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# The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Apr 27

*April 27, 1987*

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Radio Station Brokerage & Financing

# Broadcasting Apr 27

## BROADCASTING's exclusive network revenue figures Senate passes fairness bill Reaction to FCC's indecency decision

**BY THE NUMBERS** □ BROADCASTING's exclusive tally of how much the three broadcast networks made, or lost, in 1986. **PAGE 31.**

**FAIRNESS FAST TRACK** □ Senate votes 59 to 31 to approve fairness doctrine legislation. **PAGE 32.**

**NEXT STEP** □ Radio programers most effected by the FCC's indecency decision express confusion over what is specifically off limits under new order. Intensity of the reaction from television, cable industries, First Amendment lawyers and Capitol Hill is mixed. **PAGE 34.**

**IN THE NETWORK COOP** □ Fox Broadcasting well on its way to taking Emmy award ceremony television rights away from the networks. **PAGE 37.**

**TAKING AIM** □ BROADCASTING examines the role of Reed Irvine, who, as head of Accuracy in Media, has sought to hold journalists to a greater degree of accountability. **PAGE 40.**

**NPR CONFAB** □ Representative John Dingell (D-Mich.), NBC News President Larry Grossman to speak at National Public Radio convention. **PAGE 46.**

**TWO STRAIGHT** □ NBC wins its second consecutive prime time season, taking 27 out of 30 weeks. **PAGE 54.**

**ADDING UP** □ Viacom nears \$200-million sales mark for *Cosby* in syndication. **PAGE 58.**

**BUD NIPPING** □ Stations are concerned that promotional consideration announcements may be getting out of hand. **PAGE 56.**

**TOPS IN PEABODY'S** □ CBS News leads list of George Foster Peabody award winners. **PAGE 70.**

**GAME PLAN** □ Comsat's Bruce Crockett says World Systems Division of company will pursue greater competitiveness in world market. **PAGE 80.**

**FIRST NUMBERS** □ Fiscal results for Capcities/ABC in first quarter show slight increase over year earlier. **PAGE 86.**

**BOSTON BOUND** □ FCC Commissioner Patricia Diaz Dennis to headline Broadcast Financial Management Association meeting this week in Boston. **PAGE 86.**

**FIRST TIMER** □ New FCC Chairman Dennis Patrick gets warm reception before Senate oversight subcommittee. **PAGE 93.**

**ERIE DECISION** □ Cable finds little to cheer about in district court decision concerning First Amendment. **PAGE 95.**

**THUMBS DOWN** □ Broadcasters near universal in their disdain for FCC's proposed call letter regulation changes. **PAGE 97.**

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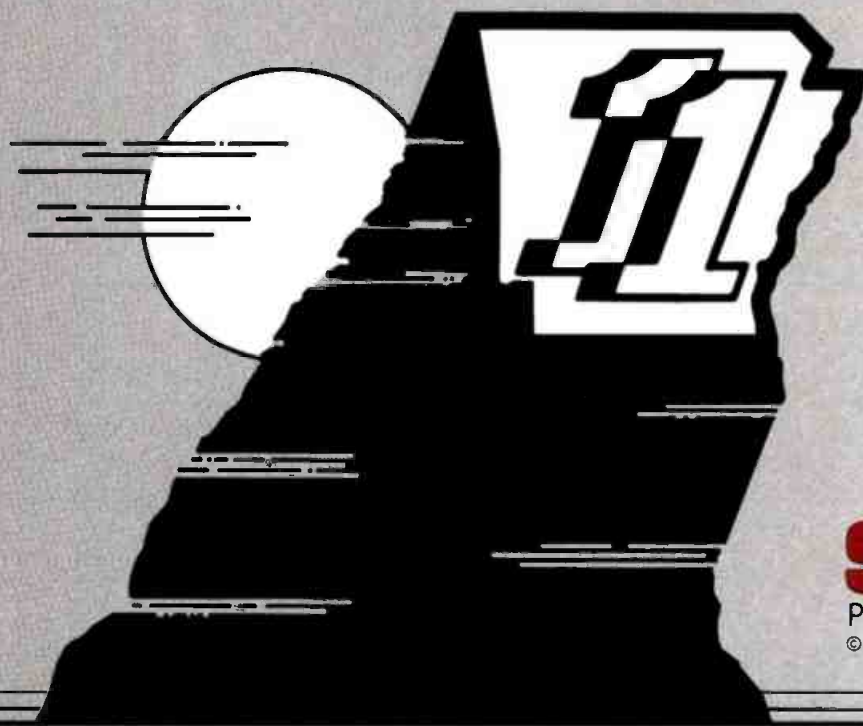
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## Holmes helpers

Candidacy of Bradley Holmes, 33, for FCC seat vacated by Mark S. Fowler was reportedly getting strong push at White House last week. Holmes, former aide to Chairman Dennis Patrick, was originally recommended to White House by Clarence Thomas, chairman of Equal Employment Opportunity Commission. Holmes would be first black to serve on FCC since Tyrone Brown left in 1981.

## No advice

FCC Chairman Dennis Patrick says commission will not participate in White House decision on whether to veto legislation codifying fairness doctrine, assuming bill is passed by Congress (see page 32). Patrick, asked about speculation commission is recommending veto, said no. He noted that commission's position on doctrine was laid out in considerable detail in report, issued in August 1985, that said doctrine was constitutionally "suspect" and disserved public interest. Indeed, Justice Department cited report in letter to Senate majority and minority leaders, expressing opposition to codification bill (see page 33). But, Patrick said, "it's up to executive branch to decide on veto."

## Pricey Price

Jim Hilliard, president of Blair Radio, who is said to have been involved with group trying to buy Price Communications' KIOI(FM) San Francisco found "chances improving this week," according to Bob Price. However there may be larger surprise when Hilliard also purchases WMTG(AM)-WNIC-FM Dearborn, Mich., and two other Price stations, sources said. Purchase price was said to originally be \$43 million for San Francisco and \$25 million for Dearborn. If other stations include Price's Nashville properties, price may run up to \$100 million.

## Union rule

NBC and ABC-TV O&O's in at least three markets—New York, Los Angeles and San Francisco—could be shut out of bidding for broadcast rights to next season's ESPN National Football League games that, according to NFL deal, must be made available to TV when home-team is featured, playing at home or away.

Union restrictions at both networks limit carriage of live, nonunion-produced sports coverage, preventing network stations in affected home and visiting team markets from bidding for cable channel's feed of eight regular-season games and four pre-season match-ups. NBC is now looking to loosen these and other jurisdictional restrictions in new agreement under negotiation with technical union, but ABC-TV is locked into its contract with same union through 1989. CBS has no such limitations in engineering agreement with different union.

## Peer pressure

Not testifying before the House Telecommunications Subcommittee this week on troubles of broadcast networks and their news divisions (see page 38) will be Ted Turner. Outspoken owner of CNN and CNN Headlines News was invited, but he reportedly declined because subcommittee would not include him in what he considers panel of his peers—one comprising network CEO's.

## Let's have lunch

As of late, relationship between broadcasting and cable industries has been rather stormy. But last week National Association of Broadcasters leadership decided it would try to reconcile some of its differences with cable and called for meeting. NAB President Eddie Fritts and John Summers, senior executive vice president for government relations, met with National Cable Television Association President Jim Mooney. Specifics of their discussion were being kept under tight wraps. However, NAB leadership has said it hoped to resolve problems over such issues as channel repositioning, syndicated exclusivity and network nonduplication in same spirit in which NAB was able to reach compromise with NCTA on must carry. One of association's major goals is to insure that its stations have some form of must-carry protection. NAB doesn't want to jeopardize that by engaging in major battle with cable on other issues.

## High on high definition

James McKinney, who has agreed to continue serving as FCC's Mass Media Bureau chief under new chairman, Dennis Patrick, is giving North American Philips's compatible high-definition television

system (see page 76) good reviews after private preview demonstration at company lab in Briarcliff Manor, N. Y., last week. "I found the quality to be quite good and I found the concept to be an extremely interesting one," McKinney said.

## Looking abroad

Ralph Guild, chairman of Interep; Dwight Case, former publisher of trade publication, *Radio & Records*, and George Fritzing, former president of KFAC-AM-FM Los Angeles, are examining feasibility of venture that would sell commercial time for VOA-Europe to European companies. VOA-Europe is network designed for English-speaking, young adults in Western Europe. Beginning next month, VOA-Europe will broadcast commercially sponsored programs for first time (see "Riding Gain," p.78).

