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RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 20

**CLEARING FAST
ON BOTH AFFILIATES
AND INDIES.**

Home Shopping Game. The eyes have it!



WCBS-TV NEW YORK



KCBS-TV LOS ANGELES



WBBM-TV CHICAGO



WCAU-TV PHILADELPHIA



Major groups like CBS, Storer, Gaylord, Cox, Meredith and many more have made Home Shopping Game the fastest-selling half-hour strip in the country. Available for a June 1987 start on a revenue-sharing basis.



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50th Year 1987

**The Patrick difference
at the FCC**
Sending a warning
on indecency

ARB

KHJ-TV

IS

#

1

FEB. SWEEP

ARBITRON

MONDAY - FRIDAY, 4-6 PM.

- #1 Independent in TOTAL ADULTS 18+**
- #1 Independent in ADULTS 18-49**
- #1 Independent in ADULTS 25-49**
- #1 Independent in ADULTS 25-54**
- #1 Independent in TOTAL WOMEN 18+**
- #1 Independent in WOMEN 18-49**
- #1 Independent in WOMEN 25-49**
- #1 Independent in WOMEN 25-54**
- #1 Independent in WORKING WOMEN 18+**
- #1 Independent in TOTAL MEN 18+**
- #1 Independent in MEN 18-34**
- #1 Independent in MEN 18-49**
- #1 Independent in MEN 25-49**
- #1 Independent in MEN 25-54**

KHJ-TV is #1 again in ADULT FRINGE Monday - Friday, 4 - 6PM.

Source: Feb. '87 - ARBITRON - TSA (000's)

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A Division of RKO General Inc.
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KHJ-TV
LOS ANGELES

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We have achieved that because The Research Group has helped us to have a clearly defined strategic plan... a plan based on the research we have done with them over the years. We see our relationship with The Research Group as more than just their gathering of research data. They have really gone beyond that into teaching our entire staff how to think strategically—and, that's what helps us win.

We have a long-term and on-going relationship with The Research Group. They're not just a company that comes here to do research. They really are partners in our success."

Diane Sutter
Vice President and General Manager
WTKN/WWSW-FM Radio



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1 Americom closed over 80 percent of the listings we accepted in 1985 and 1986.

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3 "Americom understands financing better than any brokerage company I know." *Steve Hicks*

With 12 major radio transactions not closing in January and February of this year, understanding financing at the brokerage level is critical to a successful closing. Americom understands financing and closed all of our 1986/1987 transactions.

4 Americom knows the serious, capable buyers.

Like George Duncan, John Gambling, Mac Tichenor, Bob Duffy and Marty Greenberg, Alan Beck, Al Kaneb, Tom Stoner, and Kerby Confer—all found at least one of the radio stations they were looking for through Americom.

5 Americom concluded radio station sales in over 50 percent of our transactions with 3 or less buyer contacts.

When confidentiality is a must, Americom knows the buyers for your station and does not have to shop, as many brokers do.

6 Americom gets the job done right . . .

Ask Dick Oppenheimer, Rob Dyson, Tom Joyner, Jerry Atchley, Alan Beck and Art Kern or any of the many station owners we have served.

**Call for a confidential exploratory look at
how we might be able to assist you.**



Radio Station Brokerage & Financing

Broadcasting **Apr 20**

FCC acts on indecency Patrick assumes FCC chairmanship Programers head for MIP-TV

CRACKDOWN □ The FCC announced last week that it was stepping up its enforcement of restrictions on "indecent" broadcasts. **PAGE 35.**

AT THE HELM □ Dennis Patrick takes over for the departing Mark Fowler as chairman of the FCC. **PAGE 36.**

EARLY NUMBERS □ CBS first quarter yields mixed results. **PAGE 40.**

TAFT CONCLUSION □ Bass group, Carl Linder and members of Taft Broadcasting founding families agree to \$155 per share offer for company. Parts of company will be sold to various parties involved in deal. **PAGE 40.**

ALL OVER BUT THE... □ NBC poised to win second consecutive prime time ratings victory, but the overall network share, plus viewing among key demographics, is down. **PAGE 42.**

PROGRAM UPDATE □ PBS study on policies and program selection suggests update of service's 1971 guidelines. **PAGE 58.**

WHAT NEXT? □ American Public Radio convention to focus on life after departure of *A Prairie Home Companion*. **PAGE 59.**

PAULEY REVIEW □ NBC *Today* co-anchor Jane Pauley appraises the morning news show's competition. **PAGE 60.**

COMING UNGLUED □ Contel-Comsat merger may

fall through. **PAGE 61.**

ONE-YEAR-OLDS □ One year after Home Shopping Network went public, analysts views are mixed as to long-term viability of home shopping services. **PAGE 63.**

EDGING UP □ ABC executives predict slight rise in three-network profits in 1987. **PAGE 64.**

LOOK BACK □ Article by Lawrence Lichty and Ed Fouhy questions contention that press helped "lose" Vietnam war. **PAGE 66.**

MEET ME IN ST. LOUIS □ Cable's relationship with public television is the focus of the PBS/NAPTS meeting scheduled for next week in St. Louis. **PAGE 69.**

FAIRNESS PULSE □ Most broadcasters, in comments at FCC, favor elimination of fairness doctrine. **PAGE 71.**

BOOSTERING □ Broadcasters support FCC plan to use booster stations for FM and TV outlets. **PAGE 73.**

TECHNICAL ANALYSIS □ Broadcast industry begins examination of NAB's call for a Technology Center. **PAGE 75.**

TO THE TOP □ Tribune Broadcasting's Otis Freeman got in on the ground floor of TV engineering, and has been growing with the medium ever since. **PAGE 95.**

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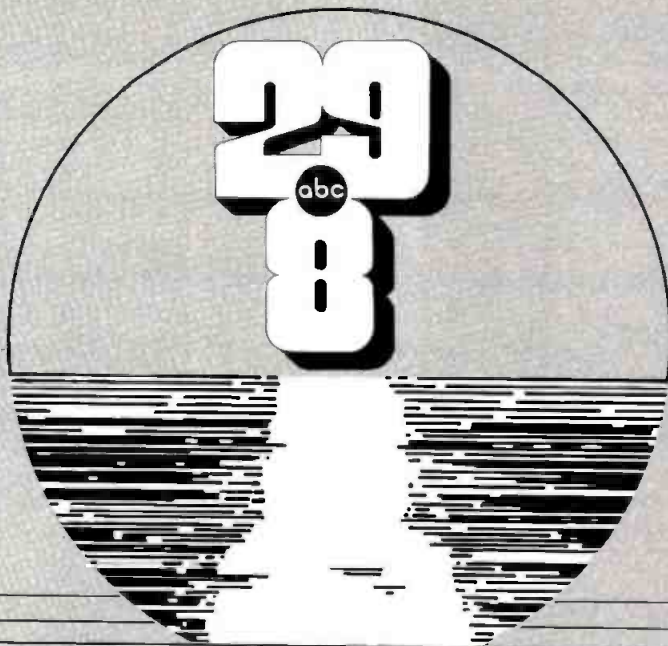
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A GREAT PERFORMANCE ON THE GREAT LAKES

WGTU-TV/WGTQ-TV,
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get great reviews and great
results every time. We are
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Late entry

Carol Emery, 35, associate administrator for National Telecommunications and Information Administration, has joined ranks of those seeking FCC seat vacated by Chairman Mark Fowler. She was reportedly recommended to White House by Secretary of Commerce Malcolm Baldrige.

To sunset sunset

Broadcasters are gearing up for major push on Capitol Hill for legislation to eliminate provision in FCC's new must-carry rules that would sunset rules in five years. National Association of Broadcasters, Association of Independent Television Stations and Television Operators Caucus will be working in concert to convince Congress of need for bill. Parties say they'll propose "simple" bill that will only remove sunset and include no other issues. Nor are they planning to ask Congress to preclude FCC from revisiting rules. Broadcasters also prefer to keep sunset separate from their license renewal reform initiative. However, Senate Communications Subcommittee staff is drafting "general broadcast bill" and is said to be considering inclusion of sunset provision.

Cableless cable

Jones Intercable, Denver-based MSO, is seriously exploring multichannel television to expand cable systems in and outside franchise areas without stringing more cable, according to various MDS sources. MCTV or "wireless cable" operators use MDS, ITFS and OFS microwave channels to broadcast cable programming services to subscribers equipped with special antennas and receivers. Jones executive acknowledged company's interest, but said it hasn't reached point of trying to secure microwave channels or programming. He denied report that Jones has targeted Denver, adding that "we are not boring in on any particular city at this time."

In New York, meanwhile, HBO has leased second MDS channel from NY MDS Inc. and, according to FCC filing, plans to use channel to scramble and broadcast HBO from transmitter atop Empire State Building. HBO will not elaborate on plans, but MDS sources speculate that HBO wants to offer scrambled service on second MDS so that it can phase out long-time unscrambled service on market's other MDS channel

and eliminate rampant piracy. Several companies, including Microband Corp. of America, which has MCTV ambitions in New York, have agreements with HBO to retail unscrambled HBO service in New York. Although they have tens of thousands of paying subscribers, industry sources believe there are at least as many non-paying pirates. According to one retailer, microwave gear to receive unscrambled signal is sold out of trucks in streets of Brooklyn.

Natural progression

Reports were circulating on Capitol Hill last week that Thomas Ryan, chief counsel to House Energy and Commerce Committee, would leave post in May, reportedly to join lobbying firm of Wunder, Thelen & Forgotson. WT&F principals: Bernard Wunder, former head of National Telecommunications and Information Administration, and William Diefenderfer, former chief counsel to Senate Commerce Committee.

Pen pals

Television broadcasters may look for joint letter from unlikely writing team—ASCAP and All-Industry Television Station Music License Committee. Letter will explain last February's U.S. District Court decision on music license fees (BROADCASTING, March 9). Purpose of letter is to let broadcasters know that they now have option of either continuing with blanket license at new revised rate or opting for per-program fee. Choice is viewed by committee as giving stations' meaningful alternative to blanket license.

Small world

Group of network standards activists is expediting study of new generation of small-format digital videotape recorders. Immediate goal is to outline user requirements for digital system with tape half-inch wide or less that could serve as portable companion to world standard "D-1" digital recorder. D-1 is too complex and expensive for certain applications, particularly newsgathering. Although small format digital technology is probably still several years from realization, engineers conducting work under Society of Motion Picture and Television Engineers hope quick action will help avoid battle scars gained in past small-format standards debates. But work is touching already sensitive territory, including ongoing disputes over fit of digital formats into

existing NTSC TV plants and disagreement over whether format should be designed primarily for field acquisition or broadened to include studio applications.

No sale

Despite number of television stations opening schedules to condom ads, interest of condom manufacturers in advertising opportunity has not kept pace. Officials at Fox Broadcasting Co., which had tentatively decided to permit such spots on *The Late Show Starring Joan Rivers*, say they have dropped their offer for lack of takers.

Temporarily on ice

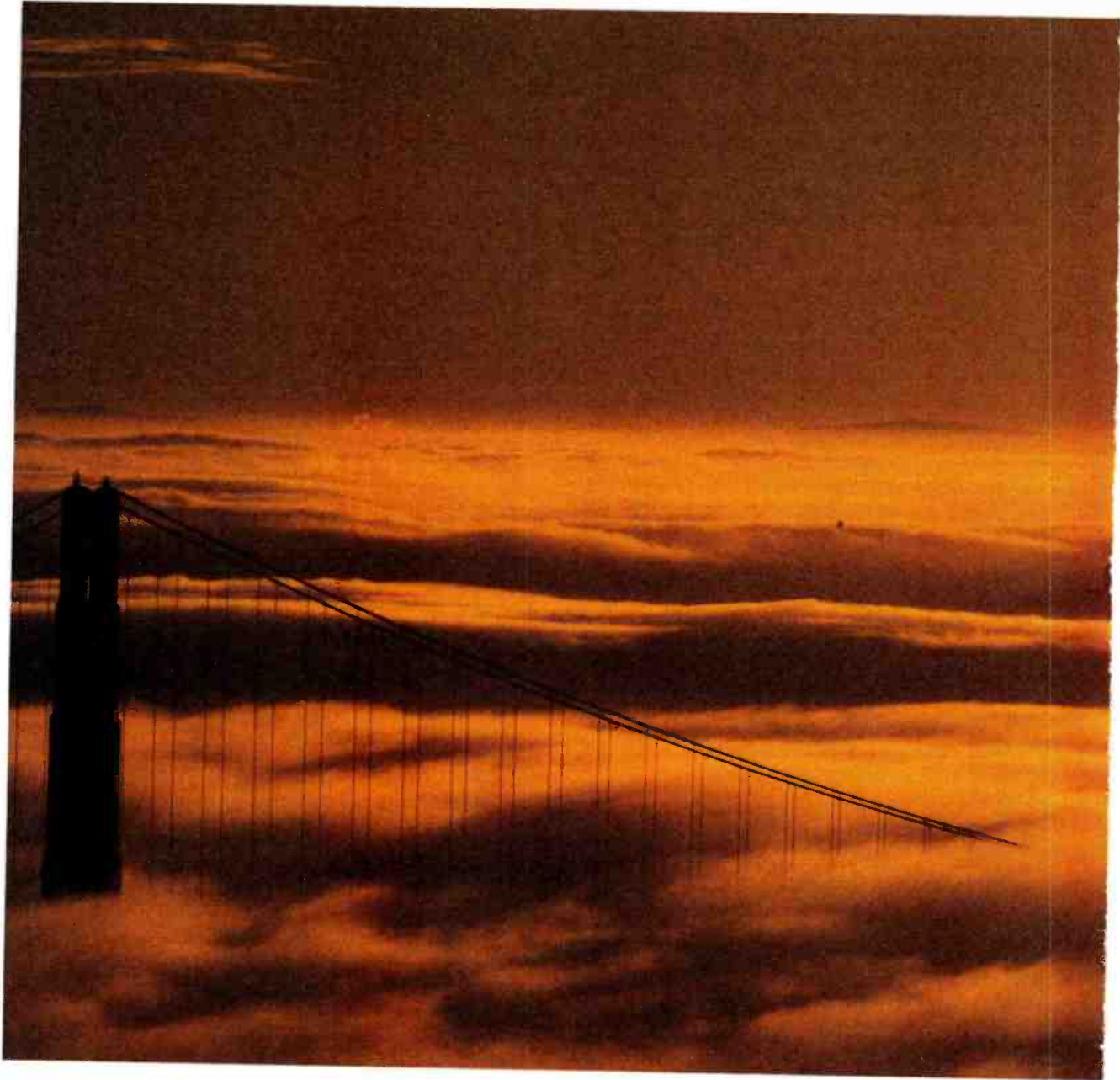
Don't look for National Association of Broadcasters to issue its proposed "white paper" on "Cable—The Unregulated Monopoly" (see page 74) before June. (Some NAB sources were even indicating that final decision to issue paper has not been made.) NAB is said to be timing release of paper after deadline for petitions for stay in court of FCC's new must-carry rules has passed. Last week NAB executive committee looked at first draft, which is said to focus on cable's First Amendment gains and how industry has "behaved without must carry." It also contains statistics on growth of cable and claims cable has "overstepped its bounds." It is unclear what NAB may recommend.

In February NAB's television board signed off on broad outlines of paper to reflect broadcasters' concerns over must carry, syndicated exclusivity, channel repositioning and need for additional competition. But it also agreed paper would not call for ownership caps on number of systems cable operator can own or advocate entry of telephone companies in cable business.

Store's closed

American Catalog Shopper's Network, started by Bernard Mann, chairman and CEO of High Point, N.C.-based Mann Media, and National Association of Broadcasters radio board member, has gone on "hiatus" for at least 90 days. Satellite-fed televised home shopping service was expected to launch April 1 (BROADCASTING, Feb. 9). Among reasons for delay, Mann said last week: ACSN did "great job of selling catalogue companies" but had problem getting carriage on broadcast TV or cable systems.

Getting to the heart of



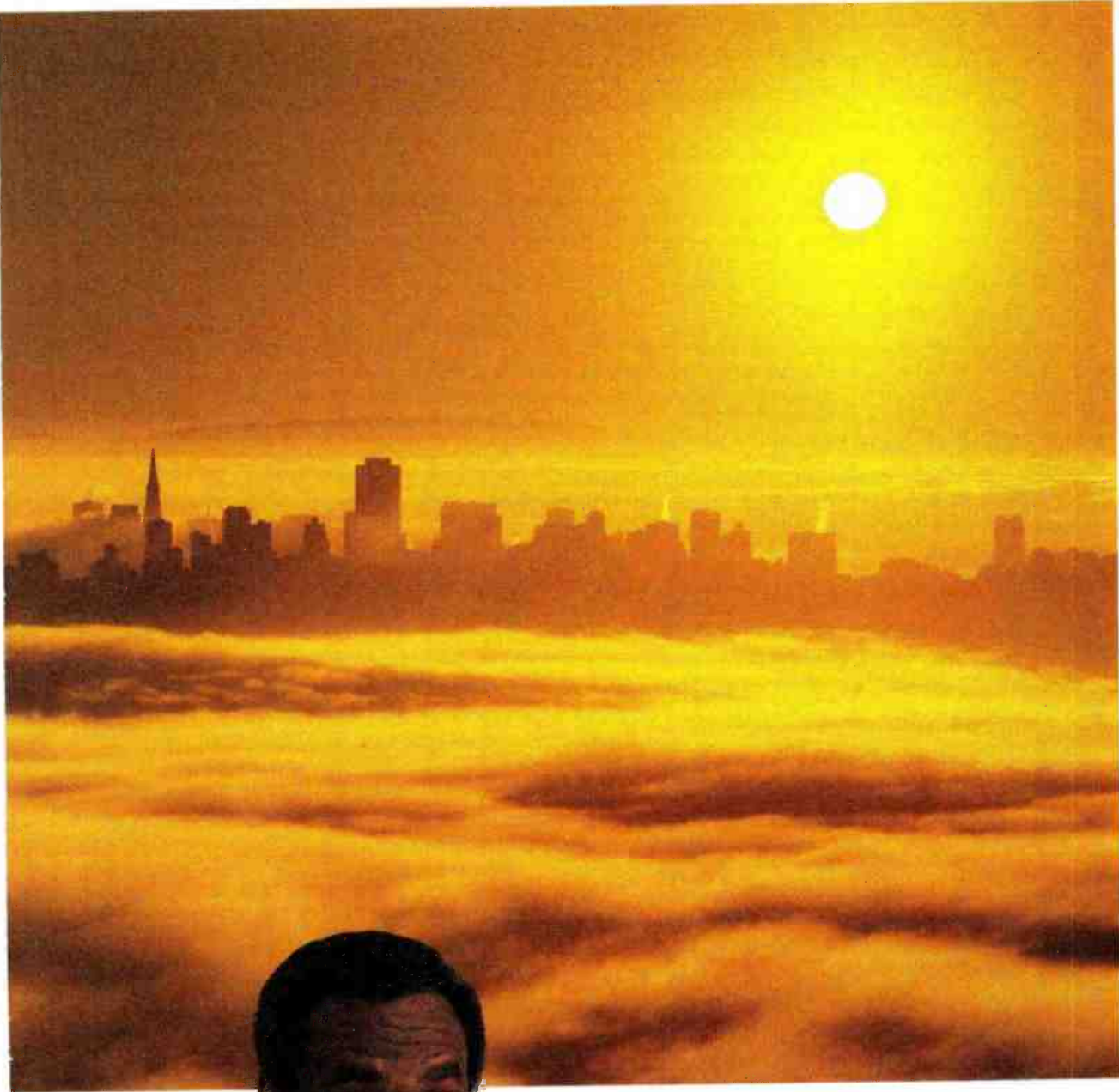
KPIX-TV

"KPIX has won the high stakes bidding war for local broadcast rights to The Cosby Show. We're confident that America's favorite television show will positively effect KPIX's entire lineup and strengthen our position as the Bay area's favorite television station."

Carolyn Wean, General Manager, KPIX-TV, San Francisco



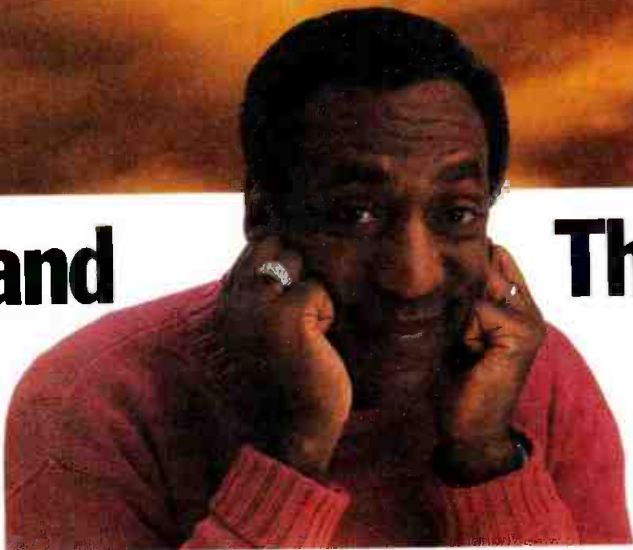
San Francisco.



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and

The Cosby Show



Turner refinances

Turner Broadcasting System is expected to reveal details of its \$550-million MSO-backed equity recapitalization this week or next by sending out a proxy to shareholders outlining the deal and asking for their approval. "We are shooting to complete the deal by May 15," said one TBS source.

Last January, financier Kirk Kerkorian and 14 cable MSO's led by Tele-Communications Inc. agreed to acquire 35% of TBS for \$550 million to give TBS cash to redeem preferred shares issued as part of its purchase of MGM/UA Entertainment Co. a year earlier (BROADCASTING, Jan. 26). TBS is eager to redeem preferred shares because it pays stock dividends that began accruing at a rate of 14% a year on March 25.

Since the announcement of the deal, three other MSO's have joined the consortium, and Time Inc., parent of American Television & Communications, the second largest MSO, and Home Box Office Inc., has confirmed that it is negotiating to become part of the group. A TBS source said last week that Time participation is likely.

ATC was conspicuous by its absence from the original group. According to industry sources, Time (or ATC) was not involved at the beginning because it had hoped to persuade TBS to sell its control of CNN and CNN Headline News as a way of raising the capital it needed. Time has had its eye on the 24-hour-a-day services for years.

Although the deal, once finalized, will leave Ted Turner at the helm of the TBS with 51% of the stock, it will substantially weaken his control over the company. According to TBS's 10-K, filed with the Securities and Exchange Commission last week, the deal calls for the expansion of the TBS board to 15, seven of whose members would be elected by Kerkorian and the 17 MSO's. What's more, the 10-K says, a "supermajority"—12 board votes will be needed to approve "certain annual budgets as well as certain types of transactions, generally characterized as not in the ordinary course of the company's business."

TCI, the nation's largest MSO, will be,



National TVRO month. As its contribution to National Cable Month, C-SPAN has been featuring representatives of the cable industry on call-in shows each Monday evening during April. Last Monday (April 13), four cable programmers joined C-SPAN's Bruce Collins on the C-SPAN set to answer calls (l-r): Robert Johnson, president, Black Entertainment Television; Tim Robertson, president, CBN; Collins; John Wynne, chairman, The Weather Channel, and Ruth Otte, president, The Discovery Channel. A week earlier, the calls were fielded by Trygve Myhren, chairman and chief executive officer, American Television & Communications, and James Cownie, executive vice president, Heritage Communications.

During both sessions, a number of calls were from owners of backyard earth stations, who were unhappy with the prices they were being forced to pay for descramblers and subscriptions to scrambled cable programs. Myhren and Cownie, who are chairman and vice chairman of the National Cable Television Association, respectively, said they as cable operators had little control over how the scrambled cable services are marketed. In response to one questioner, Myhren said the distributors of superstations scrambled their signals for their own reasons. "Those decisions are up to the individual programmers," he said. Cownie said the "cable industry is supportive of third-party distribution" of scrambled programming in the home satellite market. But, he said, it's not up to operators to "influence" programmers to make it happen.

For today's (April 20) National Cable Month telecast, C-SPAN will be in Philadelphia's Congress Hall, where the C-SPAN board of directors, which includes representatives of many of the industry's largest MSO's, will discuss with Secretary of Education and constitutional scholar Edward Bennett a topical subject: cable and the First Amendment. On April 27, the series will wind up with separate call-ins on cable regulation with Steve Effros, president of the Community Antenna Television Association, and Jack Valenti, president of the Motion Picture Association of America.

with the possible exception of Kerkorian, the biggest new investor in TBS. According to TCI spokesman Bob Thompson, it and United Artists Communications Inc., of which TCI owns 50%, have agreed to put up \$175 million of the \$550 million. Certain to strengthen TCI's hand at TBS is the fact that several other MSO's in which it has an interest are buying into TBS, including Heritage

Communications, Lenfest Group, TCI-Taft Cablevision, TKR Cable and United Cable.

Marketing push

Using radio, newspapers and television guide supplements, Viacom Cable will launch a year-long, tune-in advertising campaign in its Nashville, Seattle and Long Island, N.Y., cable systems to "increase viewership and customer awareness" of a selected group of cable TV networks, Viacom said. According to Virginia Westphal, Viacom Cable vice president of marketing, the test will feature specific programs and networks, and will reach more than 430,000 customers.

Superstation WTBS(TV) Atlanta, Lifetime, Discovery, USA, ESPN, Arts & Entertainment, The Nashville Network and Showtime will be highlighted in the test, Viacom said, because of "their ability to reach many different segments of the target audience." According to Jerri Meacham, Viacom Cable director of advertising and promotion, who will direct the implementation of the campaign, "in order to reinforce the unique characteristics of each of these networks, the test will focus primarily on original cable programming."

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Complete "Ready to Air" Package
\$595 radio • \$1995 tv

- **Oldest Promotion in The Industry**
Over 33 years 1400 plus stations.
- **Gets Double Rate Card Rate**
A complete promotional package providing sponsors the "extras" that command extra dollars.
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A proven leader in all markets.
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Still wondering about Small Wonder?

BULLETIN BULLETIN BULLETIN BULLETIN BULLETIN
N BULLETIN BULLETIN BULLETIN BULLETIN BU

ATTENTION: ALL STATION MANAGERS

THE FEBRUARY BOOKS ARE IN!

SMALL WONDER is the number one first-run sitcom for the
sixth consecutive sweep!

Stop wondering!

BULLETIN BULLETIN BULLETIN BULLETIN BULLETIN
BULLETIN BULLETIN BULLETIN BULLETIN BULLETIN

ATTENTION: ALL STATION MANAGERS

THE FEBRUARY BOOKS ARE IN!

SMALL WONDER is the number one first-run sitcom for the sixth consecutive sweep!

<u>RANK</u>	<u>PROGRAM</u>	<u>HH RATING</u>
1	<i>SMALL WONDER</i>	6.3
2	Mama's Family	5.3
3	9 To 5	4.9
4	What's Happening Now!!	4.3
5	Throb	4.2
6	Charles In Charge	3.9
7	It's A Living	3.8
8	Ted Knight Show	3.7
9	One Big Family	3.6
10	What A Country!	3.4
11	New Gidget	3.3
12	Check It Out!	1.4

In addition, SMALL WONDER is #1 in key women demos - Women 18-49 and Women 25-54.

Here are some examples of *SMALL WONDER'S* strength in markets all across the country...

Source: NSI/CASSANDRA Ranking Report 2/87. Subject to the limitations of the methodologies employed.



LOS ANGELES • NEW YORK • CHICAGO • DALLAS • ATLANTA

BULLETIN BULLETIN BULLETIN BULLETIN BULLETIN

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SMALL WONDER GROWS AGAIN!

- % SHARE INCREASE 2/87 OVER 11/86 -

	HH	W 18+	W 18-49
CHICAGO/WFLD/SAT 5:00 PM*	+13%	N.C.	+17% @
BOSTON/WCVB/SAT 7:30 PM	+5%	+8%	+4%
DALLAS/KDAF/SAT 5:30 PM*	+40%	+100%	+125%
HOUSTON/KRIV/SAT 4:30 PM*	+10%	+67%	+41%
ATLANTA/WAGA/SAT 7:30 PM	+7%	+18%	+25%
PITTSBURGH/WTAE/SAT 7:30 PM	+6%	+8%	+9%
TAMPA/WFTS/SUN 6:00 PM*	+100%	+67%	+140% @
MIAMI/WCLX/SUN 5:30 PM*	+10%	+86%	+100%
ST. LOUIS/KPLR/SAT 6:30 PM	+8%	+20%	+18%
INDIANAPOLIS/WXIN/SUN 6:30 PM	+100%	+78%	+71%
HARTFORD/WTXX/SAT 6:00 PM*	+100%	+100%	+100% @
MILWAUKEE/WITI/SAT 6:00 PM*	+46%	+31%	N.C.
CINCINNATI/WKRC/FRI 8:30 PM	+14%	+21%	+21%
NASHVILLE/WZTV/SAT 6:30 PM	+125%	+40%	+33% @
COLUMBUS, O./WTVN/SUN 4:00 PM	+100%	+133%	+90% @
SALT LAKE CITY/KUTV/SAT 6:30 PM*	+15%	+11%	+10%
PROVIDENCE/WLNE/SAT 7:00 PM*	+50%	+67%	+250% @
HARRISBURG/WHTM/SAT 1:30 PM*	+120%	+50%	+30%
DAYTON/WDTN/SAT 7:00 PM	+114%	+92%	+114%
LITTLE ROCK/KLRT/SAT 3:00 PM	+78%	+163%	+185%
SYRACUSE/WIXT/SUN 4:30 PM	+100%	+141%	+179%
CEDAR RAPIDS/KCRG/SUN 5:30 PM	+54%	+17%	+79%
PORTLAND, ME/WPXT/SAT 7:00 PM	+50%	+67%	+150%
JOHNSTOWN/WWCP+/SUN 5:30 PM	+25%	+50%	+100%
TRI-CITIES/WETO/SUN 5:00 PM	+120%	+27%	+114%
GREENVILLE, NC/WCTI/SUN 6:30 PM	+57%	+12%	+14% @
LAS VEGAS/KVVU/FRI 4:30 PM*	+7%	+13%	+30%
PEORIA/WYZZ/SUN 5:30 PM*	+56%	+7%	+45%
SALINAS/KSBW/SAT 6:30 PM*	+33%	+32%	+7% @
WILMINGTON/WECT/SAT 7:30 PM	+29%	+63%	+100%
WICHITA FALLS/KSWO/SUN 3:00 PM	+300%	+1467%	+42%
LUBBOCK/KJTV/SUN 4:00 PM	+55%	+19%	+220%
FLORENCE, SC/WPDE/SUN 2:00 PM	+150%	+37%	
CLARKSBURG/WBOY/TUE 4:00 PM*	+22%		

Source: NSI/CASSANDRA (* - ARB/SQAD APOLLO) 2/87 - Program other than Small Wonder aired. Subject to the limitations of the methodologies employed.
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LOS ANGELES • NEW YORK • CHICAGO • DALLAS • ATLANTA



There's no stopping it.

PRAY

MARKET/STATION	DAY & TIME	HH
		PERCENT
PHILADELPHIA/WPHL	SAT 6:00 PM	+43%
BOSTON/WFXT	SAT 7:30 PM	+50%
DETROIT/WKBD	SAT 11:00 PM	+29%
MINNEAPOLIS/KSTP	SAT 6:30 PM	+10%
ORLANDO/WOFL	SAT 7:30 PM	+83%
MILWAUKEE/WISN*	SAT 6:30 PM	+80%
CINCINNATI/WXIX	SAT 7:00 PM	+14%
EVANSVILLE/WEHT	SAT 6:30 PM	+43%
FARGO/KVRR	SAT 6:30 PM	+200%
TOPEKA/KTKA	SAT 6:30 PM	+40%

...AND #1 IN NEW YORK, WASHINGTON

Source: NSI/CASSANDRA (* - ARB/SQAD-APOLLO) 2/87. Subject to the limitations of the methodologies employed.

Now's the time to cash in on the winner that's growing up, up, up in every category, in markets all across the country.



The all-new "9 TO 5!"
Isn't it time you
put it to work for you?

**THE WINNER
THAT NEVER QUILTS.**

DAY!

W 18+	W 25-54	VS.
SHARE CHANGE		
+80%	+113%	2/86 <u>TOO CLOSE</u>
+80%	+11%	2/86 <u>WONDER WOMAN</u>
+50%	+88%	2/86 <u>WH. HAPP. NOW!!</u>
+9%	+25%	11/86 <u>9 TO 5</u>
+80%	+114%	11/86 <u>9 TO 5</u>
+50%	+120%	11/86 <u>9 TO 5</u>
+40%	+50%	11/86 <u>9 TO 5</u>
+50%	+22%	11/86 <u>GIDGET</u>
+400%	+67%	11/86 <u>9 TO 5</u>
+100%	+30%	<u>BSM. BUDDIES</u> Lead-in

AND CHICAGO WITH KEY DEMOS!



From our family to your families.



*Mr. Belvedere and Kevin
turn chicken.*



Who's the g...



Wesley wears his cake.



This can't possibly b...



Most girls just break Kevin's heart.



*Our bike shop -
3:30 am Christmas m...*

Want families? Build your comedy block with the family America loves to watch—the Owens family of Mr. Belvedere.

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Your comedy block builder.



Turner on a tear

Terry McGuirk doesn't know exactly why it happened, but he's glad it did.

During the first quarter of this year, according to the president of Turner Cable Network Sales, each of the Turner's three cable services experienced record growth in the number of homes served.

CNN Headline News signed on 1,721,800 new cable homes, bringing the network's total to 25,346,000. Superstation WTBS(TV) Atlanta picked up 1,267,000, bringing its total to 42,400,000. And CNN added 715,500, increasing its universe to 38,456,000 homes. Each of the networks added at least twice the number it did in the first quarter of 1986.

Although McGuirk can't say what caused the record jumps in subscribership, he can

put his finger on what he feels are at least two contributing factors. The elimination of the FCC's old must-carry rules freed some cable operators to drop duplicative broadcast signals and make room for cable services such as Turner's. Also, he said, "more cable systems are dropping cable services that don't measure up" to accommodate those that do.

That many of the major MSO's agreed to take an equity position in Turner Broadcasting System during the quarter may have also been factor, McGuirk said, adding that the deal with the MSO's is expected to be closed by June 1.

McGuirk said that he doesn't expect to be selling the "fourth network" that Turner Chairman and President Ted Turner has talked about on several occasions any time

soon. The fourth network, which would provide a vehicle for the film library Turner acquired from MGM/UA Entertainment, "continues to be a long-term, back-burner project," he said. "Until the new board [with the MSO representatives] is seated, we're not really talking about it. It may occur if the cable operators want us to do it."

More shopping

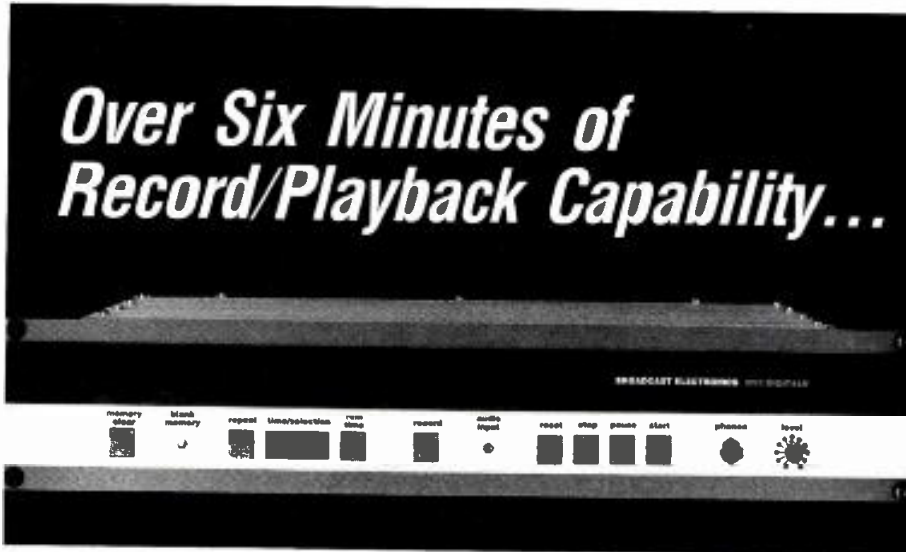
A 24-hour home shopping service with a "country" flavor, National Shopping Club, has been launched over Galaxy III. The service, with studios in Orlando, Fla., and a distribution center in Pikeville, Ky., offers home and personal products, hand-crafted art, vacation packages and closeout items. Four hosts rotate over a 24-hour period, introducing items in a talk show format that features personalities such as Lee Greenwood, Glen Stetson and Angelo Dundee and calls from the viewing audience. NSC is available via cable and broadcast, and offers two-year contracts with 5½% commission the first year and 6% the second. NSC President Greg Johnson said he hoped a 24-hour service would have a greater chance of surviving in the home shopping industry than one with shorter hours. "The door is rapidly closing on the people who can get in this business" because cable systems have a limited number of channels, he said.

Nickel for their thoughts

According to a study of "young American consumers" (ages 6-15), by Nickelodeon, *USA Today* and the research firm of Yankelovich Clancy Shulman Inc. (BROADCASTING, Feb. 16), children worry most about a bad report card (63%), nuclear war (55%), and their parents getting divorced (37%); the "top mentioned activities between school and dinner" are watching television, homework, playing outside and talking on the phone, and 45% of those surveyed have their own TV (while 65% feel they need their own TV). In addition, 76% of those surveyed said they would like to spend more time with their mothers and fathers.

Those were some of the results of the survey (which Yankelovich is selling for about \$15,500). The study included a national sample of 1,200 randomly selected young people, equally split between boys and girls, grades one through 10. It explored such issues as sex roles, self perceptions, the role of school, family life, media behavior, after-school activities, concerns about health, appearance and the future, responsibilities, ethics and morals. Additionally, questions were asked about the children's "consumer behavior," including their discretionary income, brand decisions, influence on parents' purchase decisions and sources of information, and awareness and opinion of Nickelodeon. (On the last, 75% said they were aware of the children's programming service; 65% had watched it within the past week of being questioned, and 83% had a "positive opinion" of it, the survey said.)

Of those sampled, 56% received cable, and of those, 80%-90% were Nickelodeon subscribers, according to Marshall Cohen, MTV Networks senior vice president, research and corporate services. Nickelodeon, a programming service of MTV Networks, will participate again next year when the survey is repeated.



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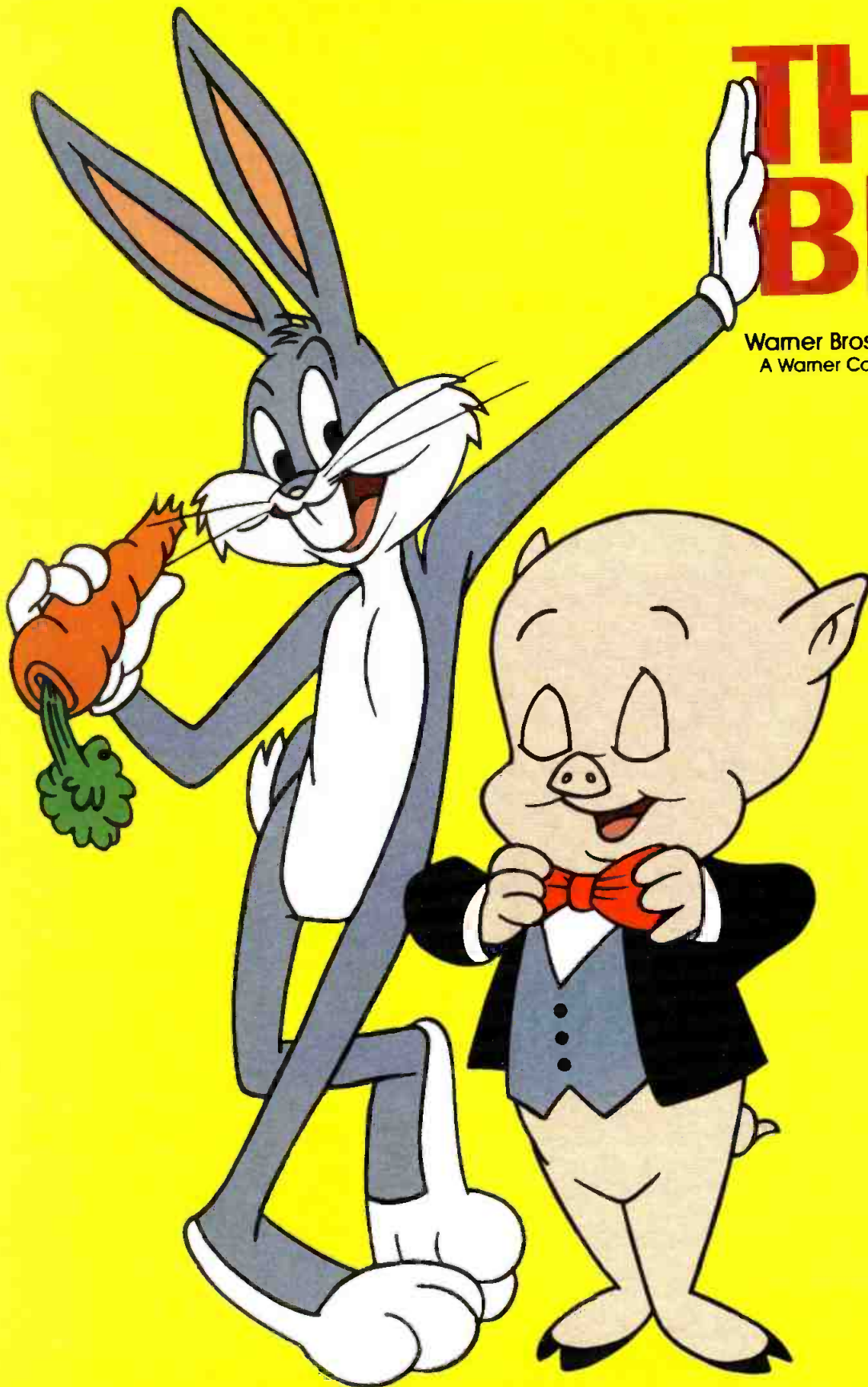
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Business Briefly

TELEVISION

Lufthansa German Airlines □ After 10-year absence, client returned to television with flight that began last



Martina Navratilova for Lufthansa

week in 11 markets. Commercials will appear in prime and late evening news and sports periods. Target: adults, 35-54. Agency: McCann-Erickson, New York.

week flight kicking off in late May in 20 markets, including Baltimore, Washington and San Antonio, Tex. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Zechman & Associates, Chicago.

S.B. Thomas □ Company's Toast-R-Cakes will be spotlighted in two-week flight to begin in early May in about five markets in Northeastern part of country. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: Responsive Marketing, Des Plaines, Ill.

Belz Factory Outlet □ One-week flight is set to begin in May in five markets, including St. Louis and Tampa, Fla. Commercials will run in all dayparts to promote attendance at shopping malls. Target: women, 25-54. Agency: Mike Sloan Advertising, Miami.



network television and radio and run from late April until Sept. 1. Television commercials will feature William Sanderson ("Larry" on *Newhart*) and will run in various network programs and on spot TV in 80 markets. Radio will be used in about 70 spot markets. Commercials will run in all time segments. Target: adults, 18-49. Agency: Della Femina, Travisano & Partners, New York.

RADIO

Swift & Co. □ Various sliced meat products will be spotlighted in three-

RADIO & TV

A&W Beverages □ Extensive radio and television campaign will consist of

Long John Silver Restaurants □ Fast-seafood chain will begin six-week flight on April 19 in more than 100 markets. Commercials will be scheduled in all dayparts. Target: adults, 25-59. Agency: FCB/Chicago.

Ground Round Restaurants □ Chain operation will launch four-week flight over five weeks starting in May in 11 television markets and four radio markets. Commercials will run in all dayparts in markets including Pittsburgh, Indianapolis and Milwaukee. Target: adults, 25-49. Agency: Cabot Advertising, Boston.

Tri State Cadillac Dealers □ New campaign broke last week as part of 1987 fiscal year effort to spend about \$4.5 million on network radio to reach upscale audiences in New York, New Jersey and Connecticut. Commercials will be presented on TV in early and late evening news and in prime time sports programming. Commercials on radio will be in drive times. Target: adults, 35-59. Agency: Biederman & Co., New York.

Conoco Corp. □ Oil refining company is launching 16-week campaign in mid-May, using four markets for radio and more than 50 for television. Commercials will be slotted in all time segments. Target: men, 25-49. Agency: Taylor, Brown & Barnhill, Houston.

CABLE

Cushman & Wakefield □ Large commercial real estate firm is making its

Howard E. Stark Led TV Brokers In Deals for '86

NEW YORK CITY—Howard E. Stark, a New York City broadcast broker, led the way among TV brokers in 1986 with \$514 million worth of proposed television station deals, according to a survey by Paul Kagan Associates Inc.'s *Broadcast Banker/Broker* newsletter.

The survey shows broadcast brokers were involved in transactions valued at \$2.2 billion last year, or 41 percent of all proposed station sales.

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R.C. Crisler	172.950
Morgan Stanley	122.500
Sandler Capital	119.550
Blackburn & Co.	104.700
PaineWebber	52.000
Montcalm	35.000
Kalil & Company	32.050
Gannon & Ninowski	31.325
Salomon Brothers	24.000
Frank Boyle & Co.	19.500
Hogan-Feldman	14.300
Avpro	13.700
Henry Ansbacher	13.100
Richard Foreman	10.600
H. B. Larue	9.900

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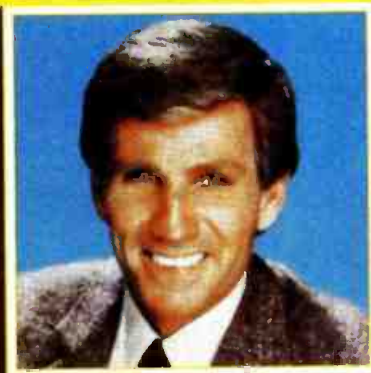
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No. 1 in Rating, Share, All Women Demographics, All Men Demographics
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No. 1 in Total Homes, Total Women, Women 25-54
- **BATON ROUGE WAFB 3 PM**
No. 1 in Rating, Share, All Women Demographics, All Men Demographics
- **BOISE KBCI 3 PM**
No. 1 in Rating, Share, Total Women, Women 25-54, Total Men
- **BOSTON WBZ 10 AM**
Solid No. 2, Up 21% in Share and 31% in Total Women Share over Year-Ago Programming
- **BUFFALO WIVB 4 PM**
No. 1 in Total Women
- **BURLINGTON-PLATTSBURGH WCAX 9 AM**
No. 1 in Rating, Share, Total Women, Women 25-54
- **CEDAR RAPIDS KCRG 9 AM**
No. 1 in Rating, All Women Demographics
- **CHARLOTTE WBTV 9 AM**
No. 1 in Total Women, Increases Lead-in 11 Share Points and Doubles Viewers in All Major Women Demographics
- **CHATTANOOGA WTVC 9 AM**
No. 1 in Rating, Share, All Women Demographics, Total Men
- **CINCINNATI WLWT 4 PM**
No. 1 in Rating, Share, Total Women, Total Homes Share Up 30% vs. Year-Ago Programming
- **COLUMBIA-JEFFERSON CITY KRCC 3 PM**
No. 1 in Rating, Share, Total Women 25-54, Total Men
- **DALLAS WFAA 4 PM**
No. 1 in Rating, Share, Total Women, Women 18-49, Women 25-54
- **DAVENPORT WQAD 10 AM**
No. 1 in Women 18-34, Doubled Year-Ago Programming in Share, Total Women and All Women Demographics
- **DENVER KUSA 10 AM**
No. 1 in Rating, Share, All Women Demographics
- **DES MOINES KCCI 3 PM**
No. 1 in Rating, Share, All Women Demographics
- **EUGENE KVAL 3 PM**
No. 1 in Rating, Share, All Women Demographics, Total Men
- **FARGO KXJB 3 PM**
No. 1 in Rating, Share, All Women Demographics, All Men Demographics
- **FORT MYERS WINK 9 AM**
No. 1 in Women 18-49, Women 25-54, All Men Demographics
- **FORT WAYNE WANE 4 PM**
No. 1 in Rating, Share, Total Women, Total Men



Host **GARY COLLINS**

- **GRAND RAPIDS-KALAMAZOO WWMT 5 PM**
No. 1 in Total Women, Women 18-49, Women 25-54
- **GREEN BAY WFRV 3 PM**
No. 1 in Rating, Share, Total Women, Women 18-34
- **GREENSBORO WFMY 9 AM**
No. 1 in Rating, Share, All Women Demographics, Total Men
- **GREENVILLE-SPARTANBURG WSPA 4 PM**
No. 1 in Total Women, Total Men
- **HARRISBURG-LANCASTER WGAL 10 AM**
No. 1 in Rating, Share, All Women Demographics
- **INDIANAPOLIS WISH 4 PM**
No. 1 in Rating, Share, All Women Demographics, Total Men
- **JACKSON WJTV 8 AM**
No. 1 in Rating, Share and Total Women, Increases Lead-in Share by 24 Points
- **JOHNSTOWN-ALTOONA WJAC 9 AM**
No. 1 in Total Women, Women 25-54
- **LA CROSSE-EAU CLAIRE WEAU 3:30 PM**
No. 1 in Rating, Share, All Women Demographics, All Men Demographics
- **LAS VEGAS KVVU 9 AM**
No. 1 in Women 18-34, Women 18-49, Women 25-54
- **LINCOLN KOLN 4 PM**
No. 1 in Rating, Share, All Women Demographics
- **LITTLE ROCK KATV 3 PM**
No. 1 in Rating, Share, Total Women, Women 18-49, Women 25-54
- **MASON CITY-AUSTIN KIMT 3 PM**
No. 1 in Rating, Share, Total Women, Women 25-54, Total Men, All Men Demographics
- **MIAMI WSVN 9 AM**
Solid No. 2, Up 250% Women 18-34 Share and 90% Women 18-49 Share vs. November '86
- **MINNEAPOLIS-ST. PAUL KSTP 11 AM**
Solid No. 2, Up 42% in Share and 25% in Total Women Share vs. Year-Ago
- **MOBILE WKRG 9 AM**
No. 1 in Rating and Women 25-54, Increases Lead-in Share by 6 Points
- **ORLANDO WCPX 10 AM**
No. 1 in Rating, Share, Total Women, Women 25-54, Total Men
- **PITTSBURGH KDKA 4 PM**
No. 1 in Rating, Share, Total Women, Women 25-54
- **RENO KCRL 3 PM**
No. 1 in Rating, Share and Total Women, Increases Lead-in by 10 Share Points
- **ROANOKE-LYNCHBURG WOJB 4 PM**
No. 1 in Rating, Share, Total Women, Women 25-54
- **ROCHESTER WHEC 5 PM**
No. 1 in Rating, Share, Total Women, Women 25-54
- **SACRAMENTO-STOCKTON KCRA 9 AM**
No. 1 in Rating, Share, Total Women, Women 25-54
- **SALT LAKE CITY KUTV 11 AM**
No. 1 in Rating, Share, Total Women, All Men Demographics
- **SAN DIEGO KFMB 3 PM**
No. 1 in Total Women
- **SHREVEPORT KTBS 3 PM**
No. 1 in Rating, Share, All Women Demographics
- **SIOUX CITY KTVI 4 PM**
No. 1 in Rating, Share, Total Women and Total Men, Increases Lead-in by 18 Share Points
- **SANTA BARBARA KEYT 3 PM**
No. 1 in Total Women, Total Men
- **SOUTH BEND WSJV 4 PM**
No. 1 in Rating, Share, Total Women, Women 25-54
- **SPOKANE KHQ 4 PM**
No. 1 in Total Women, Increases Lead-in Share by 12 Points
- **ST. LOUIS KSDK 3 PM**
Solid No. 2, 38% Share in Total Women, Increases Lead-in Share by 29% and Actual Women Viewers by 62%
- **TAMPA-ST. PETERSBURG WTVT 4 PM**
No. 1 in Rating, Share, All Women Demographics, Total Men
- **TERRE HAUTE WTHI 8 AM**
No. 1 in Women 18-34, Women 18-49, Women 25-54
- **TRAVERSE CITY-CADILLAC WPBN 4 PM**
No. 1 in Total Women, Women 25-54, Total Men
- **TUCSON KOLD 3 PM**
No. 1 in Rating, Share, Total Women, Women 18-34
- **WASHINGTON WUSA 4 PM**
No. 1 in Total Women, Increases Total Women Viewers Lead-in by 27%
- **WICHITA FALLS KSWD 3 PM**
No. 1 in Rating, Total Women, Women 25-54, Total Men
- **WILKES BARRE-SCRANTON WNEP 10 AM**
No. 1 in Women 18-34, Women 18-49, Women 25-54

**HOUR
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Eighth Season Begins in September.

Source: NSI Feb. 1987.
Comparisons as Indicated.

