-D)—Seeks assignment of license from Elting Enterprises of Md. to First Philadelphia Properties Inc. for \$310,000. Seller is owned by John Elting. Buyer is owned by Brian Barrabee and Jack Rose, who have no other broadcast interests. Filed March 20.

■ **KLDN(FM)** Eldon, Mo. (92.7 mhz; 790 w; HAAT: 585 ft.)—Seeks assignment of license from Southwest Communications Inc. to CTC Communications for \$242,000. Seller is owned by Dennis D. McDaniel, who has no other broad-

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cast interests. Buyer is owned by James P. Davis, who has no other broadcast interests. Filed March 23.

■ **WSIX-AM-FM Nashville** (AM: 980 khz; 5 kw-U. DA-N; FM: 97.9 mhz; 100 kw; HAAT: 1,140 ft.)—Seeks assignment of license from Foster Management Co. to Steve and Tom Hicks for \$8.5 million cash. Seller is New York-based venture capital firm principally owned by John Foster, president. It has no other broadcast interests. Buyer, Steve Hicks, is principal owner of Hicks Communications, Austin, Tex.-based group of two AM's and two FM's. Tom Hicks is partner in Hicks & Haas, Dallas-based leverage capital firm, and with his brother, Bill, owns WTAW(AM)-KTSR(FM) College Station, Tex. Filed March 13.

■ **KTAM(AM)-KORA-FM Bryan, Tex.** (AM: 1240 khz; 1 kw-U; FM: 98.3 mhz; 3 kw; HAAT: 503 ft.)—Seeks assignment of license from KTAM/KORA Radio to Clear Channel Communications Inc. for \$4,233,000. Seller is principally owned by David C. Jones and Carolyn G. Vance, who have no other broadcast interests. Buyer is group owned by Lowrey Mays. Filed March 23.

■ **KLZK(FM) Farwell, Tex.** (98.3 mhz; 3 kw; HAAT: 190 ft.)—Seeks assignment of license from Alton Finley to Dominion Communications Inc. for \$5,000. Seller has interest in WMRB(AM) Greenville and WGCJ-FM Paris Island, both South Carolina. Buyer is equally owned by Finley, Peter Winslow and Nanette Markunas. Filed March 20.

■ **KINE(AM)-KDUV(FM) Kingsville, Tex.** (AM: 1330 khz; 1 kw-D; FM: 97.7 mhz; 3 kw; HAAT: 150 ft.)—Seeks transfer of control of Whitlock Communications from Ron W. Whitlock to Tom W. White for assumption of liabilities. Seller owns KITE(FM) Portland, Tex. Buyer owns 49% of station. Filed March 20.

■ **KEE(AM)-KJCS(FM) Nacogdoches, Tex.** (1230 khz; 1 kw-U; FM: 103.3 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from R&H Broadcasting Inc. to Multi-com Broadcasting Inc. for \$1,948,000. Seller is owned by Jimmy Rucker and Robert Hill, who have no other broadcast interests. Buyer is owned by Carolyn G. Vance, her son, William, and Ben D. Downs. It also owns KTAM(AM)-KORA(FM) Bryan, Tex. Filed March 23.

■ **KIKN(AM) Pharr, Tex.** (840 khz; 5 kw-D; 1 kw-N)—Seeks transfer of control of Bixby Great Electric Radio Co. to John A. Parry for assumption of liabilities. Seller is owned by Michael T. Reichert and Charles A. Whatley and Parry. It also has interest in KUHL(AM)-KXFM(FM) Santa Maria, Calif., and KTXF(FM) Brownsville, Tex. Filed March 23.

■ **WVHY(AM) Huntington, W.Va.** (1470 khz; 5 kw-D)—Seeks assignment of license from Leo J. Meisel to Marshall University Foundation for \$30,000. Seller has no other broadcast interests. Buyer is headed by William C. Marshall. It also owns WMUL-FM Huntington, W.Va. Filed March 20.

## New Stations

### New AM's

■ **Madbury, N.H.**—Harvest Broadcasting seeks 1340 khz; 1 kw-U. Address: P.O. Box 105, Hinsdale, N.H. 03451. Principal is owned by Brian Dodge, who has interest in KTU-FM Elk City, KTTL-FM Alva, both Oklahoma, and app.'s for three FM's and two AM's. Filed March 23.

■ **Cherry Hill, N.J.**—Michael Venditti seeks 1600 khz; 2.4 kw-D; 1 kw-N. Address: 321 Cliff Ave., Beverly, N.J. 08010. Principal has no other broadcast interests. Filed March 23.

■ **Klamath Falls, Ore.**—Stephen Edward Minshall seeks 1340 khz; 1 kw-U. Address: 1911 Debonaire Ct., Modesto, Calif. 95350. Principal has no other broadcast interests. Filed March 24.

### New FM's

■ **\*Sacramento, Calif.**—Sacramento Community Radio Inc. seeks 88.9 mhz; 8 kw; 318 m. Address: P.O. Box 163198, 95816. Principal is nonprofit corporation headed by Robert Jacobson. Filed March 17.

■ **\*West Sacramento, Calif.**—Educational Media Foundation Inc. seeks 88.9 mhz; 2.7 kw; 537.8 m. Principal is nonprofit corporation headed by K. Richard Jenkins, president. Filed March 17.

■ **Caney, Kans.**—Michael P. Stephens seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: Rt. 5, Box 227, Sapulpa, Okla. 74066. Principal also owns KXOJ-AM-FM Sapulpa. Filed March 18.

■ **La Crescent, Minn.**—La Crescent Community Radio Inc. seeks 102.7 mhz; 3 kw; HAAT: 421.2 ft. Address: 920 Spruce St., 55947. Principal is nonprofit corporation headed by Flora Nielsen. Filed March 16.

■ **\*Miles City, Mont.**—Miles Community College seeks 90.7 mhz; 500 w; HAAT: 153.1 m. Address: 275 Dickinson St., 59301. Principal is educational institution headed by Judson Flower, president. Filed March 25.

■ **\*Mount Hope N.Y.**—Shawangunk Communications seeks 90.1 mhz; 1.8 kw; HAAT: 565 ft. Address: P.O. Box 709, Otisville, N.Y. 10963. Principal is nonprofit corporation headed by Thomas S. Mondell. Filed March 17.

■ **\*Plattsburgh, N.Y.**—Northeast New York Public Telecommunications Council Inc. seeks 91.9 mhz; 380 w; HAAT: 260.3 m. Address: Broad and Beekman PSUC, Plattsburgh, N.Y. 12901. Principal is nonprofit corporation headed by Gerald K. Bates. Filed March 17.

■ **Charlottesville, Va.**—Virginia Tech Foundation Inc. seeks ch. 89.3 mhz; 8.6 kw; HAAT: 359.3 m. Address: 220 Burruss Hall, Blacksburg, Va. 24061. Principal is educational institution headed by C.A. Cutchins III. Filed March 17.

### New TV's

■ **McCook, Neb.**—Jerrell Kautz seeks ch. 12; ERP vis. 30 kw, aur. 6 kw; HAAT: 313 ft. Address: 402 East 4th St., 69001. Principal has interest in KZMC-FM McCook, Neb. Filed March 25.

■ **Syracuse, N.Y.**—Christian Discerner Inc. seeks ch. 43; ERP vis. 87.5 kw; HAAT: 77 m. Address: 8315 Tobin Rd., Annandale, Va. 22003. Principal is owned by James L. Oyster, who has no other broadcast interests. Filed March 24.

■ **\*Waco, Tex.**—Central Texas College seeks ch. 34; ERP vis. 80 kw; HAAT: 514.36 ft. Address: Highway 190 W., Killeen, Tex. 76540. Principal is educational institution headed by Luis M. Morton, chancellor. Filed March 13.

■ **Sturgeon Bay, Wis.**—Sonora S. Wray seeks ch. 42; ERP vis. 260 kw, aur. 26 kw; HAAT: 196.5 m. Address: P.O. Box 422, Ashley, Ind. 46705. Principal owns WSSW(FM) Mackinaw City, Mich. Filed March 23.

## Facilities Changes

### AM's

*Tendered*

■ **KKMC (880 khz) Gonzales, Calif.**—Seeks CP to increase night power to 5 kw. Filed March 27.

■ **KFEL (970 khz) Pueblo, Colo.**—Seeks CP to increase power to 3.2 kw. Filed March 25.

## Summary of broadcasting as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

■ **KVSV (1190 khz) Beloit, Kans.**—Seeks CP to make changes in ant. sys. Filed March 26.

■ **WOKA (850 khz) Penn Yan, N.Y.**—Seeks CP to increase power to 1 kw. Filed March 25.

■ **KXOJ (1550 khz) Sapulpa, Okla.**—Seeks CP to increase power to 2.5 kw. Filed March 27.

■ **KBFW (930 khz) Bellingham-Ferndale, Wash.**—Seeks CP to change city of license to Bellingham; change hours of operation to unlimited by adding night service with 500 w and make changes in ant. sys. Filed March 30.

■ **KUUY (650 khz) Cheyenne, Wyo.**—Seeks CP to change city of license. Filed March 25.

*Accepted*

■ **KSKA (91.1 mhz) Anchorage**—Seeks CP to change HAAT to 190.2 ft. and make changes in ant. sys. Filed March 30.

■ **WKDZ (1110 khz) Cadiz, Ky.**—Seeks CP to make changes in ant. sys. Filed March 25.

■ **KDEX (1590 khz) Dexter, Mo.**—Seeks CP to change TL and make changes in ant. sys. Filed March 27.

### FM's

*Tendered*

■ **WDAL (107.1 mhz) Linden, Ala.**—Seeks mod. of CP to change TL. Filed March 26.

■ **KCIL (107.5 mhz) Houma, La.**—Seeks CP to change TL and change HAAT to 980.7 ft. Filed March 25.

■ **WBEC-FM (105.5 mhz) Pittsfield, Mass.**—Seeks CP to change ERP to 950 w. Filed March 25.

■ **WCLV (95.5 mhz) Cleveland**—Seeks mod. of CP to change ERP and change HAAT to 620 ft. Filed March 27.

*Accepted*

■ **WGSY (100.1 mhz) Phenix City, Ala.**—Seeks CP to change TL. Filed March 25.

■ **KYAX (94.5 mhz) Alturas, Calif.**—Seeks CP to change HAAT to minus 193.35 ft. Filed March 30.

■ **KNCQ (97.3 mhz) Redding, Calif.**—Seeks CP to make changes in ant. sys. Filed March 26.

■ **KSPN (97.7 mhz) Aspen, Colo.**—Seeks mod. of license to relocate main studio outside community of license. Filed March 26.

■ **WCTD-FM (107.1 mhz) Federalsburg, Md.**—Seeks CP to change ERP to 1.93 kw and change HAAT to 1,334.3 ft. Filed March 30.

■ **KOGA-FM (99.7 mhz) Ogallala, Neb.**—Seeks CP to change TL; change HAAT to 804.9 ft.; change ERP to 100 kw and make changes in ant. sys. Filed March 30.

■ **WEEC (100.7 mhz) Springfield, Ohio**—Seeks CP to change ERP to 50 kw and change HAAT to 478.9 ft. Filed March 25.

■ **WYQ (99.1 mhz) Ebensburg, Pa.**—Seeks CP to change ERP to 24 kw and change HAAT to 713.1 ft. Filed March 30.

■ **WGTY (107.7 mhz) Gettysburg, Pa.**—Seeks CP to change ERP to 50 kw and change HAAT to 351 ft. Filed March 25.

■ **WDAC (94.5 mhz) Lancaster, Pa.**—Seeks CP to change ERP to 38 kw. Filed March 26.

■ **KXGC-FM (96.9 mhz) El Campo, Tex.**—Seeks CP to change ERP to 100 kw and change HAAT to 1,025.6 ft. Filed March 30.

■ **KDDM (97.9 mhz) Odessa, Tex.**—Seeks CP to change TL; change HAAT to 1,000 ft. and make changes in ant. sys. Filed March 25.

■ **KTYL-FM (93.1 mhz) Tyler, Tex.**—Seeks CP to change TL; change HAAT to 986.6 ft. and change ERP to 100 kw. Filed March 26.

### TV's

*Accepted*

■ **WTTA (ch. 38) St. Petersburg, Fla.**—Seeks MP to change HAAT to 1,547.3 ft. and change TL. Filed March 25.

■ **\*WCLP-TV (ch. 61) Chatsworth, Ga.**—Seeks CP to change ERP vis. to 3,500 kw. Filed March 25.

■ **\*WABW-TV (ch. 14) Pelham, Ga.**—Seeks CP to change ERP vis. to 3,750 kw and change HAAT to 1,248 ft. Filed March 25.

■ **WROZ (ch. 61.) Owensboro, Ky.**—Seeks MP to change ERP vis. to 3,000 kw, aur. 300 kw; change HAAT to 1,053.5 ft. and change TL. Filed March 25.

■ **WPTY-TV (ch. 24) Memphis**—Seeks MP to change

ERP vis. to 3003 kw, aur. 600.6 kw and change HAAT to 1,011 ft. Filed March 26.

■ \*WETK (ch. 33) Burlington, Vt.—Seeks CP to change ERP vis. to 1,000 kw and change HAAT to 2,647 ft. Filed March 25.

■ WVGI (ch. 17) Charlotte Amalie, V.I.—Seeks MP to change ERP vis. to 48.8 kw, aur. 4.88 kw; change HAAT to 1,381 ft.; change TL and make changes in ant. sys. Filed March 25.

#### Actions

#### AM

■ WGGG (1230 khz) Gainesville, Fla.—Dismissed app. to change TL and make changes in ant. sys. Action March 18.

#### FM's

■ WHMA-FM (100.5 mhz) Anniston, Ala.—Granted app. to change TL and change HAAT to 1,142.5 ft. Action March 24.

■ KAYZ (103.1 mhz) El Dorado, Ark.—Granted app. to

change TL and change HAAT to 446 ft. Action March 20.

■ KMLE (107.9 mhz) Chandler, Ariz.—Granted app. to make changes in ant. sys. Action March 24.

■ KXCI (91.7 mhz) Tucson—Granted app. to make changes in ant. sys. Action March 18.

■ WRIT (92.7 mhz) Stuart, Fla.—Granted app. to change TL and change HAAT to 328 ft. Action March 20.

■ KQID-FM (93.1 mhz) Alexandria, La.—Granted app. to change HAAT to 1,520.6 ft. Action March 20.

■ WUMF-FM (100.5 mhz) Farmington, Me.—Granted app. to change TL; change ERP to 151 kw and change HAAT to 273.6 ft. Action March 19.

■ KEYV (93.1 mhz) Las Vegas—Granted app. to change ERP to 24.3 kw; change HAAT to 3,724.7 ft. and change TL. Action March 19.

■ WJYY (105.5 mhz) Concord, N.H.—Granted app. to change ERP to 1.55 kw and change HAAT to 456.2 ft. Action March 24.

■ WJIV (101.9 mhz) Cherry Valley, N.Y.—Granted app. to change ERP to 8.93 kw. Action March 24.

■ WSCP-FM (107.1 mhz) Pulaski, N.Y.—Granted app. to change TL; change ERP to 2.5 kw and change HAAT to 364.1 ft. Action March 20.

■ WTOO-FM (98.3 mhz) Bellafontaine, Ohio—Granted app. to change TL; change ERP to 1.41 kw and change HAAT to 466 ft. Action March 24.

■ WYPC (101.5 mhz) Gallipolis, Ohio—Granted app. to change ERP to 50 kw and change HAAT to 492 ft. Action March 24.