## Everlasting life

As broadcasters undertake congressional initiative to eliminate provision in FCC's new must-carry rules that would sunset rules in five years, they're said to be looking for legislative vehicle. Broadcasters reportedly feel they have good shot at tacking sunset amendment on FCC reauthorization bill, due for action this year. National Association of Broadcasters and Association of Independent Television Stations will sit down soon with House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) to discuss matter.

## Loading up

National Cable Television Association has its research department going full bore preparing case against FCC's proposed reimposition of syndicated exclusivity rules. NCTA will present case not only at FCC but also apparently on Capitol Hill. One of research department's projects is to show negative impact rules would have on cable programming in key congressional districts. Community Antenna Television Association President Steve Effros believes Congress can be brought into upcoming debate on side of cable. Blacking out programs on superstations "is about the most anticonsumer thing you can do." If rules are adopted, he said, 40 million cable viewers "are going to be yelling and yelling loud."

## Cable viewing on rise, says Alter

Over the just-completed television season, the audience share of the three broadcast networks slipped a bit to 75.8 (BROADCASTING, April 20) and, according to Cabletelevision Advertising Bureau President Bob Alter, the slippage is due in no small part to cable television.

Speaking at a Washington Metropolitan Cable Club luncheon last Thursday (April 23), Alter said CAB's analysis of A.C. Nielsen's meter data for the first quarter of 1987 shows a marked increase in viewership of ad-supported "proprietary" cable services. "In a year when overall TV viewing is down, on a 24-hour basis, our viewing is up 22%," Alter said. "The growth is more dramatic in specific dayparts: Late fringe has risen 31%; early fringe increased by 34%, and week-ends have grown by 18%. Even in prime time and daytime, ad-supported cable networks show gains of 22% and 18%, respectively."

Alter conceded that erosion of the broad-

cast networks' audience over the past decade is attributable to home video and independent television as well as cable. But, he said, judging from the first-quarter increases in cable viewership, "cable's part is very, very significant."

"Increasing cable viewership is an inevitable trend" that is attracting more and more advertising dollars, Alter said. From a "standing start" five years ago, he said, annual cable advertising billings will top \$1 billion this year and, according to forecasters, hit \$2 billion by 1990 and \$4 billion by 1995.

Local advertising will account for about \$300 million of the industry's total ad revenue this year, he said. "Since the foundations of the business—plant, subscriber base and support personnel—are in place, local advertising already is a very profitable business and will continue to grow as interconnects come together."

Cable makes it possible for advertisers with limited budgets to "use the power of television to communicate their stories," he

said. Among such advertisers are political candidates. "Cable is opening up television to candidates within smaller geopolitical areas about specific issues," Alter said. "Because of this and other indicators, I believe cable advertising will play an important role during the 1988 political season."

During a question-and-answer period that followed the speech, Alter said advertisers are spreading their advertising dollars around more. The broadcast networks "are not automatically getting double-digit increases despite declining shares," he said.

Supported by advertising and subscriber fees, he said in response to another question, most of the basic cable networks should make it. "I don't see a lot falling by the wayside at this point. Most of them are pretty well entrenched."

The luncheon was attended by Preston Padden, president of the Association of Independent Television Stations. He remained silent during the Q&A session, despite his feud with CAB over its inclusion of superstation viewing in some of its cable viewership totals, which, he feels, exaggerates the importance of cable and underplays that of independent television.

## Gridiron anticipation

Carriage of the eight regular-season National Football League games package on ESPN could increase cable system operators' subscriber base by 2%, according to a study for ESPN by Keleman Associates. The study was conducted March 20-22, using a national sample of 400 adults in cabled areas, two-thirds of them currently cable subscribers. Of the nonsubscribers surveyed, ESPN said, 85% had not planned to subscribe to cable within the year. Among those, 4% said they would be "very likely" to subscribe to cable because of the NFL, and 9% said they would be "somewhat likely" to subscribe, ESPN said.

According to C. Dana Redman, ESPN vice president of research and measurement, "We assumed that 80% of the 'very likelysts' and 20% of the 'somewhat likelysts' would actually subscribe, resulting in a lift factor of 5% among those who originally did not plan to subscribe." He added that "in an average system where two-thirds of the homes passed are currently subscribers, the 5% lift factor translates into effective lift factor of 2% overall." Sixty percent of those surveyed were male heads of households. ESPN kicks off its regular-season coverage on Sunday, Nov. 8, with New England at New York Giants at 8 p.m.

## PR push

Louise Rauscher was hired late last year by the National Cable Television Association to help strengthen the cable industry's public relations activities on the national and local levels. After a few months' settling-in period, the vice president of industry communi-



**The gavel passes.** C-SPAN Chairman Brian Lamb (right) hands a commemorative gavel from the House of Representatives to Gene Schneider, chairman and chief executive officer of United Cable Television, to mark Schneider's election as the chairman of C-SPAN's nine-member executive committee for the next year. The vote came during the semiannual meeting of C-SPAN's full board in Philadelphia last week. Schneider succeeds Jim Whitson, president and chief executive officer, Sammons Communications. The board also re-elected for a year all of C-SPAN's operating executives, including Lamb, President Paul Fitzpatrick and Secretary Jana Dabrowski.

The night before the board meeting, the board members assembled in Philadelphia's historic Congress Hall to discuss the origins of the U.S. Constitution with Secretary of Education Edward Bennett. The program was cablecast by C-SPAN as part of its National Cable Month activities.

At a point where the discussion strayed into current events, Bennett expressed an opinion that many cable executives feel is a major obstacle to their marketing efforts—that television, not just cable, is not good for children. Television never lived up to its early promise as an educational tool, he said. In fact, he said, "the more exposure to television—you can look at the statistics—that our students have, the lower their grades seem to be."



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# The Fifth Estate Broadcastings

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in 1946. Television \* acquired in 1961. Cablecasting \*  
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cations now appears to be hard at the task.

Last Wednesday (April 22) at NCTA's Washington headquarters, Rauscher and Bob Russo, vice president of corporate communications, in a joint NCTA-Cable Television Public Affairs Association project, prepared a group of about 15 cable public relations executives to train general managers of cable systems on how to deal with the public and the media. Working in pairs and aided by a specially prepared videotape and hand-outs, Rauscher said, the executives will meet with general managers primarily at state and regional cable association conventions. The first of the "four-hour mini-seminars" will take place next week during the spring meeting of The California Cable Television Association.

Some of the executives stayed over in Washington to join NCTA staff and other cable public relations executives for an informal, day-long "brainstorming session." According to Rauscher, the meeting was the first of several intended to make sure NCTA fully understands what systems need and want to improve their local PR efforts.

While those meetings were going on, Rauscher was closing in on hiring a director of consumer media to assist her in dealing with the television writers on newspapers across the country.

## Making friends

KWHY-TV Los Angeles, which broadcasts financial news during the day and an STV service (SelecTV) at night, knows how to make cable friends—by participating in National Cable Month.

This month the UHF station (ch. 22) has been airing spots promoting various cable systems in the Los Angeles area and has featured local cable executives on *Focus on Business*, a half-hour talk show. Among the *Focus* guests: Bill Cullen, president, and Margaret Duborrow, vice president, marketing and programming, United Cable Television of Los Angeles County, and Tony Farwell, president, Southern California Marketing Council. On April 17, the station broadcast *The Curtain's Going Up*, a half-hour show produced by the Southern California Cable Association highlighting some of cable's program offerings for April.

KWHY-TV spokeswoman Jeanne Reader said the station is supporting National Cable Month in hopes of strengthening ties with cable systems and assuring carriage on them. The station's daytime signal has been dropped by some cable systems, she said.

## Does he dare?

David Letterman, whose criticism of cable has been a tad harsh of late ("It just stinks"), may show up at the National Cable Television Association convention in Las Vegas next month to report on the state of the industry for his *Late Night* viewers.

The NBC show is slated to originate from Bally's Grand hotel in Las Vegas the same week the cable operators are in town (May 18-21) and, according to NCTA's Louise Rauscher, vice president, industry communications, several *Late Night* staffers have registered to attend the convention.

*Late Night* spokesman Peter Spivey said the scheduling was a coincidence and that he was unaware of any plans to visit the

convention during the week. However, he didn't rule anything out, noting that Letterman will have an ENG crew at his disposal. Letterman's attending the convention would be "like entering the lion's den," he said.

Letterman amused some in the cable industry (and, if satire has any edge to it any more, upset others) by presenting two weeks ago a list of the top 10 ways to celebrate National Cable Month. Among the suggestions: watch *Police Academy* every one of the 72 times it's on during the month; use words like 'cable-riffic' in conversation; take a sledge hammer and destroy a neighbor's satellite dish; name new-born children after professional wrestlers; organize neighbor kids into an ESPN-style kick-boxing tournament and, the number-one way to celebrate National Cable Month: "Offer to pay to listen to radio and to breathe the air."