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first use of television advertising with 10-week flight on Cable News Network and Financial News Network, effective in late April. Commercials will appear in early morning and prime time segments. Target: men, 35-59. Agency: Bozell, Jacobs, Kenyon & Eckhardt, New York.

campaign on cable networks and radio networks. Commercials have begun on cable networks, including CNN, ESPN and Lifetime, with advertising increasing during summer traveling months. Eight radio networks will be tapped, including CBS, Mutual and NBC. Bulk of spending will be in cable. Target: adults, 18-34; 35 and older. Commercials will be carried in all day periods. Agency: James Parry Inc., New York.



RADIO & CABLE

Best Western International □ National hotel chain has set \$5 million budget for 1987 and has launched first phase of

AdVantage

Show goes on. Although Texaco has filed for protection under Chapter 11 of U.S. Bankruptcy Act, ailing oil company will continue to sponsor Metropolitan Opera's radio and television broadcasts, according to company spokesman. W. Michael Keenan, manager of corporate advertising for Texaco, said company was sole sponsor of Saturday afternoon radio broadcasts, which now cost \$4 million annually. Keenan said Texaco lawyers maintain that "costs to be incurred in the future (subsequent to filing with court) that are part of doing business will be allowed for payment and Met broadcasts are part of doing business." (Chapter 11 permits company to continue operations while reorganizing.) Texaco is principal sponsor of *Live From The Met* telecasts and finances them through Texaco Philanthropic Foundation which is not affected by bankruptcy. Texaco has been sponsor of nationwide radio broadcasts since 1940.

Razzle-dazzle. To mark 30th anniversary of introduction by Lever Bros. of its Wisk laundry detergent, company is sponsoring national fireworks display that will be on tour to 22 cities from May through October. Local radio stations will provide coverage of "Wisk Bright Nights '87." New fireworks designs will be created by famed Gucci family. Wisk is well-known for its "Ring Around the Collar" campaign used heavily on television.

Cleanup campaign. The Advertising Council has introduced public service campaign, "Take Pride in America," produced by W.B. Doner & Co., Baltimore, for Department of Interior, Washington. Ten-, 30- and 60-second spots encouraging upkeep and clean-up of public parks, roadsides and other public lands feature such celebrities as Clint Eastwood and Charles Bronson.

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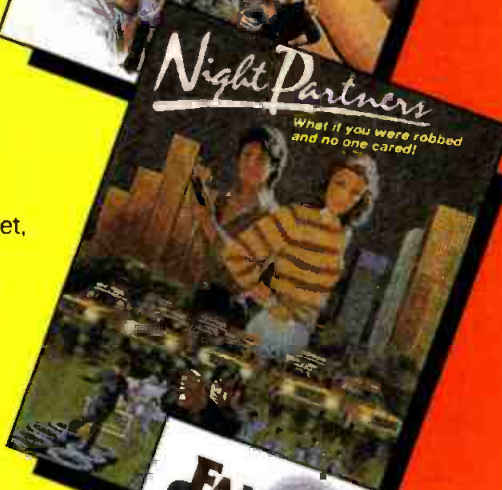


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ITC's Entertainment Volume Six motion picture won the time period in rating and share in the seven station market, topping the programming of the network affiliates and independent stations, when telecast by WLS-TV (ABC) on March 22, 1987, 11:00 pm -1:15 am.**



#1

Family Secrets

Starring Stefanie Powers, Maureen Stapleton, and Melissa Gilbert

ITC's Entertainment Volume Six motion picture won the time period in rating and share in the seven station market, topping the programming of the network affiliates and independent stations, when telecast by WLS-TV (ABC) on February 8, 1987, 11:15 pm -1:45 am.**



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A National Cable Month commentary from Char Beals, VP, programming and marketing, NCTA, Washington

Cable evolution becoming revolution

On a recent speaking engagement in Oregon I visited my aunt and over dinner listened to her complain bitterly about the disappearance of her favorite pastime from the airwaves: There just wasn't any ladies' golf on TV any more. I told her that ESPN and other cable networks offered thorough tournament coverage. "Well," she said matter-of-factly, "guess I'll finally have to get cable."

My aunt was an easy sell—with the right sell. Her swift and practical decision suggested that cable was already part of her natural order: The question wasn't whether to get cable, only when, for what programming. It was a grass-roots illustration of Cable Academy Chairman Ralph Baruch's recent statement: "cable today still spends too much time trying to tell people why they should pay to watch television. . . . Now they want to know what programming fare you have to offer."

That's why the National Cable Television Association is promoting April as National Cable Month. Our cause is furthered by news headlines of broadcast networks' crumbling audience share—falling below 50% for the first time in Nielsen history during the February sweeps. My aunt's acceptance of cable struck a pleasant chord.

The April Cable Month campaign, the largest cooperative promotion effort in cable's history, reflects a new direction for cable and a new, maturing focus. No longer frenzied Davids rattling our slingshots at the broadcast Goliaths, cable has settled in as an accepted and invaluable part of America's entertainment and information world. We've come a long way in a very short time, changing the broadcast programming and viewing habits of three decades in a few short years.

A little less than 10 years ago cable was "discovered" by a cadre of writers captivated by its sci-fi, pie-in-the-sky potential. *Newsweek's* July 3, 1978, cover story was one of many media rhapsodies on the "TV of Tomorrow!" that would make "the tube as we know it . . . as obsolete as the Victrola." As the press proclaimed cable as the solution to society's ills, we didn't protest too loudly. Truth be told, we enjoyed the attention. Our publicists cheered the media on.

Trumpeting and touting such great expectations, we might have guessed that the golden goose was bound to lay an egg. But we didn't expect the swiftness and ferocity of the reaction. By 1982 *Washington Post* headlines were proclaiming "Doom and Gloom in the Cable TV Picture" and "Cable Will Only Make TV Worse." New stories appeared weekly on franchising woes, failing networks, high costs, low profits and tight regulation—on and on until *Newsweek*



Char Beals is vice president of programming and marketing for the National Cable Television Association. She also holds the title of executive director of the National Academy of Cable Programming, an individual membership professional organization within NCTA charged with crediting and promoting excellence in cable programming. The Cable Academy sponsors the annual Network and System ACE competitions and awards shows, as well as program screenings and topical luncheons. She joined NCTA in January 1980 as director of research from WRC-TV Washington, where she was director of media research. She has also served as director of research at WBBM-TV Chicago, and media buyer at J. Walter Thompson.

was calling the "TV of Tomorrow" a thing of the past and bemoaning "Cable's Lost Promise" in October 1984. It seemed cable had gone overnight from its blue-sky summer to the winter of its discontent.

But now, 10 years after the boom and several past the gloom, cable is heading into a new season. National Cable Month heralds the onset of spring.

What the pundits and publicists never took into account were the natural laws of action and reaction. The hopefuls of a decade ago didn't anticipate the response of cable's competitors; the doomsayers didn't foresee cable's reaction to its growing pains.

Cable's effect on broadcast TV was compared to TV's impact on radio without analyzing that impact, which did not bring about radio's instant or complete devastation. A long series of interactions and reactions simply transformed radio into a new medium serving new audiences. Like broadcast TV, radio became less network-dominated, more reliant on larger supplies of local and syndicated programming, more "tuned-in" to the needs of different and shifting audiences.

Why was everyone so impatient for cable's success—or failure? The broadcast networks worked for decades to become estab-

lished. It took ABC more than 25 years to turn a profit. Despite the impatient cable-bashing of several years ago, today most of our cable networks are using more black ink than red while the headlines focus on severe budget-slashing at the "big three."

We've learned that consumers never really wanted the bells and whistles promised by a younger cable industry—they simply wanted more and better programming. Cable's product continues to improve drastically as the result of an ongoing game of push-pull with our competitors. Now the industry must focus on spreading the good word—not about what cable might offer some day, but the quality programs we offer today. In an *Entertainment Tonight* interview at the ACE Awards, Billy Crystal joked that doing a cable special was once a synonym for being out of work; now it's a badge of success.

Consider some of the unexpected development and interplay that have determined our current status. As pay cable cornered the market on feature films, the broadcast networks moved to made-for-TV movies; premium services responded with original productions of their own, driving broadcasters to mini-series and renewed attention to quality in their prime time schedules. NBC's Brandon Tartikoff made cable homes the testing ground for his new "quality" programs, on the theory that if they could beat cable, they could best anyone.

Sports programming shifted from broadcast to the likes of ESPN, WTBS(TV) Atlanta and the Nashville Network, while the BBC and other producers of cultural programs turned from PBS, marketing their wares to Arts & Entertainment and Bravo. Home shopping programs born on cable have become the hot "new" programming concept of broadcast stations, which incidentally, now fight for audience share with direct-mail promotions similar to those used by cable systems. MTV broke new ground in entertainment, spawning a host of music video imitators, only spurring MTV to more creative heights. CNN and C-SPAN upped the news and information ante, forcing network news expansion and local news upgrades. *Life* magazine reported that the 15 TV sets in the Pentagon War Room stay tuned to CNN, "keeping the generals in touch with what the rest of the world knows." Now, it's the broadcasters' turn to react, and they are pulling back, giving cable more of the news market.

While broadcasters gain comfort from audience shares across all TV homes, it is clear that affiliate and independent shares are dropping rapidly in cable households, with pay subscribers watching cable significantly more than broadcast. As cable's reach moves beyond 50%, the broadcasters' dream will only become more difficult to remember.

As a result of this push-pull interaction,

**IN FEBRUARY, CLASTER &
SUNBOW LED THE RATINGS!**

**G.I. Joe® Came Out On Top* And
Continues To Outdistance All New
Competition...**



G.I. JOE

A REAL AMERICAN HERO®



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*Source: Nielsen Television Index, week of 2/1 & 3/1.
NSI Overnights, 2/5-3/4.

cable networks have evolved from their start-up days with a few highly visible, highly promotable oases of events programing to solid, consistent schedules full of quality shows. The broadcast network monolith continues to crumble, and cable continues to forge new relationships with Hollywood, independents and syndicators to increase our viewers' options. Cable's revolution has been a quiet one, but its success is more solid

and substantial than anyone guessed.

Most amazing, cable has achieved its current success and catalyzed major changes in the television society without even telling viewers what we have to offer. Until recently, promotion has been largely overlooked and underemphasized. As we join forces during National Cable Month and ask America to "See Us Now," we recognized that the ups, downs and changes of the coming sea-

son will revolve around marketing and programing.

In the complex, action-reaction cycles of our industry, only one prediction is sure-fire: The choice and quality of programing will continue to grow, and viewers will reap the benefits. As we celebrate a new season for cable this April, we no longer have to tell my aunt why to buy cable—only when and where the ladies' golf is showing. 

Datebook

■ Indicates new entry

This week

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. Everett 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—*New Jersey Broadcasters Association* "What's New" luncheon for broadcasters of southern half of New Jersey. Hammonton Motor Lodge, Hammonton, N.J.

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, on "What on Earth is Happening in Television Sports?" Copacabana, New York. Information: (212) 765-2450.

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

April 22—*International Radio and Television Society* "Under 30" forum, "Where Does News End?" Sheraton Center, New York. Information: (212) 867-6650.

April 22-23—*South Carolina Broadcasters Association* annual "Call On Congress." Hyatt Regency-Capitol Hill, Washington.

April 22-23—*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 23-May 14—"Breaking into Television: the Writer," workshop series sponsored by *American Film Institute*. AFI campus, Los Angeles. Information: (800) 221-6248 or (213) 856-7690.

April 24—"What's in the News Today," speech by

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

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

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

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

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

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

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

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

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

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

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

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

Major Meetings

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 dei 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.

April 10-12, 1988—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

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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Optimus Prime Rejoined The Team...*



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MORE THAN MEETS THE EYE!

...A Hit Again In '87!



NBC's Bryant Gumbel to *Wright State University*, co-sponsored by WKEF-TV Dayton, Ohio. Main gymnasium of physical education building, Wright State, Dayton, Ohio.

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 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. Information: Harvey Powers, (804) 23-5461.

April 25—*WHMM(TV) Washington* third annual career workshop in marketing and communications, co-sponsored by *National Academy of Television Arts and Sciences*. Studios of WHMM(TV) at Howard University, Washington. Information: (202) 636-5800.

■ **April 25**—"Developing Projects in a Changing Television Marketplace," seminar sponsored by *American Film Institute*. Speakers include Stephen Cannell, Stephen J. Cannell Productions; Garth Ancier, Fox Broadcasting Co., and Barbara Javitz, Embassy Home Video. AFI campus, Los Angeles. Information: (213) 856-7690.

Also in April

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. Featured speakers: Patricia Dennis, FCC commissioner, and Carolyn Wean, VP-general manager, KPIX-TV San Francisco. 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—*Michigan Association of Broadcasters* "Call On Congress." Madison hotel, Washington.

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*. Speakers include: Laurence Tisch, president, CBS; Lawrence Grossman, president, NBC News, and Roone Arledge, president, ABC News. 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—"Television: Today and Tomorrow," speech by George Gillett, chairman, Gillett Group, to *Santa Barbara Chamber of Commerce*. Santa Barbara, Calif.

April 28—"The New Bottom Line Business Reality," first in series of three forums on "Television in Crisis?" spon-

sored by *National Academy of Television Arts and Sciences, New York chapter*. Mark Goodson Theater, New York. Information: (212) 765-2450.

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*, "Morning Television: The Perception vs. the Reality." Copacabana, New York.

April 29—*Broadcast Pioneers, Philadelphia chapter*, "Person of the Year" award banquet, honoring Bob Bradley, KYW-TV Philadelphia. Adams Mark hotel, Philadelphia.

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.

April 30-May 4—*Association for Education in Journalism and Mass Communication* spring meeting. New York.

May

■ **May 1**—"From Politics to the Peacock," luncheon sponsored by *American Women in Radio and Television, Western New York chapter*. Speaker: Timothy Russert, VP-assistant to the president of NBC News. Hyatt Regency, Buffalo, N.Y.

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 1-3—*Foundation for American Communications* conference. "Civil Justice: Modern Tort Law Reform and the Insurance Crisis." Conference, "aimed at educating the nation's journalists about issues involving news organizations," is funded by grant from *Gannett Foundation*. Sheraton Miramar, Santa Monica, Calif. Information: (213) 851-7372.

May 4—Comments due in *FCC* proceeding considering use of synchronous transmitters to extend coverage of AM stations.

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. Copacabana, 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 11—Comments due on internal *FCC* studies that appear to undermine rationale for proposal to reallocate UHF TV spectrum for land-mobile use. Comments also due on requests of broadcasters to defer reallocation of UHF-TV channels pending inquiry into effect such action might have on broadcast high-definition TV and to launch notice of inquiry on impact of HDTV on local broadcast services.

■ **May 11-13**—Sales training program for local and retail sales managers of television stations, sponsored by *Television Bureau of Advertising* in conjunction with *Stirling Institute*. St. Louis. Information: (212) 486-1111.

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 13—Reply comments due on *FCC* proposal considering elimination of rule prohibiting formation of radio-TV combinations.

May 13—Reply comments due in *FCC* proceeding considering alternatives to fairness doctrine.

May 13—*New Jersey Broadcasters Association* spring managers conference. Brookdale Community College, Lincroft, N.J.

May 14—"Five Things Everyone Should Know About How to Produce for Television," drop-in breakfast sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: George Heineemann, president, Showmakers Inc. New York. Information: (212) 765-2758.

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

■ **May 16**—*Georgia Associated Press Broadcasters Association* annual meeting and awards banquet. Waverly hotel, Atlanta.

May 16—"Electronic Post-Production for Film and Vid-

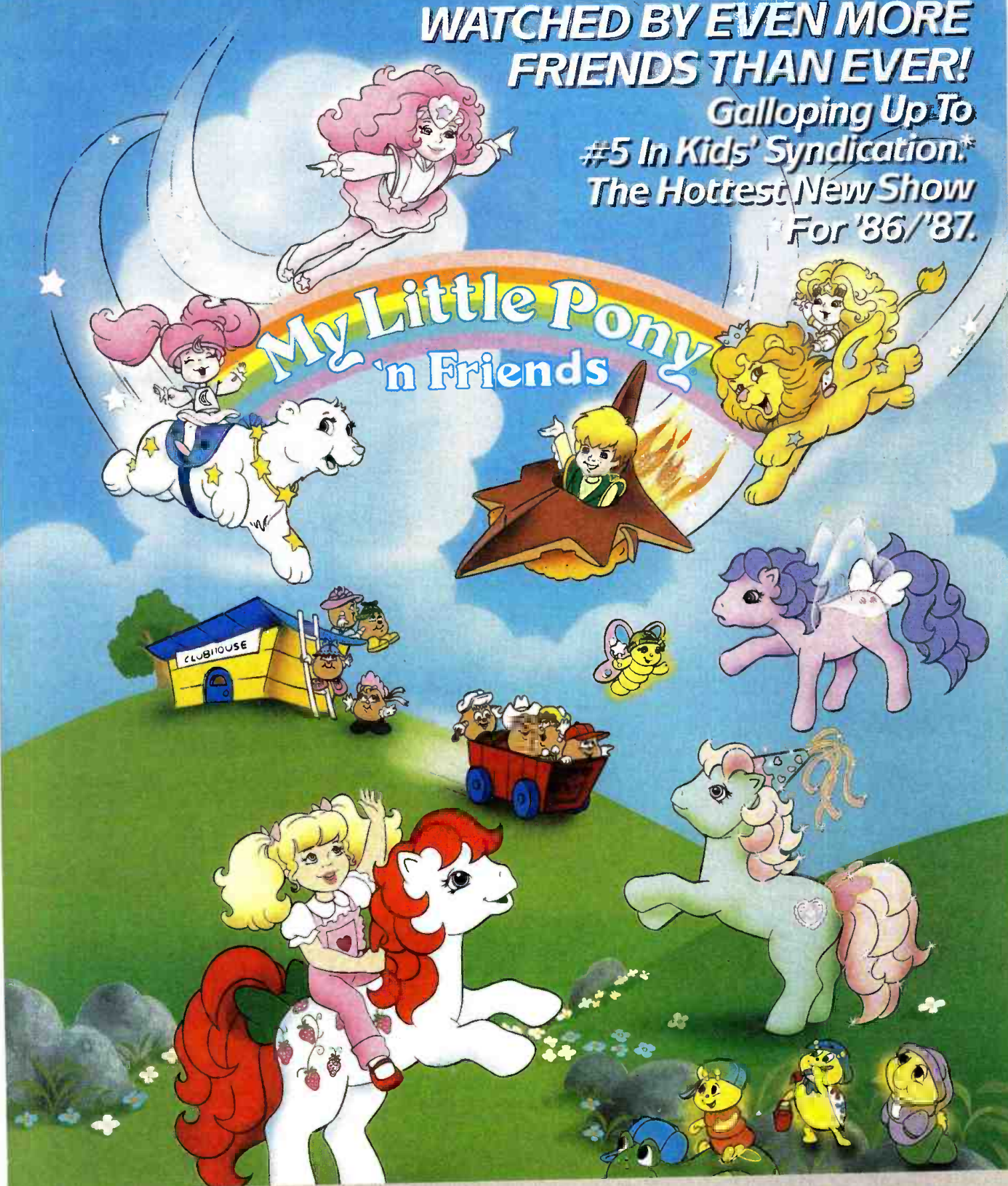
Errata

April 6 story, "AFT to join colorization field," stated that **Turner Entertainment Co.** went to **American Film Technologies** to discuss colorizing its films. In fact, AFT went to Turner. Story also stated that Color Systems Technologies has option to convert 45 of Turner's black and white films to color; Turner has option. Turner officials also disagreed with AFT President Bernard Weitzman's contention that Turner is negotiating to provide "as many films as we can handle." Turner has made no commitments to AFT. Turner gave one film to AFT for private colorizing test, not couple of films as Weitzman suggested.

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FRIENDS THAN EVER!**

**Galloping Up To
#5 In Kids' Syndication*
The Hottest New Show
For '86/'87.**

My Little Pony 'n Friends



eotape. The "New Wave in Electronic Post Production—An Update," seminar sponsored by *Hollywood Section of Society of Motion Picture and Television Engineers and Continuing Education Division of School of Cinema-Television, University of Southern California*, USC campus, Los Angeles. Information: (818) 843-7211.

■ **May 16**—Day-long seminar, awards luncheon and evening banquet sponsored jointly by *Michigan Association of Broadcasters, Michigan Associated Press and Radio-Television News Directors Association, region eight*, Hyatt Regency, Dearborn, Mich. Information: Carol Riha, (313) 965-9500.

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

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

May 17-20—*CBS-TV* annual affiliates meeting, 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 21—*Massachusetts Broadcasters Association* spring seminar. Natick Hilton hotel, Natick, Mass.

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 Lot-

teries 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 26-June 6—Sixth annual Film & Video Institute, sponsored by *American University School of Communication*, AU campus, Washington. Information: (202) 885-2080.

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—"Programing: What Controls It Now?" second in series of three forums on "Television in Crisis?" sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Mark Goodson Theater, New York. Information: (212) 765-2450.

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

Open Mike

Don't quit the marketplace

EDITOR: It has been reported that one FCC official [Mass Media Bureau Chief James McKinney], speaking unofficially at the recent National Association of Broadcasters convention, asked a simple question: How many in the audience would like the FCC to pick an AM stereo system? He almost got an unanimous yes vote. What is astonishing is that anyone had the courage to say "no" to such a "snap-finger," instant solution to a serious problem.

His question included a few hidden assumptions such as: The FCC wants to abandon its well publicized commitment to deregulation, has a staff with sufficient time to make a decision that would stand up against the harsh laws of physics and be acceptable to the real decision maker, the listening public. Further assumptions: that this decision could be finalized immediately, not after 12 to 18 months of confusion, that this decision would not be subject to three or four years of delay in the courts and not subject to reversal by the courts so as to start the darn process all over again. As the lawyers say, a truly immaterial and irrelevant question.

While that FCC official was giving his speech, the undersigned was busy taking another poll at the NAB. The question we asked of C-Quam stations visiting our booth was: "Do you have spectrum interference problems with the Motorola system?" This vote was unanimous—25 out of 25 who actually made tests admitted not meeting the FCC rules. Maybe the FCC official should spend more time getting answers to real FCC problems that he can, and should, do something about.

The National Telecommunications and Information Administration, after a thorough study of the hard questions material to the

future of AM radio and AM stereo, concluded the FCC cannot pick a system since the years of delay would destroy AM stereo. The AM stereo answer is, as NTIA indicated, high quality multisystem radios based upon automatic switching integrated circuits developed by Sony and the new Sanyo chip.

Only Motorola "bad mouths" this solution and that leaves a final question: Why is Motorola so afraid of free competition? Maybe it is beginning to realize that the laws of physics and the laws of free competition have conspired to create a most embarrassing situation for it.

The only answer was, in 1982, and is, in 1987, a free marketplace.—*Leonard R. Kahn, president, Kahn Communications Inc., Westbury, N.Y.*

Wrong focus

EDITOR: However much BROADCASTING and Mark Fowler's FCC would like to repeal the Communications Act of 1934 under which broadcasters are licensed "in the public interest, convenience, and necessity," they do not have the authority to do so.

If by reaffirming the public interest responsibility specified by the act, broadcasters can speed the repeal of comparative renewal, this would seem to be a very fair bargain indeed.

The comparative renewal process is admitted by virtually all to be flawed in theory and unfair in practice. It can also chill vigorous journalism and undercut First Amendment values. It would be far more logical for the exponents of a free, print-model marketplace to focus on abolishing comparative renewal rather than to be so unthinkingly consistent in their opposition to restatement of existing law.

When will you begin to separate the issues or, at least, to distinguish between the unfairness of the comparative renewal process which can be remedied and the "public interest, convenience, and necessity" standard which almost certainly will not be changed any time soon?—*Joel Chaseman, president, Post-Newsweek Stations Inc., Washington.*

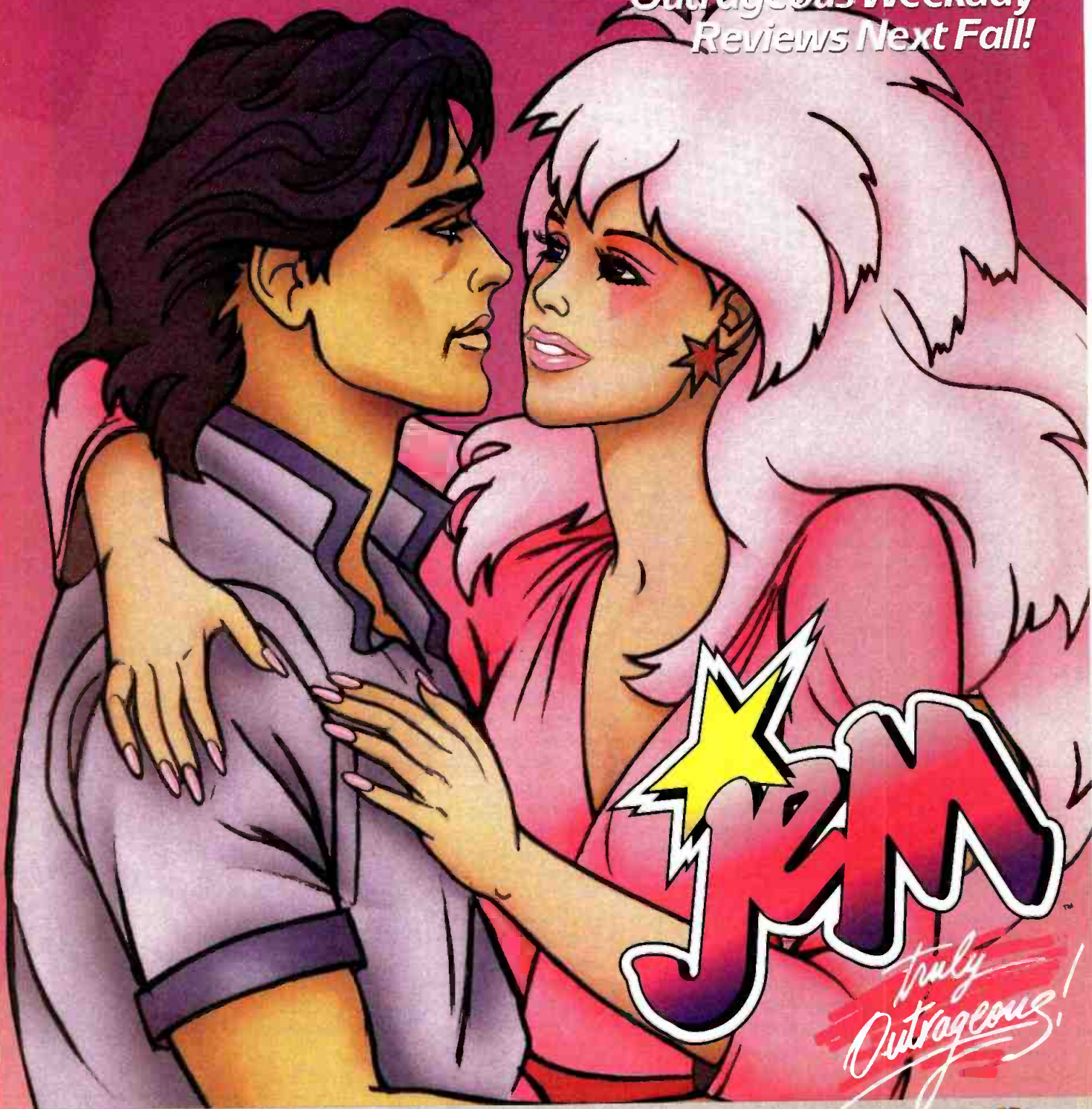
Cartoon commentary

EDITOR: I received this cartoon from a colleague of mine who works for CBS News. It is being contributed to the "public domain" as an expression of the perceived sentiment pervasive throughout CBS News these days.—*A concerned member of the news media.*



FEBRUARY'S #1 WEEKEND PERFORMER*

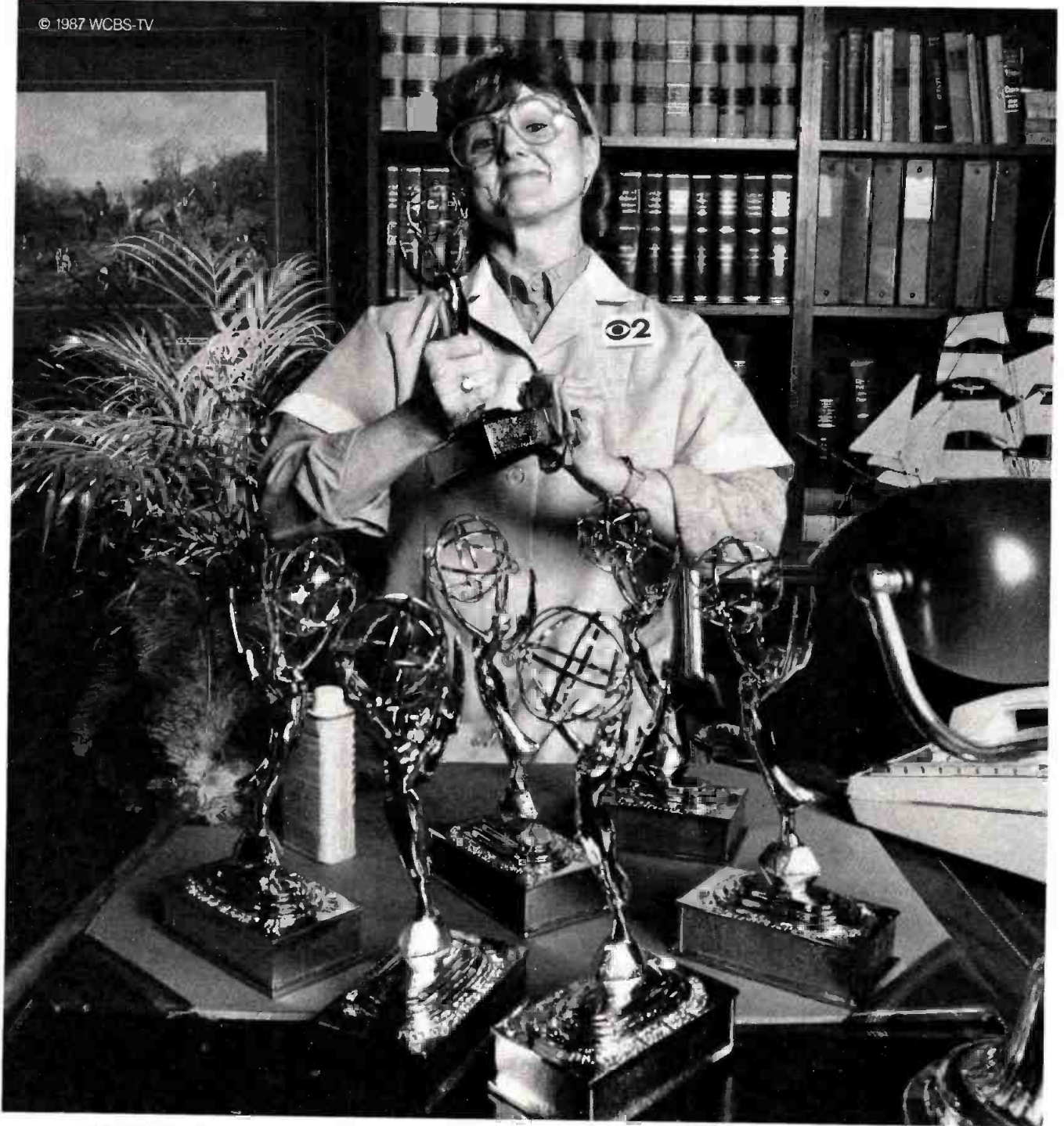
Now Revving Up For Truly
Outrageous Weekday
Reviews Next Fall!



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*Source: Nielsen Television Index, week of 2/1 & 3/1.
NSI Overnights, 2/1-3/1.



WCBS-TV salutes our cleaning lady, who has polished more brass in the last 5 years than the cleaning ladies at every other New York station.



More Emmys (13) this year than anyone else. More Emmys (60) in the last 5 years than anyone else. And more Emmys for us means more quality programming for you.

Broadcasting Apr 20

Vol. 112 No. 16

TOP OF THE WEEK

FCC launches attack on indecency

Commission steps up its regulation of forbidden broadcasts at times when children are present in audience, citing what it says was 'too narrow' interpretation of prior FCC's

There's a whole new regime of program oversight at the FCC.

In a unanimous decision last week, the FCC made clear that it will regulate indecent broadcasts and set forth the standards it will use.

In the past, the FCC staff has regularly rejected indecency complaints on grounds that they failed to document the repetitive use of the so-called "seven dirty words" from the George Carlin monologue at issue in the 1978 Supreme Court decision in the *Pacifica* case. In its action last week, the agency put broadcasters on notice that it will oversee their broadcasts with a broader standard, also drawn from *Pacifica*, defining indecency as "language or material that depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs," and such material will be considered to be in violation if broadcast at a time of day when "there is a reasonable risk that children are in the audience."

The FCC also said that repetitive use of specific sexual or excretory words or phrases is not an absolute requirement for a finding of indecency and stated that the context in which the language is broadcast would serve as "an important factor" in determining its indecency. The agency also said that post-10 p.m. broadcasts would not necessarily be in a safe harbor. "The commission found that, despite prior assumption that there was not a reasonable risk of children in a broadcasting audience after 10 p.m., recent evidence indicates that, at least on weekends, there is still a reasonable risk that children are in the listening audience at that hour," the FCC said in a press release. "The commission has also reaffirmed and emphasized its prior statement that even if indecent material is broadcast at a time of day when there is not a reasonable risk of children in the audience, the broadcast must still be preceded by an adequate warning."

There's no safe harbor for obscene broadcasts. For indecent material, the FCC said it would be up to the licensee to determine when there was no "reasonable risk" of children in the audience.

The FCC said its action was consistent

with the 1976 Supreme Court decision in *Young v. American Mini-Theaters*, which it said held that reasonable time, place and manner restrictions on the dissemination of patently offensive material are consistent with the First Amendment. The theory here is that indecent speech that doesn't reach obscene proportions is protected speech, but that the FCC, to limit children's access to it on radio and TV, may impose time-channeling restrictions on it and require advance warnings.

The agency also said the three indecency cases pending before it—involving Infinity Broadcasting's WYSP(FM) Philadelphia, the Pacifica Foundation's KPFK(FM) Los Angeles and the University of California's KCSB-FM Santa Barbara, Calif.—all involved the broadcast of indecencies under the standards

it has now put into effect. In the case of KPFK, the FCC thought some graphic homosexual programming might have crossed the line to constitute obscenity and referred that complaint to the Department of Justice for possible criminal prosecution. Since broadcasters, because of previous rulings by agency staff, may have believed that narrower standards were in effect, the agency limited its sanctions to the three stations to warnings, which Diane Killory, FCC general counsel, said could be appealed. "Violations occurring from this day forward by these or any other broadcast licensees would be subject to more severe sanctions," the FCC added, however.

The allegedly indecent material broadcast on KCSB-FM consisted of a song by the Pork Dukes called "Making Bacon"; allegedly indecent on WYSP were excerpts from simulcasts of the programming of Howard Stern, Infinity's morning-drive personality.

Said the FCC of the allegedly offensive Stern programming, which consists largely of innuendo and double entendre: "In certain circumstances, purported innuendo may be rendered explicit by surrounding sexual explicitness." The FCC said its review of the Stern programming "in a number of instances did not merely consist of an occasional off-color reference or expletive, but consisted of a dwelling on sexual and excretory matters in a way that was patently offensive as measured by contemporary community standards for the broadcast medium."

The FCC did not cite the specific phrases or passages it found actionable in either case.

Chairman-designate Dennis Patrick said the FCC's previous definition of indecency had been too narrow. "This is a very significant step in the right direction," said Patrick, who assumed the chairmanship of the agency last Saturday (April 18). "I know that there will be those who suggest that the FCC is playing fast and loose with the First Amendment. Let us not forget that the First Amendment does not protect obscenity, period. And indecency can be restricted for time, place and manner on a nuisance basis."

Commissioner James Quello expressed frustration that fines couldn't be issued on the spot, but was assured that now that broadcasters have received notice, future violators could be hit with more severe sanctions.

Said Patricia Dennis: "I believe strongly in the First Amendment... but I think we

Dirty words

In its 1978 *Pacifica* decision, the Supreme Court established the FCC's power to regulate and punish the broadcast of "indecent" material. At issue in the case was a broadcast of comedian George Carlin's recorded monologue, "Seven Words You Can Never Say on Television," on Pacifica Foundation's noncommercial WBA(FM) New York. The seven words aired: cocksucker, fuck, motherfucker, cunt, shit, piss and tit. At the time, the FCC was reacting to what it believed was a growth in the amount of obscene or indecent broadcasts.

The language at issue in the three current cases includes offensive lyrics allegedly broadcast by KCSB-FM Santa Barbara, including: "Come here baby; make it quick; kneel down there and suck on my dick." The offensive material allegedly broadcast on WYSP(FM) Philadelphia (involving personality Howard Stern) included such expressions as "I didn't see any penis on that sock" and "limp dick." The offensive programming that allegedly aired on KPFK(FM) Los Angeles included a dramatic presentation, "The Jerker" (about sexual fantasies between homosexual men), with such phrases as "suck ass," "suck my balls" and "drink piss from his cock."

Main-studio deregulation

The FCC last week eliminated a rule requiring broadcasters to originate most of their nonnetwork programming from within their communities of license and substantially moderated its main-studio location rule. The main-studio rule had required broadcasters to locate their main studios within their communities of license. Under the change adopted, broadcasters are free to locate their main studios anywhere within their principal service contour. With the changes, a broadcaster must still maintain a public inspection file within its community of license and provide a local or toll-free phone number. James McKinney, FCC Mass Media Bureau chief, said he believed the record would have supported further moderation of the main-studio rule, and both Commissioner Mimi Dawson and Chairman Mark Fowler indicated sympathy for going further. "We felt it would be extremely risky to completely remove all presence of a broadcasting station from the community it is licensed to serve," said McKinney.

made the best call we can on a very difficult situation."

Commissioner Mimi Dawson expressed some concern that indecency might need to be addressed at the local level, as obscenity is, but that she felt "compelled to do something."

Chairman Mark Fowler thought the agency had acted "carefully." He also directed some food for thought to broadcasters: "Is this the best use of broadcasting?"

The FCC's Killory said the Department of Justice had informed the FCC that it was willing to prosecute obscenity cases, but not indecency ones. "But they [Justice] wholeheartedly support our taking action," Killory said.

Killory also said the agency will be inquiring further into whether the University of California is exerting adequate control over KCSB-FM. She said the licensee, in responding to the FCC's indecency inquiry,

had indicated "a degree of delegation of control that may go to the unlawful."

Timothy Dyk, a First Amendment specialist and attorney for the law firm of Wilmer, Cutler & Pickering, said the agency's action raised "serious" First Amendment questions. "The FCC, in expanding its oversight of indecency, has done something very unfortunate," Dyk said. "There's an enormous amount of doubt about the correctness of the Supreme Court's *Pacifica* decision, and I would anticipate that this new FCC action will add to the controversy and will ultimately require resolution by the court."

Barry Lynn, legislative counsel for the American Civil Liberties Union, said the FCC's action was likely to have a "serious chilling effect" on broadcast discussion of sexual issues. "It's a direct effort to regulate content of programming in a way that's constitutionally unsound," Lynn said.

Brad Curl, national director of Morality in

Media and co-chairman of the National Decency Forum, said those organizations, which have been encouraging FCC action, were "generally pleased" by the FCC's maneuvers. "They're obviously taking seriously violations of indecency and obscenity, and I think it's fair to give the broadcast industry warning before they start issuing fines," Curl said.

(The FCC's Killory said the ACLU had its "head screwed on backward." Killory said that ACLU has supported the fairness doctrine, which she said goes "to the very essence of protected speech," the news editing process. "Now when we're talking about an area which the Supreme Court has specifically found outside First Amendment protections or subject to reasonable time, place and manner regulation, the ACLU criticizes the FCC," Killory said. "I think they have their priorities backward.")

Said Ted Snider, National Association of Broadcasters joint board chairman and owner of KARN(AM)-KKYK(FM) Little Rock, Ark.: "We are concerned about indecency on the air and we recognize our responsibility to our listeners and viewers. We are also cognizant of the First Amendment implications." NAB's board had reportedly considered adopting a resolution last February that would have called on stations to refrain voluntarily from airing obscene and indecent programming, but the item was tabled because of the concern that the resolution would target individual members rather than the industry at large.

In related action, the FCC ruled that multipoint distribution licensees may deny customers use of their facilities to transmit obscene materials in violation of the law. □

Patrick picks up the reins at the FCC

Takes over from Fowler with two sure years to make a mark on telecommunications policy; young leader credited for brains, integrity and devotion to the law; he casts familiar shadow as marketplace maven, fan of the First Amendment for Fifth Estate

Dennis Roy Patrick, who is now officially (as of last Saturday, April 18) the FCC's chairman, has lofty ambitions. Yet it's clear he has his work cut out for him.

Patrick faces a number of obstacles that his predecessor, Mark S. Fowler, did not. For starters, while Fowler had six years as the head of the agency during the ascendancy of the Reagan administration, Patrick can't count on much more than two years, the remainder of President Reagan's administration—and that perhaps past its peak.

Then, while Fowler had a Republican Senate to run some interference for him, Patrick is confronted by two houses of Congress dominated by the Democrats. One well-placed source noted that Fowler had a subtle edge Patrick won't have: Fowler had two commissioners—Patrick and Mimi Dawson—competing to succeed him, who may

have been more manageable because they wanted to be perceived as part of the same team.

On still another level, the industry appeared to be ardently behind Fowler, whose real-world experience in the broadcasting business played well, during the early years of his administration, while Patrick, a relative stranger to the business, has inherited his post at a time when industry enthusiasm for marketplace rhetoric and deregulatory experimentation appears to be cooling. (One measure of the temperature might be that the National Association of Broadcasters took the extraordinary step of opposing the candidacy of a Patrick recommendation, Peter Pitsch, chief of the FCC Office of Plans and Policy, for the FCC seat vacated by Fowler.) "I think that there are some in the industry who are not quite as bullish on the competitive model as they were before," Patrick told BROADCASTING last week.

Yet perhaps another stumbling block is that there may not be many easy battles left. "To a large extent, the doable things have been done," said one Washington source. "The easy fights have been fought and only the horrible fights are left, and those would face stronger opposition now than they

would have four years ago."

In a sense, Patrick is a chip off the Fowler block. The words he chooses to describe what he is about sound as if they could have been uttered by Fowler, with a bit of legalese thrown in for good measure: "I am presumptively disposed to rely on competitive marketplace mechanisms," he says.

Patrick also makes clear that he's a believer in the wisdom of Fowler's "print model" (the idea that broadcasters should be treated the same as publishers) as being the appropriate target, and that he will be resistant to reregulatory efforts.

Yet there is also the suggestion that the industry may be in for more enforcement under Patrick's chairmanship. It was Patrick, for instance, who was reportedly in charge of the agency's effort last week to beef up its oversight of indecent broadcasts (see story 35).

Patrick also appears to be a more laid-back, more cautious deregulator than Fowler, and the two part company on personal style. "He'll be a lot less confrontational than his predecessor," said one well-placed source.

That style is earning him favorable reviews at the agency, where Patrick appears to

be building genuine bridges to his colleagues. It should be remembered, for instance, that after President Reagan announced his intention to name Patrick as Fowler's successor, rumors were flying about Dawson leaving the agency. But now Dawson says that Patrick has asked her to stay on, that the two have been enjoying a close working relationship and that she plans to remain. "My intent is to continue serving at the FCC," Dawson said. "I just plan on sticking around and having a lot of fun."

Patrick also appears to be getting the benefit of the doubt on Capitol Hill, which in the past has had a rocky relationship with the FCC. In an apparent spirit of detente, Patrick has offered to meet one-on-one with all of the members of the agency's congressional oversight subcommittees, and he has met with both House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) and Senator Bob Packwood (R-Ore.), ranking minority member on the Senate Communications Subcommittee. "There's some speculation that he has a greater appreciation for the political process than Mark Fowler and that he'll be more sensitive to the needs of the members," said one Senate Republican source. Larry Irving, senior counsel to the House Telecommunications Subcommittee, described Patrick as "very bright, very politic"—high praise on Capitol Hill. "Ideologically, he's very similar to Fowler, but I think he's more willing to work with Congress to work out compromises," added Irving.

Patrick, the son of a policeman, hails from Los Angeles. He went to undergraduate school there—Occidental College; got his JD from the University of California at Los Angeles, and worked as an attorney for the law firm of Adams, Duque & Hazeltine there from 1976 until he joined the White House staff in late 1981, where he worked in the personnel shop before his first appointment to the commission in 1983. His political fortunes were not hurt by an early clerkship for William Clark, then a California Supreme Court judge. Clark, a friend of President Reagan, later served as secretary of interior.

It may be that Patrick, 35, would prefer to downplay his youth. But it doesn't escape notice. Indeed, when he's not groomed for business, he looks a lot like the lead character in ABC-TV's *MacGyver*, a lot of that a function of his longish hair. Nor is he too old to still enjoy surfing at his old California stomping grounds at Huntington Beach, or barrelling over the sand dunes on a motorcycle in the desert near his father's place in Palm Springs. He's divorced, shares an apartment in Washington with a cat named Sassafras and is a big fan of Mexican food and Emmy Lou Harris. He is also noted for an acerbic wit, one he will direct at his constituents. He has, for instance, been known to refer to the delegations of well-heeled TV station owners who dropped by to regale him with visions of the horrors that would be visited upon the public interest in a world without must-carry rules as "must carry's poster children."

Patrick gets high marks for his intelligence and his capabilities as a lawyer. But



New FCC Chairman Dennis Patrick

he's not a backslapper, appears to be a reluctant socialite and there are those who consider him aloof. He insists that he has an "open-door" policy, albeit "consistent with the restraints of a 12-hour workday." "He doesn't like schmoozing with industry people," said a source. "He really doesn't see that as part of his job."

His Los Angeles roots may be partly responsible for one perception that has been dogging him: of being Hollywood's man in Washington. Contributing to that is his support for the syndicated exclusivity proceeding, a favorite among the program production community. Patrick's not fond of the characterization, which he calls "incorrect" and "false."

The record, according to one well-placed source, should also help dispel the image. The Motion Picture Association of America, according to this source, was certainly more bullish on must carry than Patrick. And MPAA has, according to the same source, thrown its weight behind a proposal to consider multiple ownership rules for cable. "And Patrick's not out beating the drum on that," this source said.

In Patrick's own mind, what he is really loyal to are his principles. "One of the ideas with respect to which I might be called an ideologue is that we should be suspicious of the proposition that government can most effectively solve the problem, and we should rely where we can on marketplace mechanisms," Patrick said. "The second idea in which I believe is the fundamental wisdom of the First Amendment."

Perhaps because Patrick is beholden to ideas and not particular segments of the industry, he can get subdued reviews. Says Eddie Fritts, president of the National Association of Broadcasters, for instance: "He's been fair with us. I doubt we'll agree on all the issues, but they'll be honest disagreements."

Patrick's identification with the notion of reinstating syndicated exclusivity rules—which would permit a broadcaster to force

cable operators to delete distant-signal programming to which the broadcaster owned exclusive local rights—has certainly not endeared him to the cable community. But one cable attorney noted that the underlying rationale for Patrick's attraction to the syndicated exclusivity proceeding—that is, an advocacy of the sanctity of property rights—cut cable's way on the satellite programing scrambling issue. "Patrick gave full-hearted endorsement to the right to scramble cable programing signals," this source said. "Patrick also believes that cable deserves and will get very broad First Amendment rights, and he obviously doesn't believe that cable is the monopoly bottleneck that MPAA and INTV [the Association for Independent Television Stations] allege."

Yet another Washington source thought Patrick's apparent independence is refreshing. "He's clean, and I think it's a welcome change," this source said.

Those concerned that Patrick's ideas may do them damage at some point should take comfort in yet another characteristic the new chairman has demonstrated: an ability to part company with an idea gracefully. It was Patrick, it should be recalled, who was fingered as the agency's primary proponent of a requirement in its original crack at interim must-carry rules that would have required cable companies to offer free A/B switches to customers. Those requirements were moderated substantially on reconsideration. "I saw it as a good sign that he could back down," said one well-placed industry source. "He's a big enough man and confident enough in himself that it didn't bother him to back off on a position with which he was so strongly identified."

How large a mark Patrick will ultimately make on telecommunications policy may be as much due to circumstances as to intentions. But one thing seems certain at the outset of his chairmanship. Should he fall short, it won't be for lack of trying. □

By Doug Halonen

How far will the apple fall from the tree?

One of the most often asked questions about the FCC's new chairman, Dennis Patrick, is how his administration will differ from that of his predecessor, Mark Fowler. The following responses to questions put to him by BROADCASTING in an exclusive interview last week give a clue to that question and others about the direction in which he will lead the FCC.

On his approach to the marketplace:

"I am presumptively disposed to rely on competitive marketplace mechanisms to realize that goal [of maximizing consumer welfare]. In general, and there are exceptions, markets are more effective than government in identifying the needs and interests of the broadcasting community and the needs and interests of consumers and in delivering product. So the model I would like to have in mind as we pursue the various agenda items is a competitive industry characterized by a multiplicity of voices and technologies."

On the priorities dictated by that marketplace approach:

"With that model in mind, I think there are two broad categories of things I would like to accomplish. The first is: to expand the opportunities broadcasters have to compete within that marketplace effectively and serve the public interest more effectively. Under that rubric, I would include three types of agenda items. First, I think we need to improve the licensing mechanism procedures, which the Congress is presently considering. Second, we need to look at the question of whether the FCC needs to expand freedom of contract with respect to programing. In that regard, the commission will soon release a notice of inquiry with respect to compulsory license, syndicated exclusivity and network nonduplication. And third is the general matter of how we approach technical regulation. I think we need to be more creative and flexible.

"The second broad category of goal I

would have the commission keep in mind is expanding First Amendment freedoms—continuing to focus upon and emphasize First Amendment freedoms for the electronic media."

On financial interest:

"I don't think it's going to be on the front burner. The commission has to prioritize its administrative resources, and I think we need to focus those resources on those matters that are going to advance the public interest the most."

On whether the FCC has deregulated as much as it can:

"There certainly has been a great deal of deregulation. I'm not willing to say that we have done all of the deregulation that it is appropriate to do—that is, all of the deregulation that it served the public interest to do."

On resisting reregulation:

"I think you have to analyze that question in an issue-specific way. For instance, I was supportive of imposing a system of random checks with respect to financial certifications and financial qualifications to insure that the regulations we retained are in fact effectively enforced. I would argue that it's even more important—in a situation in which you have done a great deal of deregulation, to insure that those regulations which we retained—which we felt were necessary to insure that the public interest is protected—are enforced. Moreover, I myself have proposed that the commission consider reimposing a regulation—syndicated exclusivity protection for broadcasters. So those are two examples of areas where I think regulations may be appropriate.

On the three-year rule:

"I think reimposition of the rule would be a mistake for any one of a number of reasons. The first is that the rule acted—and would act, if brought back—as a barrier to entry to

small entrepreneurs and minority entrepreneurs with respect to securing financing. It would result, in the opinion of a number of analysts, in at least a 10% diminution of the value of properties instantly. Why is that a concern from a public interest perspective? The answer is that having reduced the value of the property it may be that capital is to that extent not as available, capital that might be used in programing ventures or anything else, all of which does serve the public interest. But I think probably the most important thing to be said about the three-year rule is that it was an example of a regulation which I don't think was necessary—and that has been borne out. Since the commission dropped the rule in 1982, over 75% of the stations—both radio and TV—have been held longer than three years; 83% of TV properties were held longer than three years.

There appears to be an implicit assumption that unless you have a three-year holding period a diminution of the quality or the volume of programing may result. It's just not valid. Someone who buys a property, even if not intending to keep it forever, has every incentive to maintain audience share because share determines to a large extent the value of the property. So the incentives are correct."