■ KSLE (105.5 mhz) Seminole, Okla.—Granted app. to change ERP to 2.35 kw; change HAAT to 367 ft. and make changes in ant. sys. Action March 24.

■ WBRR (100.1 mhz) Bradford, Pa.—Granted app. to change channels; change HAAT to 534 ft. and change ERP to 970 w. Action March 24.

■ KTXF (100.3 mhz) Brownsville, Tex.—Granted app. to change HAAT to 1,351 ft.; change TL and make changes in ant. sys. Action March 18.

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## Call Letters

### Applications

Call \_\_\_\_\_ Sought by \_\_\_\_\_

#### New FM

WHBM-FM State of Wisconsin-Educational Commu-  
nications Board, Park Falls, Wis.

#### New TV

WFME-TV Family Stations of New Jersey Inc., Newark,  
N.J.

#### Existing AM

KSSA KTNS Radio Plano Inc., Plano, Tex

#### New FM's

WCWB-FM William Howard Burckhalter, Trenton, Fla.  
WURC Rust College Inc., Holly Springs, Miss.  
WQIC-FM Marion Broadcasting Co., Marion, Miss  
WCAN WAMC Canojoharie, N.Y.  
KDPN Prairie Public Broadcasting Inc., Dickinson,  
N.D.  
KEAS-FM W.D.S. Broadcasting, Eastland, Tex.

#### New TV's

KUBD Denver Channel 59 Partnership Ltd., Denver,  
Colo.  
KACV-TV Amarillo Junior College District, Amarillo,  
Tex.

### Grants

Call \_\_\_\_\_ Sought by \_\_\_\_\_

#### Existing AM's

KZLR KABS Southern Starr of Arkansas Inc., Pine  
Bluff, Ark.  
KCZN KAAP Gold Coast Communications Corp.,  
Santa Paula, Calif  
WGMM WGBE Miller Broadcasting Inc., Woodbine,  
Ga.  
KWOW KIZN Constant Communications Co. of Ida-  
ho Inc., Boise, Idaho  
WUGM WFXZ James Communications Corp., Ster-  
ling Heights, Ill  
KKMO KAMT KAMT, Tacoma, Wash.

#### Existing FM's

KZLR-FM KZLR Southern Starr of Arkansas Inc., Pine  
Bluff, Ark.  
WFXZ WBUK Wegerly Broadcasting Corp., Pincon-  
ning, Mich.  
KBUL KNSS TMCi Broadcasting Inc., Carson City,  
Nev.  
WSSZ WOKU-FM WHJB Inc., Greensburg, Pa.  
KOJO KSSA Metroplex Broadcasting Inc., Fort  
Worth

#### Existing TV

KYRT KABB Alamo Broadcasting Corp., San Anto-  
nio, Tex.

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# Classified Advertising

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## RADIO

### HELP WANTED MANAGEMENT

**Wanted: S.E. group seeks general managers** for position now and in the future. Call 912-264-6251.

**Controller:** Johnstown, PA. Prefer broadcast or media related experience. Minimum college degree with 5 years experience or 10 years experience in the broadcasting industry. Expertise in budgeting, cost control and receivables management. Send resume and salary requirements to Box R-127. Equal opportunity employer.

**General sales manager.** Are you committed to success without compromise? Then we'd like to hear from you. We're a new company that's just bought a leading top -50 combo. Management experience; unparalleled leadership and training skills; sales software applications knowledge and the ability to describe your system of success are important. We're looking forward to making a significant investment in the right person. Include compensation needs and resume in your correspondence to John Kelly, President/General Manager, WPTR/WFLY, P.O. Box 12279, Albany, NY 12212. EOE, M/F.

**Manager** needed to share the net profit with good central United States small market radio station. Full Class C FM and low frequency high power AM. If you are an active, fulltime, successful manager and making less than \$50,000 a year, you should look into this. Full privacy assured. Must have a minimum of two years management experience. Please respond to Box S-16 and I will call you.

**Sales manager** Northwest Arkansas, 200,000 population, #1 Arbitron rated for three years in every demographic and daypart among fifteen local radio stations. We are very aggressive in sales, programming and promotion with high expectations. Staff is highly self-motivated, cooperative. Part of successful middle-South group that tries to promote within. Qualifications: Ambitious, genuine, stable, five-ten years radio sales, preferred background in aggressive leading stations with high sales, perhaps successful sales person or restricted sales manager. Compensation commensurate with ability. Resume with compensation history to Doug Whitman, KKIX-FM, P.O. Box 1104, Fayetteville, AR 72702. EOE.

**Sales manager.** Do you have a strong record in sales management? Intend to increase your earnings? Consider the Mid-west work ethic a natural way of life? Have the ability to motivate intelligent people to reach their goals? Send a letter of introduction, resume and work reference to, P.O. Box 7727, Madison, WI 53707.

**General manager:** Del-Marva's most powerful AM-FM combo seeks bottom line oriented general manager, hefty salary and bonus package. Send resume and references to: 1018 Timber Lane, Pottstown, PA 19464. EOE.

### HELP WANTED SALES

**Audio network, sales.** Excellent guarantee, fast growth. Experience necessary. Send resume: Box 10329, Minneapolis, MN 55440.

**Aggressive, experienced salesperson wanted.** Benefits and gas allowance included. Send resume to: Sales Department, Flint Metro Mass Media, P.O. Box 9100, Flint, MI 48501.

**Make \$50,000.00 plus** with number 1 list. Top rated 50kw FM in 40th ADI. Progressive company looking for stable professional Dynamic college town with solid economy/ Apply: Gary Mallernee, WNNW/WHEZ, 9112 S. Westnedge Ave., Kalamazoo, MI 49002.

**Sales account rep** for dominant AM in county. Top list. Super opportunity for self starter. Resume to General Manager, WSCR, 1520 N. Keyser Avenue, Scranton, PA 18504.

**Sales manager** for AM station that's #1 in it's market, under new ownership with news and marketing resources. Let your ability to train and manage a sales force put you on a winning team in northeastern Pennsylvania, situated in a county which has seen over seven hundred million dollars in capital investment in the last two years. Market research comparable to any metro area just completed. Rush resume to Box R-138. EOE.

**Sales manager.** New York City suburban combo. Presently a sales manager or seasoned account executive. Must handle some key accounts. Successful growing group. Good environment. Many great projects. EOE. Box R-145.

**WOVV-WIRA** is expanding sales staff between West Palm Beach and Vero Beach, Florida. If you are a broadcast professional with 2 years sales experience and wish to join the most dynamic broadcast team in the area, send resume to Bill Beaton, GSM, P.O. Box 3032, Fort Pierce, FL 33448.

**Top list** available for experienced account executive. WRFX, "The Fox" in beautiful Charlotte is one of the South's most successful radio stations. Salary + commission + incentives...plenty of opportunity for growth! A Metroplex Communications station. Call Jim Turner 704-338-9970 or send resume to WRFX; Fairway Office Condominiums: 3623 LaTrobe Drive; Suite 130; Charlotte, NC 28211.

**Successful small market AM/FM** in Maryland expanding sales team. Immediate openings. Experience preferred. Salary plus commission, travel allowance, life and health benefits. 301-423-9497.

### HELP WANTED ANNOUNCERS

**Classical background?** Join fast growing classical format service run by renowned WFMT/Chicago. Beethoven Satellite Network, already heard in 23 states in first year of service, seeks knowledgeable announcer with warm, communicative sound. Commercial or public classical radio experience a must. Production experience desirable. World-class technical facility; extraordinary staff. Great career opportunity for talent seeking national network exposure. Fully competitive salary; generous benefits package. Send simple air-check or audition cassette tape to WFMT/BSN, 303 East Wacker Drive, Chicago, IL 60601, or call Torey Malatia, at 1-800-USA-WFMT; in IL, 312-565-5000.

**Easy listening smile-in-your-voice** announcer/spot producer for expanding FM, East Central Florida coast. Tape and resume to Pete Noel, WGYL, 1500 20th Street, Vero Beach, FL 32960.

**Announcer** Classical music background, production skills, experience required. No beginners. Send resume to Box S-13. EOE.

### HELP WANTED TECHNICAL

**Live and work in Northern California's** beautiful wine country. Area's top station needs qualified engineer. Send detailed resume and salary requirements to Gordon Zlot, KZST FM, PO Box "SS", Santa Rosa, CA 95402. Will be interviewing at the NAB. M/F EOE.

**Chief engineer:** Formal electronics training and at least 2 years experience in maintenance of electronic-/broadcast equipment required. Salary range \$1250.00 to \$1500.00 per month. Resume and salary history to: Manager, WJEQ, 1506 East Jackson Street, Macomb, IL 61455.

**Assistant chief,** NYC suburban combo. Experienced to set up and operate extensive remote schedule, plus assist studio transmitter operations, maintenance. Bill Draper, Chief engineer, WFAS, Box 551, White Plains, NY 10602.

**Assistant chief engineer** for FM/AM. Excellent opportunity for competent, responsible self-starter. Involves maintenance and construction of FM and AM directional systems and studios. Send qualifications, experience record and salary requirements to: Chief Engineer, Box 4485, St. Paul, MN 55104.

**Expanding group seeks chiefs** for several medium-market stations. Excellent opportunity for smaller market C.E. to upgrade to superior facilities and work with top management team. Must be neat, have three years experience, and a positive attitude. Resume to: Kyle Magrill, The Daytona Group, P.O. Box 631, Salem, OR 97308.

**Chief engineer:** WWLI-FM/50kw and WVAZ-AM/5kw. Great opportunity in southern New England for seasoned technician with some management skills. Resume to Station Manager, 290 Westminster Mall, Providence, RI 02903. EOE.

**Chief broadcast engineer.** Salary based on education and experience. Excellent fringe benefits. Qualifications: Experience in operation, maintenance, and/or repair of broadcast transmitting and production equipment. Knowledge of microwave systems desired. Two years college or technical school preferred or equivalent experience. Closing date: This position will remain open until a suitable candidate is selected. Apply to: Personnel Office, Arizona Western College, P.O. Box 929, Yuma, AZ 85364, 602-726-1000, ext. 222. EOE.

**Technician FT/PT.** Radio technicians FT/PT needed at WTOP/WMMJ. Experience helpful. Please send resume to: Personnel, WTOP/WMMJ, 4646 40th St. NW, Washington, DC 20016. EOE M/F.

### HELP WANTED NEWS

**News director.** This small market North Carolina station is a member of one of the nation's best groups. Local news is our strong suit. If you have a couple years experience and are looking to move to a good station and work hard send resume to Box R-139.

**Entry level newscaster,** North Florida. Must be able to cover meetings, write, edit and produce. Contact Harry Hagan, 904-584-2373, P.O. Box 821, Perry, FL 32347.

**WMAS AM-FM/Springfield, MA:** seeking news professionals and some entry level newscaster for future openings. Tape and resume to Fred Snyder, Operations Mgr., P.O. Box 1418, Springfield, MA 01101.

**WSSP-FM, Orlando** has an immediate opening for a news director to do mornings. Good salary and benefits. Send tape and resume to: Allen Jackson, 140 North Orlando Avenue, Winter Park, FL 32789. M/F, EOE.

**News director** needed in July for top-rated station. Experienced journalist with sports knowledge, strong delivery, and quick wit. Send T & R, writing samples, and salary requirements to: GM, WTCR, Box 2186, Huntington, WV 25722. EOE.

**Growing small market** in Northern New York, full service AM, heavy news commitment. Looking for self starter, with local government experience & newscasting ability. If you love radio, you've got the opportunity. Cassette and resume to Brian Ashley, News Director, WTNV AM, Watertown, NY 13601.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Must be fluent in French:** Dream job - overall production/sales manager of new English language station in Nice, France. Able to do it all with experience/strength in copywriting and hands-on commercial production? Respond Box R-114.

**Announcer/producer** Public radio station WCAL (5kw AM, 100kw FM serving Minneapolis/St. Paul market) seeks a morning host/producer. Requires: excellent communication skills; engaging, informed on-air style; minimum two years' experience programming and announcing classical music, appreciation for other musical forms; well-honed proficiency with interviews, studio equipment, and production. BA preferred. Familiarity with field recording desirable. Excellent salary and benefits. Imaginative, dedicated staff, outstanding technical facility, rural and cosmopolitan environment in college town near Twin Cities. Resume and non-returnable audition tape to: Personnel Director, St. Olaf College, Northfield, MN 55057. EOE.

## SITUATIONS WANTED MANAGEMENT

**Radio station doctor** seeks general manager post. Seventeen years experience in broadcasting sales and management. Diagnostic ability; solution skills; knowledge, communication skills; selling and marketing skills; management ability and experience; excellent personality characteristics; financial, strategic analysis and planning skills all pointing to bottom line management. Can recruit, teach, train, motivate, inspire and generate immediate results. Can start-up, turn-around, work-out. Am in California will consider West, Southwest and South. Others too. "Helping you reach your goals you'll help me reach my goals". Lets talk. Write Box R-144.

**GM** I have what it takes to get the job done. Bill Musser 914-651-7508. Call now.

**Last chance manager** with extensive programing and engineering background available for turnarounds, interims, pre-sale caretaker, temporary or long term illness/sabbatical replacement. 20 years experience, honest, hardworking, excellent references on request. 617-429-7529 or write P.O. Box 14, Epping, NH 03042.

**Attention owners** in communities, 12,000 - 25,000: My 20 years in small markets may be what you want. I've done everything - managed (year), sales (10), announced, copy, bookkeeping. Please contact: P.O. Box 968, Grand Island, NE 68802-0968.

**Business/operations manager.** Young, energetic professional with 7 years experience available immediately. Very strong accounting and computer background. People oriented, excellent communicator, highly intelligent, hardworking. Also interested in any broadcast/media related field. Proven track record and solid references. Flexible about relocation. Call Ed 609-729-6211.

## SITUATIONS WANTED ANNOUNCERS

**Sports pro,** major market, doing radio anchoring and TV producing parttime. Considering all markets. Jim 718-836-5046.

**Talk host** wants to talk 412-321-2895.

**Experienced announcer** with strong production skills seeks position in Chicago area. I have an MBA and currently teach radio at college. Box S-10.

**Male announcer** twenty years major market strong news and commercials seeking medium market perhaps OM/air shift. Box S-7.

**Seven years experience,** speech background, college graduate. Creative, fine voice, dependable, good potential. Bill 804-253-5889.

**Announcer** Network quality voice. All phases of radio and television. Major markets including radio and television in the nations capitol. Box S-18.

## SITUATIONS WANTED TECHNICAL

**Sold my successful AM/FM combo** to pursue broadcast engineering career. 12 years experience in AM and FM broadcast engineering, ownership, and management. Hold FCC lifetime license. Looking for challenging opportunity with progressive station, group, consulting firm, or manufacturer. Good communication skills, Dale Carnegie graduate. Will relocate. J.L. Cote, VA 804-572-6879 or 804-572-2988.

**Chief engineer,** with 10 years experience, looking for progressive broadcaster in Philadelphia, Delaware Valley, or Baltimore. Am currently employed at 50kw AM/FM in larger market. Helped reposition floundering FM into #1 CHR with big signal. Rebuilt legendary powerhouse AM. Much involvement with AM directionals, construction, AM stereo. A good manager with excellent references. Recent ownership change prompts move. Not anxious, but considering offers. Reply Box S-15.

## SITUATIONS WANTED NEWS

**Sports pro,** major market, doing radio anchoring and TV producing parttime. Considering all markets. Jim 718-836-5046.