Following the presentation of the top 10 list, Letterman said he receives all the cable services at home. "It just stinks. It's a rip-off. Cable, by the way, is on its last legs."

## Making movies

Home Box Office Inc. and ITC Entertainment Inc. have struck a \$55 million-plus deal for the co-production, financing and worldwide distribution of up to 12 feature films. Under the HBO Pictures umbrella, four pictures will be produced by ITC Productions and eight will be produced by HBO, with each film expected to have a budget of more than \$4.5 million, HBO said.

Under the terms of the agreement, HBO will premiere all the films on its pay-TV cable service and will retain domestic home video rights to the films it produces. ITC Entertainment will own the domestic home video rights for the films it produces as well as foreign distribution rights in all media, including theatrical rights, HBO said, adding that ITC Productions will be responsible for producing the four films to be supplied by ITC Entertainment.

## New York statement

The New York State Commission on Cable Television will meet May 6 to address the delay in wiring the Bronx and three-fourths of Brooklyn, said William Finneran, commission chairman. The commission will give "consideration to taking whatever action is necessary" to insure work begins in those areas, he said, including authorizing Cablevision (which has the franchises in the Bronx and Brooklyn) to begin wiring "immediately." "We can't hold one million families hostage to investigations," Finneran said, referring to probes under way that are examining how the franchises were awarded. Finneran said he knew of "no valid reason" why the contracts should not be approved.

Last month, the city of New York said it intended to issue a new request for proposal (RFP) for franchises, awarded in 1984, for those areas where construction has not yet begun, including Cablevision's Bronx and Brooklyn franchises ("Cablecastings," March 2). At that time, New York's Mayor Ed Koch opted not to sign off on Cablevision's plan to raise money to build its franchises step by step instead of raising all the money upfront, until the investigation on the awarding of the franchises is completed.

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# Business Briefly

## TELEVISION

**Sanderson Farms** □ Four-week flight is set to begin in mid-May in 12 Southeastern markets. Commercials will be positioned in all dayparts. Target: women, 25-54. Agency: Burton-Campbell Inc., Atlanta.

**Products & Patents Ltd.** □ Developer of Phase-Out, patented mechanical device designed to help smokers reduce their cigarette smoking, has made agreement with Kimberly Corp. to advertise product on television via direct response television. Test campaign will begin in three weeks in about 20 markets throughout U.S. Commercials will be placed in prime and late fringe periods. Target: adults, 18 and older. Agency: Kimberly Corp., West Peabody, Mass.

## RADIO

**Gorman's Furniture** □ Seven-week sales campaign will begin in Detroit and Grand Rapids, Mich., in late April.

**Relaxation.** ABC-TV, CBS-TV and NBC-TV will soon carry two commercial spots for Playtex Inc. that will be the first to be accepted under new relaxed rules applying to underwear worn by live models. Since the end of the National Association of Broadcasters code, individual networks and stations have decided on the acceptability of commercials. The 30-second spots produced by Grey Advertising in Switzerland will show a well-dressed model whose upper half is briefly revealed showing a Playtex bra. Playtex has carried similar commercials in Europe over the past few months. The new campaign will begin on network TV on May 4. A network spokesman said the commercials now will be judged on a case-by-case basis for good taste and lack of exploitation.

Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Stone & Simons, Southfield, Mich.

**UGI Corp.** □ Gas utility company will kick off spring campaign in early May in five Pennsylvania markets. Commercials will be carried in all dayparts. Target: men, 35-49. Agency: Earle Palmer Brown, Philadelphia.

**Casa Bonita** □ Family-style restaurants will kick off 16-week flight in Little Rock, Oklahoma City and Tulsa, Okla., this week, followed by eight-week effort in Denver, starting in mid-May. Commercials will be placed in 6 a.m. to 7 p.m.

period, Monday through Friday. Target: adults, 25-49.

**Monroe Auto Equipment Co.** □ One-week test campaign for shock absorbers and other auto products will be conducted in two markets in co-op effort with retailers, starting in mid-May. Commercials will be carried in all dayparts. Target: men 15-49; 18-54. Agency: Goldfarb Hoff & Co., Southfield, Mich.

**AT&T** □ Company's general services will be promoted in four-week flight starting in early May in three markets-Indianapolis,

## THANK YOU AGAIN, AP BROADCASTERS! WNWK-FM, NEWARK/NEW YORK IS HONORED. AND, ONCE AGAIN, THANKS ALSO TO FCC.

WNWK-FM DID IT AGAIN. FOR THE SECOND SEASON IN A ROW, OUR NEWARK/NEW YORK CITY METRO MULTI-ETHNIC INDEPENDENT WON A PRESTIGIOUS AP BROADCASTERS HONOR.\*

WE TOOK FIRST PLACE FOR OUTSTANDING COMMUNITY SERVICE. OUR AWARD-WINNER: WNWK-FM'S "HELP WANTED" BROADCASTS, PRODUCED IN COOPERATION WITH THE URBAN LEAGUE.

EACH WEEKDAY AT 9:25 A.M., WE AIR A 5-MINUTE ROUND-UP OF JOBS AVAILABLE IN NORTHERN NEW JERSEY AND NEW YORK CITY. ALSO, A WEEKLY WRAPUP OF JOB-HUNTING ADVICE. PLUS DATA ON JOB-TRAINING OPPORTUNITIES AND SEMINARS FOR THE INNER-CITY WORK FORCE OF THE COMMUNITIES WE SERVE.

WE THANK YOU, AP BROADCASTERS, FOR HONORING OUR RADIO SERIES. AND, WE'D ALSO LIKE TO THANK ANOTHER ORGANIZATION THAT MADE THIS COMMUNITY EFFORT POSSIBLE: THE FEDERAL COMMUNICATIONS COMMISSION.

WE AT WNWK-FM BELIEVE FCC IS CORRECT IN MANDATING INTERIM STATIONS TO DEVOTE A SUBSTANTIAL AMOUNT

OF EFFORT AND STATION PROFITS TO COMMUNITY SERVICE AND CHARITIES.

WE'RE PROUD OF OUR MANDATE. WE'VE NEVER CONSIDERED IT A BURDEN. IT EVEN BRINGS US SOME VERY SPECIAL REWARDS:

— THE GLOW ON THE FACES OF DISABLED BOY SCOUTS WHEN WE SENT A LARGE GROUP OF THEM TO A SPECIAL SUMMER CAMP.

— THE NEW HOPE IN THE EYES OF YOUNG MEN AND WOMEN WHO WE HELPED FIND JOBS WHEN THERE DIDN'T SEEM TO BE ANY.

— THE WARM THANKS OF CIVIC OFFICIALS FOR OUR ONGOING HELP IN YOUTH SPORTS PROGRAMS AND PUBLIC EVENTS.

THESE ARE JUST A FEW OF THE SATISFACTIONS WE GET FROM BEING ACTIVELY AND DIRECTLY INVOLVED IN SERVICE TO OUR COMMUNITIES AND OUR LISTENING AUDIENCES.

Y'KNOW SOMETHING? WE WOULDN'T FEEL THE LEAST BIT JEALOUS IF OTHER STATIONS IN OUR AREA, OR THROUGHOUT OUR COUNTRY, COPIED OUR EXAMPLE.



Guy LeBow    Emil Antonoff    Raul Alarcon  
Chairman    President    Vice-President

\*THE AWARD WAS PRESENTED TO WNWK-FM BY THE NEW JERSEY AP BROADCASTERS ASSN. IN ATLANTIC CITY, OCTOBER 1986. GUY LEBOW WAS EXECUTIVE PRODUCER AND NARRATOR OF THE AWARD-WINNING JOB-ASSISTANCE SERIES. SPECIAL THANKS TO HERB GORDON, WHO SERVED AS WRITER-PRODUCER; MARK BUNIAK, THE TECHNICAL DIRECTOR; AND THE URBAN LEAGUE'S LORNA JOHNSON, WHO SERVED AS CONSULTANT.



# UP WITH WOMEN!

**NATIONALLY: WOMEN 25-54/1000 HHS**

<b>\$100,000 PYRAMID</b> .....	<b>399</b>
ALL NEW DATING GAME .....	385
NEW NEWLYWED GAME .....	368
JEOPARDY .....	341
WHEEL OF FORTUNE .....	336
STRIKE IT RICH .....	292

Source: NLS-50N 8/87, game show times with published NAC audience compositions. Subject to the limitations of the methodologies employed.