On the industry's trading a reasserted public interest standard for comparative renewal protection:

"I'm not sure it is appropriate or necessary to analyze the comparative renewal issue in terms of trade-offs. There are at least two issues. The first is that we have a comparative renewal process that disserves the public interest because it leads to uncertainty, delay and therefore instability in the broadcast industry, and that disserves the interests of the public, etc.

"A second set of issues has to do with the First Amendment rights of the electronic media. And I don't know where it says that one has to be traded off against the other. [But] I would be concerned about the prospects of codifying a second-class status for the electronic press. And, it seems to me, you want to make sure that, in the process, whatever system or mechanism is codified does not avoid the problems we have today: the problems of uncertainty, instability and the rest."

On the perception of his being Hollywood's man in Washington:

"The perception is incorrect, false. Where it comes from, I don't know. But I can say that whoever is laboring under that misimpression is not examining the record or following my votes very carefully. I think my voting record would reflect a consistent application of a certain philosophy. In some instances that philosophy would suggest a position that happens to be the position of the production community on a certain issue—an example of that, in fact the only example I can think of off hand, is the matter of syndicated exclusivity. Application of that same marketplace philosophy—one that also, I think, pays a great deal of deference to the First Amendment—in the case of



must carry resulted in my taking a position diametrically opposed to that articulated by MPAA."

On allegations that he is aloof and/or inaccessible:

"Virtually since Day One I have had an open-door policy at the commission, and I will continue to have an open-door policy as chairman, consistent with the restraints of a 12-hour workday. To the extent that there has developed this perception of me as being somewhat aloof or reserved or what have you, it may be a function of my desire and tendency to read a lot of material. I am very much disposed to read as much as I can about the dockets, and of course that takes a great deal of time, and I realize that I'm going to have even less time as chairman and therefore may be unable to engage myself in as much detail as I used to.

"I certainly wouldn't agree that I don't attend a lot of industry functions. My impression is that I attend a lot, I don't know which ones I've missed that people are complaining about. As far as slapping backs, no, I don't slap backs, I must admit that. I do shake hands."

On his being an ideologue?

"If by ideologue you mean someone who is absolutely uncompromising or is unthinking in his approach to issues, or you mean someone who is disposed to reach a predictable bottom line every time no matter what the facts suggests—which is the sense in which some people use the word ideologue—the answer is no. If by ideologue you mean what I think is the more accurate definition of the word—someone who believes in a certain set of ideas and tries to consistently apply whatever principles are suggested by those ideas—the answer is unequivocally yes. I have an abiding suspicion of government, not because government is bad or because the people in government have bad motives, but because government generally doesn't have—and the FCC generally doesn't have—access to all of the information that one needs to make effective, consistent decisions that actually maximize the public interest. On the other hand, markets are comparatively efficient where we are comparatively weak. Competitive marketplaces process information and make trade-offs—with respect to the allocation of resources, with respect to what consumer demands really are, with respect to how to most efficiently produce product, in the case of broadcasting, that meets the needs and interests of the community. And so one of the ideas with respect to which I might be called an ideologue is that we should be suspicious of the proposition that government can most effectively solve the problem, and we should rely where we can on marketplace mechanisms. That's an idea I believe in. The second idea in which I believe is the fundamental wisdom of the First Amendment."

On how his administration will compare to Mark Fowler's:

"I think there is a different atmosphere in Washington with respect to policy questions. Obviously, the Democratic party is now in charge of both houses of Congress. We have a Congress that is obviously very interested in and will be actively involved in



Fond farewell. Former FCC Chairman Mark Fowler bid the Fifth Estate adieu last week. It was a festive departure as he was feted at a crowded party at Washington restaurant, Deja Vu. Fowler's six-year term as chairman came to a close on Friday, April 17. Partygoers were literally wearing their hearts on their sleeves for Fowler (heart-shaped stickers were issued at the door). Among industry leaders paying homage were Capcities/ABC's Tom Murphy and Fox Broadcasting's Rupert Murdoch. Earlier last week, the National Association of Broadcasters honored Fowler at a breakfast sponsored by the Washington representatives of NAB's major broadcasting group members. He was presented with a plaque recognizing his "leadership in pursuing policies that have had a salutary effect on the climate in which broadcasters live."

oversight of the commission, and let me say right now that I welcome that oversight, and I have every expectation that I will be able to work well with the Congress with respect to communications issues. The other difference is that the atmosphere we're dealing with today may differ a little bit from the atmosphere of a few years ago in that at least some elements of the industry are a little bit less enthusiastic—or it's my impression that some are a little bit less enthusiastic—than they have been in the past about pursuing what is often summarized as deregulation. I would only say that consistency is necessary and appropriate in this area.

"I am not going to look at Congress as an obstacle at this point. I understand that there are a number of persons in the Congress who have different philosophical instincts with respect to a number of these issues, and I've had discussions with many of them. I'm looking forward to talking to as many of them as I can. As I mentioned before, I think that Congress will be actively overseeing what the commission does; I welcome that oversight, and I hope there will be a great deal of dialogue.

"About Mark Fowler, let me be more specific: Mark Fowler did a phenomenal job. I think he clearly accomplished more as chairman of the FCC than any chairman in the history of this agency, and he was very consistent in his application of a certain set of ideas that were largely absolutely appropriate. Strike 'largely.' They were appropriate. But the atmosphere has changed. The philosophy that allowed this commission to pursue deregulation was a philosophy which involved supplanting government regulation with regulation by competitive market forces. And the industry applauded those deregulatory moves, and they applauded the premise of that deregulation, the premise being that competition in the marketplace was an effective restraint and

does create the sort of incentives that are necessary to cause broadcasters to identify and serve the needs and interests of the community. Well, if you're going to rely upon that competitive model, you have to be willing to face some of those characteristics of competition that not all broadcasters applaud. For instance, the possibility of acquisitions taking place in the marketplace."

On whether the print model is the appropriate goal:

"Yes, I think the model in that regard should be the print model.

"I'm aware that there are some in the industry who are now not quite as bullish on the competitive model as they were before, and I'm suggesting that it's important to be consistent in that you can't have it both ways. Bottom line, either you're going to rely on government regulation . . . or you're going to rely on competitive marketplace models."

On whether he will be more enforcement-oriented than Fowler:

"I won't answer that question in relative terms just because I don't think it's really knowable. But while I'm not going to make any comparisons to Mark, I will answer your question by saying I think it's very important that where you have done substantial deregulation—and have retained only those rules that are thought necessary to promote the public interest—that you enforce those rules that remain on the books."

On high-definition television:

"I think the issue of HDTV is important. HDTV, or some higher resolution television, may well become important in the future as a matter of competitive parity for the broadcasting industry. Which is to say that broadcasters, if they do not have access to higher resolution TV technology, may be at a competitive disadvantage *vis a vis* VCR's and

cable at some point in the future. So it's certainly something the commission should be mindful of, and we are. I think the commission should issue a notice of inquiry with respect to HDTV at some point, and solicit comment on both the technical questions and the options we have with respect to spectrum. I think it's something that needs to be done relatively quickly. The commission will face the same set of problems that it always faces when there is a spectrum trade-off question. It's very difficult for the FCC to assess the relative value to the public of alternative allocations of very valuable spectrum. Spectrum questions always involve questions of the opportunity cost."

On whether broadcasters are different (in

their roles and rights as media entrepreneurs):

"This question is very similar to the whole question of whether broadcasters are public trustees. I think there is some sense in which every industry may consider itself special or different. I think that broadcasting is an incredibly important business. I think any time you control a medium of mass communications, especially in a democracy, you have a tremendous responsibility. I would say the same thing about the print medium. So I have no problem with the proposition that broadcasters have very important responsibilities.

But the issue is, really, who defines those responsibilities, and who insures that they

are met, and how do we insure those responsibilities are met?

And, with respect to that set of issues, I much prefer to rely upon, first of all, the sense of journalistic responsibility among broadcasters, and secondly, the incentives to meet the needs and interests of the public that arise from a competitive marketplace—and thirdly, more generally, competition in the marketplace, to insure that broadcasters identify and meet the needs and interests of the public rather than relying upon government content regulation. So, in a sense, I think the parties to this debate about whether broadcasters are public trustees or whether they're different are talking past each other." □

CBS TV network loses money in first quarter

Best news for company is declining interest rates; pay TV revenue at Time down

For the second year, financial results of the CBS television network were off in the first quarter. Also for the second straight year, profits at both the owned-TV stations and the radio division were up, allowing the CBS/Broadcast Group to generate an operating profit of \$21.7 million, up 12%, on a 4% revenue increase, to \$729.3 million.

The company noted that the Super Bowl, telecast this year by CBS, accounted for roughly \$20 million in profit, and that absent the special event, CBG would have operated at break-even and shown a slight decline in revenue. Part of that Super Bowl profit may have been due to last year's write-down of the network's NFL rights, making the reported cost of the game, on an accounting basis, less expensive. The network also wrote down movie and other programing rights.

Other accounting quirks helped the company's results. Smaller "amortization" charges associated with the company's 1985 purchase of consumer magazines from Ziff-Davis helped CBS magazines post a \$2.9-million profit on flat revenue of \$98.1 million.

In addition to the company's combined increase in operating income, up 23% to \$90.7 million on an 8% revenue increase, to \$1.26 billion, CBS benefitted in the first quarter primarily from a decrease in net interest expense, from \$28.2 million to \$9.3 million.

General corporate expenses were down, as they were in last year's first quarter and the prior period, to \$10.7 million, while income from joint ventures, primarily CBS/Fox, more than doubled to \$9.3 million. The company's tax rate, which was up over 1986's first quarter, is expected to decline in the second half of this year.

At Time Inc., first-quarter net income dropped 8%, to \$46 million or 76 cents per share, on a 7% increase in revenue, to \$939 million. At the company's programing group (primarily HBO and Cinemax) revenue declined 8%, to \$220 million, while profits declined 6%, to \$34 million, also below results for the first quarter of 1985. Last year's

results had benefitted from one-time income related to terminating an agreement to buy Warner-Amex, and to a film licensing deal with Procter & Gamble. The pay television services also changed their amortization schedule last year, moving the costs of pay film rights to later runs. There was no indication last week whether that change improved the most recent quarter results or hurt them.

Taft investors buy company

Dudley Taft drops bid to join \$155-per-share compromise; in return he gets to take company name, WGHP-TV plus backing for future purchases; Bass group getting cable and WTVN-TV

Taft Broadcasting appears to have been carved up last week, not by the company, but by its three largest and heretofore feuding shareholders. The three investor groups—Robert M. Bass Group, American Financial Corp. (AFC) and certain members of the founding Taft and Ingalls families—joined together as the TFBA Limited Partnership, and made a \$155 bid last week for all of Taft's roughly 9.3 million shares.

Many were assuming the TFBA offer would be accepted by both the "disinterested" Taft directors and the company's shareholders because as of last week there were no other offers on the table, with Dudley Taft having withdrawn a previous bid. If another offer surfaced before the board meets to consider the TFBA proposal—as of last Thursday no date had been set for a board meeting—the competing bidder would be up against a group that already owns more than 40% of Taft's shares.

Last week's offer was for either \$155 cash or \$142 cash and one share of FMI Financial Corp., an insurance and cellular telephone operator, 72% owned by AFC, itself controlled by Cincinnati-based investor Carl Lindner. A spokesman for FMI said the new owners would keep the Cincinnati-based broadcasting and entertainment company intact and expand it through further acquisi-

American Television & Communications Corp., the company's 82%-owned MSO, reported a 6% increase in operating profit, to \$34 million, on a 10% increase in revenue, to \$170 million. Books and Information Services Group showed an operating loss of \$3 million, attributed in part to "lower results at SAMI/Burke Inc., a marketing information subsidiary which had higher development expenses." □

tions, and stated that previous thoughts about selling Taft's entertainment division would not be entertained. Although Taft Chairman Charles Mechem Jr. and Chief Operating Officer George Castrucci are not part of the bidding group, the spokesman indicated current management would continue to run the company.

Conversely many of those who are partners with Lindner in the bid will soon be parting ways, taking with them some large pieces of Taft.

The Robert M. Bass Group, it was said by more than one informed source, will soon own the half of the 355,000-subscriber cable MSO, BT Cable, it does not already own. The Taft company and Bass, as equal partners, purchased the systems from Wometco several months ago.

Bass will also obtain the Taft interest in Taft Cable Partners, which represents the company's joint venture with Tele-Communications Inc., serving more than 175,000 subscribers, and will obtain the right to purchase some of any high-yield securities that TFBA might issue.

Additionally the Bass group will take a TV station, WTVN-TV Columbus, Ohio, whose signal overlap with WKRC-TV Cincinnati was previously grandfathered. Each station also has a co-located AM-FM combination.

Vice Chairman Dudley Taft will also be rewarded and the expenses of his previous will bid reimbursed by TFBA, although Taft told BROADCASTING the reason his joint bid with Narragansett Capital was dropped was because "we couldn't really top" Lindner's

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bid. For its effort, the Providence, R.I.-based Narragansett said it would receive \$3.35 million, "for investment banking counsel and services to certain parties in connection with the proposed acquisition of Taft Broadcasting Co."

By pooling their existing stock in TFBA, the investors give the bid almost a billion dollars in equity, reducing the borrowing the partnership will have to undertake. Furthermore, neither of the three groups will be taxed for capital gains in the tender offer, as long as they keep their ownership in TFBA.

Dudley Taft will start his new group with the name Taft Broadcasting. The present Taft Broadcasting will have to find a new name.

According to a filing with the Securities and Exchange Commission, the vice chairman will end up purchasing WGHP-TV Greensboro, N.C., for 13 times 12-month cash flow, but not for less than \$45 million plus net receivables. In total, the Lindner group will provide Taft with up to \$235 million in loans to finance the purchase of that station and other TV, radio or cable properties.

If after 18 months from the closing of the tender offer, Dudley Taft has not found a top-20-market independent TV station or a top-50-market affiliate at 12½ times cash flow, Lindner will either pay him \$10 million cash, or sell him the company's WBRC-TV Birmingham, Ala., for 11½ times trailing

12-month cash flow plus net receivables.

The company might be forced to make further divestitures—depending on the outcome of the FCC's rulemaking on radio-TV crossownership—of either TV or radio properties in Birmingham and Kansas City, Mo.

The fact that last Tuesday's announcement meant that a potentially hostile bidding situation had been defused was not lost on the stock market. After keeping Taft's shares above \$155 for most of the previous month, the market on that day bid down the stock \$9 from its high for the day to close at 147½. The offering is subject to completion of a definitive agreement and regulatory approval as well. □

NBC-TV's season victory overshadowed by viewer erosion

Although network is on verge of second consecutive prime time win, overall network viewing is headed back down, especially among key demographics

It came as a surprise to no one that NBC, for the second consecutive season, has won the Nielsen prime time household and demographic ratings race. However, while NBC's picture is bright, the three-network performance is bleak in some areas, as erosion of the network audience appeared to resume this season. That erosion caused a drop in viewing among key demographics, including both men and women 18-49, with even sharper drops among teen-agers and children.

The 1986-87 season officially ended yesterday (April 19). Most were predicting at the start of the season that NBC would retain its title, based on its strong regular series lineup, particularly on Thursdays and Saturdays. The network dominated both nights again this season, with the strength of *The Cosby Show* and *The Golden Girls*. This season NBC picked up a third night, Monday, which it won largely on the strength of its *Monday Night at the Movies*. A total of 103 regularly scheduled programs appeared in prime time this season, 21 more than appeared in prime time last year.

NBC strengthened its lead in many measurements this season. Last year, it beat CBS in the household race by nine-tenths of a rating point and one share point, with a 17.6/27, to CBS's 16.7/26. ABC followed with a 14.9/23. This year, season to date through April 12 (the last week was not available at deadline), NBC had almost a two-point advantage in rating and a three-point lead in share with an average 17.8/28. CBS was down 5% in rating and 4% in share with an average 15.9/25, while ABC was down 5.4% in rating and 4.4% in share to an average 14.1/22. For regular hour and half-hour series, NBC also strengthened its position. NBC averaged, through April 12, a 17.8/28 in regular series performance (up almost 3%), beating CBS, with an average 15.7/25 (down 7.2%), by slightly more than two full points. ABC was an also-ran with an average 14.1/23 for its regular series, although it posted a slight gain in that category over a year ago, up 1.4%. CBS regular se-

ries performance was down for the third consecutive year. Last season, the regular series tallies were: NBC, 17.3/27; CBS, 16.9/26, and ABC, 13.9/22.

On the demographic side, NBC was first in most categories, although fewer men and women in the key 18-49 age group were watching network television this season, according to Nielsen demographic data through March 22. The three networks combined were down 4% in viewership among women 18 to 49 and down 2% in viewership among men 18-49. NBC was tops with both groups in prime time, while CBS was second with women 18-49 and third with men 18-49 while ABC was third in delivering women 18-49 but second in the men 18-49 category. The same pattern emerged for all three networks for the 25-54 demographic.

NBC also had the strongest new program development this season. It accounted for 12 of the 45 new programs introduced this season (a 13th, *The Days and Nights of Molly Dodd*, will bow during the May sweeps), and 11 of them ranked in the top 20 of new shows. The other show, *Crime Story*, ranked 21st of new shows, but 68th among all shows and it is now said the odds are unlikely that it will be back next season, although a decision is still pending.

A midseason entry on ABC, *Max Headroom*, started out strong in its debut on March 31, behind the popular *Moonlighting*. In its first outing, *Max* did a 16.9/29, behind the climax of a three-part *Moonlighting* episode which scored that show's highest rating/share ever, an average 29.5/44. *Max* has declined in rating since then, without any original *Moonlighting* episodes to boost its lead-in audience (and none in sight), but the show has received critical acclaim, including a recent cover story in *Newsweek*. ABC executives consider it a contender for the new season. One source at the network said *Max* was considered the brightest star in ABC's development process this season.

ABC is not going to unveil its new fall schedule for another month, and the jury is still out on many of the shows currently in the schedule. But insiders suggest that *Moonlighting* will be back, despite production delays and cost overruns. Also, sources say, in addition to *Monday Night Football* on Mondays, *MacGyver* will probably be back

for a third season. Other programs likely to return on ABC's schedule next season, sources say, are *Who's the Boss*, *Growing Pains*, *Perfect Strangers*, *Head of the Class*, *Dynasty*, *Hotel* and *20/20*. *Mr. Belvedere* and *Webster* are also performing well, ABC executives believe, and have a good shot at returning.

At NBC, 14 series have already been renewed for next fall, including: *Our House*, *Night Court*, *Amen*, *227*, *ALF*, *L.A. Law*, *Matlock*, *The Facts of Life*, *The Cosby Show*, *Family Ties*, *Cheers*, *The Golden Girls*, *Highway to Heaven* and *Hunter*. The big question marks on the NBC schedule are whether *St. Elsewhere*, *Miami Vice* and *Crime Story* will get the nod or the ax for next season. As for the network's midseason efforts, *Nothing in Common* has performed the best and is said to have a good shot at renewal next season. Executives are said to be pleased with the production of *Bronx Zoo*, although its performance has been luke warm at best. NBC is scheduled to unveil its new schedule on May 13.

At CBS, 11 programs have been renewed for next season including, most recently, *Designing Women* and *Cagney and Lacey*. The others include *Magnum, P.I.*, for an eighth season, *Dallas*, *Knots Landing*, *Falcon Crest*, *Kate & Allie*, *My Sister Sam*, *Murder, She Wrote*, *Newhart* and *The Equalizer*. The strongest midseason performers for CBS have been *The Cavanaughs*, ranked 35 out of all regularly scheduled shows this season with a 16.2/24, and *Houston Knights*, ranked 41st, with a 15.2/26.

The three-network rating and share were down, as was the level of homes using television during the season. Thus, erosion of the network audience appears to have resumed after a one-year leveling off last season, when combined rating, share and HUT levels were all up. The three network rating dropped to an average 47.9, off 2.5%, while the combined network share dropped to 75.8, off 1.6%. The prime time HUT level was off slightly, about one-half a percentage point, to 63.2% of the television universe. Network researchers believe the erosion may be exaggerated somewhat by Nielsen's difficulties in maintaining the NTI sample, while simultaneously building up its people meter sample for next fall. □

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Programers head to MIP with co-ventures in mind

Expanding European market enlivens programing bazaar as scene for co-production deals

From Toscanini to comedies, to the first high-definition television program series to National Basketball Association games, several hundred North American program suppliers are descending on Cannes with a potpourri of programs with which they hope to enchant program buyers from around the world. The occasion is the 23d annual Marche International Des Programmes De Television, which starts tomorrow (April 21) and runs through April 27.

Many of those same suppliers—MIP organizers are expecting 300 or more American companies to attend—will be meeting and talking with as many foreign-based producers as they can at this year's show, in the hopes of sowing seeds for future program co-ventures. Most on this side of the Atlantic agree that co-ventures with foreign companies are taking on greater importance in the television industry, as producers everywhere try to tap additional creative and financial resources to satisfy viewer appetites.

By comparison to domestic trade shows, MIP is loosely structured, with the emphasis on mingling, talking up potential deals and co-ventures, and sometimes negotiating and closing deals. Several press conferences have been scheduled, and one panel session, being put together by the U.S. Information Agency's Worldnet, a news and information satellite service delivered to more than 80 countries. The session, on Friday, April 24, will address how recent changes in the U.S. broadcast industry have affected domestic programming and what the effect will be, if any, on the international marketplace. Worldnet will link by satellite a panel in Los Angeles, including Paramount's Mel Harris and Lorimar-Telepictures' David Salzman, who will field questions from a panel of reporters covering MIP. International program consultant Larry Gershman will be on hand in Cannes to moderate the session, which will be fed to the Palais des Congres where the show is held, as well as area hotels.

Worldnet is also planning an official announcement on two new programs it is adding to its European feed. The first is a new two-hour "breakfast" news show from 7 to 9 a.m., called *America Today*, and the second, with a softer slant, called *Hour USA*, with features on sports, Hollywood celebrities, an English course and other features. *Hour USA* will be seen in Europe from 2 to 3 p.m.

The Canadian Broadcasting System, which is producing, in association with Northern Light and Picture, the first high-definition television series, *Chasing Rain-*



bows, is holding the first screening of the first two episodes of the show at MIP. Production of the seven-episode, 14-hour program won't be complete until early 1988. It will premiere on the CBC in March of that year. But CBC Enterprises will market the program to foreign broadcasters starting at MIP. The MIP screening of the program will be down-converted to PAL, according to the program's director, Mark Blandford. He said the program will also be screened in the high-definition format at a conference in L'Aquila, Italy, shortly after MIP. The production is costing the CBC about \$750,000 in Canadian dollars to make, although Blandford cautioned that "you can't judge the real costs" of producing high-definition programs by the CBC's costs, because Sony is, in effect, subsidizing the effort with "the very favorable deal" it offered Northern Light, which purchased the HDTV equipment being used to produce *Chasing Rainbows*. Sony, which hopes the production will spur further sales of its high-definition equipment (based on the NHK system), is providing invaluable technical assistance, said Blandford. The MIP screening takes place Wednesday, April 22, at the Palais.

American programmers from many sectors, including commercial and public television, and cable, will use MIP to cultivate potential co-venturers in the foreign program market. "It's clear to us that as we leave for MIP the European market has really taken off in terms of its interest in our product and to some extent vice versa as it provides co-production dollars," said HBO's Henry

Schleiff, senior vice president of business affairs and administration. HBO is making an aggressive effort to program more original fare, which make up about 40% of HBO's present schedule, said Schleiff. And 50% of the network's original programming, he said, is made in part with co-production money from foreign or domestic partners.

The network, Schleiff said, has most often tapped British-based partners in its foreign co-ventures, such as Zenith, a British-based production company, for *The Chicago Conspiracy*, about the 1968 trial of the Chicago seven, and TV South another British-based production company, for *Mandella*, about the South African rights activist. But the network has also done co-venture deals with partners in France, Italy and Canada. The network just announced a major co-production deal with ITC Entertainment, whose British-based parent is controlled by Robert Holmes a Court, to produce and distribute worldwide up to 12 feature motion pictures at a cost of more than \$55 million.

That is HBO's largest co-production to date, and one that may reflect the kind of "confidence" HBO is looking for in foreign partners. Under the terms of the ITC deal, HBO retains the domestic cable rights to all the films produced by both parties (four by ITC and eight by HBO) and U.S. home video rights to films it produces. ITC retains the U.S. home video rights to the four films it produces under the agreement as well as foreign rights in all media. "The commitment by ITC is reflective of what many of the co-financing players at MIP believe are the

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prospects for this kind of product," said Schleif.

Both PBS and a number of the larger market PBS affiliates are aggressive in pursuing foreign co-producers. Robin Breed, director of program acquisitions for PBS, said the organization is particularly interested in finding foreign co-producers to make "performance" oriented programs for use during key fund raising drives.

According to Breed, there are number of benefits to doing co-ventures including the two-pronged financial benefit of stretching the production budget and participating in the back end rights. Usually PBS will get a

piece of those rights, if not the actual rights because it doesn't have the sales force to take full advantage of them.

Where many proposed co-ventures fall through is on the creative side, where it can sometimes be difficult to agree on how a property should be produced so that the different audiences it's designed for will be equally satisfied with the entertainment value. "You walk a delicate line," said Breed. "It has to be a very collegial effort." Often the pacing is a main issue, but even things such as the order in which songs or music is performed can be an issue that could potentially kill a project. □

Following are the principal U.S. exhibitors at MIP:

ABC Distribution 2.20, 4.21
825 Seventh Ave., New York 10019

Adventures of Con Sawyer and Huckle-mary Finn*, Amazing Bunjee Venture*, Cap'n O.G. Readmore's Jack and the Beanstalk*, Huckleberry Finn*, Pippi Longstocking*, Return of Bunjee*, Velveteen Rabbit*, Cabaret, The Day After*, Flamingo Kid*, Impulse*, National Lampoon's Class Reunion*, Prizzi's Honor*, Silkwood*, Spacecamp*, Straw Dogs, Take the Money and Run, They Shoot Horses, Don't They?, Young Doctors in Love*, Acceptable Risks, Best Kept Secrets, A Bunny's Tale, Hearst and Davies Affair, Infidelity*, Jacqueline Bouvier Ken-

nedy, Jericho Mile, Love Lives On, Long Time Gone, Midnight Hour, Triplecross, Who Will Love My Children?, Amerika*, Out on a Limb*, Moonlighting, Academy Awards, Happy Birthday Hollywood.
Staff: Herb Granath, John Healy, Archie Purvis, Marvina Hunter, William Vitale, Armando Nunez Jr., June Shelley, Sandra Dorsey.

Adler Video Marketing 14.28
1356 Beverly Rd., Suite 203, McLean, Va. 22101

American Programs Intl. 5.28

ATA Trading Corp./Favorite TV 14.20
505 Eighth Ave., New York, N.Y. 10018
Golden Action Package, Golden Thrillers Package (13), Nutty Squirrel (50), The

Challenge, A Champion and a Child (12), Information on Health (3), Nightsong*.

Staff: Harold Lewis, Susan Lewis, Derek Blades, Alain Henot.

Audio Plus Video Intl. A0.12
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Isme Bennie International
Suite 405, 260 Richmond St., Toronto M5V 1W5

Philip Marlowe: Private Eye* (6), Degrassi Junior High* (13), Kids of Degrassi Street (26), Peter Ustinov in China*, Peter Ustinov's Russia (6), Neil Young and Crazy Horse Live at the Rusted Out Garage*, Those Hollywood Songs*, Michael Damien Live in Concert*, Battle of the Monster Trucks, Great American Mystery Cars*, Benson & Hedges International Fireworks Competition, World's Apart*.
Staff: Isme Bennie.

Blair Entertainment 3.02, 5.01
1290 Avenue of the Americas, New York 10104

The Lollipop Dragon, SCTV (52), The Cisco Kid (156). **Staff:** Richard Coveny, Guy Mazzeo, Len Giarraputo, Alan Berkowitz.

Bonneville Media H4.22
130 Social Hall Ave., Salt Lake City 84111

CBC Enterprises 4.32, 6.33
Box 500 Station A, Toronto, Ont. M5W 1E6
Iniminimagimo* (13).

CBS Broadcast Intl. 2.10, 4.09
51 W. 52d St., New York 10019

Mafia Wars, CBS Movies (15), Story-break, Spotlight on Sports, The Network Movies/Two (7), 60 Minutes, Paradise Steamship Co., Snoopy Come Home, A Boy Named Charlie Brown, Christmas Every Day, West 57th. **Staff:** Donald Wear Jr., Rainer Siek, Arthur Kane, Alice Henderson, Greg Phillips, Maria Komodikis, Sonja Mendes, David McLaughlin, Gregg Cooke, Joseph Dicerto, Michelle Reiner.

Children's Television Workshop 7.13
1 Lincoln Pl., New York 10023

Joel Cohen Prods. 4.17
1150 Olympic Blvd., Suite 418, Los Angeles 90064

Consolidated Productions 2.32, 4.29
9000 Sunset Blvd., Suite 1010, Los Angeles 90069

Murder Ordained, First Aid for Parents, Hot Shots, Vengeance: The Story of Tony Cimo, The Huberman Festival, Anastasia: The Story of Anna Anderson, Animated Classics. **Staff:** Michael Deeley, Sally Busby, Elizabeth Matthews, Sue O'Neill, Chantal Keast, Jennifer Westbrook.

William F. Cooke Television
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In Session (26), Bourbon Street Parade (78), Nashville Swing (104), Pete's Place



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Darino Films 21.08
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De Laurentiis Entertainment 20.16
8670 Wilshire Blvd., Beverly Hills, Calif. 90211

Noble House*, The Fatal Shore*, Honey-moon Hotel (100), Hollywood Close Up (39), King Kong Lives, Tai-Pan, Crimes of the Heart, Blue Velvet, Bedroom Window, Manhunter, Trick or Treat, Thick as Thieves, From the Hip, Adult Education, Bill and Ted's Excellent Adventure, Cobra Verde, Collision Course, Dracula's Widow, Evil Dead II, Illegally Yours, Letters from Capri, Million Dollar Mystery, Northeast Kingdom, Phantoms, Pumpkinhead, Rampage, Ronnie Rocket, The Sicilian, Tapeheads, Traxx, Twins, Weeds, Aloha Classic, other films. **Staff:** Paul Rich, Gary Levinson.

Devillier Donegan Enterprises 14.26
1608 New Hampshire Ave., NW, Washington 20009

Dolmatch Group 9.20
120 E. 36th St., New York 10016

The Computer Show*, Innovation, Currents, Wall Street Week, The Mechanical Universe, Bullwinkle and Rocky and Underdog, Bill Burrud's Wild Animal/Adventure, children's programs, feature films, classic cartoons, art, music and documentaries.

Dynocomm Sports H4.33
27285 Las Ramblas, Suite 130, Mission Viejo, Calif. 92691

Ralph C. Ellis 13.20, 15.19
1231 Yonge St., Suite 201, Toronto M4T 2T8
Profiles of Nature (65), The Man Who Loved Birds, Baby Animals, In Search of the Hawk, Images of Galapagos, Magnificent Moose, Resident Aliens, Winged World, Wild Guess. **Staff:** Ralph C. Ellis, R. Stephen Ellis, Cathy Ellis.

Entertainment Properties A0.08

F Productions 14.17
121 rue de l'Abbe Groult 75015 Paris

The Voyage of the Albatross*, Meo's Big Ears*, Wonder World*, Operation Mozart*, The Secret of Maram*, Children Music Television*, Ovni*, The New Conquerors*, Premiere*, The Flower and the

Cross*, Prelude to Love*, Escape to the Rising Sun*, Gipsy Soul*, The Imaginary Thinking in Children's Mind*, Maestro*, Ploom, The Nutcracker, Henry's Cat, Listor's History, Pandit Ravi Shankar, The Passion According to Saint John, Self Portrait of Pier Luigi Pizzi, Great Composers, jazz series, Carnival in Venice, Oh la la Paris, Los Angeles Now, Manhattan Snapshots, Charming Guide to Ibiza, Amavinus, Issey Miyake, D'jaa la Mode, CITE, A Diary of Civilizations, An Asian Notebook, Maasais, To the End of the Track, The Light Island, The Generous and Tragical Laperouse Expedition, The World Leaders, The Nobel Prize Winners, Allegoria, Treasures of Nigeria, Pulling Down African Sculptures, Romain Gary, Ingrid in Italy, Carmine Coppola, Diary of a Century, Hunchindown the Track, Chinook, Sail for Europe, Spectacular Sports programs, Paris-Peking-Paris Aircraft Race, The Autograph, Morenga, A Brazilian Legend, Nadia, Thomas. **Staff:** Pascal Bensoussan, Irene Teneze, Marie Lozach, Franck Marty.

Federal Express A0.31

Filmation 13.26/15.23
6464 Canoga Ave., Woodland Hills, Calif. 91367

Ghostbusters (65), She-Ra: Princess of Power (88), He-Man and the Masters of the Universe (130), Macron I* (26), Brave-starr* (65). **Staff:** Alice Donenfeld, Patricia Ryan, Paul Baccus, Gail Munn, Joe Simon.

Fox/Lorber Associates 19.20
432 Park Ave., South, Suite 705, New York 10016

The Action Sports Collection* (50), Wild World of Animals* (65), Wilderness Alive*, The World We Live In* (26), World War II: Soldiers Diary* (25), Young John Wayne (15), Romance Theater (17), Independent Visions* (6). **Staff:** Richard Lorber, Olivia King Canter, Susan Margolin, Rena Ronson.

Fremantle

660 Madison Ave., New York 10021

We Are the Children*, Manhunt for Claude Dallas*, On Fire*, Can You Feel Me Dancing?*, Stillwatch*, A Fight for Jenny*, Vanishing Act*, Last Days of Frank & Jesse James, Cat on a Hot Tin Roof, Burning Rage, Reckless Disregard, The Baron, City Killer, Half Slave Half Free, Cradie Will Fall, Loving, Kid From Nowhere, Fugitive Samurai, 1986 and 1987 Tony Awards, Candid Camera's 40th Anniversary*, The Magic of David Copperfield* (2), Kennedy Center Honors, Christmas in Washington, Patti LaBelle Show, Ellington: The Music Lives On, Second City Television (156), Candid Camera (140), Ryan's Hope, Loving, Divorce Court, Mr. Wizard's World (52), The Campbells* (78), The Adventures of Black Beauty (52), Swiss Family Robinson (26), Satellite Bingo*, game shows. **Staff:** Paul Talbot, Anthony Gruner, Julie Zulueta, Peter Baker.

Fries Distribution Co. 5.14
6922 Hollywood Blvd., Los Angeles 90028

Fries Frame I, II, III and IV* movie packages, Off the Wall (26)*, Born Famous*, Howdy Doody's 40th Birthday. **Staff:** Larry Friedrichs, Louis Wexner, Tracy Levin.

Gilson International 7.20
9200 Sunset Blvd., Suite 1005, Los Angeles 90069

Betty White Show (14), Doc (31), Duck Factory (13), Hill Street Blues (124), Last Resort (16), Mary (13), Mary Tyler Moore Hour (16), Newhart (90), Paris (13), Phyllis (48), Remington Steele (88), St. Elsewhere (92), Three for the Road (13), Tony Randall Show (44), We've Got Each Other (13), White Shadow (54), WKRP in Cincinnati (90), movies of the week (8), Fresno* (6), Critical List, Carlton Your Doorman, The Popcorn Kid*, Independence*. **Staff:** Ken Page, Anne Page.

Samuel Goldwyn 2.25
10203 Santa Monica Blvd., Los Angeles. 90067

Grundy Organization

425 E. 63d St., New York 10021

Prisoner in Cell Block H (700), Restless Years (781), Young Doctors (1,398), Punishment (26), Bellamy (25), Taurus Rising (19), Sons and Daughters (972), Waterloo Station (40), Starting Out (85), Possession (52), Neighbors (560), Death Train, Demolition, Image of Death, Newman Shame, Night Nurse, Plunge into Darkness, Roses Bloom Twice, Scalp Merchant, Poor Fella Me, Seven-Million Dollar Fugitive. **Staff:** Ian Holmes, Tom McManus, Rolande Tisseyre, Rudy Witschi, Gianfranco Lombardi, Bruce Raymond.

Harmony Gold 8.22/10.21
8831 Sunset Blvd., Suite 300, Los Angeles 90069

Shaka Zulu (10), William the Conqueror (4), Count of Monte Cristo (4), Sandokan, Praying Mantis, Woman of Substance*, Bella Otero*, Animals of Africa* (52), Letters to an Unknown Lover, Serie Noire* (25), American Immortals (34), A Day in the Country, Vidiots*, Velvetene Rabbit*, Moonstone Gem*, Alexander Baxter*, Robotech (85), Captain Harlock and the Queen of a Thousand Years (65), Maple Town Story* (26), Story of Hanaan (26), Brave Frog (39), Time Fighters (30), Speed Racer (50), The Rose of Baghdad*, Robotech: The Sentinel*, World of the Talisman*, Once Upon a Time*, 22 other animated features. **Staff:** Frank Agrama, Jehan Agrama, David La Follette, Aideen Leonard, Robert Lloyd, Heidi Wall, Susan Christison.

Con Hartsock & Co. 3.12
1100 Glendon Ave., Suite 941, Los Angeles 90024

Horizon International 16.17
11811 W. Olympic Blvd., Los Angeles 90064

Raymond Horn Syndication H4.31
325 W. 45th St., Suite 510, New York 10036

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 MULTIMEDIA
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Interama 22.01

301 W. 53d St., New York 10019

Cold Feet*, First Thing Monday*, Tom Goes to the Bar, Rate It X, Mix Up*, Body Builders*, The Little Prince*, Rip Van Winkle*, Martin the Cobbler*, The Creation*, A Christmas Gift*, The 12 Months, Velveteen Rabbit, Three Questions, Laughter Is Good Medicine, Le Spectre de la Danse, Yvette Chauvire, Killing Detail.
Staff: Nicole Jouve.

International Broadcast Systems 14.14, 32.68

100 Crescent Ct., Dallas 75201

NBA programming—regular-season games, playoffs, championships, specials, Captain Power and the Soldiers of the Future* (26), The Pivotal Point* (13), Dust and Blood* (6). **Staff:** Earl Jones, Ken Lameiras, Vincent Turco, June Berkheimer, Dianne McDougall.

International Creative Exchange**International Media Associates 0.02****International Program Consultants**

200 E. 24th St., New York 10010

Return to the Titanic, Extra Dimensions (13), Beyond 2000 (52). **Staff:** Russell Kagan.

Israel Film Center 21.12, 23.11

Box 299, Jerusalem, Israel 91002

Israel Broadcasting Authority, Israel Film Service, Jerusalem Capital Studios, Kasetel Communications, Media Group International, KM Production, Videotape Productions-Distribution.

Italtoons Corp. 10.30**ITC Entertainment 4th floor**

115 E. 57th St., New York 10022

Poor Little Rich Girl, At Mother's Request, Robbery Under Arms, Windmills of the Gods, Calhoun, The Evil That Men Do*, Unnatural Causes*, Amos*, News at Eleven*, A Time to Live. **Staff:** Arthur Kananack, James Marrinan, Armando Nunez, Josh Elbaum, Vickie Gubbay, Frank Ratcliffe, Jeanne Jammes, Ed Kriesler, John Triantafyllis, Franz Elmendorff, Eva Rosskopf.

M.A. Kempner 23.12

4699 N. Federal Hwy., Suite 102, Pompano Beach, Fla. 33064

The Exercise Bug*, TV Powwww, Telephone Poll, Escape/600, feature films.
Staff: Marvin Kempner.

King Features Ent. 3.14, 5.11

235 E. 45th St., New York 10017

The Movie Alliance* (15), Defenders of the Earth (65), Adventures of the Galaxy Rangers (65), The Performers II, The Performers (30), Television Playhouse (14), Bonaventure Travel Shows (25), Great Adventures (4), How About (104), The Romance of Betty Boop, Original Popeye, All New Popeye, Animated Flash Gordon, Beetle Bailey, Barney Google & Snuffy Smith, Cool McCool, Beatles, Krazy Kat, Hearst Report, Perspective on Greatness, King Features Creatures, The

Performers: Marquee Edition, Vol. II, Blondie and Flash Gordon (series and features), Fight Back! with David Horowitz (26), Ask Dr. Ruth (130), Good Housekeeping: A Better Way (65), Hints from Heloise (130), TV Time Capsule (2,000).
Staff: Bruce Paisner, William Miller, Samuel Gang, Michael Doury, Len Hill, Gerald Abrams, Melissa Wohl, Kathrine James.

LBS International 3.17

875 Third Ave., New York 10022

Story of Rock 'n' Roll, Music Machine, Bobby Short, Our Group, Scary Tales, Moment of Fear, Night Rose, Scared Straight, Smithsonian World, Care Bears Family, A Star for Jeremy, You Can't Take It With You. **Staff:** Henry Siegel, Phil Howort, Mark Mascarenhas, Fred Gilson.

Les Productions via le Monde

326 rue St. Paul ouest, Montreal H2Y 2A3

Cover Story, Le Defi Mondial, Legends of the World (40), Trap (13), Indian Legends of Canada (14), Friends of My Friends (13).

Lorimar Television 5.02/7.01

475 Park Ave. South, New York 10016

Tales from the Darkside (90), Comic Strip* (65), Max Headroom*, The Clinic, Noah's Gift, Roses Are for the Rich, Ghost of a Chance, Jazzvisions, The Quick and the Dead, Long Gone, Last Innocent Man, ALF, Our House, Days and Nights of Molly Dodd, Spies, Silverhawks*, Perfect Strangers, Valerie, The Two Mrs. Grenvilles, Blood Red Roses, As Summers Die, Love Among Thieves, Ghost of a Chance, Lorimar Home Video, Gumby (65), Falcon Crest, Knots Landing, Thundercats (65). **Staff:** Michael Jay Solomon, Jeffrey Schlesinger, Stuart Graber, Andrew Molasky, Frances Reynolds, Michelle Kearney, Alasdair Waddell, David Peebler, Margo Raport.

Man in the Moon Prods. 8.18

11355 Olympic Blvd., Suite 500, Los Angeles 90064

MCA TV International 11.02, 13.01

100 Universal City Pl., Universal City, Calif. 91608

A Year in the Life*, Hard Copy* (10), Outlaws* (11), Amen*, Bionic Six*, Blinkins*, Together We Stand* (13), Puttin' on the Kids*, Kojak: Price of Justice*, Deadly Care*, Airwolf IV (24), Alfred Hitchcock Presents II (13), A-Team V (13), Charles in Charge II (26), Gimme a Break VI (22), The Equalizer II (22), Magnum VII (20), Miami Vice III (22), Murder She Wrote III (21), The New Leave It To Beaver (27), Puttin' on the Hits III (36), Simon & Simon VI (22), other series, mystery movies, animation, theatricals, mini-series, specials, TV movies. **Staff:** Colin Davis, Roger Cordjohn, Claude Perrier, Hendrik Van Daalen, Kamal Sayegh.

Medallion TV Enterprises 13.30

8831 Sunset Blvd., Suite 100, West Holly-

wood, Calif. 90069

The Making Of... (26), Action I, Action II, Scrooges Rock 'n' Roll Christmas, Cimarron Strip (23), Wrestling Spectacular (26), Roller Derby (26), Something Else (34).
Staff: John Ettlinger.

MGM/UA 7.02, 9.01, 9.04

1350 Avenue of the Americas, New York 10019

George Washington: The Forging of a Nation*, Jack and Mike*, Sea Hunt*, We Got It Made*, Happy Anniversary 007*, Motown 25: Yesterday, Today and Forever*, Mercy or Murder?*, Dirty Dozen III: The Deadly Mission*, plus other series, mini-series, specials, made-for-TV movies and cartoons and animated specials.
Staff: Norman Horowitz, Randy Blotky, Kelly Kalcheim, Lynden Parry, Patrick Gallington, Joanne Asfour, James Wills.

NBC International 02.03

30 Rockefeller Pl., New York 10112

The Abduction of Kari Swenson*, Convicted: A Mother's Story*, Christmas Eve*, C.A.T. Squad*, Rage of Angels: The Story Continues*, Fatal Vision, Celebrity, Princess Daisy, Rage of Angels, Blue De Ville, An Early Frost, Love on the Run, Poison Ivy, Wait Till Your Mother Gets Home, Last Ride of the Dalton Gang, Express to Terror, Mrs. R's Daughter, Loneliest Runner, Hot Pursuit (12), Sara (13), Father Murphy (34), Supertrain (9), Punky Brewster (42), Go! Show (34), Hot Hero Sandwich (11), Muggsy (12), Punky Brewster Animated (21), Kissyfur (13), Live from Studio 8H: Arturo Toscanini, Caruso Remembered. **Staff:** Jerome Wexler, Mike Perez, Eric Stanley, Larry Barnett, Bernard Shaw, Patricia Rose, Rene Silvera, Franz Elmendorff, Panos Spyropoulos, Banjiro Uemura, Bassam Hajjawi, Jose Augustin, A.K. Foo.

New Century Telecommunications TBA

654 Madison Ave., New York 10021

New World Television H4.06

1440 S. Sepulveda Blvd., Los Angeles 90025

Queenie, The Bold and the Beautiful, Mariah*, Rags to Riches*, Santa Barbara, Sledge Hammer, Monte Carlo, Crime Story (22), Courage, Penalty Phase, Something in Common, Easy Prey, War Between the Classes, Don't Touch, I Want to Go Home, Can a Guy Say No?, Mom's on Strike, No Greater Gift. **Staff:** William Shields, James McNamara, Edward Gradinger, Steven Maier, Margaret Loesch, Joe Taritero, David Bromhead, Thea Deserio.

Newberger Assoc. TBA**Orion Pictures International 9.12**

1875 Century Park East, Los Angeles 90067

Adderly, Babes in Toyland, Cagney and Lacey, High Rollers, Life and Crimes of Klaus Barbie, Murder by the Book, Kay O'Brien, Hollywood Squares. **Staff:** Ernst Goldschmidt, David Lamping, Charlotte Ermoian, Richard Rosenbloom, Kathleen Hrick.

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Sacramento	KXTV	Flint	WNEM	Lincoln	KHAS	La Crosse	WKBT	Ada/Ardmore	KTEN
Phoenix	KTSP	West Palm Beach	WPTV	Evansville	WEVV	Erie	WSEE	Great Falls	KRTV
Baltimore	WBFF	Mobile/Pensacola	WEAR	Las Vegas	KLAS	Odesha/Midland	KOSA	Yuma/Ei Centro	KECY
Indianapolis	WTHR	Shreveport	KSLA	Waco/Temple	KCEN	Boise	KTVB	Parkersburg	WTAP
Hartford	WTIC	Knoxville	WBIR	El Paso	KDBC	Beckley/Bluefield	WVVA	Casper	KFNB
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Cincinnati	WXIX	Albuquerque	KOB	Fargo	KTHI	Columbus, MO	KOMU	Zanesville	WHIZ
Charlotte	WBTv	Syracuse	WSTM	Augusta	WJBF	Ft. Smith	KFSM	Victoria	KAVU
New Orleans	WDSU	Green Bay	WLUM	Madison	WJOW	Mason City	KAAE	Helena	KTVH
Greenville/Spart	WLDS	Des Moines	KDSM	Savannah	WTOC	Lubbock	KJTV	Alpena	WBKB
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Paramount 12.02/14.01*Box 705, 1 Parliament St., Hamilton, Bermuda HM CX*

Hard Knocks* (13), Duet* (13), Marblehead Manor* (24), Alice to Nowhere*, The Black Forest Clinic (52), The Tortellis, Bronx Zoo, Cavanaughs, MacGyver, Cheers, Family Ties, Webster, New Love American Style (65), Special Squad (39), Brothers, Riptide, Hardcastle and McCormick, All Is Forgiven, Call to Glory, Solid Gold, Entertainment This Week/Tonight, Greatest American Hero (42), Happy Days (255), Laverne and Shirley (178), Star Trek (79), films, specials, mini-series. **Staff:** Bruce Gordon, Peter Carey, Patrick Stambaugh, Jean Pullen, Joe Lucas, Malcolm Orme, George Mooratoff, Ramon Perez, Susan Bender.

Peregrine Film 3.24, 5.23*9229 Sunset Blvd., Los Angeles 90069*

Vanguard* (15), Adventure World* (15), Alien Encounters* (15), Terror Zone* (15), Spectacular World of Guinness* (26), Apology, Blackout, Rockabye, Sessions, Izzy & Moe, Killing 'Em Softly, China Rose, Lily in Love, Vultures, Heart, Ups & Downs, Goldenrod, Once Upon a Scoundrel, Birmini Code, Beasts, Lost, Didn't You Hear?, Hooch, Mountain Charlie, Skateboard Madness, Smoke in the Wind, Spittin' Image, Stuckey's Last Stand, 2 Catch 2, The Deadly and the Beautiful, Surabaya Conspiracy, Escape from Angola, Evidence of Power, The Last Reunion, Medusa, Pursuit, Pushing up Daisies, South Seas Massacre, The Legend of Alfred Packer, Class of '74, Reels of Fortune (16), Dynamagic (10), Warriors (12), Rainbow Family Theater (12), Eagle I (13), The American Diary (6), The Eaglet (10). **Staff:** Hal Brown, Pam Senator, Norah Cogo, Lindsey Dudevoir.

James Phillips Distribution H4.42*781 Linda Flora Dr., Los Angeles 90049*

JPDC Telefilms I, Music: The Universal Language, Voltron, Faerie Tale Favorites, Candid Kids, family specials.

Portman Productions 2.15*159-165 Great Portland St., London W1N 6NR*

Hold the Dream, Keys to Paradise, Open Cut, Barracuda, Stone Virgin, Winter, A Nightingale Song, Gisto, Comrade Lady, Melba, Tusitala, Letters to an Unknown Lover, A Woman of Substance, Joe Wilson, Jackson's Crew, Hotel du Paradis, Land of Hope, Praying Mantis, Boy in the Bush, Good and Bad at Games, Ill Fares the Land, Hey Dad, Quest for Healing, Via Namibia, Boney, Bailey's Bird, Castaways, Golden Soak, Levkas Man, Ritter's Cove, Rush, Star Maidens, Outsiders, Skippy, Barrier Reef, Famous Five, Elephant Boy, Flying Kiwi, Eat the Peach, Pigs, When Reason Sleeps, Hiawatha, Decadence. **Staff:** Ian Warren, Victor Glynn, Alan Bateman, John Kelleher, Tom McDonald, Ted Thomas, John Paul Chapple, Gary Mitchell, Cyril Ince, Lucy Bro-

die, Carol Neale, Deborah Reade, David Collins.

Radio Nederland TV 16.18, 18.15*Box 222, 1200 JG Hilversum, Neiderlands*

Sports, specials, children's programing, documentaries.

Rank Film 23.10*127 Wardour St., London W1V 4AD*

The Golden Gong*, The Best of British (10), Just For Laughs (7), Noel Coward—The Master's Collection, What a Carry On (13), children's and feature films. **Staff:** Chris Towle, Charles Bloye, John Hinxton-Billett.

Reeves Entertainment Group 00.01*3500 W. Olive Ave., Suite 500, Burbank, Calif. 91505*

Kate & Allie (76), People Do the Craziest Things, Under One Roof Spencer (13), That's Incredible (102), Those Amazing Animals (22), In Search Of... (144), Strange but True (24), The Pop 'n' Rocker Game (13), And Baby Makes Five, Personal & Confidential, The Chisholms (16), Ruby & Oswald, Jane Mansfield Story, movies, specials and features. **Staff:** Jim Landis.

Republic Pictures 5.07*12636 Beatrice St., Los Angeles 90066*

When The Time Comes*, Mistress*, Indiscreet*, Hollywood Stars (17), Bonanza (430), Get Smart (112), High Chaparral (98), I Spy (82), Champions (152), Favorite Holiday Features (5), John Wayne Classic Westerns (29), Horror Features (35), Republic Cowboys (162), Serials (45), Roy Rogers's The Great Movie Cowboys (21), Science Fiction Features (28), Press Your Luck (130), Car 54 (60), Loretta Young (187), My World and Welcome to It (26), T.H.E. Cat (26), Bill Cosby (52), Dr. Kildare (58), H.R. Pufnstuf (17), My Friend Tony (16), Victory at Sea (26), Loving You, Super Plastic Elastic Goggles, cartoons. **Staff:** Russell Goldsmith, Steve Beeks, Joe Levinsohn, Vallery Kountze, Lee Wedemeyer, Mickey Georgianna, Randy Zalken.