**Knowledgeable sports director** seeks PBP, all sports, talk in strong sports market. 16 years experience. Box S-3.

## MISCELLANEOUS

**Programing advisor** Is your station a diamond in the rough? Allow me to polish your product to the fine tuned gem it can be. My 26 years of experience, in all phases of broadcasting, is now available. As your advisor, I will work with your present "on air" and management staff to improve your market acceptability. If your format is talk or music, I can help. Isn't it worth the price of a telephone call? Mike Christian, Entertainment Communications of America, 813-956-4403.

## TELEVISION

### HELP WANTED MANAGEMENT

**National sales manager:** Small market affiliate in the Sunbelt needs a strong self-motivated individual with 3-5 years broadcast sales, rep experience very helpful. Ground floor opportunity. Send resume and salary requirements to Box R-107.

**Business manager.** Twenty year old east coast UHF independent station in top ten market seeks individual with experience in managing a business office. Must be knowledgeable in television broadcast accounting, computer systems, work well with department heads and possess strong budgeting techniques. Degree preferred. Send resume to R-147.

**Local and regional sales manager:** Network affiliate in a beautiful Sunbelt community near the national sea shore. This is a growth opportunity in an "up and coming" station and broadcast group. We are seeking an experienced (5-7 years preferably) aggressive leader in local and regional sales to motivate and direct an 8 person sales staff plus a regional office. Only candidates with demonstrated results in sales area will be considered. Send resume and letter in confidence to Box R-152. EOE, M/F.

**WXEL,** a community owned public television and radio station in West Palm Beach, Florida, is accepting applications for director of underwriting development. Individual must be highly motivated, self-starter, with proven track record in all phases of public broadcast underwriting. Responsible for television and radio program underwriting, member magazine advertising, planning, and administration. Must possess outstanding written and verbal skills, with a minimum of five (5) years experience, public broadcasting preferred. Send salary history and resume to: Executive Vice President/General Manager, WXEL, P.O. Drawer 6607, West Palm Beach, FL 33405. EOE, M/F. Position open until filled.

**Director, educational communications center.** Kansas State University invites applications for director of the educational communications center. Kansas State University, founded in 1863 and one of the nation's oldest land-grant institutions, is located in Manhattan, a community of 40,000 people in the scenic Flint Hills. University enrollment is 17,500. The educational communications center is a new administrative unit which will produce credit and non-credit educational television programing for dissemination via satellite, videotape, and videoconference technology. The Center will serve Kansas State University and other institutions under the Kansas Board of Regents. Reporting to the provost, the director of the educational communications center is his chief operating officer. With guidance from an advisory committee, the director is responsible for the center's programs, budgets, and personnel. This includes hiring, training, and supervising staff; developing operating procedures and budgets, seeking grant funding; marketing center services on and off campus; and training users. Qualifications include a masters degree (doctorate preferred); ability in technical facilities design and operation, including studio and field production and satellite communications; familiarity with audio systems, slow-scan, and computer networks in instruction; administrative skills, including personnel and budget direction and development, ability to initiate, develop and produce high quality educational video programs; and ability to work effectively with others. Previous experience at a land-grant university is desirable. The position is available July 1, 1987. Submit applications to: Robert Lowman, The Graduate School, Kansas State University, Fairchild Hall, Manhattan, KS 66506. Applications must include a vita and the names, address and phone numbers of three references. Application deadline is May 1. Kansas State University is an affirmative action/equal opportunity employer.

**TV media assistant.** Looking for experienced person to coordinate TV planning and buying and maintain contact with station personnel to insure delivery of schedule. Knowledge of IBM PC and media analysis software essential for review of post buy performances and billing. In-house agency located Union, NJ. Pleasant working conditions, good benefits, salary open. Send resume to: Mr. Media, Box 326, Springfield, NJ 07081.

**Business manager** for a Toledo area television station. Prior broadcasting experience and college degree a must. Supervisory experience necessary. Send salary requirements and resume to Box S-1.

**Promotion manager:** Tell us why you are the right person for this outstanding opportunity in major market. Include resume and salary requirements Box S-12.

### HELP WANTED SALES

**#1 NBC, west Michigan station** requires strong aggressive local sales manager. Management experience required. LIN Broadcasting station. Send resume to Sue McDonnell, GSM, WOTV, 120 College Ave., SE, Grand Rapids, MI 49503. EOE, M/F.

**Local sales manager** needed by top-ranked CBS affiliate to train and lead an aggressive team of sales professionals. TVB-trained, people-oriented motivator will know how to present the television story in addition to negotiating numbers. Excellent benefits. Send resume and salary requirements to Jim Grimes, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

**Account executive.** WNWO-TV, Toledo's ABC affiliate, seeks an aggressive, achievement motivated sales person. Agency and direct skills preferred. Excellent opportunity for smaller market salesperson moving up. Send cover letter and resume to Local Sales Manager, WNWO-TV, 300 S. Byrne Rd., Toledo, OH 43615. EOE.

### HELP WANTED TECHNICAL

**Engineer for CBS affiliate FCC first/general class** license or capability. Strong maintenance management and trouble shooting experience. Immediate opening in expanding progressive Southwest. Contact Willie 619-353-9990 or send resume to: 646 Main St., El Centro, CA 92243.

**Group TV and radio broadcaster** has opening for chief engineer in small Midwest market. Must have minimum of 2 years hands-on experience. Good benefits. Salary up to \$30,000 depending upon experience. EOE, M/F. Resume to Box R-126.

**Broadcast installation technician (temporary).** For the installation of two television studio complexes. Must have minimum two years maintenance and installation experience. Resume to Irv Ross, Chief Engineer, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. EOE.

**TV maintenance engineer:** To maintain, install, and repair station equipment including, but not limited to Grass Valley switchers, 3/4" VCRs and edit controllers, studio cameras, 1" & 2" VTRs, DVE, Chyron 4200. Prefer four years technical experience in television broadcasting and an understanding of digital video and its applications. Please send resume to Michael Opauski, Engineering Supervisor, KTUL Television, Inc., P.O. Box 8, Tulsa, OK 74101.

**Maintenance engineer:** Top ten TV market. Immediate opening for strong maintenance background in ENG equipment, control room, cameras to videotape, microwave and transmitter equipment. First phone required. Contact Chief Engineer, Box S-5.

**Assistant chief engineer.** Heavily equipped VHF and AM seek individual with solid background in all phases of broadcast engineering, studio equipment, transmitter equipment, troubleshooting, engineering operations, parts-equipment acquisition and administration. Must be able to convey information and motivate personnel. Send resume to Bruce A. Kruse, Chief Engineer, KCRG, 2nd Ave. at 5th St. SE, Cedar Rapids, IA 52401. EOE, M/F.

**Engineer-general manager** needed immediately for full power station in Marion, Indiana. Going on air in July, 1987. Person selected must possess the ability to manage office personnel and perform chief engineering duties. Station now under construction and need person to start ASAP, but no later than May 20. Call R-Group 513-351-9112. EOE.

**Chief engineer** with 3-5 years experience. Working knowledge of UHF and all associated production/control equipment necessary. Will have responsibility for administration of technical department, including budgeting, expenses and training programs. Qualified applicants send resume to: Box S-9.

**Maintenance technician:** Installation and repair of studio and transmitter equipment. Some design, planning, and training responsibilities. Rotating shift including nights and weekends. Requires Associate's degree in electrical technology or equivalent formal training, plus experience in electronic repair/troubleshooting. FCC license or SBE certification. Send resume: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

**Master control operator:** Rotating shift including nights and weekends. Prior TV master control experience required. Send resume: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

**Maintenance engineer.** 2 or more years of technical school, 5 years of TV experience. Experienced in the repair of videotape machines (C format & 3/4"). Repair experience of related television equipment such as monitors, video & audio DAs and switchers. Knowledge of micro processors is desirable. Send resume to: Anne Connolly, WTTG-TV, 5151 Wisconsin Ave., NW, Washington, DC 20016. EEO, M/F.

#### HELP WANTED NEWS

**Sports director:** Number 1 facility; number 1 in market. Main on-air position. Experience mandatory in live remotes, play-by-play and packaging. Resume and tape will include samples of all the above. No calls, please. News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702-0047. EOE.

**Troubleshooter.** Experienced consumer/investigative reporter needed to join #1 troubleshooter team. Send resume and tape to News Administrator, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33907. EOE.

**Weathercaster:** ABC affiliate in one of America's prettiest cities is looking for a weeknight weathercaster. Candidates should be personable, conversational and be able to make the weather forecast easy to understand. Meteorologists preferred. Send resume, tape and references to Michael Sullivan, News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE, M/F.

**Producer:** Gulf Coast network affiliate is looking for an innovative producer to handle both the 6 & 11 newscasts. Qualifications: experience, top-notch writer, love live shots and on-set reports, and can make the late news look different from the early news. Resume and letter describing your news philosophy to Box R-146. EOE, M/F.

**Sports director.** Anchor 6 & 11PM in the heart of ACC country. Cover local sports, college & high school. Must be upbeat & enthusiastic on-air & in the field. Send resume to Box R-143.

**No. 1 affiliate** seeks experienced reporter who knows how to humanize a story. No beginners, please. Send tapes and resumes to Stephan Foust, News Director, WTVM-TV, Columbus, GA 31994.

**Anchor/reporter** for number 1 station looking at expansion. Must send tape with first letter to Jon Janes, News Director, KWQC-TV, 805 Brady St., Davenport, IA 52808.

**Travel reporter:** We are looking for the best news/features reporter in the country. Do you have a minimum of five years experience? If not, please don't apply. Involves extensive worldwide travel, producing series reports on vacation destinations. The job is not a vacation. It is hard work and demands the best writing and production skills. San Francisco based company. Send resume and tape to News Travel Network, 185 Berry St., Suite 6300, San Francisco, CA 94107. No calls.

**Sports director:** I'm tired of Phoenix-Boston highlights and profiles of handicapped amateur athletes. Need someone who likes sports, but not a sports guy. A great job for a reporter who can do journalism, understands the human element, and has opinions. If you've never done sports before you have a leg up on the field. This could be the best job around. We're a group owned, top-rated, medium market West Coast net affiliate dedicated to quality. Good salary, great living. EOE, M/F. Box S-4.

**Weekend weather/reporter:** NBC affiliate in medium ADI needs upbeat reporter versed in computer weather and crisp, clear writing. Tape, resume to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. EOE, M/F.

**WTVH-TV** is looking for a weekend sports anchor/reporter. Candidates must have a minimum of 2 years on-air experience and a complete understanding of all athletic events. We want a strong sports journalist first, and an on-air talent second. Send tapes and resumes to Jim Holland, News Director, WTVH-TV, 980 James St., Syracuse, NY 13203. No phone calls, please. We are an equal opportunity employer.

**WFRV-TV, Green Bay,** is looking for a managing editor. Must possess excellent managerial skills, strong writing abilities, hands-on editing and production capabilities. Knowledge of upper Midwest preferred. Rush tapes, resumes to Ray Wilcox, News Director, Box 19055, Green Bay, WI 54307. No calls. EOE.

**Assignment manager:** Top 30 market station looking for creative story idea person who can manage people. 1-2 years experience as assignment editor required. Send resume to Box S-2. EOE.

**Weather anchor/reporter.** Weekends for NBC affiliate, medium market, seeking knowledgeable, credible person with attractive presentation. Report three days a week. Prefer person with health reporting experience. Send cassette and resume to: Hal Levenson, News Director, P.O. Box 1058, Portsmouth, VA 23705. We are an equal employment opportunity employer.

**Investigative reporter** in Micronesia. We're losing our reporter who is a finalist for the 1986 ACE award in news. The person that will fill the position must have proven track record in investigative reporting in order to work in one of the most exciting news areas of the world. Contact John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agaña, Guam 96910 and 671-477-9484 or 671-477-6397.

**Two immediate openings.** Anchor/reporter for headline news format. Photographer/editor. Two years experience. Send tapes to Bev Hauptli, KCBA-TV, 646 E. Alisal St., Salinas, CA 93905.

**47th market CBS affiliate** with KU truck and helicopter seeks experienced medical reporter for our 5:30PM news. All applicants should send a resume, non-returnable tape and salary requirements to Jim Church, News Director, WYOU-TV, 415 Lackawanna Ave., Scranton, PA 18503. No phone calls will be accepted. EOE.

**Broadcast image,** a news consulting firm, has two openings at its client station in a top 25 Midwest market. Female M-F co-anchor with a minimum of 5 years experience anchoring in major markets. Backup weathercaster. Meteorologist preferred but will consider anyone with a minimum of 4 years weathercasting experience. Send tape, resume, salary requirements, and references in first letter to: Talent Coordinator, 40 Deer Path, Short Hills, NJ 07078.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Talent:** Are you now announcing or performing in local television commercials for car dealers, banks, health maintenance, retail, etc.? Do your associates and friends call you off the wall, zany, nutty, etc.? Well, we have a client who may be looking for you. Send VHS video tape to: Good Advertising, Inc., Communications Arts Building, Box 400, Olney, MD 20832. Phone calls welcome at 301-792-0982.

**Producer/director:** New York Spanish language station seeks experienced television director. Responsibilities include production, editing and live directing. English/Spanish required. Send your resume to Osvaldo Onoz, WXTV, 24 Meadowland Pkwy., Secaucus, NJ 07094. Equal opportunity employer.

**Senior graphic artist:** Top 10 affiliate has immediate opening for talented and creative television graphic designer with at least 3-5 years experience in design. Must be strong concept person with unlimited energy. Responsibilities include: news graphics, electronic graphics, print and illustration. Experience with Still Store, Aurora or Paint Box helpful. Thorough knowledge of print and typography a must. Send tapes/slides/samples/resumes to: Bob Hetsley, Design Manager, WJLA-TV, 4461 Connecticut Ave., NW, Washington, DC 20008. (No phone calls.) EOE.

**Director/producer,** GVG switching experience a must, minimum 2 years production; expertise: newscasts, special programming and commercials. Resume and tape to Stan Roman, WTNH, 8 Elm St., New Haven, CT 06510. EOE.

**Director,** WTVK-TV, Knoxville, TN, NBC affiliate. Main responsibility will be directing/switching newscasts with some commercial production. Knowledge of ESS and DVE helpful. Send resume to Production Manager, WTVK-TV, P.O. Box 1388, Knoxville, TN 37901. EOE, M/F.

**News promotion producer:** The write stuff! One of the country's best stations is looking for one of the country's best news promotion producers to become part of the best team ever. Writing and production skills must be tops. Send us your best! Reel and resume to WSOC-TV, Promotion, 1901 North Tryon St., Charlotte, NC 28206. EEO, M/F.

**Graphics artist WPEC TV-12** has immediate opening for news graphic artist. Position involves graphic design. Art or related degree preferred. Knowledge of computer graphics desirable, but will consider training. Send resume/salary requirements to: Personnel Manager, WPEC TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer.

**Seeking master control/videotape operations** position in top 60 market. Extensive experience in all phases of production and on-air operations. Reply Box S-8.

**Commercial photographer/producer.** #1 station needs creative photographer to compliment an "A-#1" production staff. Must have 3 years experience in shooting/producing in the field and studio. Must have experience in dealing with clients and ad agencies. Send resumes (no tapes) to Production Mgr., WPTA-TV, P.O. Box 2121, Fort Wayne, IN 46801. EOE.

**Audience promotion producer:** NBC affiliate is seeking strong writer/producer with experience in on-air, print and radio promotion. Rush tape, resume and references to Frank Biancuzzo, Director of Marketing and Advertising, WESH-TV, P.O. Box 7697, Orlando, FL 32854. No calls.

**Promotion producer.** Dominant affiliate in top 25 market seeks seasoned news promotions producer. Some entertainment work also required. Creativity and writing skills must be beyond compare. Hands-on editing a plus. Send resume to Box S-14.