## THE PYRAMID IS STILL RISING IN THE FEBRUARY SWEEPS!

**% SHARE CHANGE 2/87 VS. 11/86**

	HH	W18+	W25-54
Boston/WNEV	+ 6%	+ 7%	+ 14%
Detroit/WXON	+ 67%	+ 100%	+ 67%
Tampa/WTSP	+ 8%	+ 3%	+ 39%
Indianapolis/WTHR	+ 41%	+ 25%	+ 53%
Birmingham/WBMG*	+ 14%	+ 25%	+ 67%
Albany NY/WTEN	+ 29%	+ 23%	+ 32%
Knoxville/WTVK	+ 20%	+ 24%	+ 36%
Waco/KCEN	+ 50%	+ 100%	+ 240%
Bakersfield/KGET*	+ 10%	+ 19%	+ 18%
La Crosse/WXOW*	+ 33%	+ 18%	+ 150%

Source: NLS-Casualties ("--AB") 2/87. Subject to the limitations of the methodologies employed.  
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\$100,000 Pyramid is the game that plays for keeps with younger women everywhere.

Pyramid's concentration of Women 25-54 is 17% better than Jeopardy and 19% better than Wheel of Fortune. And Pyramid delivers even more younger women than the New Dating and Newlywed Games!

Pyramid has been a consistent winner on both network and in syndication. And this tradition of success continues in 1987!

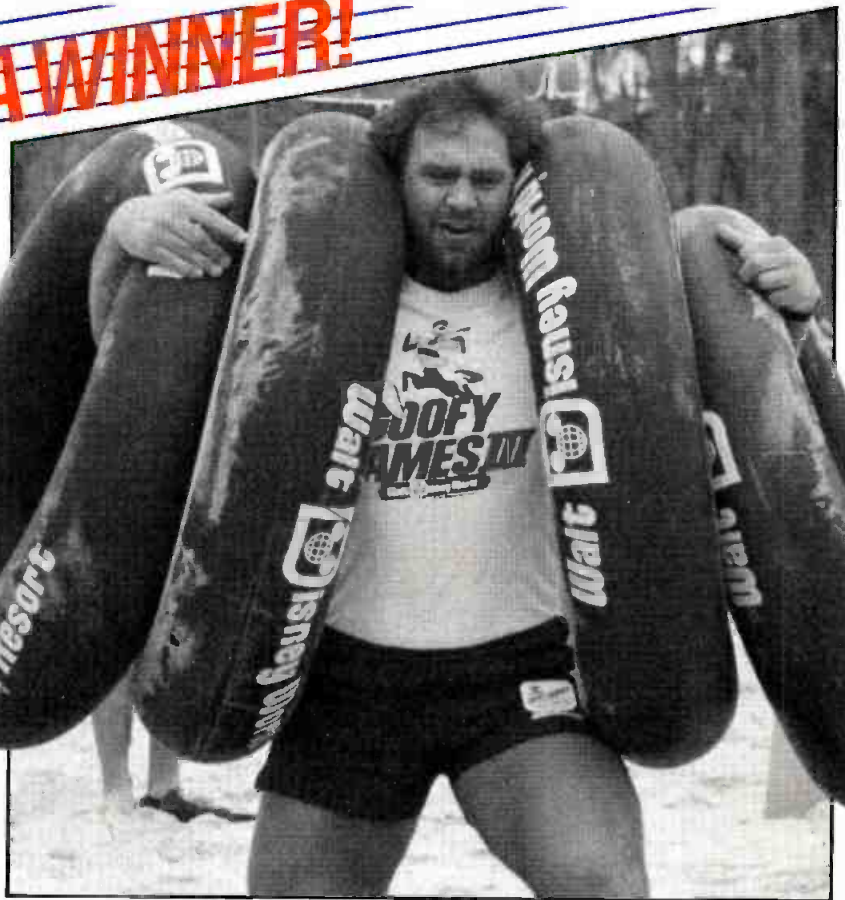
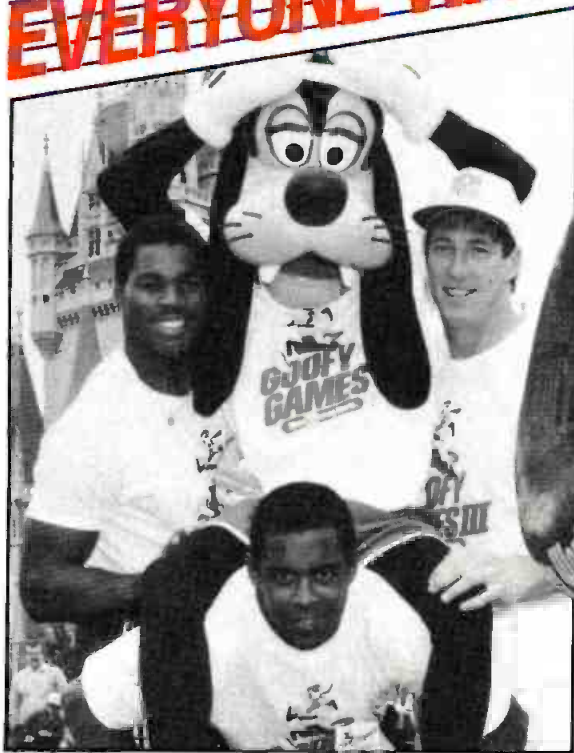
Younger women audiences are as close as your phone. Call your Fox representative for availabilities now.

**THE  
\$100,000  
PYRAMID**

**HOST DICK CLARK**  
A BOB STEWART PRODUCTION



# EVERYONE WAS A WINNER!



Top left: Clockwise from left, Herschel Walker, Goofy, Jim Kelly, and Tony Dorsett, representing KXAS-TV/Dallas and KRIV-TV/Houston.

Top right: Bob Golic tackles something his size for Cleveland's WEWS-TV.

Bottom: More than 90 Walt Disney World technicians, 7 satellite trucks and 2 production trucks made sure over 440 remote feeds went off without a hitch.

## 1987 WALT DISNEY WORLD GOOFY GAMES PARTICIPANTS

KTLA-TV Los Angeles • WBBM-TV Chicago • WTAJ-TV Philadelphia  
 KTVU-TV San Francisco • WCVB-TV Boston • WJLA-TV Washington, D.C.  
 KXAS-TV Dallas/Ft. Worth • KRIV-TV Houston • WEWS-TV Cleveland  
 WPXI-TV Pittsburgh • WPLG-TV Miami  
 KARE-TV Minneapolis/St. Paul • WXIA-TV Atlanta • KPLR-TV St. Louis  
 KUSA-TV Denver • WMAR-TV Baltimore • WTNH-TV Hartford  
 WCMH-TV Columbus • WISH-TV Indianapolis • WPRI-TV Providence  
 WGAL-TV Harrisburg • WTEN-TV Albany • CITY-TV Toronto  
 WXFL-TV Tampa/St. Petersburg • KCRA-TV Sacramento  
 KPNX-TV Phoenix • WDSU-TV New Orleans • KIRO-TV Seattle  
 KENS-TV San Antonio • WFRV-TV Green Bay • CFCF-TV Montreal  
 KGTV-TV San Diego • WSOC-TV Charlotte • WKBW-TV Buffalo  
 WOTV-TV Grand Rapids • KTVY-TV Oklahoma City  
 WOWK-TV Charleston/Huntington • WBRC-TV Birmingham  
 WKCF-TV Dayton • WGHP-TV Greensboro/Winston-Salem  
 WNEP-TV Scranton/Wilkes Barre • WPTV-TV West Palm Beach  
 WATE-TV Knoxville • KJRH-TV Tulsa • WFTV-TV Orlando  
 WWBT-TV Richmond • WSTM-TV Syracuse • WRCC-TV Rochester  
 WALA-TV Mobile • KSLA-TV Shreveport