Hal Roach Studios 3.08*1600 N. Fairfax Ave., Los Angeles 90049***Silverbach-Lazarus Group 14.16, 16.13***9911 W. Pico Blvd., Los Angeles 90035*

Faerie Tale Theater, Littlest Hobo, Explore, Tall Tales, Phenomenal World, Terror!, Best Christmas Pageant Ever, Last Days of Marilyn Monroe, Quincy Jones, Princess and the Goblin, The Last Days of Patton, A Christmas Carol, Mrs. Delafield Wants to Marry, Thompson's Last Run, Stone Pillow, A Time to Triumph, Child's Cry, The Execution of Raymond Graham, Right of Way, Nobody's Child, Doing Life, Ted Kennedy Jr. Story, Special Friendship, Brotherhood of Justice, Full Circle Again, Children in the Crossfire. **Staff:** Alan Silverbach, Herb Lazarus, George Blaug, Nichole Wonica.

Stillman Grissmer 3.22**Sunbow Productions 9.17***130 Fifth Ave., New York 10011*

Visionaries*, The Transformers (98), Jem (56), My Little Pony 'n' Friends (65), GI Joe (95), Super Show (16), Inhumanoids (13), My Little Pony I and II, Bigfoot and the Muscle Machines, Robotix, The Glo Friends Save Christmas, The Charmkins, The Secret World of the Very Young, My Little Pony—The Movie, The Transformers—The Movie.

Taffner/Limited, D.L. 24.09*31 W. 56th St., New York 10019*

Oliver Twist*, Faces of Japan*, In the Shadow of Fujisan*, Animated Classics (19), Have I Got a Story for You, Kooky Classics, Mirthworms, Shari Show, You Can Do It, Everest, Great Confrontations, Inner Space, No Man's Valley, Last Cause, Woman Watch, Born Beautiful, Capitol, A Case of Libel, Cash & Company, Deathcheaters, Dining Room, The First Legion, The Gift of Love, Heartbreak House, Living Proof, Refuge, Rise and Rise of Daniel Rocket, Rocket to the Moon, Shock Trauma, Silent Reach, Tandarra, True West, Voyage of Bounty's Child, Comedy Tonight, Glen Miller: A Moonlight Serenade, John Ritter: Being of Sound Mind & Body, Pump Boys & Dinettes, Shari's Christmas Concert, Al McGuire on Sports. **Staff:** Donald Taffner, Todd Leavitt, Martha Strauss, Giovanna Nahmad.

Tapestry Productions 12.26*924 Broadway, New York 10010*

African Visions, Gertrude Stein and a Companion, Rights and Reactions, They're Doing My Time, Education of Robert Morgan, Puppet Opera. **Staff:** Nancy Walzog, Bennet Walsh.

Telcom International TBA**Television Program Enterprises 3.18***875 Third Ave., New York 10022*

You Write the Songs, Supermodel of the World, Lifestyles of the Rich and Famous, The Start of Something Big, Star Search, 1987 World's Best, Lifestyles—The Superstars, Fame Fortune & Romance, Runaway with the Rich and Famous*, Star Search to Stardom, Dayton International Airshow. **Staff:** Al Masini, Phil Flanagan, Mary Jane Hastings, Noreen Donovan.

The Entertainment Network 2.28, 4.29*11111 Santa Monica Blvd., Suite 1210, Los Angeles 90025*

The 1987 Montreux Rock Festival*, TEN Prime International* (10), Topping the Charts*, B.B. King—Live at Nick's, Swan Lake Ballet, Cosmos, TEN Animated Classics, TEN Space Animation, Shakespeare Theater, No Guts No Glory, Hollywood Television Theater Volumes I and II. **Staff:** Drew Savitch Levin, William Doyle, Andrew Berman, Ellen Ferrera, Jennifer Doyle.

We're biased.

But we think the mentally retarded should be cared for.

Patty choked to death.

Bernard, once hyperactive, was inactive for days after being given too much medicine.

Richard ended up with second degree burns, when he was washed.

Each lives in Ohio. Each had been victimized by an intended "reform" movement that has left thousands in Ohio and elsewhere unattended and mistreated.

Originally, the concept of taking the retarded out of Ohio's Orient State Hospital was to make them feel less remote, more a part of a community.

But soon the fiscal benefits of closing state institutions overshadowed the humanitarian concerns.

The former residents of the state hospital were scattered at group homes and centers across the state.

The state "contracted out" with private companies to run the facility or build new ones. In some cases its selections of contractors were highly questionable. Accord-

ing to the *Cincinnati Enquirer*, a public official helped a local company get a \$311,360 grant to buy ten group homes. At the same time the official was accepting substantial campaign contributions from the company.

Proponents of "contracting out" public services to private companies say you get more service at less cost.

But the truth is when all the costs are considered, "contracting out" usually ends up costing more, not less.

Private businesses have to make a profit. That often means cutting corners, hiring fewer and less experienced employees.

Going private means an agency is no longer accountable to the taxpayers. Minority hiring programs are often disregarded.

And there is the age-old problem of corruption.


So, what many officials are finding out is that "contracting out" in mental health, or many other fields looks better on paper than it does in practice.

But in Massachusetts, in Colorado, in Rhode Island, Governors like Mike Dukakis, Dick Lamm and Edward DiPrete have shown the

answer. They've redeployed their state financial and human resources into state-operated, high quality institutional and community-based care for the mentally ill and the mentally retarded.

They've learned that privatization and profit don't help the homeless. They've learned that government workers want to make the changes America needs to make quality care available for people too poor and too sick to seek it on their own.

We want you to know more about the pitfalls of privatization. AFSCME has published a new book entitled *When Public Services Go Private*. We'd like to send you a free copy. Mail this coupon today.

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Tomwii International 9.22
5315 Wilkinson Ave., N. Hollywood, Calif. 91607

The Hollywood Reporter* (52), Cannes 40th Anniversary Special*, Highlite Television World Sports* (81), Across the Rubicon*, Urubamba*, A Dingo in Alaska*, India Speaks*, Gift to My Children*, Kid Gloves*, Being with JFK*, Backstage at the Grammys 1988*, Aerobicise*, Special People: Beatrice Wood*, American Sports Cavalcade, Exciting World of Speed and Beauty (39), Bigfoot, Alaska Outdoors (13), Lone Star. **Staff:** James Rokos, Wilda Rokos.

Transcontinental Pictures 16.24

Turner Broadcasting Intl. 18.16, 20.13
66-67 Newman St., London W1P 3LA
CNN Television.

TVOntario 19.15
Box 200, Station Q, Toronto, Ont. M4T 2T1

Today's Special, Vista, Countries and Peoples, Coming to a Factory Near You, Artificial Intelligence: Fulfilling the Dream, Food Revolution, Concepts in Science, Organic Chemistry, Electromagnetism, Photosynthesis, The Science Edition (13), Vista (13), The Middle East (14), Full of Sound and Fury, Childhood Cancer, Fitness Over 40, After 65, Fitness and You, All Being Well.

USIA 9.24

Viacom World Wide 5.17, 5.18, 7.17
1211 Avenue of Americas, New York 10036

Perry Mason Returns*, We Love Lucy*, Carol Burnett Special*, Prison for Children*, Father Dowling*, Fatal Attraction*, Braddock*, Four the Fun of It*, The Cosby Show* (25), Matlock* (24), It's Garry Shandling's Show* (24), Easy Street (22), New Honeymooners (69), The Evil Touch (26), Beeton the Robot (50), Adventures of Little Koala (26), Bizarre (150), Peter the Great, Mistral's Daughter, Master of the Game, The Gambler Trilogy, other series, mini-series, animation, documentaries, docudramas, drama/arts, sports, features. **Staff:** Bud Getzler, Ken Gorman, Paul Hughes, Willard Block, Raul Lefcovich, Gus Lucas, Thomas Tannenbaum, George Faber.

Video Tape Co. 16.21
10545 Burbank Blvd., North Hollywood, Calif. 91261

Videotape duplication services.

Videofashion/Video Ordinance TBA

Videospec International 4.20

Visnews Limited 8.10
Cumberland Ave., London NW10 7EH

50 Years On, Windows, Crazy Capers, King Hussein of Jordan, The Russian Revolution, Chaplin & Presley, India & Pakistan, Space—The Frontiers and Beyond, news and sports packages, library archive material video and film facilities, satellite transmission. **Staff:** David Wratten, Peter Lamb, Paul Binsted, C. Higgs, Pam Turner, Kate Charters.

Warner Bros. **Hotel Juana**
4000 Warner Blvd., Burbank, Calif. 91522

Bugs Bunny & Friends (100), Bugs Bunny Cartoons (234), Looney Tunes (190), International 33* (36), packages 4-32, Nutcracker: Money, Madness and Murder* (6), other mini-series (24), Shell Game*, Ohara*, other one-hour series (63), Life with Lucy*, My Sister Sam*, Head of the Class*, half-hour series (43). **Staff:** Bryan Hambleton, Gary Phillips, Kevin Williams, Michel Lecourt.

WesternWorld Television 9.34
10490 Santa Monica Blvd., Los Angeles 90025

Nova, Top Rock, 1986 New Music Awards, Fifteen, Alive & Well, Threads, Frankenstein. **Staff:** Julio Gonzalez-Reyes, Gary Worth, Matthew Ody, Eric Taub, Alvaro Carazo.

World Events 3.23
4935 Lindell Blvd., St. Louis 63108

Worldvision 24.02, 26.01
660 Madison Ave., New York 10021

Hands of a Stranger*, Uncle Tom's Cabin*, Throb*, Gone to Texas*, Last Frontier*, Stepford Children*, The Day They Came to Arrest the Book*, Stone Fox*, Shark's Paradise*, AFI Life Achievement Award*, When the Bough Breaks*, The Christmas Gift*, Night of Courage*, Stranger in My Bed*, High Price of Passion*, Hanna-Barbera's Superstars 10*, Dallas, Highway to Heaven, Love Boat, Starring the Actors*, Centurions, Jetsons, Paw Paws*, Yogi's Treasure Hunt*, Galtar and the Golden Lance*, Chuck Norris*, Flintstone Kids*, Wildfire*, Berenstein Bears, The Flintstones 25th Anniversary*, Jonny Quest, Alvin & The Chipmunks, The Smurfs, series, specials, mini-series, movies, features, children's programming. **Staff:** Bert Cohen, Dan Willis, Rita Scarfone, Michael Kiwe, Brian Rhys-Jones, William Peck, Mie Horasawa, Mex Hartmann, Mary Jane Fourniel, Andrea Migliori, Gerald Gayton, Jane Beckley, Tom Devlin.

PBS study recommends few changes

It suggests clarifying various roles in programing process; making vehicle available for public's comments on shows

The Public Broadcasting Service concluded a four-month-old study of its program policies and procedures last Wednesday (April 15) with the release of its 10-member special committee's report. The committee, formed in December 1986 and headed by PBS board member and former FCC Chairman E. William Henry, now with Ginsburg, Feldman & Bress, Washington, recommended that PBS update the policies for program selection it adopted in 1971 and 1972.

The new policies proposed by the committee clarify PBS's authority and procedures, but contain few changes, and PBS President Bruce Christensen said he expected little if any negative reaction from the noncommercial system, which has received copies of the report. "With the care and deliberation [of the special committee] and the fact that these policies don't represent radical change with the way in which we're doing business today, but rather a codification of that process," he said, "I expect there to be not much problem in getting them passed." The policies will be considered April 29 by the PBS board.

The study of program policies was recommended by Christensen in October 1986 in response to claims of bias in the series, *The Africans*, and pressure applied by Republican members of Congress on the Corporation for Public Broadcasting to perform content analysis of PBS programing (BROADCASTING, Oct. 27, 1986). Although CPB eventually abandoned its plans for a study, citing among other obstacles an inability to "define or measure sufficiently the concept of 'objectivity and balance' "

(BROADCASTING, March 9), its board instructed management to monitor the progress made by PBS. PBS's study differed from the study proposed by CPB in that it did not attempt to make judgments about specific programs but rather tried to "examine the broader framework within which programing judgments are made." The PBS committee found that "PBS's procedures under its existing policies have encouraged programs of high quality that reflect a wide range of information, opinion and artistic expression and that satisfy accepted journalistic standards." PBS "has generally applied those policies with intelligence, sound judgment and appropriate regard for PBS's guiding principles of editorial integrity, program quality, diversity and local station autonomy," the committee said.

The new policies proposed by the committee include clarification of four points: (1) They explicitly state PBS's four guiding principles, listed above; (2) they distinguish among the roles and responsibilities of producers, who create programs; PBS, which reviews and distributes programs, and stations, which air programs; (3) they emphasize the function of the PBS logo, which symbolizes acceptance of a program it accompanies, and (4) they affirm PBS's right to seek independent verification of a program's accuracy and to reject programs that include material a producer cannot verify as fact.

In addition, the policies stress PBS's belief that objectivity and balance are not required elements of a single program but of the PBS schedule overall. "PBS seeks to assure that its overall program schedule contains a broad range of opinions and points of view, including those from outside society's existing consensus. . .," the committee said. Included in the report is a PBS legal analysis

of the "objectivity and balance" provision of the Public Broadcasting Act of 1967 that concludes "Congress did not intend CPB, or anyone else, to use objectivity and balance as a substantive standard for the review of program content." But the committee report also includes a "balance" provision stating that PBS "may condition acceptance of a program on the producer's willingness to further the goal of balance by deleting designated footage or by including other points of view."

The review committee also recommended that PBS provide some forum for viewer and critic response to programing, including expression of opinions and presentation of information that may have a different slant. Christensen said PBS hopes to have some type of on-air forum for viewers' letters—possibly 60-second spots that would be offered to stations—by next fall.

As for the effect the announcement of new policies will have on future complaints of PBS bias, Christensen said: "The committee's work was to see that our policies and procedures assured the public that bias was not part of the process of program selection. I don't know that there is anything we'll ever do to satisfy all the critics we have."

One critic the report did not satisfy was Reed Irvine, chairman of Accuracy in Media. He said the report's conclusion that PBS procedures produce programs of "high quality" "justifies my fears that this would be a whitewash. I don't see any significant reform coming out of the report." □

Saturday slate. NBC-TV announced its Saturday morning lineup for next season (debuting Sept. 12), with four existing shows being replaced by four new ones, including an animated spin-off of the prime time *ALF* and a game show for kids. The spin-off is also entitled *ALF*, and is from the producer of NBC's prime time version, Alien Productions, in association with animated program producers DIC Enterprises and Saban Productions. The show is said to focus on ALF's pre-earth life on the planet Meimac. The game show is entitled *I'm Telling*, produced by Saban Productions, and is described as one that "pits sibling teams against each other as contestants [who] are confronted with humorous and revealing questions about their brothers and sisters."

Also new to the network's Saturday lineup will be *Fraggle Rock*, from Jim Henson Productions, based on the same set of characters in HBO's *Fraggle Rock* series, also from Henson. The fourth new program is an updated *Archies* program, based on the comic strip, produced by DIC Enterprises and Saban Productions.

Returning to the lineup next fall are *Smurfs*, from Sepp International/Hanna-Barbera Productions; *Alvin and the Chipmunks*, from Ruby-Spears and Bagdasarian Productions; *Disney's Adventures of the Gummi Bears*, from Disney, and *Foofur*, from Hanna-Barbera/Sepp. Next fall the lineup will be: *Gummi Bears*, 8 a.m.; *Smurfs*, 8:30 a.m.; *Fraggle Rock*, 10 a.m.; *Chipmunks*, 10:30 a.m.; *ALF*, 11 a.m.; *The New Archies*, 11:30 a.m.; *Foofur*, noon, and *I'm Telling*, 12:30 p.m. The four shows being canceled are: *Kissyfur*, from NBC Productions in association with DIC; *Punky Brewster*, from Ruby-Spears; *Lazer Tag*, from Ruby-Spears, and *Kidd Video*, from Saban Productions in association with DIC.

APR looks for life after 'Prairie'

Public radio network affiliates likely to focus on plans to fill gap left by departing Keillor; news service and research study also on agenda of annual meeting

Life after *A Prairie Home Companion* and a proposed 24-hour news service are among the major topics when American Public Ra-

dio (APR) affiliates convene next week (April 26-29) at the Columbia Inn in Columbia, Md., for the network's annual conference.

What's sure to be on the minds of most attendees is the future of the network without *A Prairie Home Companion*, the series that helped catapult American Public Radio to national attention in 1982. (Last February,

Syndication Marketplace

MCA TV has announced it was joining the Advertiser Syndicated Television Association. MCA TV also said that it is changing the marketing of *The Lou Kelley Show* from cash-plus-barter to straight barter with four minutes for stations and three minutes for MCA TV.

Tribune Entertainment and Multimedia Entertainment will co-produce *The Search for Houdini*, a live, two-hour special that will air on Halloween, the 61st anniversary of the magician's death. The show will feature a live seance with experts in parapsychology and perhaps members of the press. Multimedia, which will handle syndication sales, expects 90% clearance with 150 to 160 stations by the time the special airs Oct. 31. The barter split is 12 minutes for Multimedia and Tribune and 12 minutes for stations.

Paramount Domestic Television reports that it has cleared *Star Trek: The Next Generation* on over 130 stations covering more than 85% of the country, including 28 of the top 30 markets. The series is cleared on a barter basis with seven minutes for Paramount and five minutes for stations. Clearances include WCVB-TV Boston, an ABC affiliate that will use the series in prime time on Saturdays, KCOV-TV Los Angeles, KMOV-TV St. Louis and WCPX-TV Orlando, Fla. Paramount also reports that it has cleared *Marblehead Manor* in 110 markets covering 85% of the country, including the NBC O&O's. Paramount's *Friday the 13th*, the television series, has been cleared in 150 markets covering 93% of the country.

MGM/UA Telecommunications reports that *Sea Hunt*, the 22-

episode cash-plus-barter weekly, is now a firm go for fall 1987. *Rat Patrol*, another weekly action-adventure series originally scheduled for fall 1987, has been "put on hold." MGM/UA's first-run sitcom, *We've Got It Made*, also sold on a cash-plus-barter basis, is now cleared in 65% of the country.

Claster Television reports clearing *The Visionaries*, a series of 13 half-hours for fall 1987, in 72% of the country. *Visionaries*, is a space-age high-tech story that pits two sets of six knights representing good and evil against one another. The series will be produced by Sunbow Productions with TMS Entertainment, using a computerized multiplane technology. Distribution is on a barter basis with two minutes for Claster and four minutes for stations, which will use the show on weekend mornings.

All American Television reports clearing *The Fifth Annual American Video Awards* on over 125 stations covering 90% of the country for an April 10-May 16 window. Along with the seven Fox-owned stations, clearances include KTVU-TV San Francisco, WTAF-TV Philadelphia, WDIV-TV Detroit, WPGH-TV Pittsburgh and WTVJ-TV Miami. The special will be hosted by Casey Kasem, Shari Belafonte-Harper and Graham Nash, and will include the induction of Peter Gabriel into the National Academy of Video Arts and Sciences Hall of Fame.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended April 5:

Rank	Show	Rating/Markets	% coverage	Rank	Show	Rating/Markets	% coverage	Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	18.5/209	96	7.	Oprah Winfrey	7.8/154	95	13.	Star Search	5.9/161	91
2.	Jeopardy	14.6/206	97	8.	Hee Haw	7.0/210	89	14.	Puttin' On the Hits	5.3/114	88
3.	World Wrestling Fed.	11.3/187	92	9.	Hollywood Squares	6.7/150	91	14.	Siskel & Ebert & Movies	5.3/156	87
4.	New Newlywed Game	9.0/186	95	10.	Oprah Winfrey (April 8)	6.3/144	78				
5.	People's Court	8.8/188	95	11.	Small Wonder	6.2/108	86				
6.	Entertainment Tonight	8.1/149	93	12.	Mama's Family	6.0/153	87				*includes multiple airings

the show's host, Garrison Keillor, said he would quit the series on June 13 [BROADCASTING, Feb. 23]. APR said it will continue to air taped productions of the broadcast, produced by Minnesota Public Radio, through at least June 30, 1988.) APR affiliates at the conference will have an opportunity to discuss whether to shift the popular *Prairie Home Companion* series from its present Saturday, 6 p.m., NYT time period when the show's replacement, a yet untitled, two-hour, live variety series hosted by Noah Adams, the former co-host of National Public Radio's *All Things Considered*, is ready for national distribution next fall. Like *A Prairie Home Companion*, the new broadcast will mix music with humor and literature, but with a different design, and will originate from the World Theater in St. Paul, Minn.

Attendees will also hear a progress report on APR's proposal for an around-the-clock news service (BROADCASTING, Nov. 24, 1986.) Sessions addressing both *A Prairie Home Companion* and Adams's series as well as the news service are scheduled for Tuesday afternoon (April 28.)

Additionally, a new qualitative research study of APR listeners conducted last winter by National Demographics and Lifestyles Inc., Denver, will be released at the conference. The study categorizes listeners by programming type such as classical listeners vs. jazz listeners.

APR President Al Hulsen, who assumed

the post last August, will give an opening address on Monday morning (April 27). Throughout the day on Monday, attendees will be paired off into two groups—to be determined by station market size—to consider a variety of audience and programming issues and to set priorities for the network.

Other speakers slated to appear during the three-day event include: Dr. Varton Gregorian, president and chief executive officer, New York Public Library; G. Gibson Cary IV, manager, corporate training and development, Procter & Gamble; and Michael Bilyard, head of the British Broadcasting Cor-

poration's transcription service.

APR, which currently has 309 affiliated stations, is expecting some 200 attendees—including program producers, international broadcasters as well as station managers—at the upcoming conference, which would be slightly up from the approximate 175 executives who attended last year. This will be the fourth such meeting of APR affiliates. Many of the APR conference participants will also attend National Public Radio's annual public radio conference, scheduled for April 29 through May 3 at the Washington Hilton in Washington. □

NBC's Pauley takes a look at the morning

In speech to NATAS, 'Today' co-host predicts failure for CBS's competing show

Morning television worldwide, the competition, and Steve Friedman, executive producer of NBC's *Today* show, were among the subjects discussed last week by *Today* co-host Jane Pauley during a National Academy of Television Arts and Sciences luncheon in New York. Filling in for the sometimes outspoken, always quotable Friedman, who

was closeted with his tax counsel, Pauley brought with her "one Friedmanism" from her boss: "We're doing so well," he said. "David's in retirement, and CBS, with apologies to Chuck Barris, is doing the *Gong Show*." The references were to David Hartman, who recently left ABC-TV's *Good Morning, America*, and to the new CBS-TV *Morning Program*.

Pauley was asked for her own thoughts on *Today's* CBS competition. She said that although *TMP's* executive producer, Bob Shanks, has pointed out that "the ratings are dreadful, but more dreadful ratings were had" by ABC's *Good Morning America* and other local morning programs initially, "it strikes me that while that may be true, the stakes weren't quite so high in those times. And the frustration of television is that you

NBC wins another as season draws to a close

For the week ended April 12, week 29, NBC won the prime time race with a 16.3 rating and a 27 share. CBS was second with a 14.3/24, while ABC closed out the week with a 12.6/21. Last year, with the season in its penultimate week, NBC won with a 17.3/28, while CBS and ABC finished with a 16.7/26 and a 14.9/23, respectively.

The evening news race last week, however, went to CBS, with the *CBS Evening News* pulling in an 11.3/23. The *NBC Nightly News* closed with a 10.6/22, while ABC's *World News Tonight* had a 10.0/20. In the prior season for week 29, the news numbers ran CBS 12.1/23, NBC 11.1/21 and ABC 10.8/20.

The HUT level (homes using television) was 61%. Last year the HUT was 61.6%. In total homes figures, 400,000 more HUT's were tuned in

during this year's week 29 than last year's, 53.31 million in 1987 over 52.91 million in 1986.

The season-to-date standings have NBC on top with a 17.8/28. CBS's S-T-D is 15.9/25. ABC's is 14.1/22. The standings during the same period last season: NBC 17.6/28, CBS 16.7/26 and ABC 14.9/23.

NBC took Monday, Wednesday, Thursday and Saturday. CBS took Friday and Sunday, leaving ABC with only Tuesday.

NBC's Monday broadcast of the *22nd Country Music Awards* scored an 18.6/28 for the two hours from 9 to 11 p.m. The ABC movie opposite it, *Sworn to Silence*, had a 16.1/24. The last two hours of CBS's lineup, *Newhart*, *Designing Women* and *West 57th*, averaged a 14.1/21.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	32.4/54	25.	Monday Night Movie	ABC	16.1/24	49.	Mariah	ABC	11.5/20
2.	Family Ties	NBC	31.1/49	26.	Night Court	NBC	15.8/25	50.	Webster	ABC	11.4/21
3.	Cheers	NBC	25.3/39	27.	Designing Women	CBS	15.7/23	50.	West 57th	CBS	11.4/18
4.	Moonlighting	ABC	23.5/35	28.	MacGyver	ABC	15.4/24	52.	Magnum, P.I.	CBS	11.2/18
5.	Growing Pains	ABC	23.2/35	29.	Highway to Heaven	NBC	15.2/27	53.	Easy Street	NBC	11.1/17
6.	Golden Girls	NBC	23.0/38	30.	Hunter	NBC	15.1/27	54.	Popcorn Kid	CBS	11.0/20
7.	60 Minutes	CBS	21.6/37	31.	Simon & Simon	CBS	14.9/23	54.	Amazing Stories	NBC	11.0/20
8.	Chrysler Showcase	CBS	21.4/34	32.	Facts of Life	NBC	14.4/26	56.	Our House	NBC	10.7/19
9.	Who's the Boss?	ABC	21.0/33	33.	Perfect Strangers	ABC	14.2/25	57.	Mike Hammer	CBS	10.5/19
10.	Nothing in Common	NBC	20.9/32	33.	Tuesday Movie	CBS	14.2/22	58.	Charmings	ABC	9.6/18
11.	Mallock	NBC	19.2/30	33.	Rags to Riches	NBC	14.2/23	59.	Disney Sunday Movie	ABC	9.2/15
12.	L.A. Law	NBC	19.0/31	36.	Sunday Night Movie	NBC	14.0/22	60.	Starman	ABC	8.9/16
13.	Dallas	CBS	18.6/32	37.	Stingray	NBC	13.9/24	61.	Spenser: For Hire	ABC	8.8/16
13.	Country Music Awards	NBC	18.6/28	38.	My Sister Sam	CBS	13.8/21	61.	Nothing is Easy	CBS	8.8/17
15.	Newhart	CBS	17.8/26	39.	Sunday Night Movie	NBC	13.7/21	63.	Friday Night Movie	ABC	8.6/15
15.	Me & Mrs. C	NBC	17.8/30	40.	Hill Street Blues	NBC	13.6/22	64.	Ohara	ABC	8.1/14
17.	Dynasty	ABC	17.4/28	41.	20/20	ABC	13.5/22	65.	Jack & Mike	ABC	8.0/12
17.	Falcon Crest	CBS	17.4/31	41.	Bronx Zoo	NBC	13.5/24	66.	Roxie	CBS	7.6/14
19.	ALF	NBC	17.0/26	43.	Miami Vice	NBC	13.4/23	67.	Spies	CBS	7.3/11
20.	Valerie	NBC	16.9/26	44.	Houston Knights	CBS	13.3/24	67.	Wizard	CBS	7.3/12
21.	Head of the Class	ABC	16.4/28	45.	Saturday Movie	CBS	13.0/23	69.	Our World	ABC	6.4/10
21.	Knots Landing	CBS	16.4/27	46.	Max Headroom	ABC	12.8/21	70.	Take Five	CBS	6.1/10
21.	227	NBC	16.4/28	47.	Gimme a Break	NBC	12.0/18				
24.	Kate & Allie	CBS	16.2/25	48.	Roomies	NBC	11.6/22				

*indicates premiere episode

don't have as long as it takes." Pauley added that Shanks "is absolutely right, if given all the time it would take, I really think a program like that probably could find an audience, but I don't think it's going to be given that time. . . . I don't think it's going to make it."

Pauley said that while *TMP* "has its charm," they're "not putting on a program to appeal to me and my demographics, maybe. It's not my kind of show." As for whether *TMP* can eventually attract a totally new audience not yet accustomed to watching morning TV, Pauley said the reason she is "hesitant to put my money on a Shanks-type program at that hour is that it seems to me that the kind of program that will work at that hour is information. Entertainment you'll get all day. . . . But when you first get out of bed, you want your newspaper and you read the headlines. You want to know what happened. You want information. You don't want a variety show."

Today is "a full-service show, and that includes information and entertainment," she said. The program has been in first place in

the ratings for 27 straight weeks, she said, saying "the only thing we can do wrong now is blow it. It is ours to lose." She said she wouldn't "change a thing" about the show, which visits China for five days next fall, in addition to an upcoming five-city tour of the U.S. in May, "but I would just keep lighting firecrackers under our seat" so the show doesn't get complacent.

Today's popularity has spread overseas as well. Pauley said that in Australia, the program has been broadcast every day for the past two years at midnight, giving "the duo," as Pauley and her co-host, Bryant Gumbel are referred to there, star status. There's "nothing else on" at that hour, she said. *Today* is "*Late Night with David Letterman*, only bigger. We are extremely popular."

Asked about Friedman's published comments that he may leave *Today* to produce programs for himself, Pauley said: "My theory all along about Steve was that I knew he was being courted by other people. He probably still is. And while he'd make noises about wanting his own production company or something, Steve is a little like the gorilla

in a cage, that is mostly ferocious because he's behind bars." Friedman likes to "rattle the bars and throw bananas at the executives or the competition. He likes to pound his chest, just like a gorilla in a cage. If he was his own boss, there wouldn't be any bars to rattle," she said. Her "guess," she said, is that "he will probably stay at NBC, and that NBC will find a way to keep him happy and to keep him at the *Today* show."

While morning television shows continue to change and compete for audiences in the United States, Pauley said that "around the world, morning television is still an adventure in broadcasting—the last frontier." Next June she will be among those addressing the European Broadcasting Union in London on "the breakfast television phenomenon." She said she has been told "that virtually every country in Europe is now planning a morning TV program," and that "there are inquiries for information and research" from Eastern European countries and the Soviet Union. "Oh, what Sylvester Weaver [*Today* show creator] wrought. It must have been a pretty darned good idea," she said. □

Business

Contel-Comsat merger coming undone

Telco wants out of \$2.4-billion deal after FCC decision that requires Comsat to refund \$62 million

The proposed \$2.4-billion merger of Contel Corp. and the Communications Satellite Corp. heralded last September when it was announced as the coming together of two companies with complementary skills and markets (BROADCASTING, Oct. 6, 1986), started unraveling last week. Contel notified Comsat on Monday (April 13) that it wanted out of the deal because of recent FCC actions that may force Comsat to refund to customers \$62 million—more than it earned in all of 1986—and adversely affect Comsat's Intelsat and Inmarsat businesses.

The day after the request was made, Comsat indicated that it would not allow Contel to renege on the deal without exacting some kind of price. In a letter to Contel President John Lemasters that was released to the press, Comsat Vice President and General Counsel Willard Nichols said that Contel does not have the right to unilaterally terminate the merger agreement. "In the event that Comsat does not concur in your request to terminate the . . . agreement . . . Comsat expects that Contel will abide by the terms of the . . . agreement and Comsat will hold Contel to that obligation."

Spokesmen for both companies said that company officials were holding a series of meetings last week and that no resolution of the matter was expected before week's end.

In asking to get out of the deal, Contel cited the FCC's order alleging that Comsat had overcharged its Intelsat and Inmarsat

customers between 1983 and 1986 and directing it to refund \$62 million in pre-tax earnings (BROADCASTING, April 13) and two FCC proceedings initiated in March that could mean less Intelsat and Inmarsat business for Comsat in the future.

At the same time the FCC ordered the refund, it disallowed certain costs associated with the businesses and directed Comsat to recalculate its rates. The FCC also said it is continuing to investigate claims of excess earnings between 1978 and 1983 and in the first six months of 1986.

In its "balanced loading" rulemaking, the FCC asked for comment on whether it should eliminate or phase out the requirement that AT&T route as much as 50% of its international voice traffic over the Intelsat system. According to an FCC common carrier attorney, that requirement dates back to 1966 when it was felt such a requirement was necessary to insure the success of the Intelsat system. If adopted, he said, "it could really cut into Comsat's business."

In another rulemaking, the FCC has proposed that a consortium of carriers be established to offer aeronautical telecommunications services over the Inmarsat system. Comsat is the only company now offering services over either the Intelsat or Inmarsat systems.

If the FCC order and proceedings "remain pending the conditions to consummation of the merger [in the merger agreement] will not be satisfied," Contel said in its April 13 letter to Comsat. Contel concluded that it "believes that it would be in the best interest" of both companies if the agreement

were terminated by mutual consent.

Comsat is "vigorously contesting" the FCC refund order, which it believes is "incorrect on the facts and the law," said Nichols in his reply to Contel. "The other orders referred to in your April 13 letter are simply not material. Indeed, the balanced loading order accords with the previously announced policy of the FCC. Further, you were aware of the existence of the rate and refund and balanced loading proceedings prior to the execution of the merger agreement. The aeronautical order relates to an effort at product expansion which is not integral to Comsat's business and could not have been relevant to Contel's decision to recommend the merger agreement to the shareholders." (In an April 10 letter to security analysts and institutional shareholders, Comsat said: "If the [full] commission should affirm the [Common Carrier Bureau that issued the order], we would be prepared to take the matter to court.")

In the end, it said, "we do not believe our exposure will be anywhere near the \$62 million mentioned by the bureau and we believe that any refund will be prospective, as a redirection in future rates, rather than a retroactive adjustment of past earnings.")

Although Comsat was to have been the surviving company to satisfy the provisions of the act of Congress that created Comsat in 1963, it was Contel that was actually buying Comsat through a tax-free exchange of stock. (For each share of Contel, Contel shareholders were to receive 94/100 of a share of Comsat.)

As the two companies said last fall, their

businesses are, more or less, complementary. While Comsat is big in international telecommunications with its Intelsat and Inmarsat franchises, Contel is a growing force in domestic telecommunications, operating telephone companies in 30 states.

The only place their unregulated business overlap is in domestic satellite communications. Contel provides various domestic satellite services through its Contel ASC subsidiary, which now has one hybrid (C-band/Ku-band) satellite in orbit. Comsat is trying to find users for its fleet of aging C-band and Ku-band satellites, whose useful lives can be extended through the use of

special earth stations.

According to Marianne Bye, a telecommunications analyst with Mabon Nugent, the merger was "controversial" on Wall Street from the outset. In fact, she said, the stock price of both companies dropped 10% immediately following the announcement. The utility analysts are concerned about any utility that ventures into unfamiliar markets as Contel would have ventured with the takeover, she said. And the telecommunications analysts who followed Comsat felt that Comsat was being bought at "a very depressed price," she added.

Underscoring Bye's opinion, Jay

McCabe, an analyst with Donaldson Lufkin & Jenrette, said he "strongly opposed" the merger because he felt the Comsat shareholders were not getting enough for their shares and because the merger would have resulted, upon closing, in a reduction in Comsat's annual dividend from \$2 per share to \$1.20. Comsat stock was sold on the basis of a \$2 dividend, he said.

McCabe felt that Contel was using the FCC as a "pretext" for backing out of the deal, but he said he had no idea what the real cause of Contel's "change of heart" may have been.

The FCC actions were not necessarily a

Comcast net earnings were reduced \$15.9 million as result of its equity share (26%) of Group W Cable losses. "Cash generated from operations" for full company was up 29%, to \$46.7 million, while cash flow (income before interest, depreciation, amortization and income taxes) was up 24%, to \$46.6 million. ■

Communications and Cable said net income included gain of \$1 million from sale of cellular telephone investment. ■ Improved net earnings for **Dow Jones** were attributed, in part, to better operating income, up 9% to \$59 million; more than double previous equity earnings from affiliates, and decline in federal tax rate. Company said that revenue from Dow Jones Information Services was up 25.3%. ■ **Entertainment Marketing** said net income was reduced by "an operating loss of approximately \$1.7 million incurred in the development of our home shopping business during the last six months." ■ **Essex Communications** reported net income of \$992,000 in previous year, which included \$3.4-million gain from sale of cable systems. ■ **General Electric** said results included NBC's "strong results in TV network and station operations." ■ **General Instrument** had net income of \$5.3 million in previous fourth quarter and loss of \$66.5 million for previous year. Most recent fourth-quarter results include loss of \$5.7 million from discontinued operations and \$91.6 million (net of \$15.5 million in tax benefits) from operations' disposal. Respective figures for full year were \$9.3 million and \$89.6 million (net of \$13.8 million tax benefit). Company said it expects future tax benefits from disposals—in semiconductors and venture investments—of \$24 million. Company also said that "through consolidation and plant shutdowns, we have significantly improved the efficiency of our Jerrold Cable TV operations, reducing the cost of our products and improving margins." ■ **Knight-Ridder** completed acquisition of three TV stations from Evening News Association earlier this year. Broadcasting revenue for year was \$102.6 million, and for fourth quarter, \$30.1 million. Company's operating income was up 18% for year, to \$280.9 million, and 21% for quarter, to \$90.7 million. Among reasons cited for improvement were new TV properties; "moderating" newsprint prices, and absence of Philadelphia newspaper strike covering 46 days in previous year, including 22 days in that year's fourth quarter. ■ **Park Communications** said operating cash flow (net income plus depreciation and amortization) rose 7% to \$5.2 million, while operating profit was up 1% to \$8.6 million. Roy Park, chairman and chief executive officer, said first-quarter expenses included "assimilation of 1986 year-end acquisitions (and) introduction of a full news operation at WBMG-TV Birmingham, Ala." ■ **Peregrine Entertainment** reported net loss of \$1.1 million in previous year. ■ **Pico Products** had net loss of \$326,675 in previous year's second quarter. Company said improved sales came from "home satellite division and pay TV security products." ■ **Sony Corp.**'s results translated to dollars at rate of 153 yen. Percentage changes are based on yen results. ■ **TCA Cable TV** reported operating income of \$3.8 million, up 21%. Company said roughly three-

Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS
Comcast	Year	\$130,854	12	\$1,004	-93	\$0.03
Comm. Cable	First	\$2,267	187	\$1,053	4478	\$0.07
Conrac	First	\$38,670	13	\$2,050	18	\$0.30
Dow Jones	First	\$285,555	10	\$66,719	8	\$0.69
Entertainment Mrktg.	Year	\$87,831	312	\$3,236	333	\$0.30
Essex Comm.	Year	\$14,711	6	(\$1,450)	NM	(\$0.47)
General Electric	First	\$8,315,000	41	\$624,000	16	\$1.37
General Instrument	Fourth	\$240,893	51	(\$90,497)	NM	(\$2.80)
	Year	\$787,862	29	(\$80,377)	NM	(\$2.49)
King World	Second	\$56,395	144	\$6,597	154	\$0.21
Knight-Ridder	Fourth	\$516,672	12	\$43,698	7	\$0.75
	Year	\$1,910,650	10	\$140,039	6	\$2.41
Park Comm.	First	\$32,105	9	\$2,028	8	\$0.15
Peregrine Ent.	Year	\$7,500	15	\$256	NM	\$0.12
Pico Products	Second	\$7,608	10	\$104	NM	\$0.03
Sony Corp.	First	\$2,242,248	-63	\$50,013	-59	\$0.22
TCA Cable TV	First	\$13,914	20	\$1,145	-4	\$0.11
TCI	Year	\$645,724	12	\$72,296	614	\$0.72
Television Technology	Second	\$1,825	64	\$102	NM	\$0.02
Turner Broadcasting	Fourth	\$155,900	69	(\$65,900)	NM	(\$3.72)
	Year	\$556,900	58	(\$187,300)	NM	(\$10.79)
The Vista Orgnzt.	Year	\$5,913	1114	\$177	NM	\$0.01
Westwood One	First	\$15,939	42	\$1,440	73	\$0.12

quarters of revenue increase was due to acquisitions, with rest generated from new subscribers in existing systems and higher basic rates. ■ **TCI's** net earnings were reduced \$22.5 million (net of \$19.2 million tax benefit) by unfavorable antitrust verdict. Operating income was up 26%, to \$154.3 million. At year-end company said it had over 5,166,000 basic and over 3,488,000 pay subscribers in 45 states. Majority acquisition of United Artists Communications and company's share of Group W cable closed in December "and, consequently the operations of these acquired companies were not material to the company's 1986 operating results." ■ **Television Technology** reported net loss of \$38,145 in previous year's second quarter. ■ In 1985, **Turner Broadcasting** reported net income of \$6.2 million for fourth quarter and \$1.2 million for full year, including \$16.1-million loss related to unsuccessful takeover attempt of CBS. Broadcasting division (wrbs) had revenue of \$204.4 million for year, up 10%, and \$47.8 million for fourth quarter, down 2%. Operating income (not including apportionment of general corporate expenses) was \$32.5 million for full year, down 55%. Broadcasting division bore loss, approximately \$26 million, from Goodwill Games. Cable Productions, primarily CNN and CNN Headline, reported revenue of \$167.2 million for full year, up 36%, and \$46.4 million for fourth quarter, up 30%. Operating income for year (not including apportionment of general corporate expenses) was \$49 million, up 138%. Revenue from program syndication and licensing, including new MGM library, jumped more than ten-fold for both year, to \$134.9 million, and fourth quarter, to \$54.3 million. Operating income (not including apportionment of general corporate expenses) was \$63.3 million. ■ **Vista Organization** said revenue includes \$2.5 million from home video division and \$3 million from theatrical film fees. New ABC series, *Mariah*, began airing on April 1.

pretext, said Bye. "Comsat really does face an awful lot of regulatory threats at this point," she said. But, she added, she has no way of knowing whether the FCC actions were the only reason for Contel's decision to back out.

"There are serious questions about the erosion of Comsat's regulated business," Bye said, noting the fiber optic cable being laid under the Atlantic will compete directly with Comsat's Intelsat businesses, which accounted for the bulk of \$466 million in revenues last year.

And, she said, she was "not sure" gains in Comsat's unregulated businesses would be able to "offset" the losses in the regulated businesses. "Comsat has not had much success in the unregulated businesses over the years," she said. "They have a history of entering capital intensive businesses and exiting them."

One promising unregulated business is Comsat Video Enterprises, which provides entertainment to hotel and motel rooms via a Ku-band satellite network, Bye said. The venture lost \$6 million in 1986, she said, but it "could approach break-even next year." (Last month, Comsat bought out its partner in the venture, Holiday Corp., for \$25 million and the assumption of \$25 million in debt.)

That the merger had not closed nearly seven months after the initial agreement had

been reached was not surprising. Before closing could take place, the deal had to be approved not only by the FCC, but also by the public utility commissions in eight of the 30 states in which Contel operates regulated telephone companies. A Contel spokesman said all the state approvals are in hand, and a Comsat spokesman said the FCC approval, despite some opposition from some other telecommunications companies, was expected in June.

Comsat has already taken a first step in fighting the FCC refund order, sending a letter of protest to Common Carrier Bureau Chief Albert Halprin. In the April 10 letter, Bruce Crockett, president of Comsat's World Systems Division, said he was "greatly disturbed at both the tone and content of the [bureau's order]... which appears designed to stake out an extreme position and was issued with disregard to the potential impact of such a position on Comsat and its shareholders."

The FCC's holding the Comsat businesses to a 12.48% rate of return throughout the disputed period is "improper and unfair," Crockett said. Because of the high inflation rate in 1980, Comsat tariffs in 1980 were based on a rate of return between 14.25% and 16.7%. "These tariffs, which were not challenged by the industry or the commission, were allowed to go into effect in 1981. It is these tariffs that were in effect through-

out 1983 and until mid-1984."

Crockett also said the FCC's charge that Comsat has been "unresponsive" in the FCC's ongoing investigation into Comsat's rates is "simply astonishing since it is so completely at odds with our significant efforts to be fully responsive in this proceeding."

For Comsat, the apparent collapse of the merger is another in a series of business setbacks that started in the mid-1970's when it began expanding into unregulated telecommunications markets.

Its ill-fated satellite broadcasting venture was, perhaps, its most costly failure. In 1979, it began planning and spending to launch the nation's first direct broadcast satellite system. For a variety of reasons, including the failure to attract a partner to share the enormous costs and risks of the venture, Comsat nixed the project, writing off \$25 million in 1984 and another \$120 million a year later.

Another notable flop was its partnership with IBM and Aetna Insurance in Satellite Business System, which was to lead corporate America into the satellite age. But the business satellite market did not develop as fast or to the extent expected and Comsat, unwilling to advance the company any more money, dropped out of the partnership, accepting a \$100-million loss after taxes. □

Home shopping hits a bump in the road

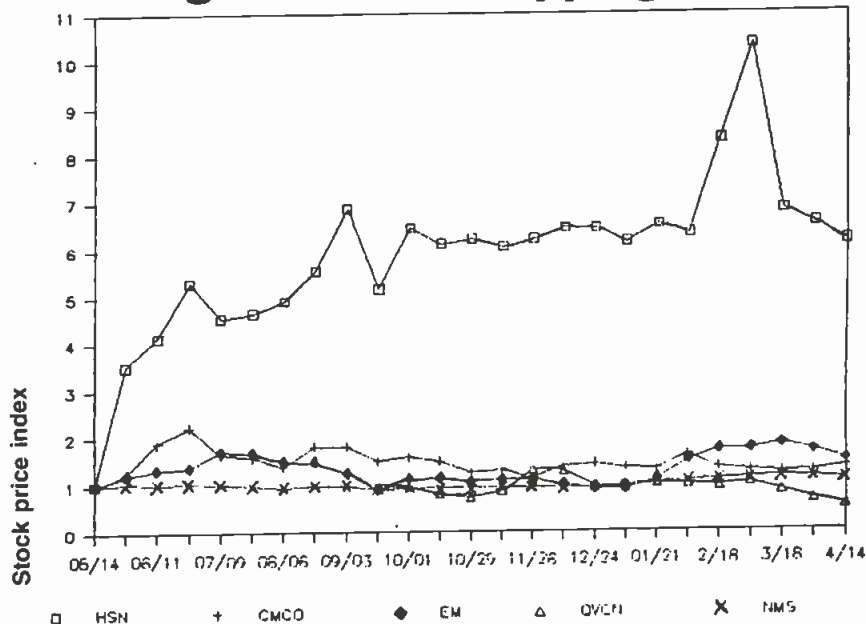
Observers still aren't sure what the final disposition will be for the industry that took Wall Street by storm in 1986, but has since hit some rough spots

It has been one year since the Home Shopping Network first offered its stock to the public at \$18, with trading halted on the initial day after boisterous bidding had pushed it above \$40. Several stock splits later, shares of HSN are still more than six times their offering price, but the euphoria of 12 months ago seems to have been replaced by its opposite. During the past month, most of the teleshopping stocks have headed steadily lower, causing delays in at least two securities placement plans.

The investment outlook for the teleshopping industry is mixed, with security analysts' earnings estimates for companies such as HSN and C.O.M.B. sometimes varying widely. Those on the bullish side say that the large short positions—when stock is sold before it is owned, on the assumption its price will go down—in teleshopping stocks are down from six months ago. Thus, to say the investment outlook for teleshopping is bearish may be misleading; a more accurate assessment would be that investors are less speculative.

The biggest disagreement about teleshopping is whether the business of directly selling products through television will even exist two years from now. The naysayers call it a fad, and recent business-journal articles on the subject have carried such headlines as "Viewers start tuning out home shopping" and "Fabulous fads that fizzled?," suggest-

Charting the home shopping stocks



All stocks have been adjusted for splits. The stock price at May 14, 1986, or in case of QVC Network (QVCN), Sept. 17, 1986, the date of its initial public offering, serves as the index (of one) against which all subsequent stock prices are measured. Indexing also applies to National Market System (NMS) and American Stock Exchange (AMEX) composite indices. Two of the stocks, Home Shopping Network (HSN) and Entertainment Marketing (EM), are traded on AMEX while QVCN and COMB (CMCO) are traded on NASDAQ. The latter stock had already begun a sharp rise just before HSN's initial public offering.

ing that the core shoppers using the medium will soon tire of it.

But teleshopping boosters say that the involvement of the nation's largest retailers—K Mart, J.C. Penney and Sears—in the business are both a judgment about its durability and insurance of the same. Sears was renegotiating last week its involvement with the QVC Network.

But even those directly connected with marketing teleshopping stocks said that it will likely be at least another year before the industry's staying power is known. Larry Katz, a managing director with Ladenburg Thalmann, the investment banking firm that recently underwrote an offering for Entertainment Marketing, noted that only the Home Shopping Network has a historical base on which to judge repeat buying. HSN, he and others note, has suggested that customers are continuing to buy at roughly the same rate.

For the industry's first year, HSN set the pace, and other teleshopping stocks have fluctuated, with some variations, in tandem with that of the Clearwater, Fla.-based company. But already the short history of the industry has demonstrated that not all companies announcing their entry into the business can be judged alike, and the days when stock prices of potential entrants jumped at the issue of a press release are over. Too many companies have already been forced out of the business.

The following discusses some marketplace opinion on some of the survivors:

■ The typically reticent Home Shopping Network is even more so, now that it is currently in registration on its largest securities offering ever, \$300 million of convertible subordinated debentures. Several market observers suggested that the offering has been held back because of the steadily dropping stock price—which affects the future price at which the debt being sold can be "converted." Last month the falling price was said, by some, to have also contributed to HSN's decision to cut a European convertible debt offering from \$150 million to \$100 million.

To some analysts, the question is not why HSN stock is down, but how it got so high to begin with. Mark Riely, who follows the industry for Eberstadt Fleming, suggested a few of the reasons: "Certainly covering of the shorts—when those who had sold the stock short without owning it are forced to buy it to 'cover' their short positions—exaggerated the price on the upside. Also people were expecting too much. . . . The stock was oversold. Surely the market was oversold on the new game show (*The Home Shopping Game Show*), with suggestions that it could sell \$700 or \$800 million in product. There were also thoughts at the time they could lock up the market through a merger with C.O.M.B." Several months ago the proposed merger was abandoned. Since then earnings have come in below expectations, a shareholder's lawsuit has been filed against the company, and there were even rumors of a possible investigation by the Securities & Exchange Commission.

Such news, however, has not distressed either of the two largest debt-rating services,

Standard & Poor's or Moody's, both of which recently reaffirmed their judgments of HSN. The latter was quoted as saying that it "believes that (HSN's) fixed-charge coverage will remain adequate because of the company's plan to redeem high-interest cost debt with part of the proceeds [of its proposed debt issue]." Keith Mohair, who until recently followed the company for S&P's, said that the rating of HSN's proposed securities as "below investment grade" would have been even worse had S&P's assumed the teleshopping business was a fad.

■ C.O.M.B. will be more of an investment "vehicle" for teleshopping enthusiasts, or shorts, if the Cable Value Network (CVN), which C.O.M.B. currently half owns in partnership with 18 cable MSO's, becomes instead a wholly owned subsidiary (BROADCASTING, March 30). Creating a purer teleshopping stockmarket "play," it was suggested, would make it easier for CVN and C.O.M.B. to raise money. Like all teleshopping services, the Minneapolis-based service has to raise capital to purchase more warehouse space; finance and expand inventory; buy computers and other capital equipment, and purchase related companies.

C.O.M.B.'s stock, which had fallen off following the breakoff of merger talks, has been almost alone in rebounding during the past month.

■ Whether another company would hold back its proposed offering last week was uncertain, as Entertainment Marketing's combined stock (1.5 million shares) and debt (\$30 million of convertible debentures) offering was awaiting pricing. The Houston-based company entered the teleshopping business late last year with the CDN Network and, last month, signed an agreement with K Mart in which the latter will provide all the "nonelectronics" goods sold through the ser-

vice. Entertainment Marketing's shares have also fallen in recent weeks, although as of last week the stock was still up 50% since the beginning of the year.

■ The QVC Network, which went public on Sept. 5, at an offering price of \$10 per share, has been the hardest hit by recent selling. One reason is perhaps fears about the above-mentioned renegotiation taking place with Sears, with some suggesting that the Chicago-based retailer might pull out of the joint venture. Initial losses and capital financing led the West Chester, Pa.-based teleshopper two weeks ago to complete a \$13-million refinancing that could result in control of the company passing to one of its creditors.

As with C.O.M.B., those providing the initial investment in the teleshopping services have been rewarded with substantial warrants to buy additional stock, the potential dilution from which may be a contributing factor in the recent downturn in stock prices.