**Traffic manager:** New Bern, NC. Leading ABC affiliate seeks individual experienced in all phases of automated traffic system. Experience with daily logs, facilities, programming and sales necessary. Columbine software experience helpful. Please, no phone calls. Send resume, complete with salary history to William D. Webb, General Manager, WCTI-TV, P.O. Box 2325, New Bern, NC 28560. EOE.

**Videographer/editor:** Good production skills, off-line editing, various assignments. Travel. News background a plus. Send tape: Orbis Productions, 3322 N. Lakewood, Chicago, IL 60657.

**Promotion producer.** Minimum two to three years experience in television promotion. Primary concentration in news promotion, working closely with news producers and reporters. Strong production background, creative on-air graphics abilities and writing skills essential. Resume and tape (no calls) to Art Moore, Director of Station Promotion and Advertising, WPVI-TV, 4100 City Line Ave., Phila., PA 19131. A Capital Cities/ABC, Inc. owned station. EOE.

**Production manager.** Coordinate and supervise art department, videography, and television production. Creative consultant to all departments. Degree in TV production preferred; six years experience, with four years as director or production manager. Knowledge of print and photographic media required. Resume, salary history, and video tape to: Personnel, WMFE-TV, 11510 East Colonial Dr., Orlando, FL 32817. EOE.

#### SITUATIONS WANTED TECHNICAL

**15 years of experience** in all phases of television operations engineering. Contact Lillian Pierce, 1064 Kenmore Ave., Buffalo, NY 14216. 716-877-9102.

#### SITUATIONS WANTED NEWS

**Meteorologist** with AMS television seal and six years experience at network affiliates seeks position in larger market. 912-598-0071.



**Cameraman/editor** seeks staff position. 12-years news experience with network affiliate. Ray Etheridge. 503—429-6945.

**CBS correspondent** laid off after 10 years with company seeks local news job that combines anchoring and reporting. 202—544-0663.

**Anchor/reporter:** Attractive black female with solid communications and writing skills. Strong on-air presence. Articulate, motivated, capable. Call Joan Fritz 914—938-2127.

**Want to add a little zip** to your sportscasts? Let's talk. TV and radio experience. Division 1 PBP Major market sports producer. Mike 703—998-0458.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Six years production** and promotion experience. Looking for new challenge. We should talk. Adam 213—655-9164.

**Ah, to be given the chance!** Relative newcomer w/ network affiliate production experience (public affairs/news docs) seeks similar position. Would relish entree into programing. Standard cliché: "I want a career I can devote my life to." I am for real. Please, let's talk. Dave 516—676-7923.

#### MISCELLANEOUS

**Covering New Hampshire Primary** or New England news. Two fully equipped broadcast quality ENG crews available with all bells and whistles and edit suite. Call 603—679-5648.

**Primo People** seeking newscast producers, executive producers and news directors all market sizes. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203—637-3653.

**Attention job-hunters!** We listed nearly 1,500 availabilities/potential openings last month. Finding fresh quality leads is not a sideline—it's our business! Media Marketing, P.O. Box 1476—PD, Palm Harbor, FL 34273-1476. 813—786-3603.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Towson State University:** College of Fine Arts and Communication Department of Speech and Mass Communication. Assistant professor (tenure track) available August, 1987, depending on state funding. Salary range competitive. Ph.D. required; professional experience expected. Responsibilities include teaching courses in the area of television production and other media courses, continuing or developing a personal research program, and supervising of internships. Minorities and women are encouraged to apply. Submit curriculum vitae, transcripts, and 3 recommendations by April 30, 1987 to Dr. Ronald Mallon, Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204. An equal opportunity, affirmative action employer.

**Communications.** Alfred University seeks applicants for a tenure-track position in a new communications studies program. Teach television production, mass communications, communication theory and research, media law, and other courses. Applicants must have a strong commitment to quality undergraduate education. Ph.D. preferred. Salary and rank dependent upon qualifications. Send vita, three letters of recommendation, copies of graduate transcripts, and other supporting materials to: Professor Frank Cornelius, Chairperson; Division of Performing Arts and Communication Studies; Alfred University; Alfred, NY 14802. Submit applications by April 15, 1987. Alfred University is an EEO/AA employer. Women and minorities are encouraged to apply.

**Graduate assistantships** for radio and television labs, managing editorship of university newspaper, and/or classroom instruction for basic courses in speech or mass communication. Must have undergraduate degree in appropriate communication related area or other degree with professional experience. \$4200 stipend for nine months and waiver of fees. Meet admission requirements. Send resume, official transcripts, and three support letters: Dan B Curtis, Chair, Department of Communication, Central Missouri State University, Warrensburg, MO 64093 or call 816—429-4840. Responsibilities begin August 24, 1987. Positions open until filled. AA/EOE.

**Television and radio:** Cayuga Community College, located in the Finger Lakes Region of New York State, is seeking an instructional staff member to teach in its well-established and growing television and radio program. Applicants should be qualified to teach television production in an environment that stresses hands-on learning and close faculty involvement with student projects. Ability to teach audio and radio production also is desirable. Position begins September 1, 1987. Rank and salary commensurate with credentials and experience. Preferred qualifications are Master's degree or equivalent with industry and/or teaching experience. Send cover letter, resume and list of references by April 20, 1987 to: Personnel Office, Cayuga Community College, Auburn, NY 13021. Cayuga Community College is an affirmative action/equal opportunity employer.

**Goshen College** seeks applicants for a full-time, tenure-track position in broadcasting beginning August 1987. Applicants must be committed to Christian values, including peace and justice in the Mennonite tradition. Responsibilities include teaching courses in radio and television production and managing the 5,000-watt fine arts FM station. Qualifications include a master's degree (doctorate preferred) and professional experience. Rank and salary commensurate with qualifications. Send letter of application with resume, transcript, audition tape and the names of three references to Willard Martin, Dean, Goshen College, Goshen, IN 46526. Applications will be accepted until April 15, or until the position is filled. An equal opportunity employer.

**Broadcast news.** Faculty member to teach television and radio news courses, advise graduate research and projects, and engage in research or creative activity. Advanced skills laboratory settings are university radio and TV stations. Substantial broadcast news experience and master's required. Doctorate preferred. Rank open. Salary competitive. Send application, resume and names and addresses of three references to: Prof. Rod Gelatt, Chair, Broadcast News Department, School of Journalism, University of Missouri, Box 838, Columbia, MO 65205. Deadline April 30 or until filled. UMC is an equal opportunity/affirmative action employer.

**Assistant professor, visual media.** One year temporary appointment, assistant professor of visual media available for academic year 1987-88, beginning in August, 1987, at the American University in Washington, D.C. Responsibilities: teaching graduate and undergraduate course in studio television and location video production, as well as broadcast journalism. Courses in film and audio production and critical study of film or television also possible. Responsibilities include advising students and school and university service. Qualifications: Master's degree or equivalent in a relevant field or discipline plus significant professional experience. Prior teaching at the university level preferred, but not required. Salary negotiable, depending on qualifications and experience. Curriculum vitae/resume and 3 letters of recommendation should be sent by May 1, 1987 to: John Douglass, Chair, Visual Media Search Committee, School of Communication, The American University, 4400 Massachusetts Avenue, NW, Washington, DC 20016. The American University is an EEO/AA university; minority and women candidates are encouraged to apply.

**The University of Georgia School of Journalism and Mass Communication** has an opening for an assistant professor effective September 1987. The person should be qualified to teach courses in writing for radio-TV-film and courses in studio/field production. Secondary areas of instruction to be based on candidate's unique qualifications and interests. The candidate will be expected to conduct primary research in telecommunications. The Ph.D. in journalism, mass communication or related field is required. Salary and rank are competitive based on qualifications and experience. Application deadline is April 15, 1987. Send letter of application and vita to: Dr. Joseph Dominick, Chair, Search Committee, School of Journalism and Mass Communication, The University of Georgia, Athens, GA 30602. The University of Georgia is an equal opportunity/affirmative action employer.

### HELP WANTED MANAGEMENT

**General manager:** audio visual studio. Seasoned professional to manage corporate A/V studio. Candidate must have "hands-on" experience in all facets of A/V production and a proven track record managing staff. Responsibilities include production scheduling and resource management of staff, facility and budget. New business marketing a plus. Top pay and benefits package. Submit resume to Sonalysts, Inc., P.O. Box 280, Waterford, CT 06385. EOE/M/F/V/H.

### RADIO AND TV PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 805—687-6000. Ext. R-7833 for current federal list.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723—3331.

**Instant cash—highest prices.** We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 303—665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301—845—8888.

**FM antenna(s):** will buy used FM broadcast antenna(s) - any make-any model - Call 806—372-4518.

**WAYJ** a non-commercial FM in Fort Myers, Florida, that is now under construction designed to reach youth with positive Christian music seeks used equipment either donated or break on price. Need everything. Tax credit for donors. 813—936-1929.

### FOR SALE EQUIPMENT

**AM and FM transmitter—used,** excellent condition. Guaranteed. Financing available. Transcom 215-884—0888.

**25KW FM-Harris FM25(1986), Harris FM25K(1983),** CCA 25000DS(1972) CSI 25000E(1978)\*\*20KW FM-Harris 20H3(1970)-CCA 20KW(1973). Transcom Corp 215-884—0888. Telex 910-240—3856

**5KW/10KW FM \*\*RCA BTF 10D (1969)\*\*3KW FM-CCA 3000DS (1968) 5KW-RCA FM5B(1963)\*\*2.5KW FM-Sparta 602A(1977), ITA 1000C(1965). Transcom Corp 215-884—0888. Telex 910-240—3856**

**Harris 1KW AM\*\*SX-1A (1985)-MW1A (1983)** both in mint condition. Transcom Corp 215-884—0888. Telex 910-240—3856

**50KW AM Continental 317B (1964), RCA BTA 50H\*\*10KW AM-RCA BTA10H on air\*\*5KW AM-RCA BTA5Ti(1965), Collins 21E(1964)\*\*1KW AM GatesBCIT-(1963)\*\*Collins 250G, Transcom Corp. 215—884-0888, Telex 910-240—3856.**

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303—665-3767.

**New RCA 60kw UHF transmitter.** RCA closeout. Fast delivery. Price: \$325,000 - includes tubes. Bill Kitchen, Quality Media, 303—665-3767.

**Excellent equipment!** UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used; 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas - TX line; much more! Call Ray LaRue 813—685-2938.

**SMC automation system:** Nearly new ESP-2 with CRT. Five carousels, two 721 players, four Otari AR5100 decks. Contact 806-372—4518 for details and pricing.

**Over 100 AM-FM trans.** in stock. Welcome to our city "Dallas" for NAB. Come see our inventory. Y'all come ya hear! Besco International, 5946 Club Oaks Dr., Dallas, TX 75248 214-630-3600 new #214-276-9725.

**Silverline UHF transmitters new.** best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen, Television Technology 303—465-4141.

**EMCEE TTU-1000** 1kw UHF translator. Tuneable output. Cost 60K in '82. Sell 25K. Maze Broadcast Inc. 205-956-2227.

**Sony BVU-800** low head hours \$8,900. Sony BVT-800 TBC. like new \$7,900. 305-856-3607.

**50 kw Continental 317 - free.** Recently removed from service at KRLA, Los Angeles. Fully operational. You must disassemble and remove. Contact Dave Ping, Chief Engineer at 213-383-4222.

**Lapp base Insulators:** New - never out of crates. 4 - 9004; 3 - 9006. Lapp Guy mast insulators - 6 - 8523. Pacific Tower Company, 6100 N.E. Columbia Blvd., Portland, OR 97218. 503-287-7303.

**Thomson 2kw transmitter.** Unused. never uncrated. 40% discount. Suitable full power/low power. 512/480-0084.

**Grass Valley 3252A** digital sync gen. with tests. Excellent. \$1,500. 212-265-3676.

**Fortel Y-688** digital time base corrector. Very good. \$3,000. 212-265-3676.

**RCATK-46s** with pedestals, heads and teleprompters only \$13,000. RCA film island equipment, TK-29s, 28s, 27s, TP-55s, TP-66s, TP-7s. Phaser II frame sync. Sony Hitachi, Ampex, NEC 1" VTRs. Call Media Concepts 919-977-3600.

**3/4" evaluated videotape!** Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99. 30 minute \$8.99. 60 minutes \$11.99. Elcon are wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video Inc. collect 301-845-8888 or toll free 800-238-4300.

**Copper!** For all your broadcast needs. #10 ground radials, 2, 4, 6, 8" strap, fly screen, counter poise mesh. 317-962-8596. Ask for copper sales.

**Monitor and test equipment sale:** All new leader instruments test equipment at near dealer costs to clear inventory: LBO-5860A waveform monitor \$1650.00, LVS-5850B vector scope \$1570.00, LR-2400 rack mount \$180.00, package price \$3395.00 Waveform monitors LBO-5860B \$1425.00, LBO-5860L \$1890.00, Oscilloscopes 100Mhz 3 channel LBO-516 \$1098.00, 100 Mhz 4 channel LBO-518 \$1615.00, LBO325 2ch dual T/B attache case scope, LVM-5863A EFP monitor \$1545.00, LBO 5864 EFP waveform monitor \$1025.00, Video test generator LCG-400M/S \$1650.00, available with RGB outputs. Call for great prices on all MFG equipment! Call Cottonwood Communications in California 1-800-826-7025, USA 1-800-331-8333 or 1-805-344-3335.

**New JVC CR-850 3/4"** Umatic professional studio recorders, limited quantity \$6980.00 each. Editing system: Three JVC CR-850 3/4" recorders, Abner-TC SMPTE editor, 2 each JVC TM-R9U 9" color monitors, 1 each JVC TM-R14U 14" color monitor, 2 each For-A TBC's, price for system \$38,850.00. Switcher for A/B roll system Crosspoint Latch model 6119 switcher \$2400.00, Laird Telemedia 1500 Prom CG \$3990.00, call for pricing on Sony, JVC, Panasonic, Ampex and other products. Best video tape prices for 1/2", 3/4", and 1". Call Cottonwood Communications in California 1-800-826-7025, USA 1-800-331-8333 or 1-805-344-3335.

## ALLIED FIELDS Help Wanted Sales

### CABLE PROGRAM SALES REP

Production co. seeking motivated individual to package and market new cable programs to MSOs and independents. Great career opportunity for proven performer with experience in program sales, pricing structures and contract negotiations. Excellent salary + commission. Send resume to:

**CABLE REP**  
4667 MacArthur Blvd., Ste. 400  
Newport Beach, CA 92660

## Help Wanted Sales Continued

### EXPERIENCED SALES REPRESENTATIVE

International Tapetronics, Broadcast and Related Products Division/3M has an opening for a sales representative.

Candidates should have:

- Successful background in sales of broadcast equipment.
- Thorough understanding of the Broadcasting industry.
- Excellent communication skills, both verbal and written.
- Experience with the technical side of state-of-the-art recording, including digital audio.
- Freedom to travel.

Send resume with references and salary history to:

**Chuck Kelly**  
Sales Manager  
International Tapetronics  
Broadcast and Related Products  
Division/3M  
P.O. Box 241  
Bloomington, IL 61701

### Radio & TV Programming

### ARMY SPORTS BROADCAST NETWORK

Army Sports Broadcast Network (ASBN) will broadcast via satellite all Army Football Games to audiences throughout the world. Fill up Saturday afternoons with new and premium income.

ASBN will broadcast eleven (11) of the most exciting football games broadcast this coming season. Call Gus Nathan, Network Coordinator at: 914-693-2400 or 212-538-9898 to become the ASBN Network affiliate in your market.