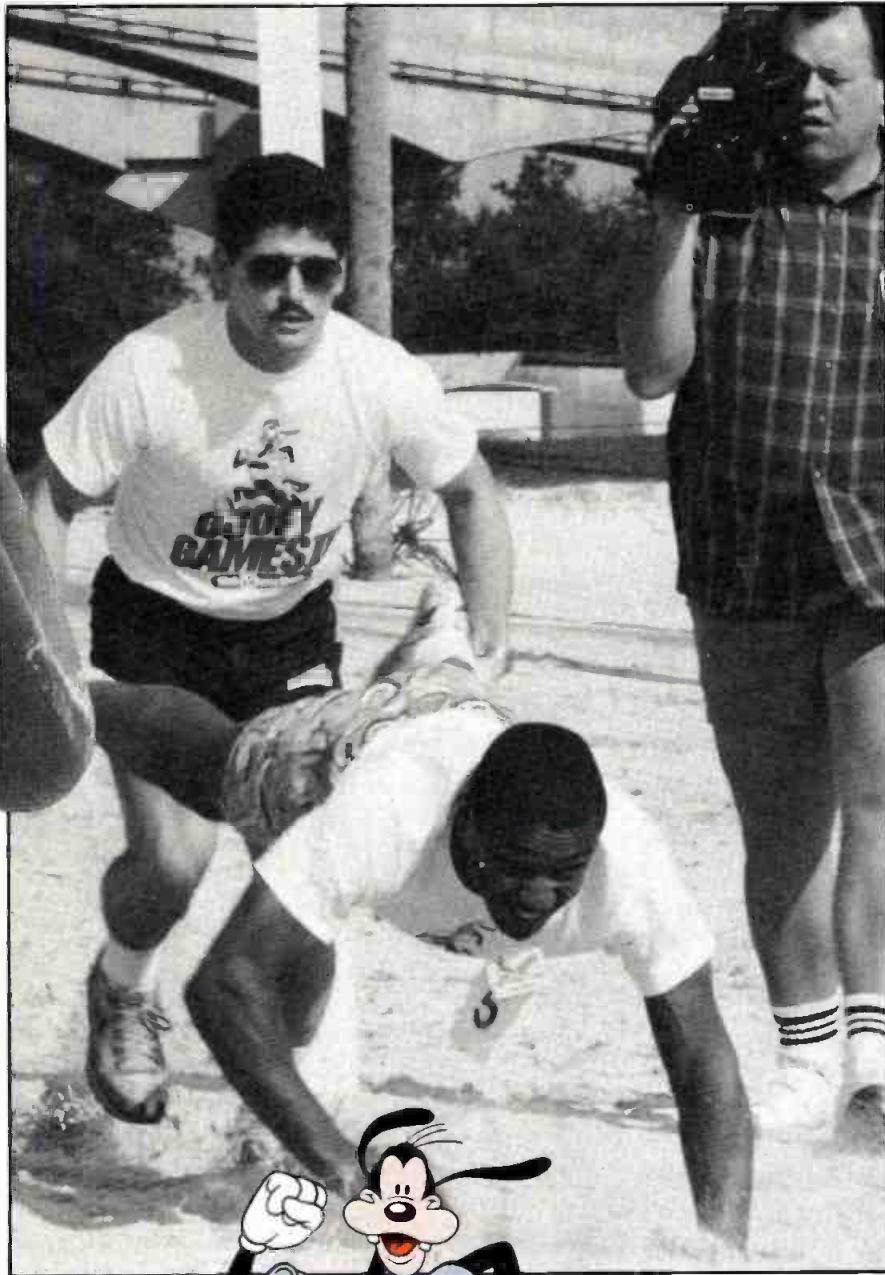
In February and March, an event of Olympian proportions took place at the Walt Disney World Resort. More than 50 TV stations and athletes from the United States and Canada met to compete for their favorite charities in The Goofy Games.

The Goofy Games bring teams of on-air personalities, professional and amateur athletes, and a lucky viewer from each competing market together for 3 days of high-spirited athletic events. A community-oriented event that can't be beat, the Goofy Games showcase local personalities and their team exclusively in their market. This year, 440 tape feeds and live uplinks covering all day-parts were brought home by Walt Disney World's technical wizardry and extensive live satellite television production capabilities.

When it was over, everyone felt like a winner. Participants took home more than \$90,000 for charity, as well as magical memories that will last a lifetime.

Coming in the Spring of '88. For details, call (305) 828-1366.





Above: Curt Warner of the Seattle Seahawks and contest winner Ron Mondragon, flanked by KIRO-TV/Seattle photographer, Richard Pratt.



"Heck with the Heisman, the heck with going to the Cotton Bowl, I won at the Goofy Games."

**Doug Flutie - Chicago Bears**

"I love it. We have a great time. I wouldn't miss this for the world."

**Steve Raible - KIRO-TV, Seattle**

"We got \$5,000 going back to Rainbow Babies and Children's Hospital in Cleveland. They can use it; the kids can use it."

**Bob Golic - Cleveland Browns**

"This is far, far better than the Super Bowl. I'm coming back!"

**Jim McKenny - CITY-TV, Toronto**

Top: Rick O'Brien, on-air personality for WPRI-TV/Providence, grabs the first place trophy and \$10,000 for charity.

# GOOFY GAMES

Walt Disney World® Resort

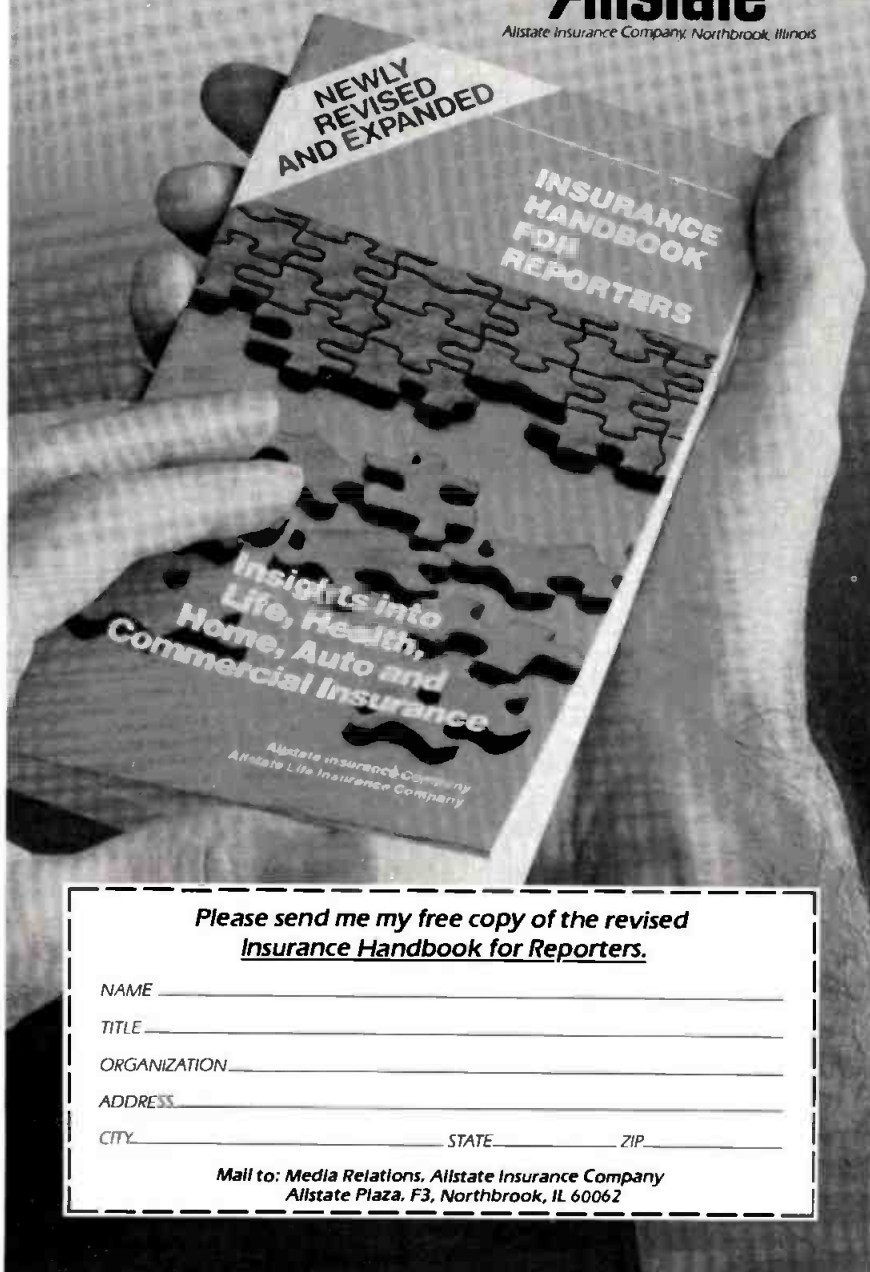
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## Rep:Report

WAVE-TV Louisville Ky: To MMT Sales from Katz American.

□

WKYC-TV Louisville, Ky: To Katz Television from John Blair Co.

□

WOTV-TV Boston: To Independent Television Sales.

South Bend and Evansville, in Indiana. Commercials will appear in all time periods. Target: men, 25-54. Agency: Frank C. Nahser Advertising, Chicago.