■ The Telephone Auction Inc., although it is postponing a securities issue, still is registered with the SEC for an initial public offering of stock (IPO). Planned for late last year, the offering was postponed until "early 1987" because "during portions of [that] quarter. . . the volume of orders from customers. . . has not met anticipated levels and that it is delaying the offering primarily to permit the inclusion of its results for the quarter." There was also at the time at least one negative article, in *Barron's*, which commented on an investigation by the California state attorney's office and on the company's less-than-desirable financial position.

Until the long-term questions are behind teleshopping companies, their securities may still be vulnerable to the speculative rollercoaster that has characterized the last 12 months. □

ABC executives predict slight profit rise for three networks

ABC television network, measured in cash, may do better in 1987; winter Olympics projected to lose \$40 million to \$45 million

Net revenue for the three television networks should increase by roughly \$300 million in 1987, according to the top management of Capital Cities/ABC, who conducted a review of the company for security analysts at New York's Hotel Intercontinental. Chairman Thomas S. Murphy and other executives told the analysts that forecast was dependent on a continuation of the strength shown in the first-quarter television scatter market.

Even with 5% growth, up from \$6.7 billion net for all three last year, ABC would stay roughly flat at the \$2.1 billion it took in last year. Network revenue, management said, will be hurt by greater-than-expected makegoods in daytime.

Capital Cities' previous decision to re-

duce the assessed value of its programming will have less impact on this year's reported earnings than it had last, and the company could conceivably show less profit than last year.

However, one of those who attended the meeting, Jay Nelson, of Brown Brothers Harriman, said that in cash terms, the network's \$70-million loss in 1986 should be reduced in 1987. Nelson said that administrative costs will continue to go down, helping to counterbalance the 6% to 7% increase in prime time series costs that management expects.

The mixed news on the network front stood in contrast to an unambiguously positive picture for the eight owned-TV stations group. Management told the analysts that spot revenue for the stations should be up 4.5% and local revenue could increase by as much as 10%, with an overall increase perhaps of 7% to 8%. Costs, on the other hand, are still going to decrease "slightly," an adjective that Nelson interpreted to mean perhaps 2%. The combined impact, he said, could be a 15% increase in operating profit for the stations. Richard McDonald, of First Boston Corp., said that management indicated a measurable influence on the results was coming from *Oprah Winfrey*, carried on all stations except KTRK-TV Houston. □

Stock Index

	Closing Wed Apr 15	Closing Wed Apr 8	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	348	365	- 17	- 4.65	31	5,608
N (CBS) CBS	152 1/2	157	- 4 1/2	- 2.86	9	3,586
O (CLCH) Clear Channel	14	13 3/4	- 1/4	- 1.81	29	41
O (INFTA) Infinity Broadcasting	17 1/2	17 3/4	- 1/4	- 1.40		147
O (JCOR) Jacor Commun.	6 7/8	7	- 1/8	- 1.78		39
O (LINB) LIN	34 1/2	36	- 1 1/2	- 4.16	15	919
O (MALR) Malrite	10 1/2	11 3/4	- 1 1/4	- 10.63		143
O (MALRA) Malrite 'A'	9 1/2	11 1/4	- 1 3/4	- 15.55	13	40
O (OBCC) Olympic Broadcast	6 1/2	6 1/2				16
O (OCOMA) Outlet Commun.	14 1/2	15	- 1/2	- 3.03		92
A (PR) Price Commun.	10 7/8	11 7/8	- 1	- 8.42		93
O (SCRIP) Scripps Howard	80	76	4	5.25	150	826
O (SUNN) SunGroup Inc.	1 7/8	2	- 1/8	- 6.25		3
N (TFB) Taft	148 1/4	155 1/2	- 7 1/4	- 4.66		1,358
O (TVXG) TVX Broadcast	10	10				59
O (UTVI) United Television	32	32 1/4	- 1/4	- 0.77	42	350

	Closing Wed Apr 15	Closing Wed Apr 8	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	61 3/4	63 1/2	- 1 3/4	- 2.75	21	680
A (AAR) Adams Russell	23 1/4	23 5/8	- 3/8	- 1.58	61	155
A (AFP) Affiliated Pubs	46 1/4	46 3/4	- 1/2	- 1.06	24	1,632
O (ASTVE) Amer. Comm. & TV	3/32	3/32				7
N (AFL) American Family	12 3/4	13 1/4	- 1/2	- 3.77	13	1,025
O (ACCMA) Assoc. Commun.	28	28 1/2	- 1/2	- 1.75		287
O (BMAC) Bus. Men's Assur.	27	27 3/4	- 3/4	- 2.70		284
N (CCN) Chris-Craft	23	25 1/4	- 2 1/4	- 8.91	34	468
N (DNB) Dun & Bradstreet	121 1/2	131	- 9 1/2	- 7.25	27	9,234
O (DUCO) Durham Corp.	44 3/4	44 1/4	1/2	1.12	15	254
N (GCI) Gannett Co.	45 1/8	47	- 1 7/8	- 3.98	26	7,289
N (GY) GenCorp	116 1/4	118 3/8	- 2 1/8	- 1.79	20	2,597
N (GCN) General Cinema	49 1/4	52 1/4	- 3	- 5.74	20	1,793
O (GCOM) Gray Commun.	223	223			38	110
N (JP) Jefferson-Pilot	30 1/4	33	- 2 3/4	- 8.33	10	1,223
O (JSON) Josephson Intl.	13	13 5/8	- 5/8	- 4.58	4	57
N (KRI) Knight-Ridder	51 5/8	54 5/8	- 3	- 5.49	21	2,949
N (LEE) Lee Enterprises	25	25 1/2	- 1/2	- 1.96	14	622
N (LC) Liberty	38 7/8	41 1/2	- 2 5/8	- 6.32	13	425
N (MHP) McGraw-Hill	62 1/4	69	- 6 3/4	- 9.78	20	3,145
A (MEGA) Media Generat	57 1/2	61	- 3 1/2	- 5.73	47	810
N (MDP) Meredith Corp.	31 3/8	34 1/8	- 2 3/4	- 8.05	19	600
O (MMEDC) Multimedia	54 1/4	55 1/2	- 1 1/4	- 2.25		596
A (NYTA) New York Times	42 5/8	45 1/2	- 2 7/8	- 6.31	26	3,495
O (PARC) Park Commun.	31	32	- 1	- 3.12	28	427
T (SKHQ) Selkirk	22 1/8	22 1/8			48	179
O (STAUF) Stauffer Commun.	135	135			22	135
A (TO) Tech Ops Inc.	35	37 1/8	- 2 1/8	- 5.72	15	76
N (TMC) Times Mirror	75 1/2	82 7/8	- 7 3/8	- 8.89	11	4,869
O (TMCJ) TM Communications	2 1/4	2 3/8	- 1/8	- 5.26	10	17
O (TPCC) TPC Commun.	7/16	3/8	1/16	16.66		4
N (TRB) Tribune	73 1/4	79 1/2	- 6 1/4	- 7.86	10	2,899
A (TBS) Turner Bcstg.	22 1/8	22 3/8	- 1/4	- 1.11		482
A (WPOB) Washington Post	180	179 1/2	1/2	.27	23	2,308

	Closing Wed Apr 15	Closing Wed Apr 8	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (ALLT) All American TV	3	3 3/4	- 3/4	- 20.00		3
O (BRRS) Barris Indus.	13 1/2	14 3/8	- 7/8	- 6.08	7	119
O (CMCO) C.O.M.B.	22 1/4	22 5/8	- 3/8	- 1.65		399
N (KO) Coca-Cola	44 1/4	45 3/4	- 1 1/2	- 3.27	18	17,121
O (CLST) Color Systems	13 1/4	13 1/2	- 1/4	- 1.85		9
A (DEG) De Laurentiis Ent.	8 3/4	10 3/8	- 1 5/8	- 15.66		83
O (DCPI) dick clark prod.	6	6			12	48
N (DIS) Disney	62 3/4	66	- 3 1/4	- 4.92	28	8,207
N (DJ) Dow Jones & Co.	49 1/4	54 1/4	- 5	- 9.21	26	4,764
O (FNN) Financial News	12 1/2	12 1/8	- 3/8	- 3.09	104	146
A (FE) Fries Entertain.	5 1/8	5 3/4	- 5/8	- 10.86	28	26
N (GW) Gulf + Western	74 1/2	77 3/4	- 3 1/4	- 4.18	17	4,593
O (HRSI) Hal Roach	9 7/8	9 3/4	1/8	1.28		54
A (HSH) Heritage Entertain.	8 5/8	9	- 3/8	- 4.16	8	39
A (HSN) Home Shopping Net.	18 5/8	18 7/8	- 1/4	- 1.32	54	1,600
N (KWP) King World	25 1/8	24 1/2	5/8	2.55	32	774
O (LAUR) Laurel Entertainment	3 7/8	4 1/4	- 3/8	- 8.82	7	9
A (LT) Lorimar-Telepictures	17 3/8	18 5/8	- 1 1/4	- 6.71		794
N (MCA) MCA	46	47	- 1	- 2.12	22	3,485
N (MGM) MGM/UA Commun.	10 1/2	11 7/8	- 1 3/8	- 11.57		522
A (NWP) New World Pictures	12 7/8	13 3/4	- 7/8	- 6.36	17	139
N (OPC) Orton Pictures	15 1/4	16 1/4	- 1	- 6.15		262
O (MOVE) Peregrine Entertain.	9 1/2	8 1/2	1	11.76	41	20
N (PLA) Playboy Ent.	13 1/8	13 1/8				123
O (QVCN) QVC Network	9 1/2	10 1/4	- 3/4	- 7.31		62

	Closing Wed Apr 15	Closing Wed Apr 8	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (RVCC) Reeves Commun.	11 1/4	11 3/8	- 1/8	- 1.09	224	141
O (RPICA) Republic Pic. 'A'	8 7/8	9 1/4	- 3/8	- 4.05	63	25
O (RPICB) Republic Pic. 'B'	9 3/4	9 3/4				69
A (RHI) Robert Halmi	3 1/2	3 3/4	- 1/4	- 6.66	14	78
O (SMNI) Sat. Music Net.	5	6	- 1	- 16.66	125	44
N (WCI) Warner	29 3/8	31 1/4	- 1 7/8	- 6.00	23	3,664
O (WWTW) Western World TV	2 1/8	2 1/4	- 1/8	- 5.55	13	2
O (WONE) Westwood One	24 1/4	26 1/4	- 2	- 7.61	56	296

	Closing Wed Apr 15	Closing Wed Apr 8	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O (BSIM) Burnup & Sims	4 3/8	5	- 5/8	- 12.5	43	69
O (CVSI) Compact Video	4 5/8	4 3/8	1/4	5.71		30
N (CO) Comsat	26 1/2	31 1/2	- 5	- 15.87	8	484
N (FCB) Foote Cone & B.	53 1/4	57 3/8	- 4 1/8	- 7.18	16	202
O (GREY) Grey Advertising	117	118	- 1	- 0.84	17	141
N (IPG) Interpublic Group	34 1/2	37 3/4	- 3 1/4	- 8.60	18	765
N (JWT) JWT Group	29 1/8	31 1/8	- 2	- 6.42	48	266
A (MOV) MovieLab	6 3/4	6 3/4				11
O (OGL) Ogilvy Group	32 1/4	35 1/4	- 3	- 8.51	16	449
O (OMCM) Omnicom Group	24	24 7/8	- 7/8	- 3.51		582
O (SACHY) Saatchi & Saatchi	32 1/2	33 1/4	- 3/4	- 2.25	19	2,235
O (TLMTB) Telemation	2 3/4	3	- 1/4	- 8.33	11	12
A (TPO) TEMPO Enterprises	9 1/2	10 3/4	- 1 1/4	- 11.62	22	54
A (UNV) Unitel Video	9 1/8	9	1/8	1.38	26	19

	Closing Wed Apr 15	Closing Wed Apr 8	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A (ATN) Acton Corp.	3 1/8	3	1/8	4.16		18
A (ACN) American Cablesys.	19 1/4	19 3/4	- 1/2	- 2.53		180
A (CVN) Cablevision Sys. 'A'	23 1/8	25 1/8	- 2	- 7.96		486
N (CNT) Centel Corp.	57 3/8	61 1/2	- 4 1/8	- 6.70	14	1,644
O (CCCOA) Century Commun.	20 1/2	20 1/4	1/4	1.23	1,025	395
O (CMCSA) Comcast	19 7/8	22 5/8	- 2 3/4	- 12.15	42	759
N (HCI) Heritage Commun.	32 7/8	33 3/8	- 1/2	- 1.49		736
O (JOIN) Jones Intercable	15 1/4	16 1/8	- 7/8	- 5.42	29	194
T (MHPQ) Maclean Hunter 'X'	20 1/2	21 1/2	- 1	- 4.65	28	755
O (RCCAA) Rogers Cable A.	13	13 5/8	- 5/8	- 4.58		66
O (TCAT) TCA Cable TV	22 1/4	22 1/2	- 1/4	- 1.11	42	240
O (TCOMA) Tele-Commun.	29 1/2	30 3/4	- 1 1/4	- 4.06	32	2,853
N (TL) Time Inc.	87 7/8	90 3/4	- 2 7/8	- 3.16	14	5,478
O (UACIA) United Art. Commun.	23 7/8	25 3/8	- 1 1/2	- 5.91	132	980
N (UCT) United Cable TV	29 3/4	32 1/2	- 2 3/4	- 8.46	424	724
N (VIA) Viacom	51 3/8	52 3/8	- 1	- 1.90		1,810
N (WU) Western Union	3 1/2	3 1/2				85

	Closing Wed Apr 15	Closing Wed Apr 8	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS MANUFACTURING						
N (MMM) 3M	126 1/2	135 7/8	- 9 3/8	- 6.89	18	14,450
N (ALD) Allied-Signal	44 1/4	47	- 2 3/4	- 5.85	13	7,715
O (AMTV) AM Communications	1 7/16	1 1/2	- 1/16	- 4.16		5
N (ARV) Arvin Industries	36 1/2	38 3/8	- 1 7/8	- 4.89	14	642
O (CCBL) C-Cor Electronics	9 1/2	10	- 1/2	- 5.00	55	19
O (CATV) Cable TV Indus.	2 1/4	2 1/8	1/8	5.88		6
A (CEC) Cetec	5 1/2	5 7/8	- 3/8	- 6.38	275	10
A (CHY) Chyron	6 1/8	6 1/8			24	62
A (CXC) CMX Corp.	1 5/8	1 3/4	- 1/8	- 7.14	32	9
A (COH) Cohu	7 3/8	7	3/8	5.35	25	13
N (CAX) Conrac	29 1/8	29 5/8	- 1/2	- 1.68	25	196
N (EK) Eastman Kodak	73 1/4	78 3/8	- 5 1/8	- 6.53	44	16,538
O (ECIN) Elec Mis & Comm.	1 1/2	1 7/8	- 3/8	- 20.00		6
N (GRL) Gen. Instrument	31 7/8	29 7/8	2	6.69	66	1,037
N (GE) General Electric	105 1/2	109	- 3 1/2	- 3.21	19	48,100
N (HRS) Harris Corp.	38 1/8	38 1/2	- 3/8	- 0.97	22	1,548
N (MAI) M/A Com. Inc.	14	14 5/8	- 5/8	- 4.27	17	597
O (MCDY) Microdyne	4 1/8	4	1/8	3.1		18
N (MOT) Motorola	54 1/2	57 5/8	- 3 1/8	- 5.42	35	6,986
N (NPH) N.A. Philips	39 3/8	40 1/4	- 7/8	- 2.17	115	1,142
N (OAK) Oak Industries	1 3/8	1 1/2	- 1/8	- 8.33	2	99
A (PPI) Pico Products	4 3/4	5 1/4	- 1/2	- 9.52		16
N (SFA) Sci-Atlanta	16 3/4	17	- 1/4	- 1.47		389
N (SNE) Sony Corp.	18 1/2	19 1/2	- 1	- 5.12	21	4,277
N (TEK) Tektronix	34 1/2	35 1/4	- 3/4	- 2.12	22	1,329
N (VAR) Varian Assoc.	28	26 1/8	1 7/8	7.17		603
N (WX) Westinghouse	62 3/4	65	- 2 1/4	- 3.46	14	8,939
N (ZE) Zenith	24 7/8	26 1/2				

Lichty-Fouhy article reviews Vietnam press coverage

Authors question criticism that press helped 'lose' the war

Twelve years after the fall of Saigon, the debate over whether the media—particularly television—were responsible for the American failure in Vietnam continues. The latest contribution holds that the view that television's impact on public opinion was decisive is "simplistic and wrongheaded." If anything, the new argument maintains, television reflected, if it did not follow, public opinion.

Lawrence W. Lichty, a professor of mass communications at Northwestern University, and Edward Fouhy, who was CBS News Bureau chief in Saigon in 1967 and is now an executive producer of NBC News in Washington, make their case in an article, "Television Reporting of the Vietnam War; Or Did Walter Cronkite Really Lose the War?," in the April issue of *The World & I*, a monthly magazine of The Washington Times Corp.

They recall statements of American military leaders and President Johnson in the late 1960's that placed the blame for difficulties in the war on the manner in which television and the press were reporting it. General William Westmoreland, who commanded American troops in Vietnam, wrote in his memoirs, "A Soldier Reports," that, because of television's news requirements, "the war that Americans saw was almost exclusively violent, miserable or controversial..." But the article notes that Michael Arlen, who covered television's coverage of the war for the *New Yorker*, wrote in 1982 that his most vivid memory of those war years "is the nearly total absence on the nightly network news broadcasts of any explicit reality of the war..."

Perhaps more important, the article notes that Arlen's book, "Living-room War," was based on his viewing of about two weeks of TV coverage of the war at the beginning of October 1966. "Yet," the article says, "public opinion polls show that American support of the war started to drop in November of 1965, with the sharpest drop coming in early 1966..." It also noted a study by Lichty and Professor Ray Carroll, of the University of Alabama, which found that 90% of the guests on the major Sunday morning interview programs before 1965 were "hawks" and that it was not until 1970 that a majority of the guests were "doves."

"On balance," the authors say that, "far from being biased *against* the war, American TV coverage was generally in support of it from 1965 to at least 1967." They also conclude that television's impact was largely "to reinforce the prevailing (and changing ahead of the press) public mood of the time." And as for the argument of those who blame

television for the loss in Vietnam that the reporting of the Viet Cong's massive Tet offensive in January 1968 was decisive in changing the mood of the country, the authors say: "The change in public opinion concerning Tet was generally part of a long decline in support for the war from nearly the beginning in 1965."

The authors also cite evidence from an earlier war—in Korea—as indicating that factors other than television coverage affect the public mood. Basing their view on a study by John Mueller of the University of Rochester, they say that disapproval of the war "most closely follows from the number of young Americans being killed." They quote Mueller's report that, while support was high when American forces entered the fighting, "support for the Korean war dropped quickly and then held fairly steady," while support for the war in Vietnam "was marked by a steady decline." The trends were said to reflect the way casualties were suffered in the two wars.

The question as to whether Walter Cronkite "really" lost the war refers to the documentary that was based on a trip he made to Vietnam after the Tet offensive. President Johnson is said to have told several people that after hearing Cronkite's conclusion—that "the only rational way out" would be to "negotiate, not as victors but as an honorable people who lived up to their pledge to defend democracy and did the best they could"—was that the war was lost. The authors say that George Christian, a Johnson aide who was among those to whom the President addressed his gloomy remark, believes it "was not arrived at because Cronkite had *influenced* public opinion but rather because the anchorman *reflected* the mood of the nation." □

'Planet 3' aims for global view in news stories

Proposed service would provide angles from several countries' news programs and discussions among satellite-linked experts

One complaint frequently heard about news with an international angle—print and broadcast—is that it is one dimensional. Correspondents may seek out views of people in countries affected by the event that is the subject of the report—whether it be a Soviet announcement regarding arms control or a Japanese effort to increase im-

ports—but the report is invariably filtered through the mind of the correspondent or anchor doing the piece. *Planet 3* is said to be the answer to that deficiency—a one-hour weekly newsmagazine that its creators say is designed to offer a global rather than a national perspective.

A piece included in a 30-minute pilot to be screened at the Marches des International Programmes des Television (MIP-TV) in Cannes this week offers an illustration: Mikhail Gorbachev's policy of *glasnost*, or openness, will be seen not only as presented on Soviet television but on the television newscasts of several East European countries. What's more, the program will feature individuals in different countries in satellite-linked talks on matters of mutual interest—surrogate mothers in Sri Lanka and the U.S. are one example. Another is how Brazil, sexually tolerant, is dealing with the danger of AIDS among female and male prostitutes in the wake of the traditionally wild celebration that attends the annual carnival.

The segments—or "modules," as producers of the program call them—will be accompanied by a script that will enable the station airing them to provide commentary in the language of its country instead of that of the *Planet 3* anchor. The various perspectives will be tied together by an interview with an authority on the issue under discussion.

Planet 3 is a joint venture of Internews Ltd., a company based in New York and specializing in producing satellite "spacebridges" with foreign countries, and The Diverse Group Ltd. of London, a television production company. The project has attracted the interest of the British Broadcasting Co. which was a co-producer of the pilot that last week was nearing completion at BBC studios in Manchester, England. The backers hope to attract sufficient interest, and backing, to produce 26 of the weekly programs to be distributed by satellite to stations all over the world.

Jack Willis, the program's executive producer, last week said the program is an "ambitious" undertaking but that the "time is ripe" for it. "The technology is here," said Willis. "People are interested in what is going on in the world, and will sit still for perceptions from around the world." Willis, who heads a production group called the Willis Group, promised a show that would be "lively and entertaining—but serious." He said *Planet 3* hopes to broadcast its first program early in 1988.

The project has been in the works for four years, according to Evelyn Messinger, vice president of Internews, a board member of *Planet 3* and one of the producers responsible for the pilot. □

RIDING GAIN

O N R A D I O

In the market

Two management buyouts within the radio industry are currently being proposed; one concerning Blair Radio, the other Duffy Broadcasting.

Charlie Colombo, president of John Blair & Co.'s radio representation division, which is composed of Blair Radio, Torbet Radio, and Select Radio Representatives, is heading a group of some 10 Blair executives looking to buy the division from John Blair's owner, Reliance Capital Group Ltd. Partnership. Among the group's potential financial partners is Jefferson-Pilot Communications, a Charlotte, N.C.-based broadcast group operator and a major Blair Radio client. The price tag for Blair's rep division is said to fall between \$18 million and \$20 million.

Blair management's buyout attempt follows word that Katz Communications is also pursuing Blair Radio with Interep interested in Torbet and Select ("Closed Circuit," March 16).

Reliance, which owns and operates four Spanish-language television stations, is concentrating on Spanish-language entities. Reliance sold John Blair & Co.'s eight radio stations to Sconnix Broadcasting Corp., Laconia, N.H., for \$152 million cash (BROADCASTING, March 9), and two weeks ago completed the sale of Blair Television, a TV rep company, and Blair Entertainment, a television production/syndication firm, to JHR Acquisition Corp. for \$118 million (BROADCASTING, April 13.).

On a separate note, Marty Greenberg, president of Dallas-based Duffy Broadcasting, said he is assembling a management group of nine executives, along with financial backing, for a possible buyout of the company. (Duffy Broadcasting was placed on the block last month by company Chairman Bob Duffy [BROADCASTING, March 30].) The group, said Greenberg, includes station managers from Duffy Broadcasting's radio properties in six markets. Greenberg said he wouldn't rule out buying some stations individually, but said his "preference" would be the entire package.

The purchase price for Duffy Broadcasting is expected to be in the \$100-million-plus range. Handling the transaction is Kidder Peabody & Co., New York.

Westwood to Europe

Westwood One, the Culver City, Calif.-based network radio company that operates both the Westwood One Radio Networks and the Mutual Broadcasting System, has entered into an agreement with Voice of America-Europe to broadcast a series of contemporary music programs, beginning May 4. (VOA-Europe is carried on radio stations in Western Europe that are targeted to

English-speaking young adults. Traditional VOA broadcasts are distributed via shortwave around the world.)

Westwood will initially distribute 10 hours of programming per week—one hour weeknights and five hours on weekends—over VOA Europe. The Westwood-supplied programs will be: *Off The Record With Mary Turner*, *Line One*, *Rock Chronicles*, *Star Trak*, *Future Hits*, *National Music Survey*, *Rock & Roll Never Forgets* and *American Dance Traxx*.

According to Westwood One, VOA will broadcast the shows complete with the U.S. commercials. The barter advertising programs are the first time VOA has carried commercially sponsored shows on any of its international outlets. "This arrangement substantially lowers our operating costs in these [nighttime and weekend] time periods, since the cost of production and distribution will now be underwritten by the private sector [Westwood's advertisers]" said Charles Wick, director of the United States Information Agency, which oversees the

VOA. The venture will also help VOA-Europe draw the "largest possible listening audience," said Wicks.

The eight series will be heard on a recently installed network of radio stations, including FM cable radio in France, Italy, Switzerland, Germany and Holland.

Signed up

The Mutual Broadcasting System has signed a three-year affiliation agreement with Legacy Broadcasting, Los Angeles, for news, talk, and sports programming from Mutual and entertainment offerings from both Mutual and its parent company, Westwood One. The new affiliation, which is the first major pact that combines both Mutual and Westwood programming, covers Legacy's KJOU(FM) Los Angeles, WLLZ(FM) Detroit, KDWB-AM-FM Minneapolis and KHOW(AM)-KPKE(FM) Denver.

Separately, the NBC Radio Network has signed Jefferson-Pilot's WBT(AM) Charlotte,



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Signing On

ABC Radio Networks will market and distribute a new, weekly three-hour oldies broadcast beginning Saturday, May 2. Called *Let The Good Times Roll*, the broadcast will be produced and cleared by the Global Satellite Network, Los Angeles. It will feature the top 40 songs from the late 1950's through the late 1960's, said Dick Carr, vice president of entertainment programming for ABC Radio. Serving as its host will be Los Angeles radio personality Al Peterson.

Additionally, ABC's Talkradio network has added Dr. Joy Browne to its weekday lineup. Browne, who is on from 10 a.m. to noon, Monday through Friday, replaces Dr. Susan Forward. ABC Talkradio offers live programming 18 hours each weekday and nine hours each on Saturday and Sunday.

Clayton-Webster Corp., a St. Louis-based radio program supplier, will soon announce the *Country Calender Weekly Special*, which, according to a company spokesman, is designed to complement the five-and-a-half-year-old *Country Calender*, a 90-second daily series now airing on 404 stations. *Country Calender Weekly Special*, described as a one-hour "music intensive" show with artist interviews and news of the week's events in country music, is slated to debut June 1. *Country Calender* host Craig Scott will also host

the weekly series.

DIR Broadcasting, the New York-based radio program supplier owned by Lorimar-Telepictures, launched a new, 90-second weekday baseball series last Monday (April 13.) The program, which is hosted by baseball announcer Mel Allen, is a retrospective of the game's "most memorable moments." Called *This Date In Baseball History*, it is sponsored exclusively by Warner-Lambert's Roloids. The series is currently on some 50 stations.

Transtar Radio Networks is offering a four-hour music special, *Rock 'n' Roll Heaven*, for air play over the Memorial Day Weekend (May 23-25.) The disk-delivered show, which is available on a barter basis, will be hosted by Transtar personality and producer Mike Harvey.

The **CBS RadioRadio Network** is again distributing a special 30-minute edition of CBS Television's weekly news magazine, *West 57th*. The radio version, which is entitled *In Touch: West 57th*, is fed to affiliates the Friday after the television broadcast for airing that weekend. (The series was recently resurrected by CBS Television.) RadioRadio had been offering a special edited version of *West 57th* from May 2, 1986, through Feb. 1, 1987.

N.C., as an affiliate. The station had previously been affiliated with the ABC Information Network.

Sales tool

The Radio Advertising Bureau officially unveiled its new "pro-radio" campaign which continues to spotlight the medium's absence of visuals with the theme and tagline: "I Saw It On The Radio." The campaign is composed of 10 spots—five humorous and five straight—that position radio as a better

target-advertising medium than television or newspapers. Each spot has both a 30-second and 60-second version.

"This new advertising extends our visual theme directly to the retail level to demonstrate to radio's most likely clients how the medium can work for them," said RAB President Bill Stakelin. According to the association, member stations donated more than \$15 million in potential advertising time last year to RAB's radio spots.

The national campaign, which also features a new jingle, was produced for the RAB by the American Comedy Network, a subsidiary of NewCity Communications, both Bridgeport, Conn.

Noncommercial education

For a second year, the National Federation of Community Broadcasters received \$42,439 from the Corporation for Public Broadcasting to conduct two radio engineering training seminars for noncommercial broadcasters. The seminars will be held May 30 through June 3 in New Orleans and Nov. 13-17 in St. Louis, Mo. For more information, call (202) 797-8911.

'ATC' considered best

National Public Radio's *All Things Considered* provides the best election coverage of cultural events and foreign news, according to a study conducted by Stanley Baran, professor at San Jose (Calif.) State University, and Roger Wallis, correspondent with the British Broadcasting Corp. Baran and Wallis compared the news content of *ATC*, CBS network news, Cable News Network, CNN Headline News, Independent Network News Evening News and KTVU-TV Oakland, Calif.'s *10 O'Clock News*, as well as the TV and radio news coverage of the BBC and the Swedish Broadcasting Co., dividing the programs into categories, timing them and weighing them for content. The study found that *ATC*, "compared to other American broadcast news, is clearly a program of substance that provides listeners with a higher percentage of time on foreign and cultural events."

A la carte

Meeting by conference call, the board of National Public Radio unanimously adopted a resolution stating that now is the appropriate time to adopt a plan for unbundling—offering stations the option to purchase services individually. A working paper prepared by an ad hoc committee was mailed last Wednesday (April 15) to member stations. The board said it will seek the advice of the stations at NPR's annual convention April 29-May 3 in Washington, and intends to take action on the unbundling issue at its July meeting.

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Weighing anchor

Mutual Broadcasting has hired Kari Moran, KFI(AM) Los Angeles news anchor-reporter, as West Coast news anchor for its new Mutual P.M. network (BROADCASTING, Dec. 15, 1986.) Moran will anchor newscasts from Mutual's Los Angeles studios from 7 p.m. to midnight NYT, Monday through Friday, beginning Monday, May 4.

In a separate development, Mutual said talk show personality Dick Cavett is tentatively scheduled to serve as substitute host for *The Larry King Show*, which will also be part of the Mutual P.M. nighttime/Sunday network service, on two Friday nights in May. Cavett first substituted for King, who has a number of Friday nights off, on April 10.

March results

Network radio business climbed 4% in March, to \$30,589,573, according to the Radio Network Association, which relies on financial data collected from network companies by the New York-based accounting firm of Ernst & Whinney. Year-to-date (January through March), network revenues are up 10% over the same period last year to \$81,144,010.

Cable on minds of public broadcasters

Panels and speakers address relationship at annual joint meeting of PBS/NAPTS in St. Louis

Cable's relationship with public television is expected to be a key issue at the joint Public Broadcasting Service/National Association of Public Television Stations annual meeting April 26-28 in St. Louis. Between 400 and 450 public broadcasters are expected at the conference, whose theme is "America's TV." The agenda includes a panel titled "Cable: Unregulated Monopoly" and a keynote address by Jack Valenti, president of the Motion Picture Association of America, a long-time cable foe. But PBS President Bruce Christensen predicted that the cable-bashing prevalent in the industry lately (BROADCASTING, April 13) would not be prevalent at the meeting. There will be "an atmosphere of figuring out how to solve public television's particular problems," he said. "Cable could be part of that solution. It doesn't have to be an us-and-them problem."

The conference will focus on accomplishing goals for the next decade "in light of a clear problem with cable carriage and continuing concerns about overall finances," said Peter Fannon, president of NAPTS. It will include a keynote address Tuesday (April 28) by Roger Rosenblatt, *Time* senior editor and an essayist and commentator on PBS's *MacNeil/Lehrer NewsHour*, who will speak on "the roles and responsibilities of public television in a changing America." A PBS Development-commissioned study on public television's image in the communications marketplace will be presented Tuesday by Stephen Greyser, Harvard Business School professor and editorial board chairman of *Harvard Business Review*. The chief of the FCC Mass Media Bureau, Jim McKinney, will speak Monday morning (April 27). Also on Monday, NAPTS Chairman Dick Ottinger, Georgia Public Telecommunications Commission, gives his report.

Jay Iselin, outgoing president of WNET(TV) New York, will deliver the Monday luncheon speech. The conference will give public broadcasters an opportunity to meet Iselin's successor, Group W Television President Bill Baker, who takes over May 15 (BROADCASTING, April 6).

A Tuesday afternoon panel on "the roles and responsibilities of television and broadcasting in the future," called "The Future of TV," will feature John Sie, senior vice president, Tele-Communications Inc.; Group W's Baker; Ellen Agress, vice president-corporate planning, NBC, and Eric Mink, TV critic for the *St. Louis Post-Dispatch*. It will be moderated by Hodding Carter, former host

In dispute. A proposal to bring the National Association of Broadcasters and the Radio Advertising Bureau under one roof has ignited a war of words. It all started when NAB radio director William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y.—who wants an NAB-RAB merger—sent a letter on March 12 to his fellow directors in which he quoted former NAB Joint Board Chairman Dick Chapin (Chapin Enterprises of Lincoln, Neb.) as saying: "I share your concerns about the NRBA, the RAB and the NAB. Somehow they need to be put together. I thought your ideas were good." (O'Shaughnessy was quoting from a Chapin letter dated Dec. 9, 1985. Chapin, however, says he no longer holds that position. On March 23 he fired off a letter to the board stating he had been quoted incorrectly, and adding that "These were not comments that I made and do not reflect the feelings that I have." Later Chapin told BROADCASTING that "this thing is getting blown way out of proportion" and that "what I said [in 1985] does not hold in April 1987." His position now, Chapin said, is that "I do not believe the associations should be merged.")

On March 30, O'Shaughnessy sent another letter to the board enclosing a copy of Chapin's 1985 letter, which he said, "will perhaps clarify the matter and confirm my report to you." The New York broadcaster also felt there had been "frantic lobbying against the proposal." O'Shaughnessy wrote: "I regret that pressure was brought on a wise and good man who has provided such great leadership over the years."

of PBS's *Capitol Journal*. A Monday morning panel on successful planning will feature case studies of the Kentucky Authority for Educational Television, represented by its executive director and general manager, O. Leonard Press, and of KQED(TV) San Francisco, represented by president and general manager, Anthony Tiano. The session will be moderated by Wayne Godwin, president and general manager of WKNO-TV Memphis.

Appearing on the Monday afternoon cable panel will be Brenda Fox, vice president and general counsel, National Cable Television Association; Fritz Attaway, vice president, MPAA; Jim Hedlund, vice president, government relations, Association of Independent Television Stations; Mark MacCarthy, professional staff member, House Committee on Energy and Commerce, and Baryn Futa, vice president and general counsel,

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Discussion of the study released last week by the PBS special Committee on Program Policies and Procedures (see story, page 58) will be folded into a small-group session on programming Tuesday afternoon. The conference will devote three periods to concurrent small-group sessions covering topics including fund raising, education, advertising and technology. Exclusive broadcast rights to PBS programs will also receive station attention, according to PBS's Christensen. On Tuesday, PBS's vice president for programming, Suzanne Weil, will preview programs in

the pipeline, and will be joined by other PBS executives in presenting a video montage of station accomplishments.

The annual meeting kicks off Sunday with "An Introduction to Public Television" at 3:30 p.m. and an opening reception that night. It closes Tuesday with a banquet hosted by *Upstairs, Downstairs* co-creator and star Jean Marsh and will include presentation of the Corporation for Public Broadcasting's Ralph Lowell Award, honoring "outstanding contributions to public television." The PBS and NAPTS boards will meet in St. Louis the following day. □

Changing Hands

PROPOSED

KOA(AM)-KOAQ(FM) Denver □ Sold by A.H. Belo Corp. to Jacor Communications Inc. for \$24 million. **Seller** is publicly traded, Dallas-based publisher and group of five TV's headed by Robert W. Decherd, chairman. These are last radio stations in Belo group. **Buyer** is publicly traded, Cincinnati-based group of five AM's and seven FM's headed by Terry Jacobs, chairman. KOA is on 850 khz full time with 50 kw. KOAQ is on 103.5 mhz with 100 kw and antenna 1,045 feet above average terrain. *Broker: Chapman Associates.*

KLOK-FM San Francisco □ Sold by Radio KLOK to Brown Broadcasting Co. for \$15 million. **Seller** is subsidiary of Davis-Weaver Broadcasting, San Jose, Calif.-based group of three AM's and three FM's

owned by William Weaver and Philip C. Davis. **Buyer** is Beverly Hills, Calif.-based group of three AM's and four FM's owned by Willet H. Brown and his son, Michael. KLOK is on 103.7 mhz with 7.8 kw and antenna 1,470 feet above average terrain. *Broker: Chapman Associates.*

KKYS(FM) Bryan, Tex. □ Sold by Scott & Davis Enterprises to Radio USA for \$2.8 million. **Seller** is owned by John Culpepper and Barry Turner, who also own WPFM(FM) Panama City, Fla. **Buyer** is headed by James Reeder, who also owns KCOZ(FM) Shreveport, La. KKYS is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Jamar-Rice Co.*

WJBU(AM)-WJST(FM) Port St. Joe, Fla. □ Sold by Brown Broadcasting of Florida Inc. to Asterisk Broadcasting Inc. for

\$2,425,000. **Seller** is owned by John Brown University, nonprofit educational institution headed by Dr. John E. Brown. It also owns KUOA(AM)-KLRC(FM) Siloam Springs, Ark., and KGER(AM) Long Beach, Calif. **Buyer** is owned by Richard S. Ingham and family. It also owns WTRS-AM-FM Dunellon and WFTP(AM) Fort Pierce, both Florida. WJBU is daytimer on 1080 khz with 1 kw. WJST is on 94.5 mhz with 100 kw and antenna 1,050 feet above average terrain. *Broker: Donald K. Clark, Inc.*

KADX(FM) Castle Rock, Colo. □ Sold by Gibson Broadcasting Co. to Century Broadcasting Corp. for \$1.4 million. **Seller** is owned by Richard Gibson, who has no other broadcast interests. **Buyer** is Chicago-based group of three AM's and two FM's, principally owned by George Collias, Howard Grafman and Anthony C. Carlos. KADX is on 92.1 mhz with 720 w and antenna 620 feet above average terrain.

WPNH-AM-FM Plymouth, N.H. □ Sold by Pemmigewasset Broadcasters Inc. to Northern New England Communications Inc. for \$1,350,000. **Seller** is owned by Richard F. Morse, who has no other broadcast interests. **Buyer** is owned by Elmer H. Close, who also owns WKNE-AM-FM Keene, N.H. WPNH is daytimer on 1300 khz with 5 kw. WPNH-FM is on 100.1 mhz with 3 kw and antenna 380 feet above average terrain. *Broker: Blackburn & Co.*

KJJC(FM) Osceola, Iowa □ Sold by J.B. Broadcast to Lifestyle Communications Inc. for \$500,000. **Seller** is owned by Jack Beaman, who has no other broadcast interests. **Buyer** is owned by James S. McBride, investor from Omaha, with no other broadcast interests. KJJC is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

KIIZ(AM) Killeen, Tex. □ Sold by Duffy Broadcasting to Mid-Texas Radio Co. for \$410,000. **Seller** is Dallas-based group of three AM's and six FM's owned by Robert Duffy and Martin Greenburg. **Buyer** is owned by Ken Williams, former owner of KTON(AM)-KTQN(FM) Belton, Tex. It also owns new FM in Killeen, Tex. KIIZ is daytimer on 1050 khz with 250 w. *Broker: Jamar-Rice Co.*

WSFW-AM-FM Seneca Falls, N.Y. □ Sold by Waterfalls Broadcasting Corp. to BJR Broadcasting Corp. for \$370,000. **Seller** is owned by George G. Souhan, who has no other broadcast interests. **Buyer** is owned by Brien B. Rogers and family. Rogers is former executive vice president of Goulds Pumps, South Falls, N.Y.-based industrial water pump manufacturer. WSFW is daytimer on 1100 khz with 1 kw. WSFW-FM is on 99.3 mhz with 3 kw and antenna 235 feet above average terrain.

WFXZ(FM) Pinconning, Mich. □ Sold by Wegerly Broadcasting Corp. to BC Communications Inc. for \$345,000. **Seller** is principally owned by Bernadette Wegerly. It also has interest in WUGM(AM) Sterling Heights, Mich. **Buyer** is owned by Floyd Biernat and Milton Carfes, Rose Mill, Mich.-based investors with no other broadcast interests. WFXZ is on 100.9 mhz with 3 kw and antenna 328 feet above average terrain.

For other proposed and approved sales see "For the Record," page 77.

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FCC takes pulse on fairness doctrine

Comments at commission find most broadcasters in favor of repealing rule; Group W, Fisher and many citizen groups want it to remain

The FCC's congressionally mandated proceeding aimed at considering alternatives to the fairness doctrine (BROADCASTING, Feb. 16) has drawn the usual mix of comments.

In its notice, the FCC, without endorsing any specific proposals, presented an "illustrative" list of possibilities, including abandoning current case-by-case consideration of fairness complaints in favor of considering them only at renewal time; placing an experimental moratorium on enforcement; permitting broadcasters to rely on contrasting viewpoints provided by other stations in the market, and replacing the doctrine with an "access" time requirement under which stations would have to devote time for regular discussion of controversial issues by interested parties.

Most of the broadcasters commenting used the forum to knock the doctrine, but some were willing to support alternatives; most of the public interest commenters came to the doctrine's support, as did Group W and Fisher Broadcasting.

The National Association of Broadcasters, which believes the doctrine to be unconstitutional, said no alternative would be acceptable. Yet it also, noting that Congress is currently trying to set the doctrine in legislative concrete, essentially argued that there didn't seem to be much reason to file extensive comments now. "NAB appreciates the effort the commission has made to fully examine alternative means of enforcement and implementation of the fairness doctrine," NAB said. "Regretfully, Congress is moving to block implementation of any meaningful alternatives. Therefore, NAB finds it would be fruitless to examine these matters in greater detail."

CBS believed that none of the FCC's proposals was an adequate alternative to complete elimination. "While some of the proposals might alleviate certain of the most egregious aspects of the current fairness doctrine, all leave the government in the fundamentally inappropriate role of overseeing broadcasters' editorial decisions, and none is justified given the current multitude of communications voices and outlets," CBS said.

Said the Radio-Television News Directors Association: "The commission should report to Congress that there are no acceptable 'alternative means of administration and enforcement of the fairness doctrine,' because, as the commission already has effectively concluded, the doctrine itself disserves the public interest and is unconstitutional."

The Freedom of Expression Foundation

said the best alternative to the doctrine or achieving its goals was the "free marketplace" of ideas. "There is no justification for continuing to regulate the news and editorial programming of electronic communications—by whatever means, for whatever purpose," the foundation said.

Tribune Broadcasting Co. said the alternatives discussed by the commission in its notice suffered from the same constitutional and practical infirmities as the current fair-

ness doctrine obligations. "Tribune urges the commission to report to the Congress its conclusion that the fairness doctrine must be eliminated," Tribune said.

NBC said it continued to believe that the doctrine should be eliminated in its entirety. "Short of that, we support abrogation of the doctrine in markets in which there clearly is no scarcity of information sources for the public, preferably on a permanent basis," NBC said. "We also support the concept of a temporary moratorium on fairness doctrine enforcement.

"We do not, on the other hand, believe

The last word. The debate over the FCC's fairness doctrine has spilled over into the print media. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.), in an article they wrote for the *Washington Post's* op-ed page last week, defended the fairness doctrine. The congressmen said that the *Post's* April 2 editorial opposing the doctrine "ignores the fundamental differences between the electronic medium and the print medium that provide the rationale for this vital democratic protection." Hollings and Dingell are both moving legislation through their respective chambers to turn the doctrine into law (BROADCASTING, April 13). The congressmen argued that the doctrine is as "relevant as ever." They expressed concern that "financial pressures are leading established broadcasters to reexamine their commitment to their public-interest responsibilities. Moreover, a new breed of broadcasters—ushered in by the recent rash of takeovers—is challenging the public-trustee concept, believing instead that the electronic media exist solely for the commercial profit entrepreneurs."

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that renewal-time review, a marketwide approach or substitution of an access requirement would serve the public interest," NBC added. "Consequently, we urge the commission not to consider further any of these alternatives."

Group radio owner Mid-West Family, which said the doctrine had a "chilling effect" on program decision making, supported a five-year experimental moratorium on doctrine enforcement. "MWF believes that a comparison of this five-year moratorium period with prior doctrine enforcement history will reveal that absent the broadcast self-censorship that results from the threat of FCC review of program content and the threat of FCC sanction for doctrine violation, broadcasters will provide *more* coverage of controversial issues of public importance than is currently possible," Mid-West Family said.

WOLE-TV Aguadilla, P.R., said its public wouldn't tolerate one-sided presentations on controversial issues, "so there is an incentive to perform consistently with the underlying rationale of the fairness doctrine," WOLE-TV said. "It is the time-consuming ministerial aspects taken to comply with the fairness doctrine that raise the ire of broadcasters and not the requirement to cover controversial issues and to provide balanced coverage."

The Public Broadcasting Service recommended that the FCC change its method of enforcing the doctrine to review licensee compliance with the doctrine at renewal time. "The present case-by-case review of fairness complaints involves the commis-

sion, more deeply than is desirable, in the editorial process of its licensees and poses risks of improper governmental intervention in that process," PBS said. "Review at renewal time would minimize these risks."

Said the Edison Electric Institute, an association of investor-owned electric utilities: "It is EEI's view that any regulation of broadcasters that inhibits their discretion to accept paid advertising is both inappropriate and counterproductive," EEI said. "Thus, no alternatives to the fairness doctrine should be adopted that would serve as a disincentive to broadcaster acceptance of paid advertising."

Westinghouse Broadcasting, noting its "long-standing" support of the doctrine, suggested that the purposes behind the doctrine would better be served through the elimination of the current case-by-case, issue-by-issue enforcement procedures. "It should be stressed that we are not suggesting the creation of new procedures to replace the current case-by-case adjudication of individual complaints," Group W said. "Current commission policies are duplicative in that they provide for the review of fairness doctrine issues both on the basis of an individual complaint at any time and in the context of a petition to deny, informal objection or other filing at license renewal time. In effect, the broadcaster is placed in double jeopardy. All that we are suggesting is that the commission eliminate the former and rely instead on the latter existing procedures to assess a broadcaster's overall record of performance if and when a *prima facie* case meriting the

commission's attention is presented.

"We further stress that this does not mean that the consideration of individual complaints should simply be deferred until license renewal time and reviewed by the same standards now applicable in the case-by-case adjudication process," Group W said. "This would be inherently arbitrary and highly unfair to all parties concerned. Few, if any, individual complaints rise to a level mandating attention at renewal time. Rather than looking at questions of fairness as to particular issues and sensitive questions of specific editorial judgment, the standard would be one of overall performance—whether the station reasonably exercised its programing discretion in good faith over the entire license term."

Fisher Broadcasting, which believes the doctrine is "essential to the maintenance of the public trusteeship" at the heart of the legislative scheme for broadcasters, thought none of the alternatives suggested by the FCC better than the current mode of enforcement. "Therefore, in recommending an approach to Congress, the commission ought to find that the current case-by-case approach should be maintained and that the alternatives specified should be rejected," Fisher said.

The New York State Consumer Protection Board said it believed the doctrine was necessary to any government program that seeks to assure the diversity of broadcast speech. "Insofar as the doctrine does not completely eliminate market incentives to suppress speech, it must be supplemented by a program requiring that each licensee provide a fixed amount of free programing, from which [it] cannot derive any revenue, as a condition for obtaining and renewing a license," it said. "The commission should encourage but not require the use of such time to meet fairness obligations."

The American Civil Liberties Union, which supports retention of the doctrine, said the agency and the industry might be better off with "a devil they know."

In joint comments, the Media Access Project, Telecommunications Research and Action Center and Syracuse Peace Council said the FCC's recent handling of fairness doctrine issues had not been characterized by "fealty" to the wishes of Congress. "The NOI [notice of inquiry] clearly indicates that the report Congress has directed the commission to prepare will be directed at means of reducing, not increasing, opportunities for discussion of opposing points of view," the groups said. "Ironically, the commission's stubborn refusal to search for new, presumably less intrusive, means of fulfilling the goals of the fairness doctrine deserves not just the public, but the commission itself. Even as it steadfastly maintains that current means of enforcement have unconstitutional attributes, it refuses to explore alternatives that further the public's 'paramount' right to receive information. The courts will not likely overlook this intransigence."

On an odd note, the day after the deadline for comments in the proceeding had passed, the FCC's Mass Media Bureau announced that it had extended the filing deadline to April 30; replies are still due May 13. □

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Boosters boosted by broadcasters

Comments on FCC's plans to increase TV and FM adjuncts generally support commission

The FCC's proposals to create a TV booster service and to permit expanded use of FM booster stations has drawn support in comments.

Yet that support was accompanied by a variety of caveats and suggestions for fine-tuning the agency's proposals.

In its comments, the National Association of Broadcasters voiced support for the proposals. "However, this support is conditioned on the commission's adoption of all its proposals as a package—a package which would include (1) effective safeguards against interference to existing broadcast service and, in the context of FM boosters (2) limiting 'non-off-air' program feeds only to primary station owned-and-operated boosters which do not extend 'boosted' service beyond the primary station's protected contour and also comply with the various desired-to-undesired ratios for different classes of stations," NAB said. "It is our view that, with these conditions, these enhanced FM and new TV booster services will provide worthwhile improvements to the FM and TV broadcast services that would be consistent with sound communications policy and be in the public interest."

NBC also supported the FCC's proposals. "We believe the proposed rule changes are in the public interest because they will enable licensees to provide better quality service within the areas in which their channel allotments mandate broadcast service," NBC said.

CBS said it agreed with the FCC that it is no longer necessary or desirable to limit the output power of FM boosters to an arbitrarily fixed number or to adopt a limit on the output power of TV boosters. "As long as the commission's existing regulations concerning co- and adjacent-channel interference, developed in the context of the commission's overall TV and FM tables of allocations, are fully complied with, the use of higher-power FM boosters and the introduction of TV boosters should not pose interference problems to other stations," CBS said. "CBS also supports the commission's proposal to permit an FM or TV licensee to feed, by any appropriate means, booster stations serving listeners or viewers, respectively, within the primary station's predicted coverage area. As indicated in the notice, the commission's existing rules permit retransmission only of received, on-channel signals, transmitted by the primary FM station. Since the commission's proposal insures that new methods of feeding FM and TV booster stations will not interfere with the primary needs of other broadcasters, de-regulation of the mode of feeding such stations is appropriate and consistent with the commission's policy of eliminating unnecessary technical regulations."

Said Shamrock Broadcasting Inc.: "Shamrock believes that these proposals will result in more efficient use of the spectrum

by helping radio and TV licensees overcome terrain obstructions that presently impede them from providing a receivable signal to all persons located within their authorized service areas."

WYYD(FM) Amherst, Va., supported the FCC's FM proposal. "The increase of power of the booster to allow service out to the one millivolt per meter [mv/m] contour of the primary station will better serve the public interest without increasing interference to other existing broadcast service or the primary station," WYYD said.

National Public Radio also supported the FCC's FM proposal. "The use of the 1 mv/m contour is a reasonable limit on output power of boosters," NPR said.

The Association of Maximum Service Telecasters said it believed booster licenses should be confined to those who own the mother stations and boosters that would extend service beyond the Grade B contour of the mother station should meet the FCC's proposed protection standards and should cause no greater interference within another main station's Grade B contour than the mother station's existing facilities are predicted to cause. "Of course, like all translators and LPTV's [low-power TV stations], these boosters should be subject to the provision that if they cause actual interference to another main station's actual service, even if that interference falls outside the other station's Grade B contour, they should be required to cure the interference or go off the air," AMST said.

AMST also said the FCC should authorize educational FM boosters only to the extent that they cause no interference to channel 6 TV service. "Educational FM boosters, as a secondary service, should not be authorized if they are predicted to cause any interference to television ch. 6 service, any more than they should be permitted if they are predicted to cause interference to regular FM station service," AMST said. "Furthermore, if they do cause interference, regardless of predictions, they should cure it or be required to get off the air."

Tribune Broadcasting Co. said the FCC's proposal implied that boosters that would cause existing viewers to lose the service of a mother station might not be authorized.