## Help Wanted Instruction

### CANADA-JULY/AUGUST RADIO AND TELEVISION

Directors and teachers to set up and operate radio station/school and TV closed circuit curriculum for youngsters age 12-17.

Sports and Arts Centre 150 miles north of Toronto. In residence. Beautiful setting on lake. June 21 to August 16.

**Write: 821 Eglinton Ave. W., Toronto, Ontario M5N 1E6. Canada.**

## Employment Services

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If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P.O. Box 10167, Columbia, MO 65205-4002.



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(TV STATIONS, PRODUCTION FACILITIES, CORP. TV, MFG., CATV)  
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Due to our large number of placements, and increased demand of radio stations, NATIONAL is in need of qualified personnel for all radio positions, for all size markets. If you are seriously seeking a move, contact NATIONAL now. For complete information and registration form, enclose \$1.00 postage & handling to: NATIONAL BROADCAST TALENT COORDINATORS, DEPT. B., P.O. BOX 20551, BIRMINGHAM, AL 35216, 205-822-9144-ACT NOW!

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Atlanta, GA 30318  
404-355-6800

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\$50,000 to \$50,000,000  
**LOBECK FINANCIAL**  
3296 S. Mooney Blvd., Suite 187  
Visalia, CA 93277  
209-733-5083

**Consultants**

**QUESTION OF LAW?**  
Contact  
**BROADCAST MEDIA LEGAL SERVICES**  
a service of McCabe & Allen  
FOR IMMEDIATE LEGAL ASSISTANCE CALL  
**1-800-433-2636**  
(In Virginia, call 703-361-6907)  
QUALITY, FLAT FEE LEGAL SERVICES  
AMEX MC VISA CHARGE

**Business Opportunities**

**Radio Station Owners**  
Get FREE Help and Get Paid for it  
Accept my internship students. I'll pay you up to \$900.00 for each accepted. 14 markets already participating. Reply To: P.O. BOX 9767, San Jose, CA 95157  
**Make Extra Profits**

**Wanted to Buy Stations**

**RADIO/TELEVISION STATIONS WANTED**  
Cash flow problems? Ratings slump? Buyers willing to assume debt and get you off the hook. Send detailed '86 year-end financials and ownership history. All replies treated with utmost confidentiality. Principals only. Write Box R-125.

**AM-FM-OR COMBO  
AM OR FM CPs**  
Broadcaster with over 20 years experience (mostly major market) seeks first property. Will consider all stations under \$500,000 with low down payment. Also AM or FM construction permits under \$50,000 All replies confidential Please write DCI, 175 Chestnut St., Randolph, MA 02368.

**LPTV**  
Qualified individual wishes to buy CP or on-air. Reply to:  
**Box S-17**

**For Sale Stations**

**COMMISSIONER'S AUCTION  
KHOG AM STEREO STATION  
FAYETTEVILLE, ARKANSAS**  
April 15, 1987, 10:00 am, Washington County, Arkansas, Courthouse.  
All necessary equipment needed for operating AM stereo station except exciter, all inventory of station KHOG, and 300 shares of stock of Bowman-Caselman Enterprises. KHOG will be offered in bulk only. Broadcasting license transferred to successful bidder by approval of FCC. Completion of application and transfer of same will be at successful bidder's sole risk and expense. For information, contact Mr. Demaree at 501-442-9859.

**BOB KIMEL'S  
NEW ENGLAND MEDIA, INC.**  
**SOUTHERN NEW ENGLAND**  
Fulltime AM in large market. Good growth potential. \$600,000 with \$200,000 cash down. Single station market AM fulltimer with good track record and good cash flow. \$500,000 cash. \$100,000 down buys this fulltime AM with good leases available.  
CALL MIKE RICE: 203-458-1111  
8 Driscoll Dr., St. Albans, VT 05478  
802-524-5963

**ROCKY MOUNTAINS**  
Class C FM - highly rated. Studios/offices owned and are included. Asking \$1.7 million with \$450,000 down. Contact:  
**GREG MERRILL  
(801) 753-8090**  
CHAPMAN ASSOCIATES  
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**SOUTHWEST**  
Fulltime AM with Class C FM. Limited competition in stable market serving 50,000. Asking \$1.1 million cash; terms poss.  
**DAN ROUSE  
(214) 788-2525**  
CHAPMAN ASSOCIATES  
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**COLORADO**  
Fulltime AM with Class C FM, dominant facility in area. Absentee owner is asking \$450 K with \$75,000 down. Contact:  
**DAVID LaFRANCE  
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**CALL FOR RADIO, TV, CABLE LIST!**  
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**FLORIDA MAJOR MARKET**  
Profitable fulltime AM. Priced at \$2 million. Qualified buyers only.  
**BOX R-142**

**SOUTHEAST  
TOP 50 MARKET**  
5000 watts fulltime Class III AM. Urban format. Good ratings. Real estate included. Priced at just over 1X sales, \$650,000 cash. Box R-94.

**VHF CONSTRUCTION PERMIT**  
■ Northwest metro market  
■ Excellent coverage from existing community antenna site.  
■ Details to qualified parties.  
**CLIFF HUNTER  
BROADCAST MEDIA ASSOCIATES  
702-789-2700**

**5,000 WATT FULLTIME AM**  
Tuscaloosa, Alabama. 1280 regional frequency... original owner retiring... 5 1/2 acres of land & building... one mile from downtown & University of Alabama. \$550,000. Contact Ruth Harris, P.O. Box 2787, Tuscaloosa, AL 35403. 205-758-3311/345-4702.

### SOUTHWEST

Suburban stand-alone FM; is priced at 2 x 1986 gross rev. Asking \$850,000. Contact:

**BILL WHITLEY**  
**(214) 680-2807**



### RADIO

#### Help Wanted News

#### NEWS DIRECTOR

National Public Radio is searching for an aggressive, creative News Director to manage a news department with over 100 employees. This is the top news job in an organization noted for its award winning news programs.

Ideal candidate will have solid credentials as a seasoned journalist with strong editorial and managerial skills.

NPR offers a salary commensurate with experience and excellent company paid benefits. Send resume, including salary history, to:

**Personnel Department**  
**National Public Radio**  
**2025 M Street, NW**  
**Washington, DC 20036**

An affirmative action/equal opportunity employer

#### Help Wanted Technical

#### ASSISTANT ENGINEER

Assistant engineer fulltime, FCC license, at least 2 years experience. Group owned Connecticut radio station, attractive salary, benefits and career growth. Equal opportunity employer. Send resume to: Box R-148.

#### Situations Wanted Management

#### STATION OWNERS

Are you making 100% of NOTHING? I can increase revenue, ratings and CASH FLOW. Management, sales, programing, computer experience. Proven track record with TURNAROUNDS and LEADERS. Currently VP/GM. Call Jay Martin 402-489-7241.

#### Situations Wanted Announcers

**AN  
EXTRAORDINARY  
TALK HOST  
IS  
AVAILABLE**

**IMMEDIATE IMPACT  
IMMEDIATE RATINGS**

**BOX S-6**

#### Help Wanted Management Continued

#### TOP 20 - PROMOTION MANAGER

Qualified, experienced person with hands-on skills and leadership ability. Will be responsible for handling promotion planning and execution. Competitive salary and benefit package. Please send your resume and salary requirements in confidence to Box S-11.

#### ATTENTION

#### BLIND BOX RESPONDENTS

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.

## TELEVISION

### Help Wanted Management

# Video Marketing Management

We are an international video equipment maker building a world-class management team. Our goal is to develop — in very short order — a marketing-driven organization that will expand our leadership in a broad spectrum of video technologies.

Membership on this team will open up rapid advancement possibilities, since key contributors will define and develop new video products in recording, digital special effects, graphics, and switching.

To qualify, candidates must have solid video marketing, applications or sales experience that will enable them to create and execute successful marketing strategies. All applicants must demonstrate an intuitive grasp of the dynamics of one or more of the various markets.

We offer prime candidates an enticing compensation package that includes excellent remuneration and complete benefits.

**Call toll-free,  
24 hours a day, 7 days a week  
1-800-221-3333, ext. R47  
NO RESUME REQUIRED**

If you are unable to call, send your resume to RES, 16027 Ventura Blvd., Suite 300, Encino, CA 91436. An equal opportunity employer.



RECRUITMENT ENHANCEMENT SERVICES, INC.

**Help Wanted Programing,  
Production, Others**

**GRAPHIC DESIGN  
Paint Box Operator  
Immediate Availability**

Experienced graphic designer wanted for television station art department. #1 station in the market. Excellent salary and benefits. Requirements: college degree preferred. Design skills and 1-2 years experience in electronic graphics. Machines to operate: Aurora 175, 220 and Chyron. Send resumes and tapes to: P.O. Box 4861, Baltimore, MD 21211. Equal opportunity employer.

**FEATURE  
PRODUCERS**

Evening Magazine in Baltimore needs 2 experienced story producers. Previous Evening PM Magazine experience required. Will conceive, write and produce one high quality promotable feature per week. If you're the best, please rush resume and tape to: P.O. Box 4861, Baltimore, MD 21211. An equal opportunity employer.

**PHOTOGRAPHER/  
EDITOR**

Major market magazine program seeks experienced Photographer/Editor. Must have experience shooting and editing magazine features in ¾ " period.

Good eye, sense of timing and pacing, and knowledge of state-of-the-art post production techniques required. Hard workers only! Send resume to Dept. EM, P.O. Box 4861, Baltimore, MD 21211. An Equal Opportunity Employer.

**For Fast Action Use  
BROADCASTING'S  
Classified  
Advertising**

**MARKETING PROFESSIONALS**

**JUMP CUT  
TO THE  
FUTURE**

**WITH THE LEADER IN TELEVISION  
TECHNOLOGY, AMPEX**

Imagine working with the people who literally defined television technology, from the first videotape recorder to today's state-of-the-art ADO™ digital effects and AVA video graphics. Ampex has immediate opportunities for professionals who want the challenges of leadership and international responsibilities.

So if you're working on fast forward, but your current company is in slo-mo, jump cut to excitement by applying for one of these opportunities at Ampex in:

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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.

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**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

# Fates & Fortunes

## Media

**Thomas N. Ryan**, VP, station manager and general sales manager, WOR-TV Secaucus, N.J., named VP and general manager.

**Frank Cruz**, head of community affairs activities, Spanish-language KVEA(TV) Corona, Calif., named VP and general manager.



Cruz



Moore

**B. Paul Moore**, general manager, KRFD-AM-FM Marysville, Calif., joins WHUM(AM)-WKHK(FM) Colonial Heights, Va., as president and general manager.

**Candace Conley**, VP and general partner, Conley & Associates, Pelham Manor, N.Y., media consultant, joins ML Media Partners, owner of cable systems and KATC(TV) Lafayette, La., as senior VP, ML Media Cable TV and VP, Media Management Partners and RP Media Management, limited partners in ML Media. She is wife of Christopher J. Conley, who joined ML Media recently as president and chief operating officer, ML Media Cable TV ("Fates & Fortunes," March 9).

**Bob Kirby**, former general manager, KGNO(AM)-KDCK(FM) Dodge City, Kan., joins KEDD(AM) there in same capacity.

**David L. Testa**, director, franchise development, Group W Cable Inc., New York, joins Cablevision Industries Corp., Liberty, N.Y.-based multiple cable systems operator, as assistant to president, Alan Gerry.

**Albert E. Fitzpatrick**, director, minority affairs, Knight-Ridder Inc., Miami, named assistant VP, minority affairs.

**Howard Lowe**, director of broadcasting, non-commercial WLIW(TV) Garden City, N.Y., named assistant general manager.

**Ardyth Diercks**, assistant controller, Gannett's KUSA-TV Denver, named general executive, Gannett Broadcasting Group, Washington. **Patrick J. Welch**, VP and controller, Gannett's WPNX-TV Mesa, Ariz., named VP, broadcasting. **Winnie H. Stolper**, VP and controller, Gannett Outdoor of Arizona, Phoenix, named controller, WPNX-TV.

**David H. Krech**, attorney, office of chief counsel, National Telecommunications and Information Administration, Washington, joins C4 Corp., Vienna, Va., multiple cable systems operator, as attorney, corporate office.

**Kathy Fountain**, business manager, KHOU-TV Houston, joins KRIV-TV there as VP, finance and administration.

**Deborah Lemon**, management trainee, Daniels & Associates Inc., Denver, named general manager, Alpine Cablevision, Daniels's Banner Elk, N.C., cable system.

**Christine K. Van Horne**, assistant VP, long term funding, Meritor Financial Group, Philadelphia, joins Comcast Corp., Bala Cynwyd, Pa., as corporate finance manager. **Joseph W. Hipple III**, from American Airlines, Dallas, joins Comcast Cable Communications as VP and general manager of its Indianapolis cable system.

**Helmut Lenz**, program director, KCRG-TV Cedar Rapids, Iowa, named operations director.

**Barbara Greene**, promotion director, non-commercial WFUM(TV) Flint, Mich., named development director.

**Char Fagan**, business manager, Bonneville Broadcasting Systems, Northbrook, Ill., joins WCLR(FM) Skokie, Ill., as business manager.

**William F. Revell**, telemarketing manager, Media General Cable of Fairfax, Chantilly, Va., named director, sales.

**Philip Rivera Jr.**, regional human resources director, Group W Broadcasting, New York, joins noncommercial WNET(TV) Newark, N.J., as director, human resources-organizational development.

**Christine Howe**, VP, finance, Greater Rochester Cablevision, Rochester, N.Y., joins WQTV(TV) Boston as business manager.

**Chip Newton**, from WTIC(AM)-WKSS(FM) Hartford, Conn., joins WEBE(FM) Westport, Conn., as assistant operations manager.

**James Helfgott**, general manager, Heritage Cablevision, Lincoln, R.I., joins TKR Cable Co.'s Tri-System, Warren, N.J., as marketing manager.

**Sally Mundt Wiltshire**, director, operations, Fairmont Electronics, Hauppauge, N.Y., joins Cablevision Systems, Woodbury, N.Y., as corporate telemarketing manager.

## Marketing

**Curt Olson**, senior VP and group creative director, Needham Harper Worldwide, Chicago, joins Tatham-Laird & Kudner there as senior partner and group creative director.

**Mike Vogel**, president and CEO, Saatchi & Saatchi Compton/Detroit, named to board of directors, Saatchi & Saatchi Compton Inc., New York.

Appointments at SSC&B: Lintas USA, New York: **E. Lynn Giordano** and **Michael A. Shallette**, executive VP's and executive creative directors, named to board of directors; **Len**

**Lipson**, VP and group director, media planning, to senior VP: **Robert Swanson**, **Bruno Velcich**, and **Bill Vitroil**, account supervisors, **Losang Gyatso**, associate creative director, and **Carole Gersten**, producer, to VP's.



Rossinsky

**Jacqui Rossinsky**, VP and Eastern division manager, Hillier, Newmark, Wechsler & Howard, New York, named executive VP and Eastern division manager.

**Richard Stollenwerck**, senior VP and management supervisor, Wunderman, Ricotta & Kline, New York,

direct-marketing subsidiary of Young & Rubicam Inc., named executive VP and director, client services.

Appointments at DDB Needham Worldwide, Chicago: **Stuart J. Sharpe** and **Gene Yovetich**, senior VP's and group account directors, to senior VP's and directors, account management; **Kathie McKirdy**, senior VP and management representative, to senior VP and director, human resources and administration;

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**Brian Goodall** and **Dawn Hudson**, senior VP's and management representatives, **Colby Kerr**, VP and management representative, to group account directors; **Marilyn Kohn**, manager, Chicago advertising, to director, Chicago advertising; **Suzanne Smythe**, planner, to national broadcast supervisor; **Dan Sohn**, coordinator, to national broadcast planner.