### RADIO & TV

**Miller High Life** □ Two-week flights in 16 markets will be aired starting May 10 to promote The Sound Express, traveling troupe providing free concerts in cities including Atlanta, Los Angeles, New York and San Francisco. Commercials will run in all dayparts. Target: young adults. Agency: Mingo Jones Advertising, New York.

**Dollywood** □ Recreation park will launch peak season campaign on June 1 for eight weeks in 12 television markets and nine radio markets. Commercials will appear in varied dayparts. Target: women, 25-49. Agency: Fahlgren & Swink, Atlanta.

**Southeast United Dairy Industry Association** □ Milk shakes will be highlighted in campaign starting in early June in about 40 markets. Flight will continue for four weeks on radio and six weeks on television. Commercials on radio will be in drive periods and in prime time, fringe and access on television. Target: adults, 18-49. Agency: Fahlgren & Swink, Atlanta.

### TELEVISION & CABLE

**Financial Times** □ British daily newspaper specializing in international business and financial news launched circulation-building campaign last week on three network-affiliated stations in New York and on Cable News Network. Commercials will feature George J.W. (Jerry) Goodman, financial commentator known as "Adam Smith." Spots will appear on various news and business programs. Campaign will continue for about four weeks and similar effort will be undertaken in fall. Target: adults, 25-54. Agency: Janik Advertising Ossining N.Y.

# GROWTH INDUSTRY

AMERICA'S HITCOM™  
**THREE'S  
COMPANY**

It's hotter than ever!

*Three's Company* is pulling bigger and bigger audiences in market after market.

This audience powerhouse is #1 in its time period... *and the market's #1 off-net sitcom strip* ... in NY, Chicago, Miami, Tampa, Phoenix, San Francisco, and many, many more!

If growth is *your* game-plan, get some insurance: Put these 222 proven half hours to work for you now.

SOURCE: NSI FEB '87

## **D.L. TAFFNER SYNDICATION SALES**

New York (212) 245-4680  
Atlanta (404) 393-2491  
Los Angeles (213) 937-1144

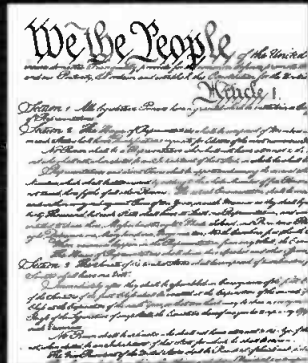
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THE HEARST CENTENNIAL.  
100 YEARS OF MAKING  
COMMUNICATIONS HISTORY.

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HEARST IS PROUD TO  
PRESENT A TELEVISION  
EVENT THAT IS HISTORY  
IN THE MAKING.

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A historic seven part television series exploring constitutional issues  
with President Jimmy Carter, President Gerald R. Ford  
and many other prominent Americans.

Produced by the Columbia University Seminars on Media and Society.

**Begins Tuesday, May 5th, 10PM on PBS-TV.\***

Brought to you by The Hearst Corporation  
In Celebration of its 100th Anniversary  
In American Journalism.



*The Hearst Corporation*

1887 100 Years of Making Communications History 1987

\*Your Public Broadcasting television station may broadcast this series later in the week. In several cities it will be aired in June. Please check local listings to confirm date and time. Media and Society Seminars is solely responsible for the content of these programs.

A broadcast lending commentary by David Tillotson, Arent, Fox, Kintner, Plotkin & Kahn, Washington

## A lender's guide to broadcasting stations

The Communications Act provides that no one may acquire an ownership interest in a license issued by the FCC for a broadcast station or other communications facility. Therefore, FCC licenses cannot be used as collateral for loans to finance the construction, operation or acquisition of communications properties. In view of this, and the fact that the FCC license normally represents the lion's share of the value in a communications property, many banks and financial institutions are reluctant to make loans to communications companies. Moreover, many unsophisticated lenders who do make loans to communications companies without realizing that they cannot perfect a security interest in the FCC license frequently find that their loans are not adequately secured.

Despite the fact that an FCC license cannot serve as collateral for a loan, it is possible for a lender to obtain a security interest in the value represented by the license.

The following are examples of situations in which unsophisticated lenders failed to take steps that would have provided them with adequate security for their broadcast loans.

■ *Example 1*—X sold a radio station to Y and took back a note for \$300,000 of the purchase price. X secured the note for the \$300,000 with a first mortgage on some real property and by a first lien on all of the tangible assets of the radio station. Shortly after the sale, Y defaulted on its payments under the note and sought protection under Chapter 11 of the Bankruptcy Act. A trustee was appointed to protect the assets and to operate the station pending resolution of the Chapter 11 proceeding.

At the time of the Chapter 11 filing, the station's assets consisted of two small tracts of land appraised at \$8,000. The station's studios and its broadcast equipment were leased from a third party.

The Chapter 11 proceeding was soon converted into a Chapter 7 proceeding, and the trustee solicited bids for the station. A bid in the amount of \$275,000 was received from a third party. X sought to reacquire the station from the bankruptcy trustee by offering to release Y from its obligations under its \$300,000 note to X in exchange for the trustee transferring the assets of the station, and its FCC license, to X.

The trustee, with the approval of the bankruptcy court, ruled that X's offer to release its liens against the station was worth \$8,000—the appraised value of the assets securing the liens. Therefore, the trustee accepted the \$275,000 cash bid for the station. Although Y had also executed an instrument which purported to give X a security interest



David Tillotson is a partner with Arent, Fox, Kintner, Plotkin & Kahn, Washington, who has specialized in communications law for 17 years.

in the station's FCC license, the court held that the FCC license was not property in which a security interest could be perfected. Accordingly, the court found that X's offer to cancel its loans in exchange for receiving the station was worth only \$8,000 and that X was a general creditor for the balance of the \$300,000 owed to it.

■ *Example 2*—After purchasing a station with borrowed money, X defaulted on its loans. One of X's creditors whose loans were secured by the station's broadcast equipment foreclosed and repossessed the equipment, forcing the station off the air and into bankruptcy. The bankruptcy trustee found a buyer for the station and filed an application with the FCC for consent to assign the station's license to the buyer. Because the station's broadcast equipment had been repossessed, all that the trustee proposed to transfer to the buyer was the station's bare FCC license. The FCC refused to consent to the proposed sale on the grounds that an FCC license is not property, and it is against FCC policy to authorize the sale of a naked license. As a result, the unsecured creditors of the station were left without any recourse.

The foregoing examples, while showing the dire consequences that can befall an unsophisticated creditor, also contain clues to how creditors can avoid these consequences:

■ Every security interest obtained in the assets of a radio station should be encompassing and include all after-acquired assets. While it is not possible to obtain a security interest in the FCC license, it is possible to perfect a security interest in all of the real personal property used in the operation of the station, including intangible property such as books, records, trademarks (which today would include call signs) and good

will. However, merely enumerating all of the assets of the station *existing* at the time the security interest is created is not always sufficient. The debtor could detach the FCC license and going business value of a station from the creditor's all-encompassing security interest in the station's tangible and intangible assets by simply building an entirely new station with assets not covered by the creditor's security interest. To prevent this, a creditor must obtain a security interest that not only covers all of the tangible and intangible assets of the station that exist at the time the security interest is granted but also covers *all after-acquired assets*.

■ A second common mistake is that creditors do not act quickly enough to protect their rights. As soon as a debtor defaults on its obligations, the creditor should take action to protect its interest. In Example 2, if the unsecured creditors had brought actions to recover what was owed to them before the lessor of the broadcast equipment had repossessed it, they probably could have obtained a court order to restrain the lessor from repossessing the broadcast equipment long enough to have permitted a sale of the station, as a going business, for the benefit of all the creditors.

Wherever possible, creditors should insist upon "due on sale" clauses in their notes and security instruments. A "due on sale" clause gives a creditor a strong hand in preventing the sale of the station that can ultimately lead to the loss of the going business value of the creditor's security interest. A "due on sale" clause is only effective, however, if the creditor is aware of the sale before it occurs. Before a sale is consummated, a creditor who is entitled to full payment upon a sale is in a strong position to insist on payment, or the alternative, to extract additional collateral. Once the sale is consummated, the creditor's right to demand payment in full may be no more than the right to commence a foreclosure action against a financially overextended new debtor.

■ Creditors of communications companies should, wherever possible, obtain a pledge of the equity interest in the company. Although the FCC license is not an asset of the communications company that can be seized by a creditor, the license is, nonetheless, held by the company. Therefore, by perfecting a security interest in the stock or partnership interests of the communications company, a creditor can obtain, albeit indirectly, a security interest in the FCC license. In the event of default, the creditor can protect its interest in the debtor's FCC license by foreclosing on the stock or partnership interests pledged as security for the debt and, thereby, taking over control of the company. Such foreclosures require prior FCC approval because control of the FCC license is involved. ■

# Happy 1st Birthday!

It's hard to believe that in such a short time, we've accomplished so much. We've rooted our position in the industry, ensuring that the legacy continues!