"To the extent that it is the commission's intention to authorize only television booster stations which will not degrade existing service to even a small degree, Tribune further requests that the commission opt to leave judgments concerning station coverage to the licensee," Tribune said. "Forbearance from regulation in this area will speed implementation of the proposed booster service and, in effect, will permit marketplace forces to determine the location of proposed television booster stations."

Tribune also recommended against adopting a maximum TV booster power limitation and adoption of a \$75 booster application fee. "The interference standards to which TV booster stations otherwise will be subjected will adequately protect full service adjacent and co-channel TV stations," Tribune said.

Spanish International Communications Corp. noted that the FCC said it would apply the same interference standards to booster stations that are applicable to all TV translator and low-power TV stations. Yet the FCC, according to SICC, also indicated that in the case of interference by a booster station to its primary station, some flexibility is necessary and a limited amount of interference would be permitted. "The proposed rules...do not reflect this flexibility and should therefore be conformed to reflect the commission's pronouncements," SICC said. "Having recognized that the translator rules cannot be applied strictly in connection with primary station interference if the new service is to succeed, the commission should make clear that it will apply the rules with flexibility in other contexts as well," SICC said. "Specifically, SICC urges the commission to authorize boosters even when there is a degree of technical noncompliance with the translator rules—provided that no interference will in fact be caused—and to allow TV boosters to operate within the bounds of the primary station's predicted interference levels. Thus, the commission's authorization of TV booster stations will result in a viable service in which a booster station can perform a true 'fill-in' function."

Univision Inc., a Spanish-language TV network, agreed that an inflexible application of TV translator restrictions to booster stations may render the new service useless.

Ralph C. Wilson Industries Inc. said the proposal to apply to TV boosters the inter-

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ference standards applicable to TV translators might be too limiting. "The commission should make clear that the strict prohibition against any interference to a co-channel TV broadcast station... does not apply to the booster's primary station," the licensee said. "Second, the commission should allow an

applicant for a booster facility to demonstrate that the proposed booster station's noncompliance with certain restrictions in the translator rules will not increase existing interference. Upon such a showing, this noncompliance should not act as a bar to authorization."

Postscript. The opinions reported in BROADCASTING's April 13 story about the growing animosity between cable and the rest of the Fifth Estate ("The next title fight: cable vs. the world") do not exhaust the subject. Among other points of view being heard:

■ Joel Chaseman, president of Post-Newsweek Stations and chairman of the Television Operators Caucus, doesn't feel his industry's grievances with cable have erupted into a full-fledged war. Instead, he describes what is happening between the industries as a "series of guerrilla skirmishes." Neither broadcasting nor cable, Chaseman said, is a "monolith." Furthermore, he feels a war is not practical when "everybody owns everybody else" (referring to extensive cable-broadcasting crossownership). The tension between the two media resulted when the FCC "blew up must carry," he said. Chaseman thinks the commission's delay in implementing new rules has exacerbated the situation and encouraged some cable operators to reposition their channels—and he's not happy with that. Indeed, Chaseman indicated channel switching was something broadcasters would "fight the hell out of."

■ Although the Association of Independent Television Stations has been the most vocal broadcasting force in the current crusade against cable, the National Association of Broadcasters is not far behind. Last week NAB's executive committee examined the first draft of a "white paper" called "Cable: The Unregulated Monopoly."

■ Cable can also expect to find itself a target next week when the public broadcasting community gathers for the joint Public Broadcasting Service-National Association of Public Television Stations annual conference in St. Louis (see story, page 69). Public broadcasters' woes with the cable industry are expected to be a major focus of the meeting. "We are still disturbed and distressed by the number of stations that are being dropped [by cable systems], and we hope that as we have continuing dialogue with cable operators we can turn that around. If we can't, we're really left with no option but to take it to Congress," said PBS President Bruce Christensen.

One of the PBS-NAPTS meeting's keynoters is long-time cable adversary Jack Valenti, president of the Motion Picture Association of America. It's anticipated Valenti will come out swinging at cable. Valenti was invited, explained NAPTS President Peter Fannon, because of his "flair for description and because of his vantage point as a founding father of public broadcasting." (Valenti was one of the original board members when the Corporation for Public Broadcasting was created 20 years ago.) "As a founding father, he has personal knowledge of how far we've come in 20 years and the importance of current challenges facing public television," Fannon said. (An appearance by John Sie, senior vice president of Tele-Communications Inc., during another session is expected to draw fire from the public television crowd.)

■ On Capitol Hill, charges that cable is a monopoly may not be taken too seriously. As one well-placed Hill source pointed out: "We just passed a law [the Cable Communications Policy Act of 1984] saying it wasn't [a monopoly]. It's tough for us to say we're wrong."

■ As to what might be causing this friction between commercial broadcasters and cable, National Cable Television Association President Jim Mooney thinks the present state of the broadcasting business is responsible. "With their programming costs soaring and ad revenues flat, the fundamentals of the broadcast industry are not too terrific right now. Some broadcasters seem to be looking for an external cause of their problems, however, and the rapidly developing stature of cable as a television medium in its own right is drawing their fire," he said. Mooney believes the war will continue until "broadcasters begin to feel fat and happy."

It seems NAB's white paper could aggravate the situation. "We didn't get the cable bill passed by attacking broadcasters, and the broadcasters won't get their license renewal bill passed by attacking cable. I am puzzled... why they would pick this moment to muddy up the waters around their own legislative initiative by picking a new light with cable," Mooney said.

■ Steve Effros, president of the Community Antenna Television Association, sees no early end to the hostilities. "Valenti will try to figure out any way to attack us and will continue to attack us until such time as some deal is cut," he said. "To the extent that he is successful in moving any of his points, it gives him a better negotiating position.

"We are all playing our assigned roles, which, unfortunately, are primarily rhetorical," he said. "Until the powers that be—namely the boards [of the associations involved]—fully recognize that this dance has in the past and will in the future result in stalemate, we will keep charging the hill."

Effros warned that the more Valenti presses "collateral attacks" aimed at imposing restrictions on the size of cable MSOs and their ownership of programming, the more difficult it will become to put a deal back together on reforming the compulsory license "because it opens all sorts of other issues. I don't know if it can be done. It depends on the makeup of the industry when we all sit down."

NCTA white paper gives black marks to MPAA

Cable association says motion picture association is using regulation to prevent competition in programing production and distribution

For the past year or so, the Motion Picture Association of America has been demanding that the federal government put some kind of regulatory restraint on the cable operators, who, it believes, are becoming too powerful in the programing marketplace because of their local cable monopolies.

The National Cable Television Association's principal public response to the assault so far has been to charge in two "white papers" that Hollywood's current campaign is part of a long history of using government regulation to handicap potential competitors in the business of producing and distributing programing.

MPAA is "in no position to level accusations of market power at the cable industry," NCTA said in the second white paper released two weeks ago (BROADCASTING, April 13). "MPAA's allegations... must... be viewed as the disingenuous, rhetorical and political pretexts... that seek to provide Hollywood with the guise necessary for limiting competition and placing yet another customer, the cable industry, in a subservient position."

According to the paper, the major studios' reentry into theater ownership, their acquisition of major-market independent television stations and their discrimination against independent filmmakers and theaters have combined to "create an openly anticompetitive environment in the motion picture industry unparalleled since 1948 when the Supreme Court decried Hollywood's 'bold efforts to substitute monopoly for competition' and forced the major... studios to divest the theaters they owned."

The paper also defended the cable industry against MPAA's charge that the two largest MSOs, Tele-Communications Inc. and American Television & Communications, can, because of their size, "dictate the success or failure of cable services." MPAA said the duo serves 29% of all cable homes.

According to the paper, TCI serves 6.1 million cable homes or 14% of the 43 million total cable homes. "Even accepting for the moment MPAA's inflated nine million subscriber count for the top cable MSO, almost 34 million cable subscribers would remain who are not served by this company," it said. "But many cable programing services exist on a subscriber base of only half or as little as one-sixth of the entire cable subscriber universe (e.g. Arts and Entertainment and The Learning Channel) and MPAA's argument collapses the instant it is exposed to the facts of industry experience."

The paper acknowledged that "using the most liberal definitions," TCI and ATC to-

gether serve 26% of all cable homes, not 29% as MPAA claims. It did not comment, however, on what impact TCI and ATC together have on the marketplace.

According to the paper, as a result of a theater buying binge that started in early 1986, the major studios now own approximately 2,000 or 9% of the screens in the U.S. And, it said, "some Hollywood observers" expect the studios to acquire even more theaters.

The studios' ownership of theaters is hurting the independent theaters, the NCTA paper said. "These studios appear to have be-

gun withholding films from independent theaters in favor of their own theaters and in favor of theaters owned by their studio brethren," it said.

Studio ownership of theaters also poses a problem for independent filmmakers, who rely on the major studios for distribution, the report said. "A pattern has begun to emerge over the past few years indicating that while independent filmmakers are turning to Hollywood, the largest Hollywood studios are increasingly cutting off these producers' access to distribution," it said. "Independent filmmakers face a less than 50-50 chance of

seeing their films distributed to neighborhood theaters, while the 11 largest Hollywood distributors capture 96% of domestic box-office revenues," it said.

The white paper also said that the studios' acquisitions of major-market independent television stations "have placed under studio control outlets that reach over 30% of the nation's TV homes." Relying on trade press reports, the paper said one studio, MCA, apparently tried to wrest control of Grant Broadcasting's three major-market television stations after the group filed for Chapter 11 bankruptcy. □

Technology

Industry begins scrutinizing NAB plan for technology center

While many are enthusiastic about concept, questions are being asked about funding structure and whether it should be under association's umbrella

The National Association of Broadcasters, in the wake of its recent proposal to develop an NAB technology center, will soon begin a lengthy assessment of the U.S. broadcast industry's need for such a research and development effort.

Although many in the industry support the concept of pooling domestic technological resources, the proposal caught some of the industry's leading engineering executives by surprise when it was first made by NAB President Eddie Fritts at the association's annual convention in Dallas last month ("Closed Circuit," April 13).

Some broadcasters have raised questions about what areas are to be researched, how the work would be funded and whether the effort should be conducted under the NAB umbrella. They are also concerned about the effect such an NAB technology center would have on existing research organizations, such as the nine-member industry group, Center for Advanced TV Studies (CATS), which is currently funding basic television research efforts at the Massachusetts Institute of Technology.

FCC Mass Media Bureau Chief James McKinney has also conducted talks with network technical heads from Capcities/ABC, CBS and NBC in recent months over his desire to develop better preparation for international technical standards meetings. Although he said a conversation with Fritts at the NAB convention led him to believe the two efforts would not conflict, he acknowledged engineering work conducted on international propagation and other issues could ultimately affect domestic research and standards efforts.

NAB Executive Vice President for Operations John Abel last week explained that the association has no specific directions in mind yet, but plans to conduct "substantial research" for six months or so on the con-

cept, conducting "needs ascertainment" by querying key engineers at major broadcast companies and U.S. equipment manufacturers as to the nature of the research and whether it should be oriented toward specific projects or more broadly based, fundamental work.

NAB will then plan some kind of funding mechanism for the center, Abel said, but he could not project the costs for the effort. He doubted the association would go directly to members to fund the facility, although securing underwriting from individual companies for specific project costs might be an option.

The center could be operated on a for-profit basis, according to Abel, with income going to NAB Technologies, the for-profit subsidiary formed by NAB in March, in part to further the development and marketing of FMX, a system to improve distant reception of FM stereo signals. NAB expects FMX, co-developed by NAB's Tom Keller, senior vice president of science and technology, and former CBS Technology Center's Emil Torick, to bring income back to the technology center if it is accepted by the industry over the next several years.

Largely responsible for increased industry interest in improving its development capabilities are a number of recent and dramatic changes in the domestic broadcast research field. The CBS Technology Center, a leading lab for advanced television and audio research going back to the development of color television and long-playing records, was closed last year by the network, and only a few of its engineers were absorbed into CBS Broadcast and CBS Records.

RCA, which in the fall of 1985 shut down its once-dominant RCA Broadcast Division, this winter also announced it would transfer control of its pioneering David Sarnoff Research Center to Stanford Research Institute, a nonprofit Stanford University offshoot, for a \$75 million-\$100 million tax deduction. RCA Labs, while expected to continue its long-established television research with a five-year, progressively declining \$250-million research contract from RCA parent General Electric, was forced to make 25%

staff cuts as part of the transition and has already lost some of its most experienced scientists to early retirement.

NAB's Fritts cited these changes in his convention speech, saying they "deprive the technicians of vital resources that have spurred some of the industry's finest technical breakthroughs." Calling technology a "key to our future," tied to the industry's competitiveness and ability to take up market opportunities, Fritts added that "NAB is moving to help fill this void...I am forming an internal working group to develop a long-range plan, which will lead ultimately to the creation of an NAB Technology Center. The center's purpose would be to assure that broadcasters will have access to the technological enhancements that will keep us competitive" (BROADCASTING, April 6).

Abel, who will head the NAB's internal working group, also explained that various companies had for some time been coming to the association to seek help on technology projects, but "what pushed it over the edge was the number of managers lamenting the closing of the CBS center and RCA's bit of an abandonment of RCA Labs."

For NAB's Keller, any new effort could be viewed, in part, as an extension of the work his five-engineer staff has already done in the recent past in projects including AM improvement, FM allocations and FMX and TV interference, as well as high-definition TV transmission. A more fully developed technology center, in Keller's view, could involve a good deal more work at understanding terrestrial transmission, propagation characteristics, the capabilities of current TV and AM-FM receivers, among other efforts related to terrestrial allocations and the provision of test beds for experimental advances.

According to Keller, NAB could also get into image processing areas, but he added that these are the traditional strengths of researchers at RCA Labs and others such as New York Institute of Technology's William Glenn, while in the other areas he cited "there's no work going on. [There are] big

holes in the system."

Most industry members commenting on the proposal have said that so far they have little information on NAB's plan. NBC's Michael Sherlock, president of operations and technical services, for instance, commented that "nobody checked with anybody from NBC relative to this."

Sherlock added, however, that he believed such an effort would be "helpful" if it focused on broadcast technical projects and research unaffordable by broadcasters independently, and if the pooling was representative of and funded by all broadcasters.

"I really think its important in the economy of U.S. broadcasting," Sherlock said, "to pool resources, at least at the technology level, at the development stage and at the standards-setting stage, and facing world organizations like CCIR (International Radio Consultative Committee), it benefits broadcasters and audiences if we can put our best engineering efforts forward."

Long-time standards activist Dan Wells of Comsat called the NAB idea "terrific," adding that the "overall idea is so welcome, I would look beyond any potential problems," and a CBS source said the network is "primarily concerned that technological advances should have some focus in the U.S. [and] any suggestions are of obvious interest to us."

Capcities/ABC's Julius Barnathan also said the idea of pooled research is "very desirable," although his engineering staff had not been consulted on the proposal. He added: "The immediate problem is, who do you invite to the table?"

An all-industry group such as that represented by NAB members, he suggested, might find agreement on research directions difficult because some companies may have interests competitive to broadcasting, such as cable, satellite or home video. NBC's Sherlock agreed: "It's a tough job for any organization. NAB has a lot of constituents to protect. [There are an] awful lot of cooks making that stew."

But Abel countered, "That's the nature of an association. If there are technologies with political implications, maybe they can be passed off to private companies to research. The number-one need right now is to have someplace where we can have a discussion of technical issues."

FCC's Jim McKinney also commented:

"We recognize something has been lost here. Technologists have to talk to try to arrive at industry consensus." McKinney's meetings, held with Barnathan, Sherlock and CBS's James McKenna, senior vice president of operations and engineering, in Washington and Dallas, pertained strictly to preparation for international forums. No agreement or understanding has yet been reached on how the companies—and other broadcasters—eventually may work together, but McKinney said the most likely procedure would create an "organizational focal point" to fund or "shop" for research to resolve international propagation problems through mathematical and computer models.

Whether broadcasters could obtain a waiver of antitrust laws to work more closely together remains another important question to be resolved, although many believe it will be possible in the current political environment. McKinney said he has asked commission counsel to look into the issue with the U.S. Justice Department, but only as part of his international effort.

There is a precedent for such a waiver on the domestic front—the CATS organization was cleared in 1983 by the Justice Department to conduct basic research such as that taking place at MIT, which is operating under a \$2.7 million, three-year contract supported by nine companies, Capcities/ABC, Ampex, Eastman Kodak, NBC, PBS, RCA, Tektronix, Time Inc. and Zenith. CBS, Harris and 3M dropped out of the funding in 1986, citing financial constraints.

According to MIT Professor William Schreiber, director of the university's advanced TV research program which is focusing on a "fundamental understanding" of the transmission of television signals, the Justice Department waiver prohibits the program from designing products. He believes, however, the current climate might allow for some system development.

The antitrust issue is complicated, as well, by longer term questions, such as whether any patents developed through the work of CATS, or other groups, would be pooled only between participating companies, shared with U.S. manufacturers or made available generally. Barnathan believes, for instance, that any joint effort should try to work with U.S. manufacturers "to give them a leg up...[it's] a damn mistake not to."

Sherlock noted, however, that he "would

not want to limit [himself] to any small group" of manufacturers. "You can't deny the fact that an awful lot of very good broadcast technology is coming out of foreign countries. To shut ourselves off at this point would be foolhardy. I would like to buy more from U.S. manufacturers, but the total manufacturing community has not kept pace."

Another difficult question is how the presence of an NAB technology center, presumably taking up the already limited flow of research funds, would affect the ongoing work at MIT, RCA Labs and other centers, such as the New York Institute of Technology. Some maintain that the existing facilities remain excellent vehicles for such work, and there may be no need to try and build from scratch another advanced research center, especially given the high operating and other costs of running such facilities.

"It costs millions a year," said Sherlock. "It's no small affair if the idea is to try to replace what can't be afforded by networks right now. It might take \$5 million-10 million, maybe more."

Choosing which research projects to support is no easy decision either, with fundamental disagreements emerging in some important areas, like advanced television systems, where some broadcasters believe the focus of attention should be on wideband compatible or incompatible high-definition transmission systems, and others advocate finding ways to improve the current television standard.

According to Sherlock, for instance, "high-definition television is not what U.S. broadcasters should be spending their immediate dollars on. Improved NTSC is the more important thing right now." One approach, he added, would be to take improved NTSC and convert it to a compatible wide-screen system.

NAB has already begun consideration of the high-definition question, through a newly formed HDTV task force, headed by Knight-Ridder President Dan Gold, which held its first meeting earlier this month. According to Gold, initial discussions covered spectrum issues, particularly the possibility that segments of one prime band for HDTV broadcasting, UHF-TV, could be reallocated to private radio users. The group also reviewed the various HDTV transmission systems that have been proposed and appointed a subcommittee of its several engineering members to focus on the area.

The industry standards organization, the Advanced Television Systems Committee, also has a specialist group preparing to test HDTV broadcasting. The group, chaired by NAB's Ben Crutchfield, who directed the test transmissions of the Japanese Muse HDTV system over two UHF channels in Washington last January, last week announced plans for a series of tests of terrestrial HDTV systems in the UHF and 12 ghz microwave band beginning next fall. The tests, conducted in urban, suburban and rural environments, will study propagation characteristics such as reflection, shadowing and rain attenuation. Among the systems that may be tested are NYIT's one-and-a-half-channel compatible HDTV and North American Philips' two-channel compatible approach. □

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As compiled by BROADCASTING, April 9 through April 15, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

- KADX(FM) Castle Rock, Colo. (92.1 mhz; 720 w; HAAT: 620 ft.)—Seeks assignment of license from Gibson Broadcasting Co. to Century Broadcasting Corp. for \$1.4 million. Seller is owned by Richard Gibson, who has no other broadcast interests. Buyer is Chicago-based group of three AM's and two FM's, principally owned by George Collias, Howard Grafman and Anthony C. Carlos. Filed March 31.
- WJBU(AM)-WJST(FM) Port St. Joe, Fla. (AM: 1080 khz; 1 kw-D; FM: 94.5 mhz; 100 kw; HAAT: 991 ft.)—Seeks assignment of license from Brown Broadcasting of Florida Inc. to Asterisk Broadcasting Inc. for \$1,825,000. Seller is owned by John Brown University, nonprofit educational institution headed by Dr. John E. Brown. It also owns KUOA(AM)-KLRC(FM) Siloam Springs, Ark. Buyer is owned by Richard S. Ingham and family. It also owns WTRS-AM-FM Dunellon, and WFTP(AM) Fort Pierce, all Florida. Filed March 31.
- KJJC(FM) Osceola, Iowa (107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from J.B. Broadcast to Lifestyle Communications Inc. for \$500,000. Seller is owned by Jack Beaman, who has no other broadcast interests. Buyer is owned by James S. McBride, investor from Omaha, Neb., with no other broadcast interests. Filed March 31.
- WQML(FM) York Center, Me. (95.3 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Mildam Communications Corp. to Windward Communications Group Inc. for \$40,000. Seller is owned by Janet M. Willette, who has no other broadcast interests and Richard Walsh, who also has interest in WFTN-AM-FM Franklin, N.H., and WQZN(AM)-WABK(FM) Gardiner, Me. Buyer is owned by Walsh. Filed March 31.
- WFXZ(FM) Pinconning, Mich. (100.9 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Wegcery Broadcasting Corp. to BC Communications Inc. for \$345,000. Seller is principally owned by Bernadette Wegerly. It also has interest in WUGM(AM) Sterling Heights, Mich. Buyer is owned by Floyd Biermat and Milton Carfes, Rose Mill, Mich.-based investors with no other broadcast interests. Filed March 30.
- New FM Tracy, Minn. (CP)—Seeks assignment of license from Karon Lundeen to A&M Broadcasting Corp. for \$600. Seller has no other broadcast interests. Buyer is owned by Daniel Peters and his wife, Renae. His brother, Steven, owns KKCM(AM) Shakopee, Minn. Filed March 30.
- KMCR(FM) Montgomery City, Mo. (103.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from GMB Broadcasting Inc. to Montgomery Media Inc. for assumption of liabilities. Seller is owned by George L. Batchelor, who has no other broadcast interests. Buyer is owned by Dalton W. Wright, who also owns WEUS(AM) Hustis, Fla., and Lebanon Daily Record, Lebanon, Mo. Filed March 31.
- WKAJ(AM)-WASM(FM) Saratoga Springs, N.Y. (AM: 900 khz; 250 w-D; 47 w-N; FM: 102.3 mhz; 3 kw; HAAT: 74 ft.)—Seeks assignment of license from Community Radio to Saratoga Broadcasting Co. for \$1.2 million. Seller is owned by Kent Jones and family, who has no other broadcast interests. Buyer is owned by Howard Ginsburg and John and

David R. Kimmel. Ginsburg is consulting engineer with interest in WXXX(FM) South Burlington, Vt. Kimmel's own Albany, Vt.-based group of two AM's and two FM's. Filed April 9.

■ WFSW-AM-FM Seneca Falls, N.Y. (AM: 1100 khz; 1kw-D; FM: 99.3 mhz; 3 kw; HAAT: 235 ft.)—Seeks assignment of license from Waterfalls Broadcasting Corp. to BJR Broadcasting Corp. for \$370,000. Seller is owned by George G. Souhan, who has no other broadcast interests. Buyer is owned by Brien B. Rogers and family. Rogers is former executive vice president of Goulds Pumps, South Falls, N.Y.-based industrial water pump manufacturer. Filed March 31.

■ WSCT(FM) Aberdeen, N.C. (1350 khz; 2.5 kw-D)—Seeks assignment of license from Simpro Inc. to Teddy Bear Radio Inc. for \$128,000. Seller is owned by Doris M. Simmons, who has no other broadcast interests. Buyer is owned by Robert Evans and his wife, Dorothy, who has no other broadcast interests. Filed March 31.

■ New FM Cuero, Tex. (CP)—Seeks assignment of license from JB Broadcasting of Texas Inc. to Cuero Broadcasting Inc. for \$16,681.18. Seller is owned by John B. Bumgardner and his wife, Deborah, and Loring S. Parker. It has no other broadcast interests. Buyer is owned by Mary B. Dudeck and her husband, Paul. It also owns colocated KQRO-FM. Filed March 31.

■ WRAU-FM Ravenswood, W.Va. (102.3 mhz)—Seeks assignment of license from Franklin Broadcasting to Randy Jay Communications Corp. for \$3,750. Seller is owned by Charles E. Franklin, who also owns WJIK(AM) Camp Lejeune, N.C. Buyer is owned by Calvin E. Dailey and his son, Randy. Elder Dailey also owns WFGM(FM) Fairmont, W.Va., and has interest in WDXY(AM) Sumter and WIBZ(FM) Wedgefield, both South Carolina. Filed March 27.

■ WIBA-AM-FM Madison, Wis. (AM: 1310 khz; 5 kw-U;

FM: 101.5 mhz; 50 kw; HAAT: 450 ft.)—Seeks assignment of license from Price Communications Corp. to LL Broadcasting Inc. for \$10.8 million. Seller is publicly traded New York-based owner of nine AM's, nine FM's and four TV's headed by Robert Price, chairman. Buyer is owned by Lee Leicinger, former general manager of WWJ-AM-FM Detroit. Filed April 14.

New Stations

New FM's

- Florence, Ala.—Sanctified FM Partnership seeks 96.1 mhz; 3 kw; HAAT: 325 ft. Address: 3550 Helton Dr. A-6, 35630. Principal is headed by Vickie Dianne Shelton. It has no other broadcast interests. Filed March 31.
- Florence, Ala.—PrimeMedia Broadcasting Inc. seeks 96.1 mhz; 3 kw; HAAT: 325 ft. Address: 6844 McLean Province, Falls Church, Va. 22043. Principal is principally owned by John Metelski. It has no other broadcast interests. Filed March 31.
- Florence, Ala.—William Paxton Rogers seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 119 N. Court St., 35630. Principal has no other broadcast interests. Filed March 31.
- Florence, Ala.—Triad Broadcasting Co. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 1755 Decatur Ave., 35630. Principal is owned by Lynn Butler, Rachael F. Pitts and Christine A. Heaton. It has no other broadcast interests. Filed March 31.
- Florence, Ala.—Voncile R. Pearce seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 604 Ninth Ave., Jasper, Ala. 35501. Principal has no other broadcast interests. Filed March 31.
- Montgomery, Ala.—CCI-FM Ltd. seeks 96.1 mhz; 3

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- kw; HAAT: 328 ft. Address: 11675 Darlington St., Suite 103, Los Angeles 90049. Principal is headed by Cory Rodriguez. It has no other broadcast interests. Filed March 31.
- Montgomery, Ala.—Alvin C. Dixon seeks 96.1 mhz; 3 kw; HAAT: 326 ft. Address: 3600 Farrar Dr., 36105. Principal owns collocated WZTN(AM). Filed March 31.
- Montgomery, Ala.—Charles R. Jackson seeks 96.1 mhz; 3 kw; HAAT: 269 ft. Address: 2506 Waldemar Lane, Tallahassee, Fla. 32304. Principal has no other broadcast interests. Filed March 31.
- Montgomery, Ala.—Clear Channel Communications Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 175 E. Houston St., San Antonio, Tex. 78205. Principal is publicly traded group owner of seven AM's and seven FM's, headed by Lowry Mays, chairman. Filed March 31.
- Montgomery, Ala.—Benjamin Macwan seeks 96.1 mhz; 3 kw; HAAT: 326 ft. Address: 47-01 Newtown Rd., Long Island, N.Y. 11103. Principal has no other broadcast interests. Filed March 31.
- Montgomery, Ala.—Lighthouse FM Partnership seeks 96.1 mhz; 3 kw; HAAT: 326 ft. Address: 2762 Norwich Dr., 36116. Principal is headed by Donald James Richie. It has no other broadcast interests. Filed March 31.
- Montgomery, Ala.—Alabama Radio Movement seeks 96.1 mhz; 3 kw; HAAT: 279 ft. Address: 410 S. Perry, 36104. Principal is nonprofit corporation headed by Paula Maranan. It has no other broadcast interests. Filed March 31.
- Montgomery, Ala.—Confederate Broadcasting Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 2855 Hikes Lane, Louisville, Ky. 40218. Principal is owned by James J. Nathan and Shelby R. Bacon, who have no other broadcast interests. Filed March 31.
- Montgomery, Ala.—G. Dean Pearce seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 1900 Rice Mine Rd., #202, Tuscaloosa, Ala. 34506. Principal has no other broadcast interests. Filed March 31.
- Tuba City, Ariz.—Western Indian Ministries Inc. seeks 97.9 mhz; 3 kw; HAAT: 95.1 ft. Address: P.O. Box F, Window Rock, Ariz. 86515. Principal is headed by Fred Wilson, chairman, and eight others. It also owns collocated KTBA(AM) and KHAC(AM) Window Rock, Ariz. Filed March 31.
- Auberry, Calif.—Mirror Broadcasting Corp. seeks 105.1 mhz; 1.7 kw; HAAT: 984 ft. Address: 870 East El Camino Real, #114, Mountain View, Calif. Principal is owned by Crosswell C. Collins, who has no other broadcast interests. Filed March 31.
- Auberry, Calif.—James K. Zahn seeks 105.1 mhz; 590 w; HAAT: 1,907 ft. Address: 706 West Herndon Ave., Pine Dale, Calif. 93650. Principal has interest in KMSG-TV Sanger, Calif. Filed March 31.
- Chester, Calif.—Michael Robert Birdsill seeks 105.3 mhz; 1.6 kw; HAAT: 2,320 ft. Address: P.O. Box 1921, Chico, Calif. 95927. Principal has no other broadcast interests. Filed March 31.
- Mariposa, Calif.—Paul Bowman and Co. seeks 104.9 mhz; 1.922 kw; HAAT: 413 ft. Address: 17813 S. Main St. #102, Gardena, Calif. Principal is owned by Paul Bowman, who has no other broadcast interests. Filed March 31.
- Rancho Mirage, Calif.—Rancho Mirage Broadcasting Inc. seeks 99.5 mhz; 3 kw; HAAT: minus 29 ft. Address: 25230 Avenida Dorena, Newhall, Calif. 92025. Principal is owned by Mary E. Warner, William G. Williamson and Linda J. McCormick and her husband, Matthew. Williamson owns KBEY(AM)-KSHR(FM) Coquille, Ore. Filed March 30.
- Rancho Mirage, Calif.—Pike Family Broadcasting Inc. seeks 99.5 mhz; 3 kw; HAAT: 328 ft. Address: 72-850 Clancy Lane, 92270. Principal is owned by Carl A. Pike and family. It has no other broadcast interests. Filed March 30.
- Rancho Mirage, Calif.—Rancho Mirage Radio, a General Partnership seeks 99.5 mhz; 660 w; HAAT: 568.5 ft. Address: 869 Blue Hills Ave., Bloomfield, Conn. 06002. Principal is owned by Wayne G. Mulligan, Richard D. Buckley Jr., and Richard S. Korsen. It has no other broadcast interests. Filed March 31.
- Rancho Mirage, Calif.—Rancho Mirage Communications seeks 99.5 mhz; 810 w; HAAT: 628 ft. Address: RR #1, Box 203, Stockton, Iowa 52769. Principal is owned by Denny Workman, who has no other broadcast interests. Filed March 31.
- Rancho Mirage, Calif.—Hugh R. Paul seeks 99.5 mhz; 3 kw; HAAT: 265.7 ft. Address: 3556 Las Pampas Way, Palm Springs, Calif. 92262. Principal has no other broadcast interests. Filed March 31.
- Rancho Mirage, Calif.—Rancho Mirage Communications, a Limited Partnership seeks 99.5 mhz; 586 w; HAAT: 664 ft. Address: 303 North Indian Ave., Palm Springs, Calif. 92262. Principal is headed by Milton W. Jones, Wolfram J. Dochterman, Richard Finkelstein, Frank A. Sinatra and Daniel Schwartz. Jones and Dochterman have interest in KPSL(AM) Palm Springs, Calif., and K51AY(LPTV) Needles, Calif. Finkelstein has interest in KWVT(TV) Salem, Ore. Filed March 31.
- Rancho Mirage, Calif.—Valerie Winters seeks 99.5 mhz; 780 w; HAAT: 575 ft. Address: 68135 Espada Rd., Cathedral City, Calif. 92234. Principal has no other broadcast interests. Filed March 31.
- San Jacinto, Calif.—Joel T. Saxberg seeks 96.1 mhz; 360 w; HAAT: 750 ft. Address: 2322 S. Second Ave., Arcadia, Calif. 91006. Principal has no other broadcast interests. Filed March 31.
- San Jacinto, Calif.—Ernesto V. Najjar seeks 96.1 mhz; 340 w; HAAT: 760 ft. Address: 3251 Smythe Ave., San Ysidro, Calif. 92073. Principal has no other broadcast interests. Filed March 31.
- San Jacinto, Calif.—Hartline Broadcasting seeks 96.1 mhz; 3 kw; HAAT: 300 ft. Address: P.O. Box 1076, Hemet, Calif. 92343. Principal is owned by Jerry Ray Hartline and his brother, John. It has no other broadcast interests. Filed March 31.
- San Jacinto, Calif.—VLM Enterprises Inc. seeks 96.1 mhz; 930 w; HAAT: 592.1 ft. Address: 18220 S. Broadway, Gardena, Calif. 90248. Principal is owned by Vida Mohr Knapp and family. Filed March 31.
- Visalia, Calif.—Oak Tree Broadcasting seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 7179 N. Van Ness, Fresno, Calif. 93711. Principal is owned by Sharryle C. Chung Eurich and her husband, Robert. It has no other broadcast interests. Filed March 31.
- Visalia, Calif.—Visalia Broadcast Associates seek 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 1711 E. Princeton Court, 93277. Principal is headed by Drew M. Kaercher. It has no other broadcast interests. Filed March 31.
- Sandpoint, Ill.—James and Helen Stargel seek 102.5 mhz; 30 w; HAAT: 2,942 ft. Address: P.O. Box 1740, Oldtown, Idaho 83822. Principals own KMJY(AM) Oldtown, Idaho. Filed March 31.
- Evansville, Ind.—Randolph V. Bell seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: 4314 Cherry Court, 47715. Principal has interest in collocated WGBF(AM) and WGBF-FM Henderson, Ky., which have been sold. Filed March 31.
- Brooklyn, Iowa—Family Broadcasting Co. seeks 99.3 mhz; 3 kw; HAAT: 268.4 ft. Address: 1404 5th Ave. SE, Altoona, Iowa 50009. Principal is owned by Jerry D. Montgomery and his wife, Donna, and four others. It also owns KTVG(TV) Grand Island, Neb.; KTTW(TV) Sioux City, S.D., and new FM in Carlsbad, N.M. Filed March 31.
- Hazard, Ky.—C and F Broadcasting Ltd. seeks 104.7 mhz; 500 w; HAAT: 700 ft. Address: 499 High St., 41701. Principal is owned by Lanny Combs and Donald Fields, who have no other broadcast interests. Filed March 31.
- Hazard, Ky.—Haz Broadcasting Inc. seeks 104.7 mhz; 1,839 kw; HAAT: 421.8 ft. Address: P.O. Box 1535, 41701. Principal is owned by Gwendolyn Combs, Joy Wilson and her husband, Michael. Michael Wilson has interest in WGRK-AM-FM Greensburg, Ky. Filed March 31.
- Hazard, Ky.—Hazard Broadcasting Services seeks 104.7 mhz; 750 w; HAAT: 656 ft. Address: Rt. 3, Box 320, 41701. Principal is owned by Michael R. Barnett and Robert L. Terry, who have no other broadcast interests. Filed March 31.
- Ocean Pines, Md.—Wiltshire Broadcast Co. seeks 97.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 29, Swarthmore, Pa. 19081. Principal is owned by Barton Peltzman, his father, Charles, Steven Chartrand, Michael Colby and Lindsay Collins. Chartrand has interest in WTIP(AM)-WVSR(FM) Charleston, W.Va., and WZSH-FM Rochester, N.Y. Colby and Collins have interest in WJYY(FM) Concord, N.H. Filed March 31.
- LeSeur, Minn.—Judith Anne Saye-Willis seeks 96.1 mhz; 3 kw; HAAT: 300 ft. Address: 504 NW 2nd St., Fairbault, Minn. 55021. Principal has no other broadcast interests. Filed March 31.
- Rosseau, Minn.—Robert M. Odie seeks 102.1 mhz; 50 kw; HAAT: 492 ft. Address: P.O. Box 130, 56751. Principal has no other broadcast interests. Filed March 31.
- Buffalo, Mo.—School District Number One Dallas County seeks 99.9 mhz; 3 kw; HAAT: 81 ft. Address: Ramsey at Commercial Streets, 65622. Principal is educational institution headed by Tom Darnell, superintendent. It also owns KBFLED(FM) Buffalo, Mo. Filed March 31.
- Buffalo, Mo.—Virginia and Frederic Fruits seeks 99.9 mhz; 3 kw; HAAT: 328 ft. Address: 14309 Locust St., Olathe, Kan. 66062. Principal has no other broadcast interests. Filed March 30.
- Haverhill, N.H.—Puffer Broadcasting Inc. seeks ch. 267A; 3 kw; HAAT: 328 ft. Address: Box 1490, Main St., Wells River, Vt. 05081. Principal is owned by Clara Puffer, who also owns WYKR(AM) Wells River, Vt. Filed March 31.
- Meredith, N.H.—Litchkey Broadcasting Partnership seeks 101.5 mhz; 3 kw; HAAT: 302.1 ft. Address: P.O. Box 7012, Gilford, N.H. 03246. Principal is owned by Gary A. Howard and Dirk Nadon, who have no other broadcast interests. Filed March 31.
- Meredith, N.H.—Richard Malette seeks 101.5 mhz; 3 kw; HAAT: 328 ft. Address: Green Rd., Raymond, N.H. 03077. Principal has no other broadcast interests. Filed March 31.
- Catskill, N.Y.—Molly A. Waltman seeks 98.5 mhz; 3 kw; HAAT: 8 ft. Address: 1111 Fawn Rd., Saugerties, N.Y. 12477. Principal has no other broadcast interests. Filed March 31.
- Center Moriches, N.Y.—Edwin A. Bernstein seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 12 Tameling Rd., East Rockaway, N.Y. 11518. Principal has no other broadcast interests. Filed March 30.
- Center Moriches, N.Y.—Shinnecock Broadcasting Partnership seeks 96.1 mhz; 3 kw; HAAT: 283.2 ft. Address: 276 Southaven Ave., Medford, N.Y. 11763. Principal is owned by Charles B. Kendall, Steven Leeds and Richard Summer. It has no other broadcast interests. Filed March 30.
- Center Moriches, N.Y.—Vertical Broadcasting Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 50 Post Lane, Southampton, N.Y. 11968. Principal is owned by Eric J. Ferrara and his brother, Gerry, who have no other broadcast interests. Filed March 31.
- Center Moriches, N.Y.—Enrique Carlos Gross seeks 96.1 mhz; 3 kw; HAAT: 283.2 ft. Address: 320 E. 57th St., #15F, New York 10023. Principal has no other broadcast interests. Filed March 31.
- Center Moriches, N.Y.—CM Broadcasting Ltd. Partnership seeks 96.1 mhz; 3 kw; HAAT: 299 ft. Address: 444 East 75th St., New York 10021. Principal is owned by Kevin James Koons and Richard Kozak, who have no other broadcast interests. Filed March 31.
- Center Moriches, N.Y.—Benjamin Macwan seeks 96.1 mhz; 3 kw; HAAT: 299 ft. Address: 47-01 Newtown Rd., Long Island, N.Y. 11103. Principal has no other broadcast interests. Filed March 31.
- Center Moriches, N.Y.—Radio Center Moriches seeks 96.1 mhz; 3 kw; HAAT: 278.8 ft. Address: 282 Grand Ave., Englewood, N.J. 07631. Principal is headed by Marc M. Weissman. It has no other broadcast interests. Filed March 31.
- Center Moriches, N.Y.—Nanette Markunas seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: Box 2576, Montauk, N.Y. 11954. Principal has no other broadcast interests. Filed March 31.
- Center Moriches, N.Y.—DAKK Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 323-B Centre Ave., New Rochelle, N.Y. 10805. Principal is owned by Craig Foster, who has no other broadcast interests. Filed March 31.
- Center Moriches, N.Y.—Moriches Bay Broadcasting Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: Principal is owned by Mark J. Grossman and his wife, Lois, who have no other broadcast interests. Filed March 31.
- Montauk, N.Y.—C&S Radio Corp. seeks 104.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 245, 27 W. 44th St., New York 10036. Principal is owned by Robert Shriver and Patrick D. Cephas, who have no other broadcast interests. Filed March 31.
- Poughkeepsie, N.Y.—Poughkeepsie Broadcasting Ltd. seeks 96.1 mhz; 3 kw; HAAT: 149 ft. Address: 20 Marshall St., 12601. Principal is owned by Steven Freeman, who has no other broadcast interests. Filed March 31.
- Vestal, N.Y.—Mary C. Murray seeks 103.3 mhz; 400 w; HAAT: 826.6 ft. Address: 40 Crestmont Rd., Binghamton, N.Y. 13905. Principal has no other broadcast interests. Filed March 31.
- Vestal, N.Y.—David G. Mitchell seeks 103.3 mhz; 407 w; HAAT: 851 ft. Address: 29 N. Church Lane, Glens Falls, N.Y. 12801. Principal has interest in WBZA(AM)-WAYI(FM) Glens Falls, N.Y. Filed March 31.
- Vestal, N.Y.—Molly A. Waltman seeks 103.3 mhz; 220 w; HAAT: 1,187 ft. Address: 1111 Fawn Rd., Saugerties, N.Y. 12477. Principal has no other broadcast interests. Filed March 31.
- Vestal, N.Y.—Brimark Broadcasting seeks 103.3 mhz; 400 w; HAAT: 842 ft. Address: 1200 Scottsville Rd., Rochester, N.Y. 14624. Principal is owned by Brian D. Warner and Mark D. Humphrey, who have no other broadcast interests. Filed March 31.
- Vestal, N.Y.—Wiltshire Broadcast Co. seeks 103.3 mhz; 430 w; HAAT: 836.4 ft. Address: P.O. Box 29, Swarthmore,

Pa. 19081. Principal is owned by Barton Peltzman, his father, Charles, Steven Chartrand, Michael Colby and Lindsay Collins. Chartrand has interest in WTI(AM)-WVSR(FM) Charleston, W.Va., and WZSH-FM Rochester, N.Y. Colby and Collins have interest in WJYY(FM) Concord, N.H. Filed March 31.

■ Vestal, N.Y.—Vestal-Ciancioso Radio Ltd. seeks 103.3 mhz; 1.28 kw; HAAT: 501.8 ft. Address: 2709 Foster St., Endwell, N.Y. 13706. Principal is owned by Gary A. Ciancioso, who has no other broadcast interests. Filed March 31.

■ Vestal, N.Y.—Manuel Angelo seeks 103.3 mhz; 900 w; HAAT: 597 ft. Address: 54 River Rd., Agawam, Mass. 01001. Principal has no other broadcast interests. Filed March 30.

■ Wapeton, N.D.—Wapeton-Breckenridge Broadcasters seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 176, Breckenridge, Minn. 56520. Principal is owned by Les W. Guderian and Gordon Siemers, who have no other broadcast interests. Filed March 30.

■ Harrison, Ohio—Harrison Communications seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: RR #1, Box 203, Stockton, Iowa 52769. Principal is owned by Denny Workman, who has no other broadcast interests. Filed March 31.

■ Harrison, Ohio—Queencity-West Communications Inc. seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: 307 Harrison Ave., 45030. Principal is owned by Marty P. Pieratt, his wife, Catherine, and Robert E. Kuntz. It has no other broadcast interests. Filed March 31.

■ Harrison, Ohio—Tri-State Communications seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: 213 Park Ave., 45300. Principal is owned by Vernon R. Baldwin and Billy W. Lanham, who have no other broadcast interests. Filed March 31.

■ Harrison, Ohio—Ohio Broadcast Associates seeks 104.3 mhz; 3 kw; HAAT: 269 ft. Address: 2012 Asalea Dr., Goldsboro, N.C. 27533. Principal is headed by Warren Henderson. It has no other broadcast interests. Filed March 31.

■ Harrison, Ohio—James Phillip Gray seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: 10 Trinity Place, Fort Thomas, Ky. 41075. Principal has no other broadcast interests. Filed March 31.

■ Harrison, Ohio—Jackson Communications seeks 104.3 mhz; 640 w; HAAT: 679 ft. Address: 8358 Woodbine Ave., Cincinnati 45215. Principal is owned by Toya Jackson, who has no other broadcast interests. Filed March 31.

■ Huron, Ohio—Huron Broadcasting Corp. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 224, 44839. Principal is owned by Marty Larsen and Dean Stampfli, who have no other broadcast interests. Filed March 31.

■ Huron, Ohio—Susan B. Klaus seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 1715 Edgefield, Lyndhurst, Ohio 44124. Principal has interest in WKNT(AM)-WNIR(FM) Kent, Ohio. Filed March 31.

■ Huron, Ohio—Thomas W. Roberts seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 533 South Shore Court, Vermilion, Ohio 44089. Principal has no other broadcast interests. Filed March 31.

■ Huron, Ohio—Huron Communications Co. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 1142 Rutherford Dr., Cleveland Heights, Ohio 44112. Principal is owned by Benjamin F. Davis and Dominic C. Ozanne. Davis has interest in cable system serving Jefferson Township, Ohio. Filed March 31.

■ Mansfield, Ohio—Radio Voice of Huron seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 763 McPherson St., 44906. Principal is principally owned by Beverly Lynn Eckhardt. It has no other broadcast interests. Filed March 31.

■ McKenzie, Tenn.—William Kurt Schweitzer seeks 93.7 mhz; 3 kw; HAAT: 328 ft. Address: 655 Meadowood Dr., 38201. Principal has interest in collocated WHDM(AM). Filed March 31.

■ McKinnon, Tenn.—David R. Ross seeks 101.5 mhz; 790 w; HAAT: 608 ft. Address: Route One, Dover, Tenn. 37058. Principal has no other broadcast interests. Filed March 31.

■ Clifton, Tex.—Prikryl-Hanna Partnership seeks 103.3 mhz; 3 kw; HAAT: 300 ft. Address: 1209 Parkway, Austin, Tex. 78703. Principal is owned by Robert W. Prikryl and John R. Hanna. Filed March 31.

■ Clifton, Tex.—Spanish Aural Services Co. seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: 1700 El Camino Real, Bldg. B, Suite 205, Houston 77058. Principal is owned by Roy E. Henderson. It also owns KLEF(FM) Seabrook, Tex., and KOSIL(LPTV) Clear Lake, Tex. Filed March 31.

■ Clifton, Tex.—Clifton Communications seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: RR #1, Box 203, Stockton, Iowa 52769. Principal is owned by Denny Workman, who has no other broadcast interests. Filed March 31.

■ Clifton, Tex.—Smith Media seeks 103.3 mhz; 3 kw; HAAT: 300 ft. Address: 1515 W. 11th St., Clifton, Tex. 76634. Principal is owned by Leon Smith and his wife, Carole, who have no other broadcast interests. Filed March 31.

■ Odessa, Tex.—Echonot Corp. seeks 96.1 mhz; 50 kw; HAAT: 425.1 ft. Address: 2500 S. Raritan, Englewood, Colo. 80110. Principal is headed by Cathy Ergen. It has no other broadcast interests. Filed March 31.

■ Nephi, Utah—Charles D. Hall seeks 92.7 mhz; 3 kw; 328 HAAT: ft. Address: 2707 S. Nevada Ave., Provo, Utah 84601. Principal has no other broadcast interests. Filed March 31.

New TV's

■ Anchorage—Alaska 33 Inc. seeks ch. 33; ERP vis. 1,445 kw; HAAT: 551 ft. Address: 2021 Tudor Hills Dr., 99507. Principal is owned by Meledath Gopinath, Joel I. Ferguson and Thomas B. Jones. It has no other broadcast interests. Filed April 14.

■ San Juan, P.R.—Fundacion De Educacion Christiana seeks ch. 62; ERP vis. 1,000 kw; HAAT: 2,876 ft. Address: Apartado 663, Guyamon, P.R. 00619. Principal is educational institution headed by Victor Sotomayel-Clavel, president. It has no other broadcast interests. Filed March 31.

Facilities Changes

AM's

Tendered

■ KPLA (770 khz) Riverbank, Calif.—Seeks mod. of CP to increase night power to 50 kw. Filed April 9.

■ KCVR (1570 khz) Lodi, Calif.—Seeks CP to change hours of operation to unlimited by adding night service with 500 w; change TL and make changes in ant. sys. Filed April 9.

■ KPTO (890 khz) Citrus Heights, Calif.—Seeks mod. of CP to change city of license to Fair Oaks, Calif.; change TL and make changes in ant. sys. Filed April 9.

■ WLFP (730 khz) Lake Placid, Fla.—Seeks mod. of CP to increase power to 500 w; change TL and make changes in ant. sys. Filed April 9.

■ WDCQ (1200 khz) Pine Island Centre, Fla.—Seeks CP to increase day power to 25 kw. Filed April 9.

Summary of broadcasting as of March 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,876	170	5,046
Commercial FM	3,954	418	4,372
Educational FM	1,263	173	1,436
Total Radio	10,093	761	10,854
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	461	222	683
Educational VHF TV	113	3	116
Educational UHF TV	193	25	218
Total TV	1,310	273	1,583
VHF-LPTV	247	74	321
UHF-LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,938	293	2,231
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	6	9
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,636	166	3,002

* Includes off-air licenses.

■ WBOW (1230 khz) Terre Haute, Ind.—Seeks mod. of CP to change freq. 640 khz; reduce power to 250 w and make changes in ant. sys. Filed April 9.

■ New FM (680 khz) Newberg, Kan.—Seeks mod. of CP to reduce night power to 450 w; increase day power to 2.5 kw and make changes in ant. sys. Filed April 9.

■ WFEL (1570 khz) Towson, Md.—Seeks CP to change hours of operation to unlimited by adding night service with 500 w. Filed April 9.

■ WYDK (1480 khz) Yadkinville, N.C.—Seeks CP to change freq. to 1470 khz; change hours of operation to unlimited by adding night service with 700 w and increase day power to 2.5 kw. Filed April 9.

■ WMVI (1160 khz) Mechanicsville, N.Y.—Seeks mod. of CP to change city of license to Clifton Knolls, N.Y.; change TL; increase night power to 50 kw and make changes in ant. sys. Filed April 9.

■ WTSJ (1050 khz) Cincinnati—Seeks CP to change hours of operation to unlimited by adding night service with 500 w. Filed April 9.

■ KXL (750 khz) Portland, Ore.—Seeks CP to increase night power to 20 kw and make changes in ant. sys. Filed April 9.

■ WEMR (1460 khz) Tunkhannock, Pa.—Seeks CP to increase day power to 5 kw. Filed April 9.

■ WKDK (1070 khz) Sunbury, Pa.—Seeks CP to increase night power to 1.5 kw. Filed April 9.

■ WWML (1470 khz) Portage, Pa.—Seeks CP to increase power to 1 kw. Filed April 9.

■ WZBS (1490 khz) Ponce, P.R.—Seeks CP to increase day power to 5 kw. Filed April 9.

■ WWRJ (1200 khz) Hollywood, S.C.—Seeks mod. of CP to change city of license to James Island, S.C. Filed April 9.

■ WBZK (980 khz) York, S.C.—Seeks CP to increase power to 5 kw; change TL and make changes in ant. sys. Filed April 9.

■ KZMX (580 khz) Hot Springs, S.D.—Seeks CP to increase day power to 2.3 kw. Filed April 9.

■ KIMN (1150 khz) Rapid City, S.D.—Seeks CP to change hours of operation to unlimited by adding night service with 500 w; change TL and make changes in ant. sys. Filed April 9.

■ KTBI (810 khz) Ephrata, Wash.—Seeks mod. of CP to increase power to 50 kw. Filed April 9.

■ WRDN (980 khz) Durand, Wis.—Seeks CP to increase power to 2 kw and change TL. Filed April 9.

■ WMNE (1360 khz) Menomonee, Wis.—Seeks mod. of CP to increase day power to 10 kw; reduce night power to 500 w; change TL and make changes in ant. sys. Filed April 9.

Accepted

■ WKHX (590 khz) Atlanta—Seeks MP to reduce night power 4.5 kw and make changes in ant. sys. Filed April 9.

■ WKKD (1580 khz) Aurora, Ill.—Seeks MP to make changes in ant. sys. Filed April 9.