Named senior VP's, Campbell-Ewald Advertising, Warren, Mich.: **Jon Cashen**, associate creative director; **Kenneth Domanski**, executive producer; **James Huchok**, manager, strategic planning; **Mary Jo Cameron**, manager, client accounting; **Susan Stepek**, manager, reference center. Named group senior VP's: **William Ludwig**, creative director and **Susan Gilbert**, director, financial services. Named VP's: **Joanne Colombo**, manager, media services; **Janice Cooley**, business production manager; **Andrew Garlick**, acting controller; **Kenneth Howell**, manager, property; **Robert Jonasz**, studio manager; **Douglas Plom**, supervisor, print production; **Jay Quinn**, group supervisor, media planning; **Suzanne Shawn**, group supervisor, network/new technologies.

**Carmine J. Ballarino**, VP and senior art director, Dancer Fitzgerald Sample, New York, joins Montgomery & Associates, King of Prussia, Pa., as VP and executive art director.

**Nel Jackson**, executive VP, Development Exchange, Washington, joins Liebold & Associates Inc., Annapolis, Md., as VP.

**Jane Sperrazza**, from marketing communications department, McGavren Guild Radio, New York, joins Interep there as corporate communications director.

**Ron Garfield**, team manager, Blair Independent Television, San Francisco, joins MMT Sales, marketing division, there as office manager. **Cathy Small**, from Seltel, New York, joins MMT Sales there as account executive. **Nancy Jaycox**, from Petry Television, Chicago, joins MMT there as account executive.

**Tom Hetherington**, from KITN(TV) Minneapolis, joins Independent Television Sales there as sales manager.

**Gene Accas**, former VP, network relations and programming, Leo Burnett USA, New York, joins Rubin Postaer & Associates, Los Angeles advertising agency, as director, network programming and purchasing.

Appointments at Henry J. Kaufman & Associates Inc., Washington: **Deborah L. Messick**, from Ruder, Finn & Rodman, Washington, to account supervisor; **John J. Cergol Jr.**, from Gray & Co., Washington, to account executive; **Wendy L. Sissman**, traffic supervisor, Earle Palmer Brown Companies, Washington, to assistant account executive; **Susan K. Lewis**, from Smith Burke & Azzam, Baltimore, to media buyer.

**Linda Lovell**, junior account executive/office manager, Phoenix Advertising, Mason City, Iowa, joins Warren Anderson Advertising, Davenport, Iowa, as production manager.

**Ann B. Ekman**, editor and general manager, *The Penny Pincher*, consumer shopping guide and newspaper, Union county, Ark., joins Cranford Johnson Robinson Associates, Little Rock, Ark., advertising agency as director, client records.

**Kate Hesslau**, sales assistant, McGavren Guild Radio, Minneapolis, named account executive.

**Elizabeth Ann (Betsey) Dalbeck**, from DDB Needham, New York, joins Dawson, Johns & Black Inc., Chicago, as account executive.

**Alan Sawyer**, account executive, WXIA-TV Atlanta, joins TeleRep there in same capacity.

**Becky Chipman Fulgoni**, assistant account executive, Dawson, Johns & Black Inc., Chicago, named account executive.

**Patricia Mourar**, account manager, Lewis, Gilman & Kynett Advertising, Philadelphia, named account executive.

**Wyatt Thompson**, president, Broadcast Travel Inc., Washington, joins Abramson Associates Inc. there as account executive.

**Anthony S. DeMauro**, VP and broadcast supervisor, Foote, Cone & Belding, New York, joins USA Network there as account executive, advertising sales.

**Mike Granados**, station manager and director, sales, KMPH(TV) Visalia, Calif., joins KRBK-TV Sacramento, Calif., as general sales manager.

**Kevin LeRoux**, general sales manager, KCRG-TV Cedar Rapids, Iowa, adds duties as general sales manager, co-located KCRG(AM).

**Patti Shannon**, account executive, WRR(FM) Dallas, named general sales manager, succeeding **Sandra Poulin**, who joins KRLD(AM) Dallas as account executive.

**Frank C. Biancuzzo**, executive news producer, WSVN(TV) Miami, joins WESH-TV Daytona Beach, Fla., as director, marketing and advertising.

**Cal Coleman**, former president and general manager, KHUM(AM) Fremont, Neb., joins KGIN(TV) Grand Island, Neb., as sales manager.

**Carol Y. Ayers**, account executive, WTSG(TV) Albany, Ga., named general sales manager.

**Teri J. DeVito**, executive sales assistant, named national sales manager.

**Tom Pierce**, account executive, WBNS(AM) Columbus, Ohio, named local sales manager.

**Kathy Koch**, account executive, KQZY(FM) Dallas, named national sales manager.

**William S. Fee**, from WCPO-TV Cincinnati, joins WMC-TV Memphis as national sales manager.

**Karen Hart**, sales service writer/producer, KCCI-TV Des Moines, Iowa, named sales service director.

**Kimberley W. Sprague**, assistant buyer, Macy's, New York, joins WJAR(TV) Providence, R.I., as vendor marketing manager.

**Norma Lloyd**, account coordinator, Gillham Advertising, Salt Lake City, joins KSL-TV there as marketing assistant.

**David McMurray**, from WRXR(AM)-WMET(FM) Chicago, joins WFMT(FM) there as account executive.

**Paula Ferraro**, local sales manager, WFIL(AM)-WUSL(FM) Philadelphia, joins WPVI-TV there as account executive.

**Dorrian C. Cohen**, advertising account executive, Cablevision, Boston, joins WQTV(TV) there as account executive.

**Barbara Babian**, from WROR(FM) Boston, joins WMEX(AM)-WMJX(FM) there as account executive.

**James A. Kramer**, senior account representative, WLLZ(FM) Detroit, joins WDIV(TV) there as account executive.

**Suzanne L. Westcott**, research director, WRIF(FM) Detroit, named account executive.

**Anita Hughes Tyous**, account executive, KSHB-TV Kansas City, Mo., joins WDAF-TV there in same capacity.

**Beth Worsham**, from WABB-FM Mobile, Ala., joins WEAR-TV Pensacola, Fla., as account executive.

**Eric Reiner**, account executive, Masla Radio, New York, joins WFAS-AM-FM White Plains, N.Y., in same capacity.

## Programing

**Sara L. Levinson**, senior VP, corporate development, Viacom International Inc.'s Showtime/The Movie Channel, New York, named executive VP, Viacom Network Enterprises. **Robert Schmidt**, president and CEO, Integration Communications International, McLean, Va., and former president, National Cable Television Association, Washington, will serve as consultant to Showtime/TMC.



Levinson



Aidem

**Larry Aidem**, VP, area marketing, Home Box Office Inc., New York, named VP, original programming, planning and operations.

**Bruce D. Johnson**, producer, Hanna-Barbera Productions, Hollywood, named VP, special projects.

**Lance Thompson**, business affairs counsel, Orion Television Inc., Los Angeles, joins Four Star International Inc. there as VP, business affairs.

**Mark Zoraldi**, director, sales administration, Buena Vista Distribution, Los Angeles, named VP and general manager, Buena Vista Television.

**Lynn Woodard**, VP, Western division, The Disney Channel, Burbank, Calif., named VP, national accounts. **Charles Nooney**, Southeastern regional director, named director, Western region.

**Molly Wilson**, VP, legal division, MGM/UA Communications Co., Beverly Hills, Calif., named senior VP, legal division. Senior counsels, MGM/UA, named VP's: **Judith Jason**, **Frank Montalbano**, **Michael Smarinsky**, **Nancy Niederman** and **John Drinkwater**.

Appointments at Peregrine Film Distribution, Los Angeles TV program syndicator: **Dennis Gresham**, VP, Western sales, Lorimar-Tele-



pictures, Los Angeles, to senior VP, marketing, Los Angeles; **Pamela Senatore**, VP, Channel 9 Australia Inc., Los Angeles office, to VP, international sales, Los Angeles; **Judith L. Bernat**, manager, Southeastern division, Group W Productions, New York, to VP, Northeast, New York; **Jack Sindell**, manager, Southern division, Group W Productions, to VP, Southeast/West, New Orleans; **Amelia Colvin**, account executive, D.L. Taffner, New York, to VP, Midwest sales, Chicago; **Lindsey Dudevoir**, director, ancillary and home video sales, Peregrine, Los Angeles, to Western sales manager.

**Dorrida Dimanno**, VP, creative services, Praxis Media Inc., South Norwalk, Conn., named senior VP, account services. **Axie Gibbons**, assistant operations manager, Praxis's Palace Production Center, South Norwalk, named communications associate, Praxis.

**Robert Steloff**, producer, Heritage Entertainment, Los Angeles, named VP, worldwide production.

**Father Bernard R. Bonnot**, director, planning, diocese of Youngstown, Ohio, named president and CEO, Catholic Telecommunications Network of America, Staten Island, N.Y.

**Arthur Lewis**, from 20th Century Fox Television, Los Angeles, joins Lorimar-Telepictures, Culver City, Calif., as supervising producer, *Dallas*.

**Ricki Stofsky**, special projects producer, WNBC-TV New York, joins Paramount Domestic Television's *Entertainment Tonight* as New York bureau chief. **Tony Harris**, host, *PM Magazine*, WJW-TV Cleveland, joins *Entertainment Tonight*, New York, as reporter.

**Paul Napoli**, assistant controller, Marvel Productions Inc., Van Nuys, Calif., named controller.

**Jean A. Glass**, VP, Chase Manhattan Bank, New York, joins The Travel Channel there as director, program acquisitions.

**Tijuan Gray**, former account executive, WCXR-FM Woodbridge, Va., joins Home Team Sports, Washington-based regional sports cable network, as advertising sales manager. **Greg Myford**, sports director, non-commercial WPSU(FM) State College, Pa., joins Home Team Sports as marketing assistant.

Appointed to research department, USA Network, New York: **Vicki L. Robinson**, research manager, WBBM-TV Chicago, to director; **Robert F. Riccobono**, senior research analyst, media research department, Needham Harper Worldwide Inc., New York, to manager; **Ray Giacomelli**, research assistant, CBN Cable Network, New York, to analyst.

**William Powell**, from Continental Cablevision of Eastern Massachusetts, Boston, joins SportsChannel, Woburn, Mass., regional cable sports network, as affiliate marketing manager.

**John Cantrell**, account manager, broadcast services, Centel Videopath, Chicago, regional program distributor, named manager, sales and marketing.

Appointments at San Francisco Production Group: **Donna McDevitt**, senior editor, Gannette Production Services, Denver, to on-line editor; **Rhys Ludlow**, technician, Sony

Broadcast, San Jose, Calif., to assistant engineer; **Laurie Montes**, operations engineer/studio technician, KMGH-TV Denver, to tape operator/assistant editor.

**Michael Bettelli**, music director and weekend announcer, KOMO(AM) Seattle, named program director.

**George F. Boggs**, operations manager, WRGT-TV Dayton, Ohio, joins WXIN(TV) Indianapolis as program manager.

**Dwight Lane**, assistant program director, KEFM(FM) Omaha, named program director.

**Dianne Adjan**, program manager, WOTV(TV) Grand Rapids, Mich., joins WISH-TV Indianapolis in same capacity.

**Robert B. Affe**, program director WOIO(TV) Shaker Heights, Ohio, joins WTOG(TV) St. Petersburg, Fla., in same capacity.

**Michael Karas**, program operations manager, KJTM-TV Pine Bluff, Ark., joins WTVZ(TV) Norfolk, Va., as director, programming.

**James Bentley**, studio director, WEAR-TV Pensacola, Fla., named senior field producer. **Hardy Morris**, film director, named studio director.

**Marilyn Cooley**, co-host, *Weekender*, weekly program on WETA-FM Washington, named music director.

## News and Public Affairs

**Neal Conan**, correspondent, National Public Radio, New York, named acting director, news and information department, Washington.

**Don Farmer and Chris Curle**, anchors, *Prime News*, Cable News Network, Atlanta, join WSB-TV there. Farmer will anchor 6 and 11 p.m. newscasts and Curle will serve as correspondent. They are husband and wife.

**Paul H. Jenssen**, assistant controller, Associated Press, New York, named controller.

**Mark A. Toney**, assistant news director, WXEX-TV Petersburg, Va., named news director.

**Mike (Zeke) Saucedo**, anchor, KOOL-AM-FM Phoenix, named news director.

**Brenda Hart**, anchor, WCKY(AM) Cincinnati, joins WLLT(FM) Fairfield, Ohio, as news director and morning announcer.

Appointments at KSTP-TV St. Paul, Minn.:

**Robin Smythe**, assignment editor, WJKS(TV) Jacksonville, Fla., to assignment editor; **Holly Schmiess**, assignment editor, WDAZ-TV Devils Lake, N.D., to weekend assignment editor; **Mark Suppelsa**, weekend anchor, WFRV-TV Green Bay, Wis., to morning anchor; **Marc Soicher**, sports reporter, WWL-TV New Orleans, to weekend sports anchor and reporter; **John Wingate**, from WEEK-TV Peoria, Ill., to reporter.

**Brian Greif**, assignment editor, WXEX-TV Petersburg, Va., joins WHO-TV Des Moines, Iowa, in same capacity.

Appointments at WTOP(AM) Washington: **Andrea Koppel**, reporter, noncommercial WLTR(FM) Columbia, S.C., to reporter and evening editor; **Karen Gray**, producer, WCBSTV New York, to weekend anchor and reporter; **Allen Balch**, marketing manager, CBS Radio Stations News Source, Washington, to weekend anchor. Koppel is daughter of Ted Koppel, anchor, *Nightline*, ABC News, Washington.

**Dixie Whatley**, former reporter and anchor, Paramount Domestic Television's *Entertainment Tonight*, Los Angeles, joins WCVB-TV Boston, as arts and entertainment editor.

**Shayna Wagman**, anchor and reporter, WBBJ-TV Jackson, Tenn., joins WNYT(TV) Albany, N.Y., as 11 p.m. news producer.

**Ann Rollins**, anchor and producer, WGGB-TV Springfield, Mass., joins WATE-TV Knoxville, Tenn., as anchor.

**Joe Shortsleeve**, reporter, WLVI-TV Cambridge, Mass., and **Odetta Rogers**, from WMUR-TV Manchester, N.H., named co-anchors, WLVI-TV's new 10 p.m., weekend newscasts.

**Rebecca Kottman Stevens**, former anchor, KSNW(TV) Wichita, Kan., joins WGME-TV Portland, Me., as 11 p.m. anchor.

**Mary Murnane**, general assignment reporter, WMAQ-TV Chicago, named weekend anchor.

**Frank Sommerville**, reporter and morning anchor, KSTP-TV St. Paul, Minn., joins WJAR(TV) Providence, R.I., as reporter and noon anchor.

**Rick Weaver**, sports director, WIOD(AM) Miami, named VP, sports.

**Gerry Grant**, weekend anchor and reporter, KENS-TV San Antonio, Tex., named weekday 6 p.m. anchor.

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**Brianna Clark**, morning anchor, WROC-TV Rochester, N.Y., joins WKBW-TV Buffalo, N.Y., as reporter and noon anchor.

Appointments at WLKY-TV Louisville, Ky.: **Noel Sederstrom**, news producer and executive producer, special projects, WGRZ-TV Buffalo, N.Y., to news producer; **Tim Meredith**, photographer, WLKY-TV, to weekend producer and night assignment editor; **Eric Allen**, from WTVR-TV Richmond, Va., to general assignment reporter; **James Hall**, photographer/reporter, KIFI-TV Idaho Falls, Idaho, to photographer.