## Thanks Dream Team!

April 29, 1987

**KJOI (FM)**  
Los Angeles

**KILT (AM/FM)**  
Houston

**WLLZ (FM)**  
Detroit

**KDWB (AM/FM)**  
Minneapolis/St. Paul

**KHOW (AM)**  
Denver

**KPKE (FM)**  
Denver

# LEGACY

BROADCASTING, INC.

6430 Sunset Blvd., Suite 700 • Los Angeles, CA 90028

# Datebook

■ Indicates new entry

## This week

**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 chairman, 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 Technology," 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, chairman, 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?" sponsored 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 Amer-*

*ica*, "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

## Major Meetings

**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.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**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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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.

## Also in May

**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**—"Everything You've Ever Wanted to Know About Public Relations," panel sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles. Information: (818)506-7880.

**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 *Sterling Institute*. St. Louis. Information: (212) 486-1111.

**May 12**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Cen-

ter, New York. Information: (212) 867-6650.

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

■ **May 12**—*New York Women in Cable* and *New York State Cable Association* luncheon. Speaker: Carl Icahn, chairman. TWA. Gallagher's restaurant, New York. Information: 1-800-54-CABLE.

**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 Pöss, (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 Heinemann, 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 featuring panel of cable executives: Mary Alice Williams (moderator), CNN; Robert Alter, Cabletelevision Advertising Bureau; Bob Clasen, Comcast Cable; Terrence Elkes, Viacom, and J. William Grimes, ESPN. 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 Videotape: 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**—39th annual Los Angeles Area Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Beverly Wilshire hotel, Los Angeles.

**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 17-20**—*National Association of Broadcasters* models for management seminar for radio. Henry VIII Inn, St. Louis. Information: (202) 429-5420.

**May 17-21**—Nebraska basic videodisk design/production workshop, sponsored by *Nebraska ETV Net-*



## Old college try

EDITOR: Right on for Lou Prato's "Monday Memo" of April 6 on bringing together broadcasters and educators. The way to attract better young people to the industry is to have a strong voice in those scrambled-letter organizations that control the education establishment.

Two more suggestions: Professionals can "nominate" candidates for positions as department chairman, dean and distinguished professor. Most of the ads run in *BROADCASTING*. Professionals can also nominate liberal arts deans, who control many communication programs, and academic vice presidents, who control everything academic. Local broadcasters and alumni have clout in these deliberations.

Broadcasters ought to tell the universities to stop trying to hire broadcast faculty on the low end of the salary and rank scale, and deans and chairmen have to be made aware that being a newspaper copy editor makes one no more qualified to teach the "service" courses (law, introduction to mass media, etc.) than being a broadcast producer. That's how the print side stacks the faculty to maintain its domination.—*Phillip O. Keirstead, professor and head, broadcast journalism, Florida A&M University, Tallahassee.*

## Preemptory question

EDITOR: I take issue with your [editorial page] assertion that the Cable Communications Policy Act of 1984 "preempts" state regulation of nonobscene cable television programming ("Strike four," March 30).

The Utah District Court decision, underlying the United States Supreme Court's

summary affirmation in *Wilkinson v. Jones*, should be read only as holding that the Utah Cable Television Programming Decency Act itself is preempted. The district court held that the Utah Act was both unconstitutionally overbroad and vague, and language in the court's opinion clearly indicates that a more narrowly drawn and specifically delineated statute might have been found constitutional.

In addition, while summary affirmances by the United States Supreme Court are entitled to "precedential weight," they are not considered of the same precedential value as an opinion of the court issued after oral argument and full briefing, and should be read narrowly where, as in *Wilkinson v. Jones*, the district court decision rests on several grounds.—*Robert Peters, attorney, Morality in Media Inc., New York.*

## Demographic delight

EDITOR: With the release of the Winter 1987 Report from Arbitron Radio Research, we will be receiving a full complement of ratings data on the 35-plus demographic. Arbitron is to be commended on the addition of this key marketing demographic. As sophisticated product marketers have long understood the spending power of this group, now the advertising agencies are realizing it as well.

As we move into the late 1980's and 90's, we will see more adults 65-plus than teenagers. America is aging, and advertising agencies must begin to shed the shrinking 18-34 marketing demographic in favor of the 35-plus market, growing stronger and richer every day.—*Michael S. Cohen, general sales manager, WJIB(FM) Boston.*

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work/University of Nebraska-Lincoln. UN campus, Lincoln, Neb. Information: (402) 472-3611.

■ **May 18-21**—Pacific Mountain Network annual meeting. Kona Surf hotel, Kona, Hawaii. Information: (303) 980-1411.

**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 Lotteries Taking Us?" conference for journalists sponsored by Washington Journalism Center. Watergate hotel, Washington. Information: (202) 331-7977.

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

**May 26-29**—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.

Datebook continues on page 100.

## Errata

April 6 story (page 77) on low-power TV group, Community Broadcasters Association, holding first meeting quoted **Kris Harvey**, general manager of K49AZ-TV Twin Falls, Idaho, as saying her station pays \$4,000 per year for carriage on local cable system. **Figure should have been \$40,000.**

In "Monday Memo," April 20, name of author, **Char Beales**, vice president of programming and marketing for the National Cable Television Association, was misspelled.

April 20 obituary of **Carl S. Ward**, retired VP, affiliate relations, CBS-TV, incorrectly gave date of his death as Jan. 13. Ward **died on April 13.**

Photograph on page 62 of April 13 "Special Report" on new technology at National Association of Broadcasters convention was incorrectly identified. Camera shown was new **Hitachi CCD model FP-C1.**

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# Broadcasting Apr 27

Vol. 112 No. 17

## TOP OF THE WEEK

CCB/ABC					
	Revenue	% chg	Operating Profit	% chg	
TV network	\$2,084,000,000	-4	\$84,000,000	-20	
Owned TV's	651,000,000	11	301,500,000	21	
Radio networks	144,000,000	7	20,000,000	34	
Radio stations	120,600,000	1	43,000,000	30	
Broadcasting subtotal	2,999,400,000	-0.5	448,000,000	11	
Video Enterprises	154,000,000	42	27,000,000	NM	
Total broadcast group	3,153,600,000	1	475,500,000	22	
NBC					
	Revenue	% chg	Operating Profit	% chg	
TV network	\$2,518,000,000	15	\$261,800,000	29	
Owned TV's*	467,700,000	17	167,000,000	20	
Radio networks	44,000,000	-1	(8,000,000)	NM	
Radio stations	58,000,000	-11	2,000,000	-70	
Total broadcasting group	3,087,700,000	15	422,800,000	22	
CBS					
	Revenue	% chg	Operating Profit	% chg	
TV network	\$2,270,000,000	-0.4	\$80,000,000	-65	
Owned TV's	355,200,000	15	140,000,000	30	
Radio networks	52,000,000	16	9,000,000	80	
Radio stations	140,000,000	9	21,000,000	33	
Total broadcasting group	2,817,200,000	2	250,000,000	-31	

Sources used to arrive at estimates include Broadcast Advertisers Reports; the Radio Network Association; Brown Brothers Harriman; Mabon, Nugent & Co. and other financial and industry sources. Estimates are BROADCASTING'S and are not intended to be actual results. Three-network net sales total of \$6.68 billion previously reported by Broadcast Financial Management Association is less than above total in part because of different assumptions. BFM number, for instance, does not include international sales. Prior year figures on which estimated changes are based were adjusted for major acquisitions and divestitures. Amortization charges (see story) have been allocated to divisions. In 1985 Capital Cities/ABC Video Enterprises (primarily ESPN, but including international sales and part ownership of cable channels, Lifetime and Arts & Entertainment) is believed to have lost roughly \$15 million. NBC radio networks lost several million dollars in 1985. \* Includes KCNC-TV Denver, owned directly by NBC's parent company. General Electric. NM - Not Meaningful.

## BROADCASTING'S EXCLUSIVE "BIG THREE" FINANCIAL BREAKDOWN

## Capcities leads the way

It takes just over \$2 billion to run a television network. And if one pulls in \$2.5 billion in advertising, as NBC did in 1986, it can keep a lot of money. If revenue barely outweighs costs, as was the case for ABC and CBS, the rent is barely covered.