■ WBBM (780 khz) Chicago—Seeks CP to change TL. Filed April 9.

■ WJKY (1060 khz) Jamestown, Ky.—Seeks CP to reinstate permit. Filed April 9.

■ KKMT (710 khz) Ennis, Mont.—Seeks CP to change TL. Filed April 9.

■ WSGO (1140 khz) Oswego, N.Y.—Seeks CP to change TL. Filed April 9.

■ WBHC (1270 khz) Hampton, S.C.—Seeks CP to make changes in ant. sys. Filed April 9.

FM's

Accepted

■ WULA-FM (92.7 mhz) Eufaula, Ala.—Seeks CP to change TL and change HAAT to 328 ft. Filed April 13.

■ KSSB (100.9 mhz) Calipatria, Calif.—Seeks mod. of CP to change TL and change HAAT to 167 ft. Filed April 13.

■ WQBA-FM (107.5 mhz) Miami—Seeks CP to change TL; change HAAT to 1,007 ft. and make changes in ant. sys. Filed April 13.

■ WCXL (101.7 mhz) Vero Beach, Fla.—Seeks CP to change ERP to 1.48 kw and change HAAT to 470.7 ft. Filed April 13.

■ KDCK (95.5 mhz) Dodge City, Kan.—Seeks CP to change TL. Filed April 13.

■ WBEC-FM (105.5 mhz) Pittsfield, Mass.—Seeks CP to

change ERP to 950 w. Filed April 13.

- WBSJ (102.3 mhz) Ellisville, Miss.—Seeks CP to change freq. to 102.5 mhz; change TL; change ERP to 50 kw and change HAAT to 377.2 ft. Filed April 13.
- WIGY (94.3 mhz) Charleston, Miss.—Seeks CP to change ERP to 3 kw and change HAAT to 328 ft. Filed April 13.
- KDEX-FM (102.3 mhz) Dexter, Mo.—Seeks CP to change TL and change HAAT to 278 ft. Filed April 13.
- KMBR (99.7 mhz) Kansas City, Mo.—Seeks CP to make changes in ant. sys. Filed April 13.
- KICX-FM (95.9 mhz) McCook, Neb.—Seeks CP to change ERP to 3.1 kw and change freq. to 96.1 mhz. Filed April 9.
- KLVV (107.5 mhz) Pahrump, Nev.—Seeks mod. of CP to change ERP to 24.5 kw. Filed April 13.
- KBBU (92.1 mhz) Los Lunas, N.M.—Seeks mod. of CP to change TL and change HAAT to minus 118.1 ft.
- WIOV (105.1 mhz) Ephrata, Pa.—Seeks CP to change HAAT to 492 ft. and make changes in ant. sys. Filed April 13.

- WITQ (99.3 mhz) Block Island, R.I.—Seeks mod. of CP to change TL. Filed April 13.
- WNEZ (99.3 mhz) Aiken, S.C.—Seeks CP to change freq. 102.5 mhz; change TL; change ERP to 22.5 kw and change HAAT to 728.2 ft. Filed April 13.
- KBRA (95.9 mhz) Freer, Tex.—Seeks CP to change ERP to 2 kw; change HAAT to 354 ft. and make changes in ant. sys. Filed April 13.
- WJLC-FM (97.5 mhz) South Boston, Va.—Seeks CP to change TL; change ERP to 100 kw and change HAAT to 980 ft. Filed April 9.
- WQRA (94.3 mhz) Warrenton, Va.—Seeks CP to change ERP to 2.075 kw and change HAAT to 307.9 ft. Filed April 13.
- KPNP (99.5 mhz) Pullman, Wash.—Seeks mod. of CP to change TL and change HAAT to 908.6 ft. Filed April 13.

TV's

Accepted

- KVRR (ch. 15) Fargo, N.D.—Seeks CP to change ERP vis. to 4,150 kw; change HAAT to 379 ft. and make changes

in ant. sys. Filed April 9.

- FM-TV (ch. 27) Christiansted, V.I.—Seeks MP to change ERP vis. to 10.33 kw; change HAAT to 999 ft. and change TL. Filed April 9.

Actions

AM's

- KGRB (900 mhz) West Covina, Calif.—Returned app. to increase day power to 5 kw and make changes in ant. sys. Action April 7.
- KDCE (970 khz) Espanola, N.M.—Returned app. to change freq. to 950 khz and increase power to 4.2 kw. Action April 7.

Call Letters

Applications

Call *Sought by*

New FM

KLVQ A&A Broadcasting Corp., Las Vegas

Existing AM

KJIM KMBD Sudbrink Broadcasting Co. of Denver, a limited Partnership, Thornton, Colo.

Existing TV

KREG-TV KCWS W. Russell Withers Jr., Glenwood Springs, Colo.

Grants

Call *Sought by*

New AM

WDDE Minority Broadcasting Corp., Newburg, Ky.

New FM's

WAO-FM Companion Broadcasting Service Inc., Andalusia, Ala.

WMXG L. Lynn Henley, Macon, Miss.

WZZI Costanzo Broadcasters, Manteo, N.C.

KDNC Gayle C. Achley, Denver City, Tex.

KIXS Harker Heights Communications, Harker Heights, Tex.

Existing AM's

KWWS KDBL Servant Communications Inc., Rifle, Colo.

WPRD WORL Metroplex Communications Inc., Eatonville, Fla.

WCVG WCLU Richard L. Plessinger, Covington, Ky.

WIBM WXCM Van Wagner Broadcasting Inc., Jackson, Mich.

KMRF KOSC Basil H. Price, Marshfield, Mo.

KKXO KRXX McKenzie River Broadcasting Co., Eugene, Ore.

KBNA KDXX Tichenor Radio of El Paso Inc., El Paso.

Existing FM's

*WQPR WBTD The Board of Trustees of the University of Alabama, Muscle Shoals, Ala.

KQVL KAUL Ainsley Communication Corp., Sheridan, Ark.

KWWS-FM KDBL-FM Servant Communications Inc., Rifle, Colo.

WIBM-FM WIBM Van Wagner Broadcasting Inc., Jackson, Mich.

WWOK WRSF Resort Broadcasters of Columbia Inc., Columbia, S.C.

WYRS WEUZ Summit Enterprises Inc., Jersey Shore, Pa.

KBNA-FM KBNA Tichenor Radio of El Paso Inc., El Paso.

KOTY-FM KHWK KOTY/KHWK Limited Partnership, Kennewick, Wash.

Existing TV

WOGX WBSP Wabash Valley Broadcasting Corp., Ocala, Fla.

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RADIO

HELP WANTED MANAGEMENT

SW group seeks sales oriented manager. June 1 opening. Small market AM FM, consistent profits. Successful applicant must have proven sales and management track record. Equity opportunity. Send resume and earnings record. Galen O. Gilbert, P.O. Box 50539, Denton, TX 76206 EOE/MF.

G.M. street fighter You call the shots and if you produce results 10% interest each year for 2.5 years is yours at no charge. Call 205-222-8849 1pm-6pm. WTCG, Andalusia, AL.

LSM for medium market Idaho regional combo. Results oriented owner will reward a producer very well. Reply ASAP. Box S-57.

GM \$50,000 plus benefits and profit sharing for selling GM for big biller in upstate New York small market. Three years management experience required for this powerhouse FM/AM combo. Carry list and motivate staff. Cover letter and resume and three year billing history to Radio Search, c/o H. Patch, 32 South Knoll Drive, Dryden, NY 13503 EOE.

Managers, directors, announcers. Newly formed professional and aggressive broadcasting group seeking employees for management, PD, and announcer's positions. Have recently purchased four excellent markets. Please send resumes and tapes to Ron Strother, President, 3995 N. Morrison Blvd., Hammond, LA 70401.

HELP WANTED SALES

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.

Great living area, great stations need experienced salesperson, AM/FM combo. Part of Caravelle Broadcast Group, one of the fastest growing chains in Southeast. Excellent growth opportunity. Send letter and resume to: Bob Snowdon, WDXZ/WKCN, P.O. Box 1001, Charleston, SC 29401, EOE.

FM radio sales. 50,000 watt contemporary FM within the nation's 34th market has (2) openings for professional sales persons. We have a creative, progressive atmosphere with plenty of internal support. Competitive starting pay, benefits and car allowance plus a superior air product make this opportunity a great money maker. College graduates preferred. Take-charge attitudes desired. Send resume and a tape of your production work if applicable to: General Manager, Box 1373, Mansfield, OH 44901.

Key sales person needed! #1 list available, \$1,500.00 monthly salary. Bonuses. Gas allowance. Excellent benefits. KCII AM/FM, Harry Dyer, Box 524, Washington, IA 52353. 319-653-2113 EOE.

Sales manager. Large Connecticut FM seeks aggressive motivated professional to lead excellent sales staff. Very good revenue and growth opportunity with a well respected organization. Send resume and compensation history to: Box S-55.

Cedar Rapids, Iowa: Need self starter who can make his/herself and us both big bucks by knowing the benefit of 20% commission rate. Send resumes to: KCDR Radio, 1957 Blairs Ferry Road N.E., Cedar Rapids, IA 52402.

Retail marketing specialist. WXRT Chicago has a rare opportunity for an experienced vendor/co-op coordinator. Work with our sales staff in developing co-op and vendor programs, as well as on-going research in retail sales. If you're an experienced vendor/co-op specialist, have a broad knowledge of retail sales, enjoy a family owned atmosphere and love a wide variety of adult rock music, send resume to: Harvey Wells, WXRT, 4949 W. Belmont, Chicago, IL 60641 EOE.

The best. High power FM in sunbelt growth market seeks outstanding AE for staff addition. Top 10% achievers with minimum 3 years experience only need apply. Excellent compensation plan. No income ceiling. Send resume to Box S-60. EOE.

San Antonio's best country station is looking for a CRMC. If you are interested in large market radio and the San Antonio area, call Ken Wente at 512-734-7301.

New York State regional radio station seeking one super salesperson to complete staff of 5. Base salary plus commission plan equal \$20 to \$25 thousand in first year. If you're bright, assertive and eager to succeed, call Ray Arthur at 914-647-5678 today. EOE, MF.

HELP WANTED ANNOUNCERS

WNJY in West Palm Beach is looking for the country's best Music-Of-Your-Life morning communicator. Join a growing company, live and work in the Palm Beaches. C & R to : Program Director, WNJY, West Palm Beach, FL 33404. EOE M/F.

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, Illinois 60601, or call Torey Malatia, at 1-800-USA-WFMT; in IL, 312-565-5000.

Washington D.C. classical station seeks full-time staff announcer with knowledge of music and language skills. Send tape and resume to: WGMS, P.D., 11300 Rockville Pike, #905, Rockville, MD 20852. An equal opportunity employer M/F/H/V.

Wanted: dependable announcer who needs job. No just lookers. 314-586-8577. Talk with manager only. 9 am to 3 pm CDT.

HELP WANTED TECHNICAL

Chief engineer: WWLI-FM/50kw and WWAZ-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 engineer for AM & FM station based in Connecticut. Stations are part of a leading broadcast chain. Will be responsible for design, repair and maintenance of new recording equipment, studios, transmitter, microwave and for developing and working budget. Salary commensurate with experience. All replies confidential. EOE. Box S-44.

Chief engineer: Good-sized market in beautiful Northwest city. Good maintenance skills required with studios, directional AM stereo, class C FM. EOE. Send resume to Box S-56.

Audio control center manager. Management position supervising 10 operators responsible for 24 hour master control operation in Los Angeles which remotely controls transmit/receive SPCP earth stations in 33 cities. Position also supervises operation of 10 mobile and portable earth stations. Solid audio/Satellite operations background, supervisory experience, commitment to customer satisfaction. Direct inquiries to: Howard Miller, Director of Operations, IDB Communications Group, Inc., 10525 W. Washington Blvd., Culver City, CA 90232. 213-870-9000.

Maintenance tech: Los Angeles classical-format station seeks highly qualified individual to work with maintenance team, primarily in audio and satellite, for 4-station group in So. Cal. Minimum 3 years experience in broadcast audio maintenance; some travel. Resume and salary requirements to: Bill Kappelman, Dir., Eng/Opns, KUSC-FM, POB 77913, Los Angeles, CA 90007.

HELP WANTED NEWS

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.

If you are a "self-motivated digger", and feel your voice fits a mature adult format, then a Cape Cod news department is looking for you. We are seeking a newsperson to work afternoons, and be responsible for our public affairs programs. Salary dependent on experience. Excellent benefits. Call Keith Corey, WOGB/WJFK, between 8am and 4pm, 617-775-7400.

Tennessee radio network seeking experienced reporter to cover state capitol beat. Immediate opening. Send tape, resume, and writing sample to Roger Hawkins, News Director, 621 Mainstream Drive, Suite 230, Nashville, TN 37228.

News director. Established small market leader seeks immediate replacement for present director promoted to major market station in our company. Work hard, learn and you can do the same. Joe Bell 919-276-2911. EOE M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director for central Pennsylvania AM. If you are a hard working small market program director ready to move up to a high powered, highly rated AM station; we may have the opportunity you've been seeking. Experience in adult contemporary preferred. Air shift required. Ear for quality and leadership ability essential! Resume and salary requirement now. If we are interested we will contact you for a tape. Equal opportunity employer M/F. Box S-22.

A rare opportunity. An opening at one of America's three great radio stations. We need a chief announcer with considerable people management skills and some background in station research and sales promotions. You will be responsible for molding new talent-recruit, train and schedule announcers. Daily airshift and execution other dayparts needed. We want sound promotional ideas and creative, warm, friendly, community-oriented, detailed. Can you meet the challenge? Professional and personal references and air-check-no phone calls please--Mike Diem, Program Manager WJON Radio, Box 220, St. Cloud, MN 56302. An equal opportunity employer.

Morning personality production director. 50,000 watt contemporary FM within the nation's 34th market seeks a morning jock that's a creative communicator, bright and genuinely humorous. Plus, use your creative talents to help make our commercial production sizzle! Work with a progressive, talented staff of professionals. Our offer will include a competitive salary, benefits and a positive atmosphere. This position will be filled within 90 days. Send T & R today to: General Manager, Box 1373, Mansfield, OH 44901.

PD for black gospel station in greater NYC. Contact: GM, WTHE, 260 E. Second St., Mineola, NY 11501, 516-742-1520.

Radio producer/Operations director: University-owned public radio station wants experienced individual to produce fine arts programming and serve as operations director for 20 kw well-equipped NPR/APR affiliate. Trains and supervises part-time and volunteer operations personnel, supervises production facilities, coordinates on-air promotion. Applicant must have a baccalaureate degree preferably in radio/TV, mass communications, music or related field. Must have three years professional experience including a leadership position; expertise in operation of radio studio and remote field equipment; skills in producing classical and fine arts musical programs; skills in writing broadcast continuity. Must possess excellent, mature broadcast voice. Audition tape must be submitted. Women and minority applicants urged to apply. Applications and inquiries must be received by May 15, 1987. Contact William McGinley, manager, KMSU-FM, Mankato State University, Mankato, MN 56001. 507-389-5678.

Music director for 50kw public radio station 65 miles west of Chicago serving Rockford market. Supervises classical, jazz programming. Host daily classical shift. Requires degree and/or experience totaling 5 years, significant skill in classical music. broadcast operations. production. \$17-19K. excellent benefits. Non-smoking workplace. Resume, references, audition tape received by May 8, 1987. Contact: Michael Lazar. General Manager. WNIU-FM. Northern Illinois University. DeKalb. IL 60115.

SITUATIONS WANTED MANAGEMENT

Turnaround manager Vibrant, skilled, ready to build bottom line, major market experience. 20 years in business. Box S-47.

Experienced business manager/Controller (radio), also experienced in internal audit of cable and television operations. 919—766-6135.

Management team. Currently working in country/AC AM/FM. Looking for bottom line, team-oriented situation. Experienced in A/C, country, CHR, AOR. Proven track record with 30% ROI. Let us turn it around for you. Box S-51.

Call Charlie, temporary experienced management. Left holding the bag? Need to take a long trip? Need two, six, ten weeks or longer of hands on, street sales experienced. GM. Over 20 years ownership, major and medium markets. Not just a baby sitter, you can sleep at night. Will do turnarounds. Charlie Trub, 901—377-6379, POB 28627, Memphis, TN 38128.

General manager: Twenty years experience with management, sales and promotion background. Seek growth-oriented company in a small to medium market. Presently employed. Box S-61.

Talented manager specializing in programing and promotion will direct your station to larger market share and increased cash flow. Community camaraderie, and consistency will meet the challenge and provide cash. Box S-62.

Major market pro with solid GSM and national experience seeks GM position in medium-large market or GSM position large market. Excellent background, top references, career broadcaster. Box S-63.

Will take salary/Commission and stock to run your station. Experienced in all small market areas. P.O. Box 968, Grand Island, NE 68802-0968.

SITUATIONS WANTED SALES

Recent ownership change has experienced GM seeking new opportunity. Proven track record with established and turnaround situations. Prefer Midwest but will consider all. Let's talk. Box S-32.

No doubt about it! Your station will benefit if it's on my road to sales success. Mid-20's. Radio broadcasting graduate. Education with R.A.B. material. Call Todd in Iowa. 319—659-3879. Prefer Southwest.

SITUATIONS WANTED ANNOUNCERS

Experienced announcer with strong production skills seeks position in Chicago area. I have an MBA and currently teach radio at college. Box S-10.

Resident crazy and communicator for morning or afternoon drive. Original character voices, impressions, solid comedy and copywriting. Currently, I use my humor and other talents as the host of a daily prime time national cable TV show. I'm a responsive team player who was lured by television, but misses the freedom of radio's "theater of the mind". Box S-37.

Three years experience and ready for the next step, daytime. Call Bill 308—532-3344.

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. Cole, VA 804—572-6879 or 804—572-2988.

Engineering level technician seeking permanent position as station engineer. Midwest or New England states. Experienced in AM-FM broadcast, STL, microwave, and land mobile radio. Maintenance oriented. FCC licensed and NARTE certified. Excellent technical skills. Reply to P.O. Box 11076, Eugene, OR 97440.

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-64.

SITUATIONS WANTED NEWS

Sportscaster seeks quality play-by-play, to combo with sports and news reporting or sales. Four years experience. A hard working talent. 304—768-4939.

Sports pro, major market, doing radio anchoring and TV producing parttime. Considering all markets. Jim 718—836-5046.

Top 50 markets only. Smooth, polished style. Experience all formats. Conversational but convincing. Traditional work ethics and loyalty. Relocation possible for stable company. Mike Ward 518—798-4792.

Honor student, Big Ten university, with background with U.S. Olympic Training Center, major league baseball, plus collegiate on-air experience. seeks position with your news and sports staff. Self motivated. Anxious for relocation. Rick: 312—668-5263.

Veteran PBP man w/Sports broadcasting versatility looking to relocate immediately. Wants collegiate or major market job. Call Mike 813—758-7813.

TELEVISION

HELP WANTED MANAGEMENT

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.

General sales manager: ABC affiliate looking for aggressive person with experience to handle both national sales and local sales. Send resume to Ken Gerdes, WGXA-TV, Box 340, Macon, GA 31297.

Television program and creative service manager wanted. Includes all on-air promotion and management of a staff of five. All programing responsibilities including live morning show. This is an excellent management opportunity with an excellent company, the Gillett Group. Please send all resumes and sample work tapes to Frank Jonas. KOLN/KGIN, Lincoln, NE 68503. EEO employer.

General manager: Small market affiliate needs a creative dynamo who can lead us to victory over tough competition. We're looking for someone who loves to sell and to motivate and manage local salespeople and national reps. And someone with flair for promotion, management and cost control. We're a quality minded station and we want to be number one in ratings and profits. Salary is \$48 thousand; with incentives you should make \$70,000 within two years. All replies confidential. EOE. Box S-36.

Traffic manager: Minimum 3 years traffic experience desired, but not required. Knowledge of BIAS system a must. Send resume to Bob McCaughey, General Sales Manager, KDVR-TV, 100 Speer Blvd., Denver, CO 80203.

Manager: Traffic operations—PBS. PBS's broadcast operations department is currently seeking a qualified candidate to administer the on-going and annual allocation of transponder space for PBS and PTV users plus oversee the broadcast traffic staff and the production of computer-generated schedules. Qualifications are: Minimum 5 years experience in traffic/continuity/scheduling at a TV station, regional network or satellite TV distribution company; college degree; detail oriented, plus excellent organization and communication skills. If you are interested in joining an experienced team of professionals please submit letter of interest, resume and salary history to: PBS, Attn: Sheila E. Humphrey, 1320 Braddock Pl., Alexandria, VA 22314. EOE/AA.

HELP WANTED SALES

Account executive: Ground floor opportunity at state-of-the-art independent with great ratings in high quality of life market. June start OK. Send resume to Paul A. Heine, LSM, WMSN-TV, 7847 Big Sky Dr., Madison, WI 53719. Equal opportunity employer.

Account executive: Aggressive professional needed immediately in fast growing market. New business development and vendor/co-op skills a must. Send resume to Kathy McLain, Local Sales Manager, WHTM-TV, P.O. Box 2775, Harrisburg, PA 17105.

Northeast and Southern sales managers wanted, broadcasting's oldest, internationally-known, thirty-three year radio/TV/cable sales promotion company, Community Club Awards (CCA). Position requires calling on media presidents, managers and GSMs, six state area; fulltime Monday/Friday planned travel. Media sales experience required. Expense advance against substantial commission. Send resume, including references, recent picture. Confidentiality assured. Personal interview arranged. Immediate opening John Gilmore, President, CCA, Inc., Box 151, Westport, CT 06881 203—226-3377.

General sales manager; dominant Pacific northwest network affiliate, 100+ market seeks individual with 5-10 years hands-on experience for general sales manager. Must have local-regional-national experience. This person will have a staff of eight people. EOE. Box S-31.

Account executive: Growing group-owned Northeast affiliate seeks aggressive individual with broadcast experience to handle top list. Send resume to Brad Worthen, WMGC-TV, P.O. Box 813, Inghram Hill Rd., Binghamton, NY 13902.

Pittsburgh independent TV station is looking for an account executive with prior radio or TV sales experience. Must be able to understand and use rating service data, write effective sales presentations, and articulate conceptual sales points. If you are seeking a challenge and an opportunity to grow with a growing company, please send your letter and resume to: Keith King, Local Sales Manager, WPTT, P.O. Box 2809, Pittsburgh, PA 15230. EOE.

Rapidly growing video production company located near nation's capitol seeks aggressive individual to initiate sales department. Incredible ground floor opportunity. Resume to: Box 3510, Arlington, VA 22203.

Sale's, think your funny? We'll be the judge of that. See ad under television, programing production, this issue.

Immediate sales opportunity available. Top 15 television market. Hottest indy in town. Lots of sports and the best sit-coms. 3-4 years TV sales preferred. Big dollars for the right salesperson. Resumes to Stu Taran, Local Sales Manager, P.O. Box 29003, Brooklyn Park, MN 55429. No phone calls please.

Local sales manager. Group-owned station looking for aggressive sales manager to motivate sales team at a top 20 market west coast independent. New business development and experience in vendor and co-op programs a must. Must demonstrate strong knowledge of ratings use, and have a successful track record in direct and agency sales. Send resume to Box S-58. All inquiries will be strictly confidential. M/F EOE.

TV account executive. KSCH-TV channel 58 is looking for an experienced independent salesperson. Excellent opportunity to move up to a large market with a growing television group. TV account executive must have experience in developing new business and a positive attitude about being successful. Send resume to: Ron Leppig, General Sales Manager, KSCH-TV Channel 58, P.O. Box 269058, Sacramento, CA 95826. EOE.

Account executive: Aggressive NBC affiliate in the coastal Carolina area seeks an individual that is a strong self-starter. Position would include selling and servicing accounts regionally and locally. Send resume to Bill Stanley, General Sales Manager, WITN-TV, P.O. Box 468, Washington, NC 27889. EOE, M/F.

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.

Maintenance engineer. FCC first class or general license required. Experience preferred in maintenance of Ampex 2" VTRs, ACR 25 cart machine, Sony 3/4" VCR, RCA cameras, 2 and 7 GHz fixed and mobile microwave systems, UHF transmission system and all associated support equipment. Resume to Operations Manager, KSNT, Box 2700, Topeka, KS 66601. EOE.

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.

Video control center manager. Management position supervising 10 operators responsible for 24 hour master control operation in Los Angeles. Position also supervises operation of mobile and portable earth stations. Solid television/satellite operations background, supervisory experience, commitment to customer satisfaction. Direct inquiries to: Howard Miller, Director of Operations, IDB Communications Group, Inc., 10525 W. Washington Blvd., Culver City, CA 90232. 213-870-9000.

Chief engineer experienced in studio, transmitter, set-up and maintenance needed to fill opening in a progressive Christian TV group. Send resume to TCT, P.O. Box 1010, Marion, IL 62959.

Broadcasting maintenance engineer wanted for fast growing ABC affiliate in south Florida. Must be capable of maintaining studio equipment. Two years maintenance experience required. Send resume and salary requirements to Personnel Manager, WPEC-TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer, M/F.

Commercial production engineer: Prefer experience in commercial '1' post production. Must work well with clients. Responsible for daily studio operations, field productions, trouble shooting, and maintenance on all equipment. Send resume to Chief Engineer, Don Covington, HSE, 5251 Gulfport, Houston, TX 77081.

Assistant chief engineer. Heavily equipped VHF affiliate 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.

Chief television engineer to provide technical leadership in the operation and maintenance of Western Kentucky University's educational television facility. State of the art equipment includes Sony 1", beta and 3/4" videotape, Ampex ADO, Chyron Scribe, Sony and RCA cameras and a new UHF television station under construction. Qualifications required include electronic training and a minimum of four years experience in the operation and maintenance of broadcast quality television equipment. Candidates should submit resume and three letters of reference to the Office of Academic Affairs, TV Engineer Search, Western Kentucky University, Bowling Green, KY 42101. An affirmative action, equal opportunity employer.

HELP WANTED NEWS

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., Agana, Guam 96910 and 671-477-9484 or 671-477-6397.

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.

Medical reporter needed for top-rated fifties-market affiliate in the Northeast. Experience a must. Send letter, resume & salary requirements only to Box S-54.

Anchor/news director at Sunbelt ABC affiliate. New ownership seeks professional to help us rebuild. Dedicated, young, totally degreed staff of achievers, excellent equipment, state-of-the-art production equipment. Ideal for one currently assignment or weekend anchor seeking first ND. Growing group of SE affiliates, new management. Ideal living, 85 miles to Gulf beaches, 3 hours to Atlanta. Resume and tape (prefer 1/2" VHS) to: Personnel, WDHN-TV, P.O. Box 6237, Dothan, AL 36302-6237. EOE, M/F. Plan to fill position before 4/27/87.

News reporter: Spanish TV station in New York area is looking for news reporter for its local news program. Applicants must have journalistic experience and be fluent in Spanish. Send resume and demo tape, if available, to WXTV-41, 24 Meadowland Pkwy, Secaucus, NJ 07094. Position open immediately. Equal opportunity employer.

Anchor/reporter with photographic skills. Good opportunity to grow with progressive news operation. Send resume to: Rog Wellman, News Director, WMDT-TV, P.O. Box 4009, Salisbury, MD 21801. No phone calls. EOE.

General assignment reporter for NBC affiliate. Experienced, energetic, professional communicator. EOE. Resumes only to John Baumgartner, WTOV-TV, Box 470, Rockford, IL 61105.

News director. Need experienced, creative professional to lead dedicated staff. Strong news commitment required to compete in aggressive market. ABC affiliate, group owned South Bend/Elkhart market. Excellent benefits. Send resume and salary requirements to Don Fuller, WSJV-TV, P.O. Box 1646, Elkhart, IN 46515. EOE.

Entertainment reporter. We're looking for someone who can review and report with humor and originality. Must have knowledge of film and the performing arts. Good writer. Good communicator. To ensure full consideration, applications must be received by May 9, 1987. Send resume and tape to: Joyce Puttmann, KCNC-TV, 1044 Lincoln, Denver, CO 80203. EOE.

10 PM news producer: Creativity, solid news background and good writing. If you have these three qualities and want a chance to work in a competitive medium market with a commitment to news excellence, send tape resume and references to Duane Wallace, WMBD-TV, 3131 N. University, Peoria, IL 61604. EOE, M/F.

Day assignment editor. Knowledge of West Palm Beach area helpful. Previous assignment editor experience required. Degree in broadcasting/journalism preferred. Send resume/salary requirements to: Personnel Manager, WPEC-TV12, P.O. Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer.

Weekend sports: Major college town, medium ADI, NBC affiliate. Must be sharp writer, Proficient editor. Our emphasis is local sports. Tape, resume to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. No calls. EOE, M/F.

Anchor-producer position open for anchor-producer to complement female co-anchor weeknights at 10. Anchor experience and strong producing skills required. Salary D.O.E. Send resume, tape to Randy Upton, KTUU-TV, P.O. Box 10-2880, Anchorage, AK 99510. KTUU is an EOE.

Weekend news reporter. We're looking for a self-motivated reporter with an excellent visual sense and strong writing skills. Two years' experience and live reporting skills required. Rush resume and tape to Mark Zoromski, News Director, WITI-TV, PO Box 17600, Milwaukee, WI 53217. EOE, M/F.

Weathercaster/San Jose: Strong performance, warm, credible. Dedicated worker on-camera and in community. Two years television experience, computer graphics, live reports. Send tape, resume, contractual status and salary history first response. Tom Moo, News Director, KNTV-TV, 645 Park Avenue, San Jose, CA 95110 EOE.

Feature reporter. WBT, the leading news team in our market (CBS affiliate) seeks an innovative reporter for its people oriented Carolina Camera feature. Must have at least 3 years reporting experience and currently doing similar feature work. Tapes only to Bill Foy, News Director, One Julian Price Place, Charlotte, NC 28208. EOE

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director of broadcasting. WYES-TV, a PBS affiliate, seeks an aggressive, creative individual with strong programing and production background and effective managerial skills. Duties include program development, budget formulation and administration, programing and production contract negotiation expertise and an extensive programing strategy, evaluation and purchasing background. Requires comprehensive, working knowledge of all FCC, CPB and PBS policies and procedures, supervision of programing-related personnel and ability to offer cogent input into long- and short-range station goals. If you have an eye for quality and 3-6 years experience, we've got that chance you've been waiting for. Express confidential letter of application, resume and salary requirements to: Stanton Frazar, CEO, WYES-TV, 916 Navarre Ave., New Orleans, LA 70124. No calls.

Television production manager: Number 1 rated, LIN owned NBC affiliate has immediate opening for highly organized and skilled individual with experience in all facets of television production. Production manager will supervise a staff of producer/directors, technicians and operators; coordinate, plan and schedule production of all local programing, on-air promotion, public affairs and commercials. Responsibilities include production marketing efforts, managing department budget, and setting operating procedures. Successful candidate must have minimum of 5 years experience in television production with 2 years supervisory experience. Directing experience preferred. No phone calls. Send resume to Program Manager, WOTV, LIN Broadcasting, P.O. Box B, Grand Rapids, MI 49501.

Director, ABC affiliate, South Bend/Elkhart market. Main responsibility will be directing/switching newscasts with some commercial production. Experience directing live news is necessary. Send resume, salary requirements and tape to Operations Manager, WSJV-TV, P.O. Box 1646, Elkhart, IN 46515. EOE.

Television programing. Major group owned South-eastern independent in top 30 market is seeking an experienced program director. Background should include selecting film titles. Send resume and salary requirements to Box S-41. EOE, M/F.

TV production assistant. Experienced ENG photographer needed to shoot television commercials. All - new toys - JVC cameras, Ampex - ADO, ESS, switcher, and 1" VTR. Advancement and additional training provided OJT. Live, work and play in Chesapeake Country. Send tape, resume and salary requirements to Rick Cornish, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE, M/F.

Commercial photographer. If you have a reel that demonstrates a keen eye for lighting, shooting, and editing. I invite you to apply for a job in my department at an NBC affiliate that appreciates quality work. Call if you wish, but express tape right away to: J.P. Poss, Production Manager, KWWL, 500 East Fourth, Waterloo, IA 50703. Salary commensurate. EOE.

Advertising & promotion manager. Key department position at major market station. Must have strong marketing, management skills. Successful candidate will have minimum four years experience in television promotion with production background. College degree preferred. EOE. Box S-42.

Attention video producers/editors: if your work is innovative, fast paced, musical, promotional or creative magazine format. Please submit tape to Custom's Last Stand, 9023 Norma Pl., Los Angeles, CA 90069. No phone calls or personal deliveries.

Producers, promotions, programers, funny people. TEG is now accepting 30 sec to 5 min shorts in the following categories: Movie TV and commercial take-offs, original comedy and stand-up. All formats accepted. \$100.00/minute compensation for submissions selected for national syndication. Submissions not accompanied by SASE cannot be returned. Deadline June 30th. Comedy Video Showcase, The Entertainment Group, 444 Alan Rd., Santa Barbara, CA 93109.

TV traffic assistant, independent station, experienced preferred. Knowledge of computers helpful. Must type 55-60 wpm. Send resume and salary requirements to: Traffic Manager, P.O. Box 3985, Ocala, FL 32678. No phone calls accepted.

Traffic assistant. Independent TV station in Concord, NH, seeks experienced traffic person to handle daily functions. Columbine experience helpful. Send resume and salary history to: Traffic Manager, WNHT, P.O. Box 2100, Concord, NH 03301. No phone calls please. EOE.

SITUATIONS WANTED MANAGEMENT

1986 marketing/management graduate, top school. TV/film background, quality comedy writer. Ad agency, sales experience. Mang.. sales, and editor positions. Kim 608—271-6745.

General sales manager: Experienced in every area of television management with outstanding achievement with affiliate-indy station sales and major rep firm—seeks general management assignment that matches qualifications and potential. Extensive experience working/supervising all areas of television sales management with major companies. Presently employed. Reply Box R-64.

Wanted: America's worst television station. Are you a marginal UHF indie in need of a turnaround? Experienced manager seeks next challenge. Can I help your operation and your bottom line? Box S-52.

SITUATIONS WANTED TECHNICAL

Experienced chief engineer. Have built and maintained both VHF and UHF. Preventive maintenance and staff training my thing. If you have needs I can fill them. Box S-49.

Assistant chief engineer, SBE certified, currently in the top 25 markets desires to become chief engineer in a network affiliated VHF operation. Experienced in all phases of television management with emphasis on inter-personal communicative skills. Box S-59.

SITUATIONS WANTED NEWS

Midwest news assignment manager, 50's market, excellent references, looking for desk position in top 30 market. Happy to relocate. Contact Susan 316—686-6983.

Cameraman/editor with producer thinking, overseas and domestic experience, a victim of the CBS budget cuts looking for attractive job offer. 202—234-5217.

Personality anchor very experienced in news, weather and sports... worked markets from midget to major... now completing 2 1/2 years at CH 13 in Los Angeles. Mike McKay 818—502-6038.

Sports reporter. Four years radio sports, news reporting and play-by-play experience, seeking sports reporting/anchor job. Talented, dependable, on the rise. 304—768-4939.

Photographer/editor/helicopter pilot. 5 years shooting/editing experience, last 13 months at Chicago O&O. Commercial helicopter license. For resume, reel or information contact Pete 815—398-5382.

New York-based reporter for nationally syndicated business show seeks news management opportunity anywhere. Much experience, many skills, good people person. Rob Downey, 300 Newark, Apt. 8E, Hoboken, NJ 07030. 1-201—798-5726.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Freelance producer/writer of high-end corporate shows for Fortune 500 will put his skills to work for you. Call Ray Manna, 212—724-2800.

Versatile and enthusiastic individual ready for fulltime status. Working knowledge of video and audio. Seeking position in TV or video production. Will relocate. Alan Miller 615—832-8371.

Graphic designers: Unique opportunity to hire some of the best designers in the industry from CBS News and WCBS-TV during the WGA strike against CBS. Experienced professionals can provide per-diem and consulting for station and news look and style also Paintbox and Dubner training \$250 day plus expenses. CBS's loss-your gain. Contact WGA Job Bank 212—245-6180.

Film department: Experienced in all duties of film department with independent, affiliate, and PBS stations. Strong on feature film editing. College degree in communications. Wish to relocate to warm climate. Call 606—331-0851 or write Box S-46.

Production manager; extensive EFP, studio and live performance background seeks new challenge. Hands-on people/results oriented style, backed up with computerized budgeting skills. Tim Fuhrmann 715—232-2624 (days).

Dependable, with 1 1/2 years production experience; shooting, editing, writing and producing. Will someday direct. Looking for a step closer to that goal. 617—475-1189.

Versatile videographer: 8 years experience in 34th market; production, news, magazines, commercials, corporate. Roy 504—897-3687.

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.

Attention job-hunters! Our unique approach combines confidential employment referral with hundreds of weekly listings. All areas, all levels. No placement fees. Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34273-1476. 813—786-3603.

Primo People has the answers to your questions. News directors and talent... find out what we can do for you... call Steve Porricelli or Jackie Roe at 203—637-3653 or send a tape and resume to Box 116, Old Greenwich, CT 06870-0116.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Radio/TV production One position in radio/TV production beginning August 1987 to teach some combination of courses in radio/TV production and mass communications. Masters degree required in radio/TV, mass communications or related areas. Demonstrated teaching ability in these areas required. Candidates with professional media backgrounds are urged to apply. Rank is open and salary is competitive. Submit letter of application, vita, transcripts and three letters of reference by May 15. Send to John McCallum, Chair, Division of Arts and Humanities, Missouri Valley College, Marshall, MO 65340. Missouri Valley College is a private 4-year liberal arts college of 900 students located 80 miles east of Kansas City, MO. AA/EEO.

Communications: John Carroll University in suburban Cleveland, Ohio, is seeking a visiting instructor or assistant professor to manage WUJC, 750 watt campus radio station, and teach broadcasting courses, M.A. plus experience required. Competitive salary depending on qualification and experience. Send application and vita to: Dr. Jacqueline Schmidt, Chairperson, Department of Communications, John Carroll University, Cleveland, OH 44118. Credential review will begin on May 10, 1987. Equal opportunity and affirmative action employer.

Search reopened: The University of Alaska-Fairbanks seeks two assistant professors of journalism and broadcasting for nine month appointments starting August 21, 1987: 1. Television: Teach undergraduate courses in television such as television production, videography, instructional broadcasting. 2. Radio: Teach undergraduate courses in broadcasting, especially broadcast journalism, broadcasting and society, programming and production, advanced broadcast production, public relations and advertising. Produce and/or act as on-air talent for programs for local public broadcasting television or radio station located on campus. May be filled as tenure track or on visiting basis for one academic year. Master's degree in radio/TV and relevant professional experience required. Previous teaching experience, scholarly research preferred. Application must be postmarked May 1, 1987. Send cover letter, resume or curriculum vita including names, addresses and telephone numbers of two academic references if applicant has taught and three professional references, transcripts of all graduate work, and non-returnable professional work sample in form of audition material and/or resume tape with description of applicant's role in its production to: Search Committee, Department of Journalism and Broadcasting, University of Alaska-Fairbanks, AK 99775-0940. The University of Alaska-Fairbanks is an EOE/AA employer and educational institution.

R/TV instruction, FM station director at Odessa College in Odessa, Texas. Duties include teaching radio/Television courses, daily supervision of the student radio station and some assignment to the campus PBS station. BA required MA preferred, in mass communications. Salary ranges from \$22,600 for nine months, and from \$27,685 for twelve months, depending on qualifications and experience. Deadline to apply is noon on May 8, 1987. Contact Personnel Office, Odessa College, 201 W. University, Odessa, TX 79764; 915-335-6606. EOE/AA employer.

Northwestern University Medill School of Journalism and School of Speech seeks applicants for a joint faculty position. Ideal candidate will have outstanding record of research publication and/or exceptional professional experience in one or more areas of news and public opinion, policy, audiences, processes, history, content, or economics. Information: Gary Cummings or Lawrence Lichty 312—491-5091 or 491-7315. Apply: Speech/Medill Search, 1905 Sheridan Road, Evanston, IL 60201 EEOC.

The American University has a faculty vacancy in the Washington Journalism Semester Program. Position available for 1987-88 as assistant professor in the School of Communication. Tenure-track appointment beginning August 1987. Responsibilities: teaching and advising undergraduate students who come to Washington for one semester to participate in the Washington Journalism Semester Program; arranging seminar speakers; school and university service. Qualifications: knowledge of Washington, DC, news organizations and operation essential. Master's degree or equivalent journalism experience required. Teaching experience preferred. Salary negotiable depending on qualifications and experience. Curriculum vitae/resume, including three references should be sent by May 14, 1987, to: Washington Journalism Semester, Search Committee, School of Communication, The American University, Washington, DC 20016. An EEO/AA university; minority and women candidates are encouraged to apply.

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.

EDUCATIONAL SERVICES

On-air training: For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Prepare for better career. Learn from former ABC Network News correspondent and New York local reporter. Call 212—921-0774. Eckhart Special Productions, Inc. (ESP).

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.

MISCELLANEOUS

For sale: MDS transmission time. Single channel MDS stations in San Antonio, Killeen, Victoria & Austin, Texas. Any time slot available for video and/or data programs. For info call Judi at 512—223-6383.

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.

Equipment wanted Immediate cash for Sony 1100s, editors, switchers, etc. 303—698-1145.

FM antenna(s): Will buy used FM broadcast antenna(s)-any make-any model. Call 806—372-4518.

Wanted: Used 50kw AM transmitter RCA-Ampliphase or Continental. Send details to Vanderstar Engineering LTD., 2121 Columbia Street, Vancouver, BC, Canada, V5Y3E2, 604—228-0767.

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 AMSX-1A (1985)-MW1A** (1983) both in mint condition. Transcom Corp 215-884—0888, Telex 910-240—3856

50KW AM Continental 317B (1964), RCA BTA 50H**10KW AM-RCA BTA10H on air**5KW AM-RCA BTA5T(1965), Collins 21E(1964)**1KWAm 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.

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.

Silverline UHF transmitters new, best price, latest technology, 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303—465-4141.

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.

AM transmitters: 50, 10, 5, 2.5, 1, .5 and .25kw Continental Communications, Box 78219, St. Louis, MO 63178. 314—664-4497.

FM transmitters: 25, 20, 15, 5, 1, and .25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314—664-4497.

For sale 28 Sony 3/4" VCRs, consisting of 10 BVU200A, 1 BVU200B, 8 BVR510A, 4VP2260, 4VO2860, 1 VP2011. 3 JVC CR8500 VCRs. Also 2 Sony editors, 1 RM-410, 1 RM-430 and 2 JVC RM-85U editors. For further information, contact Paul Leger, ESPN, Inc. 203—584-8477.

Grass Valley 3252A digital sync. gen. with tests. Excellent. \$1,500. 212—265-3676.

Computer editor. Four serial interfaces, GPI, latest software. Convergence-104 \$7,000.00. Excellent. 212—265-3676.

VITC and longitudinal time code generator-reader. EECO VIG-850. Like new. \$1,700. 212—265-3676.

Refurbished Telecine & video equipment: Pair RCA TP66 \$8500 ea. RCA FR35B \$7995. 35mm Norelco \$3500. Athena Mark IV \$1495. RCA TP7B slide Telecine \$1500. Cameras: GE model 240 \$1295. JVC KY2700 w/CCU \$3995. Multiplexers: Ziemark \$1995. Laird \$1495. RCA TP55 \$2495. VCR equipment: Sony VO2860A (3) \$795 ea. Sony VO2611 (2) \$695 ea. Sony VO1830 Pal/Secam (2) \$395 ea. Tektronics 529 waveform monitors \$895 ea. Conrac RGB 19" color monitors (2) \$995 ea. Theatre Sound Service, 767 Front Street, Catasauqua, PA 18032. Phone 215—264-2224.

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.

3/4" evaluated videotape! Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99. 30 minutes \$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.

Microwave systems. Brand names. Bought, sold, traded. Call for current listing. Maze Broadcast. 205—956-2227.

Hitachi HR-200 1" VTR system. Ikegami HL-79DAL ENG. Harris 520 TBC. Best offer. Maze Broadcast. 205—956-2227.

Grass Valley 1600-1X production switcher. Grass Valley 1600-4S master control switcher w04 automation. Used only 6 mo. Maze Broadcast. 205—956-2227.

For sale: Iowa State University will accept sealed bids until 2:30 p.m., May 21, 1987, for the sale of the following used television equipment: 3 Norelco PC-70 television studio cameras (1967), two in operating condition, one for parts only; 1-RCA TK-28 Videocon film camera with TP-55 multiplexer (1967); 1-RCATP-7 slide projector (1975); 2-RCA TP-66 16mm film projectors (1975). To obtain bid forms, contact Dick Kunkel, ISU Purchasing Department, Ames, IA 50011. 515—294-6926.

TK-29B film chain excellent condition only \$39,000. Vital VIX-114s starting at \$8,000. Grass Valley routing switcher 32x48, 3 level \$69,000, BVH-1100 VTRs \$23,000, VPR-26s with consoles and monitoring for \$25,000, Vital squeezezoom \$5,000, RCA TK-46s with pedestal and heads and teleprompters \$13,000 each. Call Media Concepts 919—977-3600.

Portable microwave setup. Microwave Associates 2CP2X, 2 W frequency-Agile transmitter. Microwave Associates MA-2G receiver (rackmount) X-talled for 2016.5 MHz. Complete w/rackmount AC power supply, PAC-5 audio subcarrier demod tray w/video low-pass filter. Used less than 50 hours. TV Center, Box 51, Kotzebue, AK 99752. 907—442-3472 ext. 211.

C-band mobile satellite uplink 1986 model, Comtech offsat 5.0 meter antenna. 30kw generator, dual transmitters. \$300,000.00 firm. 803—244-1671.

RADIO

Help Wanted Programing, Production, Others

SOUTHWEST FLORIDA

If you have an outstanding track record, a willingness to work hard, and the desire to be with a proven winner, we'd like to hear from you. Top AM/FM combo in rapidly growing Gulf Coast area has immediate openings in sales, programing, continuity and promotions. Send resume, salary history, references to Box S-50.

An Equal Opportunity Employer

Situations Wanted Programing, Production, Others

PROGRAM MANAGER

AM Specialist. Top 66 Markets. WINNING TOP 10 TRACK RECORD. "New AM competition-proof, audience bonding, and personnel leadership systems to insure sales' needs." Custom BOOKLET: Adult Audience-Management Plan - details of advanced consumer/listener research studies and implications plus ratings applications and revenue-building information. For FREE CEO/GM booklet, call Carl, 305—942-8861. Not a consultant. Commitment to one station or group only.

Situations Wanted Management

GENERAL MANAGER

Seasoned broadcast professional seeks management position in small to medium market as next step toward eventual ownership. Solid credentials. Community-oriented family man. Ideal person for absentee owner with limited broadcast background or expanding group operator.

Write Box S-66

EXCELLENT MANAGER

Age 41. Experienced in all aspects of station operation. Sales, financial planning, engineering, programing and announcing. Available this summer. Box S-65.

Situations Wanted Announcers

AN EXTRAORDINARY TALK HOST IS AVAILABLE

IMMEDIATE IMPACT
IMMEDIATE RATINGS

BOX S-6

TELEVISION

Help Wanted Management

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.

TV GENERAL SALES MANAGER

GSM for southeastern small market affiliate. Must have experience (indie or affiliate) but determination and aggressiveness VIP. Ownership (stock options) part of package. Send resume to Box S-29. EOE, M/F.

Help Wanted News

Long Island natives come home. WLIG-TV is seeking Co-Anchor to assist our male anchor and an Assignment Editor/Reporter. Tapes, resumes & salary history to: Drew Scott, News Director, 175 Crossways Park West, Woodbury, NY 11797. EOE.

Help Wanted News

NEWS ANCHOR

LIVE 5 NEWS

WCSC-TV

CHARLESTON S.C.

TWO OUTSTANDING OPPORTUNITIES HAVE JUST OPENED
IN A PREMIER SOUTHERN MARKET

We are losing our 11:00 pm anchor to a top ten market! Live Five News is seeking a communicator to work with our current female co-anchor.

Anchor our number one 6:30 am newscast

We want the best to be part of U.P.I.'s best Carolina newscast.

50+ share late news. Largest news staff in the area.

Conus satellite truck. Extensive travel to bring our news home.

Send us a tape of your anchoring and reporting and a resume to

News Director, WCSC Television, P.O. Box 186, Charleston, South Carolina 29402.
EEO/M/F Absolutely no phone calls.

Help Wanted Technical

ASSISTANT CHIEF ENGINEER

Assistant to the Chief Engineer for Telecommunications Division of Mercer County Community College.

Multi-use facility on West Windsor Campus includes county-wide Cable TV Network, close circuit TV, ITFS, TV studio and control room, 5 meter TVRO, and radio, TV and telecommunications technology academic programs.

Requires maintenance and construction experience in TV and radio. AA degree; BA preferred. Salary high teens. Excellent benefits.

Forward resume and cover letter to:

MERCER COUNTY
COMMUNITY COLLEGE

Personnel Services Dept. WG

P.O. Box B

Trenton, NJ 08690

Affirmative Action/Equal Opportunity Employer
M/F

Help Wanted Programing, Production, Others

BROADCAST GROUP PROMOTION PRODUCER

Tribune Creative Services Group produces promotion for nationally distributed programming. We have a position available for an experienced writer/producer at our headquarters in Atlanta. State-of-the-art technical facilities with emphasis on quality, not quantity.

Minimum 2 years promotion experience required with movie promotion background preferred.

Please send tape and resume to:

Jim Ellis
Vice President/Creative Services
Tribune Broadcasting Company
435 North Michigan Avenue
Chicago, IL 60611

No phone calls please



An Equal Opportunity Employer

DESIGN DIRECTOR

Number 1 market O&O looking for America's top art director. Design ability is important, but so is skill at administering a large department. Major market TV experience required. Send resume and reel, in c/o our advertising agency, to: Box 649, Deutsch, Shea & Evans, Inc., 485 Fifth Avenue, New York, NY 10017.

An equal opportunity employer

Help Wanted Sales

TV COMMERCIALS ☆☆☆ SALES ☆☆☆

Midwest Territory.

We're a well established producer of syndicated TV commercials. Due to the increasing demand for our product, we need to add a capable sales representative **immediately**. We're looking for a person with the following qualifications: Experienced in 1 on 1 selling to retailers . . . experienced and able to travel extensively—9 mos. per year. (willing to enjoy 3 mos. vacation) . . . 26 to 40 yrs. old and preferably single.

We sell what is undoubtedly the finest package of syndicated TV commercials available. If you live in OH, IL, MI, IN, KY or Pittsburg, and would like to learn about joining our unique and special sales organization, we want to talk to you.

Call collect: (203) 435-2551

MADISON MUYSKENS AND JONES, INC.
P.O. Box 432/Main Street/Lakeville, CT 06039

An equal opportunity employer

Help Wanted Technical

THE CHRISTIAN BROADCASTING NETWORK, INC. A TELEVISION MINISTRY IN VA. BEACH, VA HAS IMMEDIATE OPENINGS FOR THE FOLLOWING POSITIONS:

SATELLITE TERMINAL OPERATION-

Must have good knowledge of video and audio circuitry and signal parameter, must understand frequency modulation techniques, over-all knowledge of Klystron and TWT, capabilities of earth station. General Class FCC Radiotelephone license preferred.

MAINTENANCE ENGINEER-

Must have three-five years experience in broadcast electronics in a major market or network level. Person will maintain all electronic equipment used in support of TV operations. FCC general radio television license preferred, SBE certification with TV endorsement acceptable.

If you are interested in this ministry opportunity, send a resume to:

THE CHRISTIAN BROADCASTING
NETWORK, INC.
Employment Department,
Box-PS, CBN Center
Virginia Beach, VA 23463

TOP 15 MARKET NBC Affiliate

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KING 5 TV

Seeks an experienced Director/Producer to join its award-winning Production team. Candidates should have a minimum of five years Director/Producer experience, including News, Talk, and Sports. Knowledge of CMX procedures, field production, live and videotape studio production are required. B.A. strongly preferred.

Send Resume and audition tape with Director

Track on Channel 2 to: **KING 5 TV**
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UHF TV, employed, network, independent, start-up, turnaround experience, budget trained, excellent credentials, NO failures, PEOPLE & PROFIT oriented, also know radio inside out. Well known, respected professional. Good companies only need reply. Prefer South-SE, but will consider other. Send replies Box S-53.