**Laura Saxby**, general assignment reporter, WHEC-TV Rochester, N.Y., named weekend anchor and reporter. **David Beigie**, from WSTM-TV Syracuse, N.Y., joins WHEC-TV as general assignment reporter.

**Kevin G. Hall**, news director, WFIV(AM) Kissimmee, Fla., joins WFMD(AM)-WFRE(FM) Frederick, Md., as anchor and reporter.

**William P. Donovan**, sports announcer, WNLC(AM) New London, Conn., named sports director.

**Russ Mitchell**, from KTVI(TV) St. Louis, joins KMOV(TV) there as general assignment reporter.

**Jane Harrington**, project director, Marion county, Ind., health department, joins WTHR(TV) Indianapolis as general assignment reporter and medical reporter.

**Deborah Keith**, anchor, WTVH(TV) Syracuse, N.Y., joins WJKS-TV Jacksonville, Fla., as general assignment reporter.

**Bill Connor**, reporter, KCAU-TV Sioux City, Iowa, joins WCSH-TV Portland, Me., as Lewiston-Auburn, Me., reporter.

## Technology

**Howard H. Graham**, VP, finance services, Zenith Electronics Corp., Greenview, Ill., adds duties as chief financial officer.

**William C. Benison**, independent consultant, joins Modulation Associates Inc., Mountainview, Calif., manufacturer of satellite broadcast equipment, as president and CEO.



Benison



Baptista

**John Baptista**, VP, engineering and technical service, MGM Laboratories, Los Angeles, joins CFI, Hollywood, film and videotape laboratory, in same capacity.

Appointments at Comsat Corp., Washington: **Daniel F. Thomas**, corporate treasurer, named corporate controller; **Margarita Dilley**, VP, finance and planning communications services division, named corporate treasurer; **William Osborne**, VP and general manager, VP and

general manager, Comsat's time-division multiple-access equipment department, named president, Comsat Technology Products.

**Richard Lunniss**, director, sales, A.F. Associates Inc., New York, designer and manufacturer of turn-key television systems, named VP, sales.

Appointments at Houston International Teleport: **Walter D. Munro**, president, Netcom International, Burbank, Calif., to VP, video services; **John S. Reiland**, chief financial officer, Seismic Enterprises Inc., Houston, to chief financial officer; **Mike Batey**, former engineer, Southwestern Bell, Houston, to director, sales.

**Charles L. Stiles**, VP, business development, Fairchild Communications and Electronics Co., Chantilly, Va., adds duties as VP, business development. **James L. Radcliffe**, chief, quality assurance, defense administrative services plant representative office, IBM Corp., Owego, N.Y., joins Fairchild as VP, product assurance.

**Kenneth Yas**, product manager, Lucasfilm EditDroid, Los Angeles, joins The Post Group, Los Angeles film and video post-production company, as director, film unit.

**Mike Griswold**, manager, sales management and development, Honeywell Information Systems, New York, joins Cubicomp Corp., manufacturer of computer graphics and animation products, as Eastern regional sales manager, Natick, Mass.

**Rick Maxwell**, director, services marketing, United Video, Tulsa, Okla., satellite carrier, named manager, network sales.

**Louis P. Stricoff**, assistant sales manager, E.J. Stewart Inc., Philadelphia video production company, named sales manager.

**Chris Hefferen**, from Images Inc., Jacksonville, Fla., joins Video Tape Associates, Atlanta production and post-production company, as manager, business communications division.

## Promotion and PR



Lieberman

**Cynthia Lieberman**, director, audience promotion, Coca-Cola's Columbia Pictures Television Distribution, Los Angeles, named director, advertising and promotion, Coca-Cola Telecommunications Inc.

**Donna Landau**, manager, advertising and promotion, MGM/UA Television Distribution, New York, named director, advertising and promotion.

**Gregory Miller**, senior writer, *Institutional Investor* magazine, New York, and **Seth D. Petok**, account supervisor, Burson-Marsteller, New York, join GreyCom Inc., New York, public relations firm, as VPs.

**Edwin S. (Chip) Underhill IV**, special events director, American Lung Association of New

Hampshire, joins IGC/Strategic Communications, Union, N.J., as VP, public relations, media accounts group.

**Stephen Eckstrom**, VP, advertising, *Roll Call*, Capitol Hill newspaper, Washington, joins Home Team Sports there as promotion and advertising manager.

**Rosalind Fields**, commercial writer and producer, WRAL-TV Raleigh, N.C., joins WUSA (TV) Washington as producer, promotion department.

**Judy Rosenfeld**, from KRON-TV San Francisco, joins WCVB-TV Boston as design director.

**John W. Baldwin**, director, creative services department, WGAL-TV Lancaster, Pa., named executive producer, marketing and promotion department.

## Allied Fields



Yount

**David Yount**, senior VP, E. Bruce Harrison Co., Washington, named president, National Press Foundation there.

Officers elected by Association of Maximum Service Telecasters Inc. (AMST) at annual meeting in Dallas, March 29:

**Fred Paxton**, WPSD-TV Paducah, Ky., chairman; **Dudley S. Taft**, Taft Broadcasting Co., Cincinnati, vice chairman; **Joel Chaseman**, Post-Newsweek Stations, Washington, vice chairman; **Thomas B. Cookerly**, Allbritton Communications Co., Washington, secretary-treasurer; **Tom E. Paro**, AMST, Washington, president; **Gregory L. DePriest** and **Ann Hageman**, AMST, VP's.

Officers elected to board of directors, American Association of Advertising Agencies, during annual convention in Boca Raton, Fla.: **Charlotte Beers**, chairman and CEO, Tatham-Laird & Kudner, Chicago, chairman, (becoming first woman to chair 4A's in its 70-year history); **William V. Weithas**, chairman and CEO, SSC&B: Lintas Worldwide, New York, vice chairman; **Lee Lynch**, chairman and CEO, Carmichael-Lynch Inc., Minneapolis, secretary-treasurer.

## Deaths

**Jack Bush**, 68, former director of electronic newsgathering, ABC News, New York, died of heart attack March 27 at his home in Doylstown, Pa. He retired in 1986 after 23-year career with ABC. Before joining ABC News in 1963, Bush was news film editing and production executive for CBS News in 1953-63. He is survived by his wife, Henrietta, and son.

**Mclvor L. Parker Sr.**, 78, retired electrical engineer, FCC, Washington, died March 24 of pulmonary complications after hip surgery at Arlington hospital, Arlington, Va. He is survived by wife, Katheryn, and son.

## Keeping tabs on ABC's variety of sports

"You are talking to a very private person," Dennis Swanson, president of Capital Cities/ABC Sports told a reporter, tape recorder ready, as the interview began. So private, he explained, that the tape recorder had to be turned off. The idea of a tape about his life and career existing outside his office bothered him. Even the census taker didn't have much luck, he explained. He was told there were five people in the Swanson family and a dog. End of survey.

And yet, the former marine, on-air sportscaster, reporter and current head of a network sports division, has spent most of his career in the public world of broadcast journalism and management. He is, he says, a "sort of a loner," who performs in a public position because his job requires it.

Swanson was born in Wilmar, Calif., an industrial suburb of Los Angeles, to a "family that didn't have a whole lot." He won a scholarship to go to the University of Illinois in Champaign-Urbana, studying chemical engineering because that was the only scholarship available. In his junior year, however, he decided "he wanted to be a journalist," and switched majors. He was allowed to retain his scholarship and graduated with a bachelors in journalism in 1961.

After three years in the Marine Corps, where he attained the rank of captain, Swanson returned to the University of Illinois to get a masters degree in communications and political science, received in 1964. Although a high score on a post-graduate aptitude test again suggested an engineering career, Swanson pursued journalism, joining WMT-AM-FM Cedar Rapids, Iowa, as a news and sports reporter and cameraman.

He moved to WGN-AM-TV Chicago in 1966 as a news producer and assignment manager. In 1968 he joined NBC News there as assignment editor and field producer. One assignment was heading the coverage of events surrounding the 1968 Democratic national convention in Chicago. It turned out to be "quite an assignment," he says.

In 1970, Swanson went to WMAQ-AM-TV Chicago as on-air sportscaster and producer, then joined the now defunct Television News Inc. The first to book satellite transmission on Western Union's Westar satellite in 1975, TVN had news crews throughout the world supplying national and international news to station clients. "Many people thought it was not possible" to put the news service together. "They were half right and we were half right," he says, noting that although the service went dark in October 1975, TVN was put together and put on the air. And it proved a precursor to services such as CNN.

In 1976, Swanson passed up an offer to become a sportscaster in Detroit and a job with VisNews in London, to join KABC-TV



DENNIS DARRYL SWANSON—President, ABC Sports, New York; b. March 15, 1938, Wilmar, Calif.; BS, journalism, 1961, and MS, communications and political science, 1964, University of Illinois, Champaign-Urbana; U.S. Marine Corps, 1961-63; reporter, WMT-AM-FM-TV Cedar Rapids, Iowa, 1964-65; news producer-assignment manager, WGN-AM-TV Chicago, 1966-67; assignment editor-field producer, NBC News, based at WMAQ-TV Chicago, 1968-70; on-air sportscaster and producer, WMAQ-AM-TV, 1970-73; various news and marketing positions, Television News Inc., Chicago and New York, 1973-75; executive producer, assistant news director, news director, station manager, KABC-TV Los Angeles, 1976-83; VP, general manager, WLS-TV Chicago, 1983-85; president, ABC owned television stations, 1985-1986; present position since January 1986; m. Katharine Wognum, Dec. 16, 1961; children—Susan, 23; Eric, 21 and Carol, 17.

Los Angeles as executive producer of a local newscast, becoming news director in 1977 and station manager in 1981. Swanson moved into the management chair, he says, because he "had accomplished what he wanted to accomplish" in front of the microphone, didn't consider himself "a natural television talent" and wanted to "control [his] own destiny." As an on-air talent, he says, "either they like you or they don't." In 1983, Swanson moved to WLS-TV Chicago as vice president and general manager, where a first-day crisis would help turn the third-rated station's ratings around.

As he describes it, the morning program host had left, and he urged his staff to "expand your horizons" in looking for a replacement to go head-to-head with Phil Donahue ("I didn't think we could out-Donahue Donahue," he says). The result was hiring the now-syndicated talk show host Oprah Winfrey, with whom one WLS-TV staff member had worked at a Baltimore station. Winfrey started at WLS-TV on Jan. 2, 1984. It was a memorable date for other reasons. *Wheel of Fortune* aired on WLS-TV for the first time, and veteran newsmen Floyd Kalber (with whom Swanson had worked in the past) joined the station as evening news anchor.

The groundwork was laid, and the station eventually moved to number one.

Swanson moved up as well. In March 1985, he was named president of ABC's owned television stations division. Six days after Swanson took the position, ABC was bought by Capcities, and Swanson says he "anticipated the worst," expecting to be replaced in the inevitable shuffle. He remained in the job until January 1986, however. Although it was "a very difficult environment" in which to manage, with stations being sold and "a lot going on." When Swanson was replaced, it was to move up, assuming the sports mantle from Rooney Arledge, who had headed the division for 17 years.

Arledge's successor took over in a difficult climate. Although the division had a "great reputation," the economic realities were increasing competition for sporting events, escalating rights fees and a soft advertising marketplace. Although sports viewership has increased, he says, increased competition for events, "diffuses the audience. It also diffuses the advertising dollar. So while the cost of doing business has escalated, revenue diminishes."

Swanson says that ABC Sports has not been profitable since 1985, but he thinks it will turn around in 1990, or perhaps "a little ahead of schedule in 1989." What of the network's carriage of the 1988 winter Olympics (in Calgary, Alberta)? Swanson says ABC will "lose significant millions." The network has a responsibility to its clients to "provide a quality presentation," Swanson says, and "at this point, we can't cut enough corners to overcome the high rights payment [\$309 million]. Our obligation is to do a 94-hour broadcast out of Calgary...the best 94 hours we can."

The network is producing more hours of sports programming this year than last, Swanson says, including college basketball, expanded golf and auto racing coverage. In June, ABC will launch a late-night network sports talk show to coincide with the beginning of its *Monday Night Baseball* telecasts. The weekly, hour-long show, *ABC Sports Presents: Monday Sportsnite*, "won't be a traditional sportscast," Swanson says.

In addition to its programming, Swanson says the sports division has branched out into other areas, such as merchandising, videocassettes and publishing.

With so much on the plate, Swanson delegates as much as possible. He surrounds himself with the "strongest people" and gets out of the way, he says. He wants people working for him "who would like my job. And most of them do."

While his position requires many "long, tough days," Swanson still finds time to collect stamps, an interest he has nurtured since childhood. He also likes to read (often "seven or eight books at once"), go to movies, and, in the busman's holiday department, play some basketball and golf. ■

In what appears to be first time that any television network has released official revenue and profit numbers, Capital Cities/ABC said in its annual report last week that **ABC Television Network Group had revenue of \$2.1 billion, down 4%, and \$70 million loss** ("before purchase price adjustments and amortization of intangible assets"), compared to \$105 million pro forma profit in 1985. Company said that excluding accounting adjustments taken at time of its 1985 merger, network costs increased 4%, despite cost containment programs that "reduced operating expenses significantly below those originally planned." For rest of its broadcast operations, CC/ABC said it had net revenue of \$1.1 billion, 13% increase over pro forma 1985 results, and operating earnings ("before amortization of intangible assets") of \$412 million, up from pro forma profits of \$290 million in previous year. Company said that television stations' revenue, up 11%, combined with expense reductions, led to "substantially" higher operating income. For radio division, net revenue increased 4% while expense reductions led to "substantial increase" in operating income.

**FCC Chairman Mark Fowler** has announced he **will step down effective April 17**. "Because of his desire to participate in several important proceedings, Chairman Fowler indicated he would initiate negotiations for future endeavors subsequent to that date and announce his plans thereafter," according to FCC news release. FCC is expected to tackle package of controversial obscenity issues at meeting April 16.

**Laurence Tisch**, CBS president, made **courtesy calls** last Thursday on all **FCC commissioners** except Chairman Mark Fowler, who was not available. According to one source, Tisch's basic pitch was that CBS cutbacks were aimed at making company "more cost efficient" to insure that company survived and prospered in new competitive environment. Tisch also made selected stops on Capitol Hill.

**NBC President Robert Wright** said last week that **NBC News is losing more than \$110 million annually**. "CNN has a budget of roughly \$110 million, which is less than our losses," he said. He added that such heavy losses were a "relatively recent phenomenon" and that network was searching for ways to stem flow of red ink from news

**Revved up.** A move to codify the FCC's fairness doctrine has begun in the House. As promised, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) introduced legislation last week that would turn the doctrine into law. The bill (H.R. 1934, numbered coincidentally like the year the Communications Act was adopted) is identical to one offered in the Senate (S. 742) and will be the focus of a Telecommunications Subcommittee hearing on Tuesday, April 2. In the Senate, the measure was adopted by the Commerce Committee 14-4 and could get to the floor as soon as Wednesday (BROADCASTING, March 30). It's anticipated that Senator Ted Stevens (R-Alaska) and Bob Packwood (R-Ore.) will oppose the bill.