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How would you feel about re-tubing an Ikegami in the morning and trouble shooting on a micro-time Genesis in the afternoon? How about designing a couple of off-line editing bays in the morning and working with a handful of communications students in the afternoon? Or trouble-shooting our 3,000 watt FM station? We're a small liberal arts college in Vermont with a growing video program. We want a team player with video engineering experience, an FCC ticket, and a BSCC (MSE or M.S. a big plus). Teaching experience also a plus. Salary mid-twenties with a possible extra stipend for teaching.

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Tenure-track position teach courses in production, videography, theory and application of equipment. College has broadcast facility, instructional lab with full equipment in vital program. M.S., M.F.A. or M.Ed. degree, extensive video expertise in both 1/2" and 3/4" studio/field production and editing. Teaching experience a plus. Send tape on Beta 1/2" or 3/4".

College located in Vermont's beautiful Northeast Kingdom. Competitive salary, excellent fringes. Send letter, resume, tape to Perry Viles, Dean, Lyndon State College, Lyndonville, VT 05851. Applications considered until positions filled. AA/EOE.

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Candidates should have:

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- Thorough understanding of the Broadcasting industry.
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- 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
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Currently we seek a Program & Channel Manager to develop an organization for determining actual vs scheduled T.V. and cable programming by channel and market. Must be knowledgeable in T.V. clearance procedures and will maintain liaison with T.V. schedule providers, networks, syndicators, etc. A B.S. degree and 3+ years' supervisory experience in T.V. network/cable/affiliate relations or a background with a T.V. schedule provider or publisher are necessary.

AGB Television Research offers an excellent starting salary and benefits program in addition to a most comfortable and affordable lifestyle in suburban Columbia, MD. This ideal location, midway between Baltimore, MD and Washington, D.C., offers a diversity of cultural, recreational and educational opportunities.

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Director of Human Resources

AGB

TELEVISION RESEARCH, INC.

Dept. B3110

9145 Guilford Rd., Columbia, MD 21046

EOE M/F

COMMUNICATIONS FACULTY

Marist College invites applications for a one-year position beginning August 1987 to teach organizational communication and communication theory at the undergraduate level. Ability to teach courses in public relations and advertising desirable. Prefer PhD or near and professional experience. Rank and salary for this position, which may become permanent beginning August 1988, will be commensurate with experience and qualifications.

Send letter of application, resume, and names and addresses of at least two professional references by April 30, 1987. The search will continue until a suitable candidate is identified.

Address to Dr. Robert P. Sadowski, Chair, Division of Arts and Letters, Marist College MPO 905, Poughkeepsie, NY 12601. AA/EO.

MARIST COLLEGE



MANAGER BROADCAST SERVICES

Experienced TV-radio news pro needed to run established broadcast news operation for major trade association. Newsroom experience, production, management skills a must. Resumes to: Jeffrey C. Van, Director, Media Communications, Chemical Manufacturers Association, 2501 M Street N.W., Washington, DC 20037.

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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.

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Managers, consultants and program directors usually don't have the time or desire to teach. Result? Announcers and newscasters who keep doing the same wrong things over and over: inflections that don't make sense, vocal quirks they're not aware of that turn listeners off, and a growing list of former clients who've "tried radio, but it didn't work." In one day, I GUARANTEE that your commercials and newscasts will be more professional, more salable — and your on-air people will feel better about themselves and their growth potential. Intensive one-or-two day STAFF SESSIONS at your station, \$1,000 per day plus expenses. INDIVIDUAL audio cassette instruction by mail, \$200 for 4 thorough critiques. Excellent references. Proven teaching method. Satisfaction guaranteed or money back.

EQUIPMENT FOR SALE.

All of the equipment listed here will be available through Mr. John Kalpus by late April or early May.

- 1 • ACR25 Ampex Video Cassette Machine
- 1 • ACR25B Ampex Video Cassette Machine
- 1 • Ampex 1200 2" Video Tape Machine
- 2 • Ampex 2000 2" Video Tape Machines
- 2 • GE PE240 Film Chains
- 4 • Kodak 285 Film Projectors
- 2 • RCA TP66 Film Projectors

Direct all inquiries to John at 414-442-7050.



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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.



RADIO SALES & AIR TALENT NEEDED

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, 205-622-9144-ACT NOW!

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Qualified individual wishes to buy CP or on-air. Reply to:

Box S-17

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 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.

For Sale Stations

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Fulltime AM with Class B FM — profitable. Serves over 250 thousand. Asking \$920,000 (2 x '86 gross) with \$250,000 dn.

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 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.

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- Daytimer covering Augusta-Aiken. Good real estate. \$110,000.
- Class C plus powerful AM in Colorado. \$1.5 million.

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For Sale Stations Continued

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Odessa/Midland, Texas Market
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Auction to take place:

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TUESDAY, MAY 12 AT 1:00 P.M.

FCC Specs: Frequency 1230 KHZ; 1 KW Non-Directional; Fulltime

Terms of Sale: Deposit of 10% of bid price in cash or certified check at time and place of auction. For complete terms of sale, contact auctioneers

Inspection: At studio location: 1300 S. Crane Avenue, Monday, May 11 from 10:00 a.m. to 3:00 p.m. or by appt.

In Cooperation w/Allen D. Bealmear

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1000w days, 250+ nights, now Spanish, any format OK. Profitable. Bargain at \$325,000, and can consider solid real estate, stocks or ? for part or all. Box S-48.

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Growing AM, excellent facility, financing available. Minn & ND combos, small market, great terms for owner-operator. T.L. Laidlaw, United Brokerage, Inc., 701-775-0637.

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*FM/AM	California	\$1,150,000
*FM	Northwest	\$700,000

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Pennsylvania fulltime AM station can be bought for nearly one years gross. Valuable real estate included at \$800,000 cash.

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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705

DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Bill Bengston, executive VP and general manager, Price Communications Corp.'s KRCG(TV) Jefferson City, Mo., named VP and general manager, co-owned KSNF(TV) Joplin, Mo.



McGann

Mike McGann, VP and general manager, Eastern Broadcasting's WRKZ(FM) Hershey, Pa., named VP and general manager, co-owned WEST(AM)-WLEV(FM) Easton, Pa.

Ira Rosenblatt, general sales manager, WRKZ, succeeds McGann there.

Gary McBride, executive VP and managing director, Publicidad Siboney, New York, Hispanic advertising subsidiary of Foote, Cone & Belding, joins Reliance Capital Group's Telemundo Group, New York-based owner of four Spanish-language TV stations, as senior VP, marketing



McBride



Epstein

and sales. **Robert Alan Epstein**, VP and director, marketing, Reliance's Blair Television, New York, joins Telemundo as VP and director, corporate business development.

Dave Armstrong, independent consultant, joins Interstate Broadcasting Systems as VP and general manager, KYMS(FM) Santa Ana, Calif., and co-owned Interstate Satellite Network, radio programming service. **Gem O'Brien**, program director, Interstate Satellite, named director, operations, Interstate Satellite and KYMS.

Sandy Styer, from American Airlines, Dallas, joins TKR Cable Co., Warren, N.J., as VP, marketing.

Michael Monagan, chief engineer, noncommercial WMBR(FM) Cambridge, Mass., named general manager.

Jack G. Lovelady, former assistant general manager, WIS(AM) Columbia, S.C., joins WVOC(AM)-WCEZ(FM) there as station manager.

Marketing

Jim Hager, senior VP and Midwest divisional

manager, Major Market Radio Sales, Chicago, named executive VP, Midwest division manager.

Roger G. Pisani, executive VP and multinational managing director, Ted Bates Advertising, New York, joins Publicidad Siboney, New York, Hispanic advertising subsidiary of Foote, Cone & Belding, as executive VP and managing director, succeeding Gary McBride (see "Media," above). **Carole Thomas**, account executive, national broadcast unit, Foote, Cone & Belding, Chicago, named national broadcast supervisor.



Pisani



Roughsedge

Carolyn Roughsedge, executive producer, DDB Needham Worldwide, New York, joins Saatchi & Saatchi Compton there as senior VP and director, broadcast production.

J. Robb McPherson, VP and management supervisor, BBDO, Chicago, named senior VP and management supervisor. **Kim Wessel**, account executive, Bozell, Jacobs, Kenyon & Eckhardt, Chicago, joins BBDO there as senior account executive. **Gary T. Neul**, from Stern Walters/Earle Ludgin, Chicago, joins BBDO there as copywriter.

Maggie Perkins, senior VP and creative director, Saatchi & Saatchi Compton, New York, joins William Esty Co. there in same capacity.

John Likakis, VP and account manager, McCaffrey & McCall Inc., New York, named senior VP.

Jerry Golden, former president, Arnold &

Co., Boston, joins Cosmopolos, Corwley & Daly Inc. there as senior VP.

Appointments at W.B. Doner & Co., Baltimore: **David Sackey**, executive VP and account director, to executive VP and general manager; **Don Riesett**, executive VP and account director, to executive VP and director, account management; **Donald J. Cole**, VP and media director, to senior VP; **Kenneth Bielicki**, associate media director, to VP; **David Robinson**, media supervisor, to VP and director, spot broadcast; **Michele Butts**, corporate research coordinator, to VP and media research manager; appointments at Detroit office: **Bruce Phillips**, account executive, to senior account executive; **Lori Grey**, assistant account executive, to account executive; appointed account executive, Cleveland: **Greg Kralj**, account executive, Detroit.

David P. McGlade, VP and general manager, Cable AdNet, Pittsburgh, named regional VP, Philadelphia. **Dave O'Brien**, regional sales manager, Pittsburgh, named assistant general manager. **Bill Hartman**, account executive, Pittsburgh, named local sales manager. **Fred Veries**, account executive, Pittsburgh, named area sales supervisor.

Joseph E. Ondrick, VP, advertising and promotion, RKO Pictures, New York, joins IMC Marketing Group Ltd. there as VP.

Jay Duarte, senior VP and management supervisor, Scali, McCabe, Sloves Inc., New York, joins Lowe Tucker Metcalf Inc. there as director, client services. **Bill Callejas**, VP and account supervisor, Scali, McCabe, Sloves, joins Lowe Tucker Metcalf as management supervisor.

Edward I. Layton, director, print services, W.R. Briggs/Gilmore Associates, Kalamazoo, Mich., joins D'Arcy Masius Benton & Bowles, St. Louis, as director, print production.

Appointments at Giardini/Russell Inc., Waverlytown, Mass., advertising agency: **Carol Patch**, copywriter, Arnold & Co., Boston, and **Gary Watson**, VP and creative director, USAdvertising, Union, N.J., to senior copy-

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writers; **Steven Greenblatt**, director, corporate communications, Kryptonite Corp., Boston, to senior art director; **Ronald Bourgeois**, from Harrington Jackson, Boston, to assistant art director; **Phyllis Smith**, assistant manager, Lauriat's bookstore, Burlington, Mass., to creative coordinator.

Joseph Gitto, from Shearson Lehman Brothers, New York, joins Seltel there as accounting supervisor.

Appointments at Blair Television: **Marty Kinkead**, independent specialist, Atlanta, to Miami office manager; **Michael Chico**, marketing account supervisor, Capital Cities/ABC National Television, New York, to marketing manager, New York; **Susan Cuccinello**, marketing coordinator, marketing department, Blair Television, New York, to marketing services manager; **Tod W. Terry**, sales associate, Chicago, to account executive, Houston.

Elizabeth A. Snyder, from Taylor Spencer Granville Advertising, San Francisco, joins Blair Radio there as account executive.

Ruby Simon, from Davis, Johnson, Mogul & Columbatto, Los Angeles, and **Susan Kantor**, account executive and producer, Lois Pitts Gershon Pon/GGK, New York, join Jacobs & Gerber Inc., Los Angeles, as account executives.

Jerry Staggs, general sales manager, WRLH-TV Richmond, Va., joins WDRB-TV Louisville, Ky., in same capacity.

Marshall Hites, promotion manager, WXFL(TV) Tampa, Fla., named director, advertising and marketing. **Jay Burmer**, account executive, named local sales manager.

Robert Hoffman, former director, sales, WGN-TV Chicago, joins WHBF-TV Rock Island, Ill., as general sales manager. **Jim Wareham**, account executive, Katz Continental Television, Chicago, joins WHBF-TV as national sales manager.

Michele Kostelac, York/Lancaster, Pa., sales manager, WRKZ(FM) Hershey, Pa., named general sales manager, succeeding Ira Rosenblatt (see "Media"). **Karen Winters**, account executive, succeeds Kostelac.

Lawrence Cosden, from KICU-TV San Jose, Calif., and **Thomas Carney**, from KMEL(FM) San Francisco, join Bay Area Interconnect, San Jose, as account executives.

Larry Bastida, account executive, KPRW(AM)-KATF-FM Oklahoma City, named sales manager.

James M. Simonetti, account executive, W TIC (AM) Hartford, Conn., named local sales manager.

Buz Hiken, regional sales manager, WYST-AM-FM Baltimore, named national sales manager.

Richard Heath, account executive, WTVM(TV) Columbus, Ga., named sales manager.

Terry Dunning, former account executive, Harrington, Righter & Parsons, New York, joins KTVI(TV) St. Louis as national sales manager.

Programing

Jerome F. Clark, controller, MCA Television Group, Universal City, Calif., named VP, fi-

nance. **Terry Vandewarker**, television production cost controller, succeeds Clark as controller.

Myron Dubow, director, business affairs, Coca-Cola's Columbia Pictures Television, Los Angeles, named VP, business affairs, distribution, Coca-Cola Television Operations, Burbank, Calif. **Phyllis Glass**, senior counsel, Columbia Pictures Industries, named assistant general counsel.



Tykeson

Amy Tykeson, director, area marketing, HBO Inc., New York, named VP, area marketing.

George Falardeau, technical manager, studio/field operations, NBC-TV, Burbank, Calif., named director, production operations planning. **Drue Wilson**, execu-

tive assistant to NBC-TV's Johnny Carson, named talent coordinator, *The Tonight Show Starring Johnny Carson*.

Joanne Burns, director, research services, LBS Communications Inc., New York, named VP and director, research services. **Mark Mascarenhas**, from CBS International, New York, joins LBS as director, international sales.

Donna Carolan, manager, East Coast story development, CBS Entertainment, New York, named associate director, special projects, motion pictures for television and miniseries.

Robert Weisberg, former general manager, Bravo, Woodbury, N.Y., joins The Nostalgia Channel, New York, as managing director.

Jolene Victor, television sales administrator, Samuel Goldwyn Co., Los Angeles, named manager, television and ancillary sales.

Appointments at Viacom: **David Campbell**, Southwest sales manager, Viacom Enterprises, Dallas, named VP, Southwest region; **Bruce Baker**, VP and controller, Viacom's Showtime/The Movie Channel Inc., New York, to VP and controller, Viacom Networks Group; **Scott Kolber**, market strategy specialist, Viacom Enterprises, New York, named director, market strategy; **Judith Tulkow**, manager, editorial promotion, Showtime/TMC, New York, to director, editorial and marketing production; **Rhonda Parker**, account manager, Showtime/TMC, New York, to manager, South central regional, Dallas.

Gordon L. Freeman, former staff producer, ABC News, joins ABC Circle Films, Los Angeles, as producer.

Gloria LaMont, director, creative advertising, New World Pictures, Los Angeles, named director, marketing, New World Television Group.

Joan Lanigan, communications attorney, Adams, McCullough & Beard, Washington, joins Devillier-Donagan Enterprises there, production company, as director, program acquisitions.

Tom Todd, director, special projects, Turner Program Services, Atlanta, named national sales manager/public broadcasting.

Clint Holmes, announcer, *The Late Show Starring Joan Rivers*, Los Angeles, joins Paramount Domestic Television there as special correspondent, *Entertainment This Week*.

David Sondregger, commercial accounts manager, Paragon Cable, Tampa, Fla., joins Home Shopping Network, Clearwater, Fla., as director, telemarketing.

Kathy DaSilva, scheduling coordinator, Lifetime Cabletelevision, New York, named scheduling supervisor.

Jesse Raiford, associate producer and production manager, Ailes Communications Inc., New York, named producer/director, TV production and political divisions.

Richard Sullivan, director, programing, Malrite Communications Group's WAWS(TV) Jacksonville, Fla., named to same capacity at co-owned WOIO(TV) Shaker Heights, Ohio.

Don Davis, program director, WCKG(FM) Elmwood Park, Ill., joins WLTT(FM) Bethesda, Md., in same capacity.

Appointments at WNYT(TV) Albany, N.Y.: **Doug Jones**, manager, public affairs, to director, programing and public affairs; **Jim Moore**, production manager, to director, production; **Kathy Shemo**, programing coordinator, to manager, special programs.

Scott Sherwood, program director, WIVY-FM Jacksonville, Fla., joins WOCL(FM) De Land, Fla., in same capacity.

Steve Warren, former program director, WPTR(AM) Albany, N.Y., joins WING(AM) Dayton, Ohio, as program director.

Bob Appel, program director, WINX(AM) Rockville, Md., joins WMET(AM) Gaithersburg, Md., in same capacity.

Christopher Cross, program director and morning host, WHBQ(AM) Memphis, joins WOR(AM) New York as assistant program director.

News and Public Affairs

John Spain, news director, WBRZ(TV) Baton Rouge, elected chairman, ABC Affiliates News Director Advisory Board. **Joe Rovitto**, news director, WTAE-TV Pittsburgh, elected vice chairman. **Dan Dierdorf**, former offensive tackle, National Football League's St. Louis Cardinals and color analyst for NFL games, CBS Sports, joins ABC as analyst, *Monday Night Football*. **Bob Griese**, former quarterback, Miami Dolphins, and analyst of NFL games for NBC Sports, joins ABC Sports as analyst, NCAA football games. He will also participate in ABC's coverage of Super Bowl XXII in January 1988.

Peter Maroney, assistant news director, Group W's WBZ-TV Boston, named news director, co-owned KPIX(TV) San Francisco.

Chuck Waggoner, producer and director, non-commercial WTTW(TV) Chicago, joins *The Christian Science Monitor Reports*, Boston, weekly TV news magazine, as executive producer. **John Hughes**, syndicated columnist for *The Christian Science Monitor*, adds duties as editor and executive producer, radio broadcasting.

Lynn A. Ross, from American News Bureau,

Washington, joins News Link, TV news service, as assignment manager, Capitol Hill news bureau.



Arnold

Bonnie Arnold, former producer, *CBS News Morning News*, Washington, joins Potomac Telecommunications Group there as senior producer, "One-on-One," satellite-delivered news interview service.

Don McGuire, executive producer, Raycom Sports Network,

Charlotte, N.C., joins Turner Broadcasting System, Atlanta, as executive producer, TBS Sports.

Klaus Stroede, from Manhattan Cable, New York, joins Worldwide Television News as operations manager, New York bureau.

Steve Swenson, news director, WINS(AM) New York, named executive editor.

Rich Landesberg, midday news editor, Mutual Broadcasting System, Washington, named executive producer of new West Coast news bureau.

Bruce Wolf, sportscaster for WLUP(FM) Chicago, adds duties as host of *Source Sports*, 90-second, weekday feature on The Source, NBC Radio's young-adult network. Wolf will use on-air name of "Chet ChitChat."

Larry Wentz, managing editor, WHO-TV Des Moines, Iowa, joins WQOW-TV Eau Claire, Wis., as news director and anchor. **Cindy Will**, weekend anchor, named anchor, nightly 10 p.m. newscasts.

Pete Konenkamp, anchor, Jacor Broadcasting's Georgia Radio News Service, Atlanta, named news director. **Alan Duke**, reporter, Jacor's WGST(AM) Atlanta, joins Georgia Radio News Service as anchor.

Bob Reed, news director, KPUR(AM) Amarillo, Tex., joins KGNC-AM-FM there in same capacity following death of Steve Harmel (see "Deaths").

Danny Fain, assistant news director, noncommercial WMBR(FM) Cambridge, Mass., named news director.

Mark Paxton, reporter, Charleston, W. Va., bureau, Associated Press, named news editor. **Jeff Holyfield**, reporter, Denver, named correspondent, Lansing, Mich.

Bob Dyk, former foreign correspondent, ABC News, joins WMTW-TV Poland Springs, Me., as anchor, 6 and 11 p.m. newscasts, succeeding **Martin Morenz**, named Portland, Me., bureau chief.

Dwayne Moseley, sports assistant and weekend sports anchor, WQOW-TV Eau Claire, Wis., named sports director and sports anchor. **Brad Madson**, from WCCO-TV Minneapolis, joins WQOW-TV as sports assistant and weekend sports anchor.

Clay Hall, sports anchor and reporter, WLBT(TV) Jackson, Miss., named assistant sports director.

Hoy Murphy, reporter and anchor, WSAZ-TV Huntington, W. Va., named Charleston, W. Va., bureau chief.

Appointments at KTKA-TV Topeka, Kan.: **Glenn Zimmerman**, reporter, to assignment editor; **Joan Schmidt**, morning anchor, to weekend anchor; **Anita Reese**, assistant news director and anchor, KVCT(TV) Victoria, Tex., to morning anchor; **Dawn Tongish**, from KSNK(TV) McCook, Neb., to weekend reporter.

Technology

J. Philip Stack, president, Sony Information Systems Co., Park Ridge, N.J., named executive VP, Sony Corp. of America. **Henry Klerx**, president, Sony Professional Products, Fort Lauderdale, Fla., succeeds Stack as president, Sony Information Systems Co.



Stack



Edwards

Eugene O. Edwards, consultant, sales and marketing, communications sector, Harris Corp., Melbourne, Fla., and former VP, marketing, broadcasting division, Quincy, Ill., named VP, sales and service, broadcast division.

William D. Morton, executive VP, Tribune Media Services, Chicago, joins NuCable Resources Corp., Washington, satellite interconnect and supplier of products and services to cable TV industry, as president and chief operating officer.

Chris A. Miller, controller, Boyer Brothers Inc., Altoona, Pa., joins C-Cor Electronics Inc., State College, Pa., in same capacity.

John Newton, Eastern regional sales manager, Fujinon Inc., Wayne, N.J., named sales manager, broadcast television lens division.

K.T. (Ken) Giebel, director, Western region sales, GE/RCA distributor and special projects, named director, distributor sales, Deptford, N.J. **Michael J. Cashen**, Eastern region sales director, named director, marketing.

Walter E. Wermuller, sales and marketing manager, broadcast products division, BARCO-Industries Inc., Los Gatos, Calif., joins Pinnacle Systems Inc., Santa Clara, Calif., manufacturer of video production systems, as international marketing manager. **Barry Rubin**, national sales manager, security group, Toa Electronics Inc., San Francisco, joins Pinnacle as areas sales manager, northern United States.

Robin Stelling, sales and training artist, Aurora Systems, San Francisco manufacturer of digital videographic systems, named 3D specialist. **Phillip J. Smith**, from broadcast equipment division, Thomson CSF Broadcast Inc., Stamford, Conn., joins Aurora, Dallas, as central regional sales manager.

Bob Munzner, from Intergroup Video Sys-

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tems Inc., Gainesville, Fla., joins Lenco Electronics, Los Angeles, as Western regional sales manager.

Rick Smith, district manager, Spectradyne Inc., Denver, named New England regional sales manager.

William H. Hicks, former chief technician, Smyrna Cablevision, Smyrna, Ga., joins Essex Communications Corp., Greenwich, Conn.-based multiple cable system operator, as Carolina regional engineer, Hendersonville, N.C.

Joyce Martino, assistant manager, personnel, Agfa Gevaret, Ridgefield Park, N.J., named employment manager, human resources department.

Lisa Elliot, sales representative, Oklahoma Mailing Equipment Inc., Tulsa, joins United Video, Tulsa satellite carrier, as affiliate relations representative.

Paul Holmes, director, planning, TRW Electronics Components Group, Lawndale, Calif., named marketing and planning manager, RF devices division.

Jay LaBarge, managing editor, Microfilco Press division, Microwave Filter Co., East Syracuse, N.Y., named manager field sales.

Al Saici, manager, research and development, McCurdy Radio Industries, Toronto, joins RTS Systems Inc., Beverly Hills, Calif., as analog/digital/system designer.

Robert Crachy, former special project administrator, A.F. Associates Inc., Northvale, N.J., joins Shoreline Professional Video Systems, Hollywood, as account executive, broadcast production systems.

Promotion and PR



Stookey

Ann Stookey, executive producer, Public Broadcasting Service, Washington, joins Pirelli & Partners Inc., Washington public relations firm, as senior partner.

G.C. Skipper, VP and assistant director, public relations, Al Paul Lefton Co., Philadelphia, joins Lewis Gil-

man & Kynett Public Relations there as senior VP and management supervisor.

Russell K. (Rusty) Paul, director, public relations, Lanier Business Products, Atlanta, joins Scientific-Atlanta Inc. there as manager, corporate communications.

David C. Andersen, director, public relations, Cox Cable Communications, Atlanta, named VP, public affairs.

Daniel G. McGinn, chief administrative aide, Representative Bob Wise (D-W. Va.), joins Charles Ryan Associates Inc., Charleston, W. Va., public relations firm, as VP of new Washington office.

Judith J. Vance, promotion manager, KMBC-TV Kansas City, Mo., joins KGTV(TV) San Diego, as director, creative services.

Gary M. Holland, creative services writer/producer, WJZ-TV Baltimore, joins WMAR-TV there as news promotion producer.

Lisa Sable, product manager, PRISM, pay TV cable service, Bala Cynwyd, Pa., joins WPEN(AM)-WMGK(FM) Philadelphia as director, vendor promotion.

Allied Fields

William McGowan, chairman and CEO, MCI Communications Inc., Washington, temporarily steps down as CEO in order to recover from Dec. 21, 1986, heart attack. He will remain chairman. **Orville Wright**, vice chairman and consultant to MCI and former president and chief operating officer, named acting CEO.

Phil Graham, director, writer relations, Broadcast Music Inc., New York, named director, European relations, London.

Richard V. Ducey, VP, research and planning, National Association of Broadcasters, Washington, named head of research and planning department, succeeding **Charles Oliver**, resigned. **Thomas S. Hayden**, regional manager, Alabama, Florida, Georgia, Puerto Rico and Virgin Islands, named regional manager, Mid-Atlantic states, succeeding **Edwin Huse**, named VP, radio administration.

Sharon Malmstone, promotion manager, WRAL-TV Raleigh, N.C.; **Lisa Merians**, director, creative services, Viacom Enterprises, New York, and **David Salinger**, marketing director, WPRI-TV Providence, R.I., named to board of directors, Broadcast Promotion and Marketing Executives.

Jonathan E. Canis, from Common Carrier Bureau, FCC, joins Bishop, Cook, Purcell & Reynolds, Washington law firm, as associate, communications department.

Cary S. Tepper, associate, Booth, Freret & Imlay, Washington law firm, joins Sommer & Associates there as associate.

Ann Beck, president, Ann Beck & Associates, New York, cable TV consultancy, forms consortium to assist multiple system operators in buying satellite programming.

Donald W. McClellan, special assistant to James C. McKinney, chief of FCC's Mass Media Bureau, named special assistant to Bradley P. Holmes, chief of policy and rules division, Mass Media Bureau.

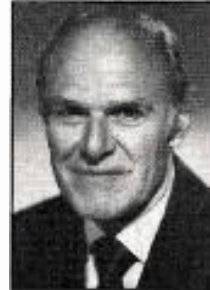
Michael A. Isnardi, member of technical staff, David Sarnoff Research Center, Princeton, N.J., named winner of 1987 Marconi Young Scientist Award by Marconi International Fellowship, Brooklyn, N.Y. Isnardi was recognized for his development of TV transmitter and receiver systems that send significantly more than usual amount of information within normal channel.

Casey Kasem, host, ABC Radio Networks' *American Top 40*, to receive 1987 Distinguished Alumni Award, Wayne State University, Detroit. Kasem will be presented award there on April 23.

Ruth Kaplan, VP, promotion and advertising, WETA-AM-FM Washington, resigns to become information officer, National Gallery of Art, Washington.

Deaths

Carl S. Ward, 71, retired VP, affiliate relations, CBS-TV, died Jan. 13 in Scottsdale, Ariz. Ward joined CBS in 1945 at WCCO(AM) Minneapolis, then owned by CBS. He was named general manager, WCBS(AM) New York in 1951. In 1957, Ward joined affiliate relations, CBS-TV, as national manager and was named VP in 1958. He retired in 1979 after 34 years with CBS. Ward is survived by his wife, Lorraine, and two sons.



Ward



Schurz

Franklin D. Schurz Sr., 89, chairman of board, Schurz Communications Inc., South Bend, Ind., newspaper publisher, multiple cable systems operator and owner of one AM, two FM and four TV stations, died April 12 of cancer at his South Bend home. Schurz graduated *cum laude* from Harvard in 1920 and later received master's degree in business administration there. He returned to South Bend in 1924 where he joined his father's accounting firm, J.G. Schurz & Associates. Following year, he left accounting to join *South Bend Tribune*. In 1936 he became manager of *Tribune's* radio station, WSBT(AM). He continued in that position until 1946 when he became general manager of company. He helped form WBSB-TV, one of country's oldest UHF stations, in 1952. Schurz became editor and publisher of *Tribune* in 1954, following death of Fred A. Miller, president of company and Schurz's uncle by marriage. He became president two years later following death of Miller's widow. Company was renamed Schurz Communications in early 1960's as it began expanding with other communications interests. Schurz is survived by his wife, Martha, three sons and daughter. His son, Franklin D. Schurz Jr., is president of Schurz Communications.

Ray Miller, 40, program director, Reams Broadcasting Corp.'s WBVE(FM) Hamilton, Ohio, died April 10 of heart attack in Hamilton. Miller joined WBVE in November 1986 from operations manager position at Reams Broadcasting's WKBZ(AM) Muskegon and WRNF(FM) Whitehall, both Michigan.

Steve Harmel, 35, news director, KGNC-AM-FM Amarillo, Tex., died April 1 of asphyxiation due to malfunctioning gas heater in his apartment. Harmel, nine-year employe of KGNC, was named news director in April 1984. He is survived by wife, Tracy, son and daughter.

Gene Crawford, 65, farm director, WIKY-AM-FM Evansville, Ind., died March 7 of heart attack suffered while fighting brush fire at his Eldorado, Ill., farm. Crawford, broadcaster since 1941, was farm director for WIKY for last 10 years. He is survived by wife, Kathryn, daughter and two sons.

Building television from the ground up

Tribune Broadcasting's Otis Freeman is a country boy who went to the big city and made it to the top. The top, that is, of New York's tallest building, the 110-story World Trade Center, where on the north tower stands a monument to the engineering pioneer's technical insight and negotiating skill—a 35-story TV antenna tower, the largest broadcast facility of its kind in the world.

Freeman, a veteran of television's early days, was not only the first—in 1965—to recognize the problem of TV signal reradiation, or "ghosting," that the new center would create to disrupt New York television, he also, as president of the city's Television Broadcasters All Industry Committee (a post he still holds), orchestrated the complex, 15-year move of 10 competing stations from the Empire State Building to shared facilities on the new tower.

Although that \$50 million-\$60 million project is among his most notable achievements, Freeman's more than 40 years in television are replete with inventive technical problem-solving, and with praise from colleagues.

Capcities/ABC's Julius Barnathan calls him a "very fine man and broadcaster," working innovatively since the days of "spit and glue." Tribune Broadcasting's President and Chief Executive Officer James Dowdle and WPIX Inc. President Leavitt Pope cite his technical achievements, easy-going nature and his adaptability to new ideas and technologies.

Freeman, at 65 and five years after a serious stroke from which he has almost fully recovered, continues to be sought for key technical leadership posts, such as the chairmanship of the National Association of Broadcasters' engineering advisory committee and membership on the association's high-definition television task force. Accolades have also come in recent years from the New York chapter of the National Academy of Television Arts and Sciences, which awarded him an Emmy for career achievement in 1984, and the NAB, which presented him with its engineering achievement award the same year.

It's all a long way from Greenville, S.C., where Freeman was raised. It was there that he developed a fascination for radio as a ham operator, like so many other engineers of his generation. During World War II he learned the engineering trade through the Signal Corps while repairing radios on B-17 aircraft.

Freeman left the South in 1944 to head for New York, along with his wife, "Libba," whom he met in Alabama in 1943 and married after a six-week courtship. Although intending to stay in New York only long enough to get their college educations, the two never left. In his first job, he began



OTIS STAUNTON FREEMAN—director of engineering, Tribune Broadcasting Co., and senior VP, engineering, WPIX Inc., New York; b. May 3, 1921, Greenville, S.C.; BSEE, New York University, 1966; civilian repairman, U.S. Signal Corps, 1940-44; chief operating engineer, Allen B. Dumont Laboratories, New York, 1944-48; WPIX Inc. as assistant chief engineer, 1948-53; chief engineer, 1953-59; VP, engineering, 1959-83; on board of directors, 1965-86; present position since January 1983; m. Elizabeth Jordan, July 2, 1943; children—Ginny, 41; Stan, 38; John, 36.

working the long hours that have rarely shortened since. It was a four-year stint with inventor Allen B. Dumont at the experimental TV station, W2XWV (now WNEW-TV). He also found time to advance his studies in electrical engineering, taking night courses at New York University and eventually earning his degree in 1966.

He got in on the ground floor, literally, at WPIX(TV), joining the station in 1948 when it had little more than a construction permit and a staff of five engineers, including himself, to build new studio and transmitter facilities and get it on the air. In those early days of TV, Freeman recalls, nobody had any experience and "there was no place to go but up. . . . You got an idea and you did it."

Freeman was at home on the front line, helping to develop imaginative broadcasting techniques now commonplace. Many of the advances came with the station's live coverage of New York Yankees baseball. When the station wanted to superimpose a score over the game coverage, for instance, Freeman figured out how to lock the two signals together, building a crude, but workable box that was the precursor to today's widely used genlock system.

Other operating practices developed with his help at WPIX during the 1950's included switching techniques that provided the first clear remote feeds from baseball games (minus the feeding station's own commercials),

the use of instant replays, and the now-widespread technique to gain extra time for promotions by fading out title music to allow voice-overs.

After 30 years with day-to-day engineering responsibilities, Freeman says he is happy with his current post as companywide director of engineering, which he took after returning from a nine-month absence to recuperate from his stroke in 1982. He advises Tribune station engineering chiefs on technical advances and conducts various business and purchasing negotiations for the group.

The position also provides him with a vantage from which to study broadcasting and the effects of new technologies. One development he is particularly impressed with is the new "multievent" machines, automated videocassette systems that play both short commercial tapes and longer, program-length material. This system "is going to be very, very important in a few years. It's a great labor saving device," says Freeman. "TV stations some day will look like automated FM's do today for on-air operations, although they'll still be manned to some degree for off-line work."

Freeman also sees new high-definition television systems coming, but expresses concern that terrestrial broadcasters may have no way to deliver the HDTV picture's greater detail and better color, as will cable and satellites. One approach he suggests would be to choose a system compatible with today's 6 mhz channel allocation, getting most of the advantages of wider band systems, such as the one developed by the Japanese, without rendering current TV receivers obsolete.

As a member of NAB's HDTV task force, he expects a major industry debate over HDTV developments. And whether U.S. research capabilities are available to develop alternatives to off-shore HDTV systems is not a sure thing, Freeman adds, calling the closing of CBS Labs and the move of RCA Labs to the control of the Stanford Research Institute a loss of "national resources."

"Broadcasting in general is not expanding any more. We're in a period of cost-containment. Every CEO is looking at his operation for efficiencies," Freeman commented. Tribune is also working on efficiency, he said, but "quietly. . . . We don't have layoffs, we use attrition and retraining. There is no bloodletting."

For many, Freeman proved his mettle during his recovery from the stroke in 1982. He described how, after entering a rehabilitation center in March of that year with one side completely paralyzed, he went through exhausting physical therapy, pushing himself beyond what was called for each day, to recover enough to walk out of the center on his own. In May of that same year he did just that. "My advice for anyone who's had a stroke is work, work, work, work. If you have any ability left, you can get out of it." ■

FCC has approved request of Capital Cities/ABC to postpone deadline for company's divestment of seven of its radio stations until six months after resolution of pending rulemaking that may result in repeal of agency's bar on creation or acquisition of radio-TV cross-ownerships (BROADCASTING, Jan. 19). Capcities was supposed to sell stations—WABC(AM)-WPLJ(FM) New York; WLS(AM)-WYZZ(FM) Chicago; KABC(AM)-KLOS(FM) Los Angeles, and KGO(AM) San Francisco—which are located in markets in which it also owns TV's, because it lost grandfathered protection when its licenses changed hands in Capcities/ABC merger. Without extra FCC relief, Capcities, originally granted 18 months to divest, would have had to sell stations by July 3. FCC said that because radio-TV combinations at issue were under common control for years before merger, deferral of divestiture date would not pose threat to public interest. □

First **large-scale layoffs hit CBS West Coast entertainment division** last week. Network laid off **16 employees**, eliminated story department (nine positions including director Bernie Loewy) and six of seven positions in programming administration departments. One person in that department was reassigned to new duties. Howard Adamson, department director and 35-year veteran of CBS, was one of those to go. Two positions in business affairs department were cut two weeks ago. Upper-level executives will reportedly take up slack. □



Scalia would not oppose cameras in high court. *Supreme Court Justice Antonin Scalia believes that televised coverage of that court's proceedings would cause some problems and pose some risks. But on balance, he said he would not object to it. Scalia, the newest member of the court, last Thursday (April 16) attracted the largest turnout ever to a Federal Communications Bar Association luncheon—475. And in response to a request from Andrew Schwartzman of the Media Access Project for comment on the prospect of television coverage of the court, chose to comment in terms of his own feelings. He said television lights shining in the eyes of the justices would be "disruptive." (Journalists maintain that technology has advanced to the point where lights would not be a problem.) He also saw "risks"—of lawyers who argue before the court using the opportunity to gain "publicity" for themselves or a cause, and of the process being "sensationalized" by the broadcast of only "snippets" of the taped coverage on the network news. Those would be "unfortunate consequences," he said. "But I wouldn't object to it."*

Chances of the court's opening its doors to cameras and microphones improved considerably with the retirement last year of Chief Justice Warren E. Burger, who was immovable in his opposition to such coverage. His successor, Chief Justice William Rehnquist, is seen by many as likely to be receptive to it after a decent interval. Steve Nevas, Mutual Broadcasting System's law correspondent, who is one of a small group of journalists who have dealt with the court on the issue, said last week he has "reason to hope that within two years we'll see some significant movement there."

Report said Bank of America was having **problems syndicating \$2.29-billion bank financing for National Amusements purchase of Viacom International.** *The Bank Letter*, newsletter owned by Capital Cities/ABC, said San Francisco-based lead bank had initially sent out 20 invitations for other banks to participate in financing, but that April 7 deadline had arrived with five banks committing for only \$1.4 billion. Newsletter said Bank of America would send out second round of invitations. □

Stock of Home Shopping Network fell 3 1/8, to 15 1/2, on heavy trading last Thursday. One contributing factor was said to be removal of stock from Merrill Lynch buy list. Firm's analyst said Clearwater, Fla.-based teleshopping service was having problems with phone system that both prevented customers from placing orders and would also constrain company's near-term ability to grow. As result, Merrill Lynch reduced earnings estimate for HSN's year ending Aug. 31, to range of 45 cents to 75 cents per share from range of 70 cents to \$1. □

Fox Broadcasting's second weekly prime time airing at 7-10 p.m. Sunday (April 12) averaged 5.2 rating and 9 share, according to Nielsen national figures. Two-hour debut of *21 Jump Street* earned 5.2/9. During second week, *Married... With Children* received 5.2/8 and *Tracey Ullman Show* earned 4.9/7. Shows were seen on 106 stations covering 81% of country. □

NBC confirmed last week that **Hill Street Blues, after seven seasons, will not be back next fall.** Program, created by Steven Bochco and produced by MTM, is generally considered first of "quality" building blocks that NBC put in place, in waning days of Fred Silverman era, on its climb out of network ratings cellar. Show won total of 104 awards including 26 Emmys, record for drama (*Mary Tyler Moore Show*, also from MTM, won 29). Program, never ratings smash, ranked 80th overall its first season and, through all but last week of this season, ranked 46th with average 14.6/24. Final episode, entitled "It Ain't Over 'Till It's Over," airs May 12. □

As of Friday, April 17, **Lorimar's first-run sitcom One Big Family looked all but dead,** given probable dropping of series by Tribune stations after first season. Reason for Tribune cancellation, according to source, was low ratings. □

NBC News began new on-air promotional campaign for NBC Nightly News with Tom Brokaw last week, using tag, "A change for good reason is a change for the best." Commercials feature *Nightly News* viewers around country who have made changes in their lives, and their reasons for watching NBC's news program. Brokaw also appears in one ad explaining attributes of show. □

Jim Farley, vice president of radio news for NBC, has sent letter to Radio-Television News Directors Association President Ernie Schultz as well as to heads of major radio news operations proposing new "jointly sponsored" industry study that would focus on aural medium's "immediacy" for delivering news and information. Radio news directors, said Farley, "could use the study as a tool to survive budget cuts and new ownership and to prove that news can contribute to audience size and sales." One proposal put forth by Farley was to update four-year old NBC/Statistical Research Inc. study on radio news listenership. □

Most of those attending forum in Washington last week seemed to feel Supreme Court would affirm constitutionality of **FCC's minority and women's preference policies.** But Washington communications attorney David F. Tillotson said he thought he could persuade court to rule against them—despite court's decision in favor of affirmative action earlier this month in *Johnson vs. Transportation Agency of Santa Clara County*. Tillotson, who shared panel with former FCC Commissioner Anne Jones, said commission's preference policies do not meet Supreme Court standard of being reasonably related to goals they are intended to serve. Commission's policies are designed to promote diversity of programming. But, Tillotson noted, there is nothing to prevent minority group

ABC-TV chooses Betacam. Capcities/ABC will convert its newsgathering operation to the Betacam half-inch videotape format, purchasing approximately 1,000 recorders from Sony and Ampex over five years. The network was working to complete agreement with the manufacturers late last week and no estimated dollar figure on the contracts was available.

According to Julius Barnathan, president of ABC broadcast operations and engineering, the conversion to small format would be "evolutionary," with continuing use of current three-quarter-inch U-matic decks as field backups and in studio edit suites along with new Betacam recorders.

The 200 ENG crews at network bureaus and seven owned-stations will be outfitted with Betacam field and camera recorders and the facilities will also replace some 900 U-matic studio machines over the five-year period. The network's Washington bureau will be among the first equipped and the O&O's will convert at their own pace, Barnathan said.

ABC-TV joins news rivals CBS and CNN in the move to Betacam. CBS is using Betacam in its New York news center and CNN announced this year it will convert the new CNN Center in Atlanta and 18 news bureaus. NBC-TV and its owned stations have begun using the incompatible MII format from Matsushita, last year signing a \$50-million-plus, five-year agreement for field and studio MII systems.

member who wins grant from selling station, or from being used simply as "front" by whites who are dominant in application. Woman, too, can be used as "front," by her husband, he said. "It's a sham." Jones, who was one of lawyers arguing women's side of issue in Steele case, in which loser in comparative hearing is challenging woman's preference policy, said policies are both constitutional and wise. And while she agreed that abuses are possible, she said "they can be addressed later." Jones also said woman's preference would be easier than minority preference to sustain, in light of long line of Supreme Court decisions affirming government actions favoring women because of what court considered societal discrimination against them. That was one reason she expressed hope issue is resolved in courts rather than in Congress where, she said, women lack political clout of minorities. Forum, conducted by Washington Program of Annenberg Schools of Communications, was attended by about 50 persons, most of them women and blacks with apparent interest in preserving preference policies.

□

U.S. district court in Erie, Pa., has rejected cable system's claim that imposition of franchise fee and requirement that it make channels available for public use and provide payments to support access programming violate First Amendment. Judge Glenn E. Mercer, in case involving dispute over provisions of ATC subsidiary Erie Telecommunications Inc.'s franchise agreement with city of Erie, held that city franchise fee provision in agreement was constitutional provided censorship of programming was not intent. And he upheld access channel provision on ground it is intended to further goal of First Amendment—promotion of marketplace of ideas.

□

Clay Communications, Charleston, W. Va.-based newspaper and TV group, sold its four newspapers to publicly owned Thomson Newspapers Inc., Toronto-based group of 97 newspapers in U.S. and Canada. Though no price was announced, sources said that papers should command more than \$75 million. Not mentioned was status of Clay's four TV stations: **WAPT(TV) Jackson, Miss.;** **WVAY(TV) Wilmington, N.C.;** and **KJAC(TV) Port Arthur and KFDX-TV Wichita Falls, both Texas,** but spokesman for Clay said stations were in negotiation for sale. Source familiar with sale said four stations had cash flow of \$4.2 million last year and projected cash flow of \$4.8 million for 1987; net revenue for all stations last year was \$16.3 million. Price for sought-after Sunbelt network affiliates was expected to fall in **\$55 million to \$60 million** range. Clay Communications CEO Lyell Clay said he will retire upon completion of sale, leaving helm to John McGee, COO of Clay Communications. Members of Clay's family have held controlling interest in company since 1914. Morgan Stanley is handling TV sale.

National Association of Broadcasters executive committee last week approved allocation of **\$32,000** to association's science and technology department to conduct study of amount of spectrum being used by land-mobile community. Executive committee also allocated \$22,500 to NAB's radio marketing task force to enable it to conduct research on how to enhance public's perception of radio. Association is also continuing fight to eliminate fairness doctrine. Committee approved additional \$6,000 for NAB's continued participation in fairness doctrine appeals brought by Radio-Television News Directors Association and Meredith Corp. Total contribution for NAB is now \$12,000. In other action, committee agreed to shorten association's June joint board of directors meeting from five days to three. Under new format, joint board convenes on Tuesday, June 23. Radio directors will meet all day Wednesday, June 24, with television holding its session Thursday morning, followed at 2 p.m. by joint board which proposes to wrap up its business by 5 p.m.

CBS settles strike. Both sides claimed victory last week, as members of the Writers Guild of America who work for CBS, voted 266-24 to ratify a settlement with the network, putting an end to the six-and-a-half-week strike against CBS. The strike against Capital Cities/ABC continued, however, as did negotiations between both parties. In a statement announcing the results of the secret vote of CBS strikers, conducted simultaneously in New York, Washington, Chicago and Los Angeles, WGA chief negotiator, Mona Mangan, said "This strike has proven that it is possible for 325 people to say no to a Fortune 500 company that believed it could undo a hard won contract simply because it wanted to. This agreement is a result of the courage and tenacity of our members and the broad support we have received from so many within and outside our industry. We are grateful to them all." CBS was also pleased, saying it was "happy that this difficult strike is over and we can get back to business. Both sides are to be commended for the resourceful way they have dealt with new concepts and other complicated issues."

Among the key facets of the newly ratified three-year contract (which is retroactive to March 2 when the strike began): CBS, which said it has "eliminated an above premium scale of pay" for temporaries, may hire temporaries to replace employes who were promoted or transferred, but not laid off. CBS must also first offer temporary jobs to permanent employes who have been laid off if they are qualified for the new jobs. The new contract "for the first time," CBS said, also allows the network to protect up to 25% of a unit involved in a layoff out of seniority order, with the other 75% laid off according to seniority. In the area of discharges, CBS originally wanted the right to dismiss employes without arbitration. (In the past, all discharges went to arbitration, CBS said.) Under the new contract, the network must give an employe whose work is considered unsatisfactory, an explanation of the network's dissatisfaction and the opportunity to respond to the criticism or improve work performance. Under the new contract, there would still be arbitration on discharges, but CBS said that a "sideletter that reflects an understanding that job requirements and the demands of the business have changed," should "have a positive effect" on CBS's ability to sustain discharges for incompetence before an arbitrator. Additionally, the definition of who can write and edit news stories has been broadened to include some management personnel, such as executive producers and on-air anchors and reporters.

The new contract also provides for an immediate 3% salary increase, with an additional 3% increase at the end of the first year, and another 3% increase at the end of the second year. WGA said also that an agreement had been reached with CBS for the network to provide "amnesty" to anyone who had refused to cross the WGA picket line and for employes who have refused to do WGA work during the strike.

Editorials

Walking contradiction

The Federal Meese Commission, posing as the FCC, has bowed to fundamentalists and political pressure. Apparently attuned to the squeaky wheels that threatened Mark Fowler's once-intended renomination and have contributed to the difficulty in naming his successor, the commission has adopted a new "get tough" enforcement policy toward indecency that, if pursued with the vigilance being promised, will make censors of regulators by choice, and of broadcasters by default. It is conceivable that the commission believes it is doing the right thing in cracking down on material that many, if not most, would find distasteful. If so, the commission is wrong, and will not be long in discovering how uncomfortable a bed it has made for itself.

Calling the FCC's previous definition of indecency too narrow, incumbent Chairman Dennis Patrick hailed the new policy as a "very significant step in the right direction." Yet the same Dennis Patrick has pledged his allegiance to continued expansion of the First Amendment freedoms of broadcasters, for whom such a policy represents a giant step backward. Indecency, as it is being vaguely redefined by the FCC, is an overbroad term that can cloak a multitude of parochial biases and will invite infringement of speech. That is one reason that earlier FCC's, while establishing *Pacifica* powers, chose to use them sparingly—expressing, as then FCC Chairman Charles Ferris put it, a "reluctance to involve [itself] in content regulation." That the FCC last week abandoned that policy is a disturbing shift, inconsistent with the stated goals of its new chairman.

As has been said more than once on this page, the prosecution of broadcast material that rightly falls within the definition of unacceptable (for which the *Miller* test was provided) should be the task of the Justice Department, and its adjudication that of the courts. The FCC is positioning itself as the point on content regulation of broadcast speech. It is a position it and believers in the First Amendment will surely regret.

Voices of experience

Last week, this magazine reported the comments of two people in a position to speak to the economics of news operations, a topic much on the minds of the media these days, not to mention Congress, which later this month is holding hearings on the effect of financial forces on news operations (BROADCASTING, April 6). Although it should be outside the province of the Congress—in this case the House Telecommunications Subcommittee under Ed Markey (D-Mass.)—to train legislative hindsight on the decision-making of the electronic press, high-profile issues have a tendency to attract the attention of elected officials, who hope to elevate their own profiles through association. It would be naive to hope that Congress would confine its attention to its real responsibilities—the nation's budget, for example—and let those in the business of broadcasting attend to the order in their own house.

Arguments were made from the have and have-not sides of the battle of news budgets by Robert Chandler, ex-CBS news senior vice president, and Mary Alice Williams, vice president and co-anchor at Cable News Network.

On the have side, Chandler first challenged the commonly cited \$78 million-\$300 million—an almost fourfold increase—for the CBS news budget from then (1978) to now, asserting that the figures were actually closer to \$110 million-\$250 million, a twofold-plus increase of far less shock value. Although Chandler

conceded that some money was undoubtedly ill spent, noting that there is "overset in every journalistic enterprise," he took issue with the image of CBS News as a profligate spender. For the most part, he said, the budget increases were the result of the greater number of programs produced and the price of technological innovation, two areas in which the ticket for admission has soared. In fact, he said, the money went to a "first-class news organization responding to extraordinary challenges and reporting quickly, accurately and responsibly on a world in turmoil."

From the have-not side, Williams described CNN as "designed to think lean"—operating on a budget of about \$100 million—and contrasted it with the networks, which she saw as having "bought into a salary structure... that put a handful of TV journalists into the millionaires club," and "bought labor peace at any price." The result, she suggested, is bureaucracies that would "put the federal government to shame." But she cited as part of the reason for the disparity between the budgets of the networks and the budget of CNN the latter's "economies of scale of being 24 hours, lowered salaries, no unions, few perks" and how CNN "plann[ed] what stories it will cover."

The ongoing debate of the economics of electronic journalism benefits from the diagnoses of those involved in and familiar with news judgments and management decisions—although in the end, it is still a debate about how to do best what is already done exceedingly well.

In this debate, the one name conspicuously out of place is Ed Markey's.

Business as usual

The good news is that it's so little news that Capcities/ABC Inc. and the Public Broadcasting Service have extended their joint public service campaign, Project Literacy U.S., into a second year. Serving the public interest is a habit hard to break in American broadcasting, although budget slashing, layoffs, leveraged buyouts and bottom-line broadcasting command far more of the media spotlight. The ABC/PBS effort to eliminate illiteracy is an especially appropriate use of the media to improve the quality of American life: What better way to reach the nation's nearly 23 million functionally illiterate adults than through the unwritten word? Thus this use of the written word to scatter kudos all around.



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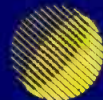
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