"Without the fairness doctrine, discussion of public affairs could become either one-sided or be reduced to a bland, uniform pabulum as broadcasters react to economic pressure from commercial advertisers—whether real or perceived," Dingell said in a statement accompanying the bill. The bill was introduced with more than 35 members as co-sponsors and is likely to move swiftly to the floor. Slated to testify at the House hearing: FCC Chairman Mark Fowler; Alfred Sikes, head of the National Telecommunications and Information Administration; Charles Ferris, a former FCC chairman, now with Mintz, Levin, Cohen, Ferris, Glovsky & Popeo; Newton Minow, a former FCC chairman, now with Sidley & Austin; consumer advocate Ralph Nader; Phyllis Schlafly, Eagle Forum; National Association of Broadcasters President Eddie Fritts, and Ernie Schultz, president, Radio-Television News Directors Association.

division. (One is being made by McKinsey & Co., now studying division's long-term position and strategy). But Wright also made point of saying, in interview with *Today's Business*, that "I don't see substantial cuts as a result of what we're doing." On cable, Wright said he doubted NBC would get into system ownership, but that he finds cable programming "very intriguing." He suggested network was still interested in opportunities there, but that right one "hasn't come by yet."

**House bill that would permit broadcasters to air ads for any legal lottery**, regardless of whether lottery is located in broadcaster's state (H.R. 1568), **was subject of judiciary subcommittee hearing** last week. Testifying in favor of legislation was NAB President Eddie Fritts. (Measure does not override state prohibitions on lotteries or lottery ads.) Subcommittee is likely to vote on bill this week. NAB is urging its members to seek congressional support for lottery legislation. NAB has expressed its opposition to possible amendment that may be offered by Representative Clay Shaw (R-Fla.) to allow broadcasts of out-of-state lottery ads only if state law provides for such ads.

**General Electric**, NBC's parent, has **asked FCC to reject petition by Sunbeam Television Corp.**, licensee of NBC affiliate **wsvn(tv) Miami, seeking to block GE's proposed acquisition of co-located CBS affiliate wtvj(tv)** (BROADCASTING, March 30). In its petition, Sunbeam alleged, among other things, that FCC, in multiple ownership ruling, had indicated that absent compelling showing, network acquisition of station not affiliated with it would be inconsistent with public interest. In counterfiling, GE said Sunbeam had failed to show that sale would harm competition. "The legal authority that it cites—a footnote in the report and order amending the multiple ownership rules—is inapplicable because GE does not intend to 'maintain affiliation' with another station in Miami while it owns wtvj," GE said. "Instead, GE intends to transfer the NBC television network programming to wtvj at the earliest point that it may lawfully do so and, in any event, no later than Jan. 1, 1989, the date on which the current affiliation agreement between NBC and wsvn expires. wtvj cannot become the NBC television network affiliate in Miami immediately upon consummation of the transfer of control unless wsvn is willing to relinquish its NBC affiliation at that time. During this interim period, wtvj will face ample competition from numerous other television stations and media in Miami."

**Writers Guild of America strike**, which began March 2, continued last week, with **no settlement** of major issues between striking WGA and representatives of CapCities/ABC and CBS. Also last week, CBS *60 Minutes* commentator Andy Rooney asked to sit in on negotiations as observer, but request was denied by CBS, WGA spokesman said. (Rooney, who could not be reached for comment late last week, reportedly has said he would quit CBS if strike is not settled soon.) About 525 employees at ABC and CBS, including some network O&O's, are on strike.

**Contract talks between NBC and National Association of Broadcast Employees and Technicians (NABET) broke off last week** without agreement and network's 2,800 NABET engineers, newswriters and others are now working without contract. Previous four-year pact expired last Wednesday, March 31. Main dispute is over NBC proposal to allow limited temporary hiring, which union believes will lead to job losses. Not at issue is NBC money offer, providing 3.64% increase in first year, 4.68% in second. Negotiating teams last week left San Diego, site of month-long talks, after NABET rejected network's "final" two-year offer and called for discussion to continue. Company has set April 21 deadline for union to ratify package. If union declines to call vote, walkout or appeal for federal mediation are options.

All-star cast is expected for **House Telecommunications Subcommittee hearing on impact of mergers and acquisitions on networks** (BROADCASTING, March 23). Among those agreeing to attend: CBS

President Laurence Tisch and CBS News President Howard Stringer; CapCities/ABC Chairman Thomas Murphy and ABC News President Rooney Arledge, and NBC President Robert Wright and NBC News President Larry Grossman.

**Buena Vista Television will cease distribution of Today's Business**, early morning business show, as of April 26 because show was not close to approaching profitability by pre-determined date, sources said last week. Show was considered bellwether for business journalism in syndication, according to industry observers. Buena Vista was never counting on high ratings for show but was looking for business audience with upscale profile attractive to advertisers. Show managed to attract corporate advertising clients, but downturn in rates being paid spelled doom for show. "There was no turnaround in sight," said one source. *Today's Business* was originally cleared on 140 stations covering roughly 85% of country.

Judge David A. Scholl of U.S. Bankruptcy Court last week denied programers' motion to force **Grant Broadcasting's** full payment of licensee fees and to compel GBS's immediate acceptance or rejection of programming contracts. Instead, Scholl set May 15 as date by which GBS must decide on contracts.

ABC's *World News Tonight* on Thursday reported what it said was breakthrough in use of **satellite sensing** by private companies—pictures of what it said was Soviet radar facility that, report contended, constitutes violation of 1972 Anti-Ballistic Missile Treaty. Pictures, made by French commercial satellite SPOT from 500 miles in space, show facility 60 miles from Siberian city of Krasnoyarsk, deep inside Soviet Union. Report said apparent function of radar—early warning—is not violation of treaty but location is. Treaty calls for location of such facilities on nation's borders. Correspondent Rick Inderfurth, in voice over, said pictures indicate that, "for the first time, commercial satellites will be able to monitor what the Soviets decide to about [their radar facility]—something in the past only governments, with their highly classified spy satellites—were able to do."

**Chairman of Canadian Radio-Television and Telecommunications Commission said free-trade discussions now under way with U.S. could result in repeal of measures that benefit Canadians to disadvantage of Americans.** Andre Bureau said talks could, specifically, lead to elimination of tax bill—C-58—that has long galled American broadcasters. Legislation denies tax break to advertisers that buy time on American stations that serve Canadian audiences. C-58, said Bureau, provides Canadian television with annual advertising revenue of \$55 million. He also said free trade could mean elimination of cable substitution regulation, which benefits Canadian stations and advertisers to tune of 25%-35% of total English-language television revenue. Bureau, who was addressing Publicite Club in Montreal, suggested advertisers would find it in their best interests to express their views in debate now under way, "or try to find alternatives to these measures whose possible abolition would weaken the system that serves you so well."

**Sears Roebuck & Co.,** for second consecutive year, was **leading network radio advertiser in 1986**, according to Radio Network Association (RNA), which relies on financial data collected from network companies by New York-based accounting firm of Ernst & Whinney. General Motors moved from eighth position on RNA's 1985 advertising list to second place in 1986. Rounding out top five spots were Warner Lambert, AT&T and Anheuser-Busch. Ernst & Whinney does not release client expenditure figures.

**Hearings on possible ban of advertising and promotion of tobacco products** were held last Friday (April 3) by House Subcommittee on Transportation, Tourism and Hazardous Materials. (Ban has been proposed by Representative Bob Whittaker [R-Kan.] in H.R. 1532.) Testimony was heard from Federal Trade Commission Chairman

**Budget battle.** *The House Foreign Affairs Committee and the Reagan administration are in a tug-of-war over the authorization measure the committee has approved for the State Department and U.S. Information Agency. The committee bill had been scheduled for action last week by the Rules Committee as preliminary to action by the House. But leaders of the Foreign Affairs Committee decided to pull the bill from consideration after learning the administration would oppose it. The administration was said to feel the proposed authorization in the bill was inadequate and too restrictive in the way the funding was earmarked for specific purposes. The committee had resorted to earmarks particularly in funds authorized for Voice of America; the aim was to protect funds from diversion by USIA for other purposes, particularly USIA's Worldnet service (BROADCASTING, March 30.) For the most part, the committee—attempts to meet Gramm-Rudman-Hollings limits—restricted authorization figures to amounts that had been appropriated for fiscal year 1986. The administration also objects to the so-called "buy America" provision that gives American companies advantage in competing for sales of transmitters USIA will purchase as part of a multiyear program of modernizing and expanding VOA's broadcast facilities.*

Daniel Oliver, American Civil Liberties Union legislative counsel, Barry Lynn, representatives of advertising associations, congressmen and others. Opponents of legislation claim it violates First Amendment rights of advertisers and could lead to restrictions on advertising of other legal products.

**FCC Review Board has affirmed initial decision denying renewal of Catocin Broadcasting Corp. of New York for daytimer WBUZ(AM) Fredonia, N.Y.** (BROADCASTING, Sept. 8, 1986). FCC Administrative Law Judge Walter Miller had found, among other things, that Henry Serafin, station's owner, had discriminated against black woman, failed to conduct contests as announced and "proved himself to be both a cheat and a liar." Added Review Board: "The record complied by the ALJ reflects a licensee wholly unconcerned with honesty, candor or compliance with even the most basic federal requirements." Dunkirk-Fredonia League of Women Voters, Chautauqua County Rural Ministry Inc. and Dunkirk branch of NAACP had opposed renewal.

**Milton Benjamin stepped down last week as president and chief operating officer of UPI**, saying that Mario Vazquez-Rana, Mexican publisher who bought UPI out of bankruptcy last summer, wanted more "direct role" in managing wire service. With resignation, Vazquez-Rana adds title of president to current title of chairman and CEO. Rejuvenating wire service "will require a greater level of investment than originally envisioned" by Vazquez-Rana, said Benjamin in prepared statement.

**Thomas G. Griscom**, who has long been associated with Howard Baker Jr., new White House chief of staff, has been **named director of communications for White House.** Griscom, 37, was press aide to Baker when latter was Republican senator from Tennessee and served as minority and then majority leader of Senate. Baker called on Griscom to join transition team when new chief of staff replaced Donald T. Regan on Feb. 27. Griscom is leaving lobbying and public relations firm of Ogilvy & Mather, where he was president and chief operating officer.

President Reagan has named **Rhett B. Dawson** as assistant to President for operations. Dawson, who began his official duties as member of President's senior staff last week, is overseeing White House offices of staff secretary, administration and military office. He is former staff director and chief counsel of Senate Committee on Armed Forces and he served as director of President's special review board examining Iran-contra affair. He is husband of FCC Commissioner Mimi Dawson.

# Editorials

## Singing in the rain

For an industry in disarray, as broadcasting is so often portrayed these days, it certainly throws good conventions. Not even the variable Dallas weather dimmed the spirits of the 40,388 delegates clocked through the convention center turnstiles. Both the people and the enthusiasm were wall to wall.

Not to say there were no serious issues. The extraordinary appearance by CBS's Laurence Tisch underscored the sea change the industry is undergoing. His remarks—presented elsewhere in this issue in virtual full text—were of a sort most in his audience never expected to hear in their lifetimes: "I also come here to give a warning about these tumultuous times and the dangers they pose for our industry and for the networks most of all."

If Tisch's was a call to alarm, albeit sounded "not in panic or desperation," an even louder call to arms came from FCC Chairman Mark Fowler, who pulled out all the stops in his farewell address to the industry he has so revolutionized with deregulation. Speaking of the founding fathers, he recalled that their first principle was the freedom of speech and of the press, and added:

"Do not ask me to join those broadcasters and others who equivocate on matters of principle and waffle on matters of freedom."

No one who knows Mark Fowler would ever dream of it. His steadfastness in trying to award or to win First Amendment rights for broadcasters is perhaps the brightest legacy of his chairmanship, although he will likely be remembered first for his preemptive strike on regulation. Those who are thinking of embracing the public interest standard as a trade-off for license renewal protection must have been squirming in their seats.

Few who heard Mark Fowler in Dallas will soon forget his admonitions, and none the drama of his delivery. Speaking of his early career as a disk jockey, he said: "Sometimes I'd have the night shift. And I'd be there all alone, surrounded by the night. But never really alone. That was the magic, then and now, of your great industry. From the first crackling codes from ships at sea to the color photos from ships in space, we are a nation bound together by broadcasting." It's clear from his FCC stewardship that the chairman still believes in "the magic and the miracle."

Speaking of FCC stewards. Four other commissioners also appeared during the NAB convention, giving their views on the issues of the moment: Chairman-designate Dennis Patrick, James H. Quello, Mimi Weyforth Dawson and Patricia Diaz Dennis. An observer could come away with two impressions. First, that all four are exceptional individuals, on top of the issues and fervent in their search for apt solutions. And second, that however their final votes may come down, each will reach his or her decision by way of an independent course. Neither nation nor industry could ask for more.

## Troubling talk

Perhaps spurred by the Supreme Court's refusal to hold cable programing hostage to whatever passes for this week's, or that arbiter's, definition of indecency (BROADCASTING, March 30), broadcast regulators attending the NAB convention in Dallas last week seemed intent on reminding broadcasters that no such protection applied to them. The zeal in evidence was more than a little disconcerting.

"Our forefathers did not grant freedom of speech to talk about indecency," said FCC Commissioner James Quello. "If we can prove it, I'd like to nail someone with a license revocation pro-

ceeding or a \$10,000 fine." And the FCC's new general counsel, Diane Killory, citing the commission's tradition of a narrow reading of the authority afforded it in *Pacifica*, appeared to be announcing a change in course. "If there are other offensive words [than the seven 'dirty words' cited in *Pacifica*]," said Killory, "why not go after them? . . . My recommendation is to enforce the law and proceed under the indecency section."

"Nail them?" "Go after them?" The tenor of both comments is ominous, as though uttered by hunters going after game whether game is there or not. The avid pursuit of an indecency case is a blueprint for censorship and an invitation to endless complaints of unseemliness from those with the price of a stamp.

That the indecency standard could open the door to intrusive content regulation was anticipated by Justice William Brennan in his vigorous dissent from the majority opinion in the *Pacifica* case. That opinion, said Brennan, was "another of the dominant culture's inevitable efforts to force those groups who do not share its mores to conform to its way of thinking, acting and speaking." (The "culture" need not even be dominant, he could have added, if it is vocal enough in bending the ears of decision makers.) The proper answer to "unwanted communication by radio," Brennan said, was to "turn the off-on switch."

This page does not mean to suggest that there is no avenue for redress of legitimate grievance or that there are no complaints that deserve a hearing. It does suggest that the proper pursuer of those complaints is the Justice Department, and the proper forum the due process of a courtroom. To ask regulators to double as morals officers is to invite censorship.

The FCC's general counsel claims that her pursuit of the wicked word can be accomplished without chilling speech. But a communications attorney commenting on Killory's policy pronouncements advised broadcasters that, until the commission clarifies its position, and "unless you are able to defend yourself, [stay] away from any material containing any sexual content."

The temperature is already falling.

**Out of bounds.** *The last three days of April have been colored red on the calendar of Chairman Edward Markey (D-Mass.) of the House Telecommunications Subcommittee. Those are the days Markey has set aside to sit in judgment on network takeovers, mergers and refinancing and how, here's the rub, they may affect network news. Larry Tisch of CBS told the NAB convention last week that he would be glad to testify before Markey about managerial affairs, but "it is inappropriate for Congress to inquire into the nature and adequacy of our news operation." Let us hope that Tisch sticks by that opinion. Appraisal of television news is none of Markey's business.*



Drawn for BROADCASTING by Jack Schmidt

"Would we be giving up our First Amendment rights to gain license security? I'm not sure I should be talking about that."

# WHILE OTHER NETWORKS ARE CRYING THE BLUES...

# MUTUAL'S EXPANDING WITH PM NEWS!

On Monday, May 4, Mutual premieres *PM News*. The only radio network evening news originating from the West Coast. Under the direction of Ron Nessen, Mutual's new, state-of-the-art West Coast News Bureau will be up and running live and direct from Westwood One's headquarters in Los Angeles.

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