That and more are evident in BROADCASTING'S second annual analysis of the broadcast groups at Capital Cities/ABC, CBS and NBC, compiled with the help of various industry associations, security analysts and other industry sources (see footnotes in chart above). The \$2.2-billion rough break-even number is at least 5%, and possibly 10%, higher than what the television networks required the previous year. That the cost increases should have been as high in the face of a headline-making slowdown in advertising probably affirms the analogy of a television network to a battleship—it takes a while to turn either around.

Moving much better in 1986 alongside the networks were the owned TV stations. Television profit that had the year before come 60% from the networks and 40% from the owned TV stations flip-flopped in 1986, with an enlarged group of TV stations bringing in roughly \$600 million profit while the networks brought in just \$400 million. In

radio, the correlation was reversed, with radio networks outperforming the stations.

The profitable performance at all three broadcast groups' owned TV stations came primarily from local advertising growth on one side and cost-cutting on the other, with NBC's stations getting added help from their network. As has historically been the case, the station groups reported operating margins more than double the margin of the most profitable network, which explains why broadcast groups want to buy additional television stations.

The new stations and new management brought to the owned TV group at Capital Cities/ABC accounted for a significant jump in operating profit, from roughly 28% in 1985 to 46% last year. That sizable station operation was the reason the broadcast group at Capital Cities/ABC was able to outperform NBC both in total profits (\$475 million versus \$422 million) and operating margin (15.1% versus 13.7%). But in 1987 the balance of profit will likely continue to move toward NBC.

Estimates contained in the accompanying chart were made with the help of a variety of sources, few of which count dollars the same way. Last year also saw accounting changes

when new ownerships took over at two of the three broadcast groups.

The importance of accounting counted most last year at Capital Cities/ABC. By some definitions, the ABC television network lost money in 1986, and it was only due to cost cutting done with a pen, writing down the value (and with it, the reported cost) of the network's programming, that the network was able to report its \$80-million operating profit.

On the other hand, some observers would not have counted as a meaningful expense, at either ABC or NBC, the annual recording of a portion of those groups' recent purchase price. Much of the latter cost, especially that called "the amortization of intangibles," would most negatively affect the networks and is not related to any ongoing expenditure of money.

Factoring out such positive and negative adjustments brings ABC much closer to the \$2.2-billion break-even number. It also makes the combined operating profits of the three broadcast groups roughly \$1 billion, about the same as they reported the previous year. But the revenue required to create that profit is higher and the operating margins of the industry's leaders, lower. □

# Senate codifies fairness; next stop the House

**Bill, which passed upper chamber 59-31, is expected to pass in lower chamber by an even larger margin; White House disposition on the matter is uncertain; NTIA and Justice may recommend veto**

The fairness doctrine is well on its way to becoming a federal law. Last Tuesday (April 21) the Senate, by a vote of 59 to 31, adopted S. 742, which would codify the doctrine. Now it's on to the House where the odds are the fairness bill will pass by an even greater margin.

The Reagan administration is on record as opposing the bill, and the agencies advising the White House on the issue, including the National Telecommunications and Information Administration and the Justice Department, are likely to recommend a veto. The Justice Department last week said it had concluded that the doctrine is unconstitutional (see box, page 33).

But whether the White House's legislative and political advisers would recommend that



Hollings

the President risk political capital in a fight with a far from certain outcome was a matter of conjecture. The codification bill was on the agenda of a Domestic Policy Council meeting scheduled for April 15, but the meeting was canceled, without a new date being set. Government officials said that while the council is expected to affirm the executive branch's opposition to the measure, it would not "necessarily," as one source said, make a recommendation on the veto question.

But the threat of a veto is unlikely to cow the doctrine's chief proponent, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), who, said one Senate aide, would "find a way to get around it." Hollings, that source said, would "make the FCC and broadcasters feel his unhappiness with the veto." Another Hill aide pointed out: "There are so many ways to pass this bill," including attaching it to a budget reconciliation bill.

Hollings told BROADCASTING he didn't think the measure would be vetoed. He noted that "they've got Howard Baker [the former Senate majority leader, now White

House chief of staff] over there and some people with some sense finally. If we have to, I think we can override a veto." And he feels the "chaos of this singsong of 'deregulate, deregulate,' has run its course." In that vein Hollings expressed an interest in returning to what he called "broadcasters' ground rules," such as the FCC's antitrafficking rule which was "disregarded in the pell mell rush to deregulate."

What if the courts throw out the doctrine? "We'd kind of have to throw out the FCC. We couldn't grant a license under the premise of that unconstitutionality," Hollings said. But the senator thinks a court rebuff is unlikely. "We've got good constitutional authority," he said. The doctrine has worked, he said, adding that "it hasn't been a burden." Asked what broadcasters can do to convince him that the doctrine is not needed, Hollings replied, "They've done everything to convince me that the doctrine is not only necessary but very worthy."

The Senate vote came as no surprise. The debate lasted less than two hours, and there were few participants. The bill has been on a fast track since its introduction in February by a bipartisan coalition of such Senate heavyweights as Hollings, Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and John Danforth (R-Mo.), ranking minority member on Commerce.

They see the legislation as necessary to head off any attempts by the FCC to repeal the doctrine. The senators' concern over the doctrine stems from a U.S. Court of Appeals decision that said Congress never codified the doctrine when embracing it in amending the political broadcasting section of the Communications Act in 1959 and that the FCC can eliminate it.

For the most part, the arguments on the floor were the same as those made when the Senate Commerce Committee deliberated the measure last month (BROADCASTING, March 30). Hollings and Danforth, who led the charge on the floor, said that the doctrine is the cornerstone of the public trustee concept of broadcasting. They maintained that it insures balanced coverage of issues and that minority viewpoints are heard.

"What's so terrible about putting in the statutes what was assumed to be in the statutes?" Danforth asked. Without the doctrine, Danforth said he feared that a handful of people would become the "gatekeepers of the issues and discussions of this country."

On the other side, the chief spokesman was Senator Bob Packwood (R-Ore.). Packwood, who also fought the measure in the Commerce Committee, said there was overwhelming evidence that the doctrine chills free speech. Packwood contended that scarcity was no longer a justifiable rationale for the fairness policy. "The notion that government must regulate electronically transmitted information because of spectrum scarcity simply ignores today's reality," he said.

Packwood was joined on the floor by freshman Senator John McCain (R-Ariz.). McCain said he didn't think anyone opposes the intent of the fairness doctrine. But he

feels it does not accomplish what it is intended to. Instead of promoting a diversity of viewpoints, McCain believes it inhibits broadcasters from covering controversial issues. In complying with the fairness doctrine, broadcasters often find they have to defend themselves against frivolous complaints, he said.

There was a minimum of lobbying over the bill. The National Association of Broadcasters viewed efforts to stop it as an uphill battle. "We did not roll over on it. We just didn't find people were sympathetic," said NAB President Eddie Fritts. John Summers, NAB's senior executive vice president for government relations, said the association determined some time ago that its chief priority lies elsewhere. (It's devoting most of its resources to passage of a license renewal reform bill.) NAB, Fritts explained, "is reconciled to do battle in the courts on fairness." It's believed that congressional codification of the doctrine might not be so bad. Such a law would go to the courts for a challenge which might prove to be the best chance yet for it to be ruled unconstitutional.



Packwood

Still, Summers emphasized, NAB's decision against initiating a major campaign against the legislation is based on the reality of the situation. The other side, he said, "would have just worked that much harder." NAB issued a legislative alert to its members urging them to ask their senators to vote against the measure. And as noted by one Hill source, it resulted in some grass-roots letter writing, but overall the lobbying was described as "relatively light."

As for the extent of internal lobbying by members, that too seemed limited. Packwood admitted early on that he was in the minority (BROADCASTING, March 30) and did not go all out to fight the measure. Nor did the other side lobby hard. Hollings, Inouye and Danforth circulated a "Dear Colleague" letter calling for support of the fairness legislation on the day prior to the vote.

Although the Senate approval of codification had been anticipated, the number of votes cast against the measure (31) was higher than expected. Packwood told BROADCASTING he expected to get only 20 or 25 votes. And with the support of NAB, Packwood believes, the Senate could sustain



a veto, for which 34 votes are enough. Packwood voiced his disappointment with NAB for not making the First Amendment its chief priority. "I get the impression that they don't care about it," he said.

There was considerable conjecture as to what motivated so many members to oppose codification of the doctrine. "Some of it's due to the administration coming out against it," said one Senate source. (Although the fairness doctrine is not considered a partisan issue, most of the 31 voting against were Republicans.) In the midst of the debate, Packwood announced the administration's objections to the legislation. He read from a statement delivered by the Office of Management and Budget, which routinely sends material on the administration's position when bills are on the floor.

The administration said the doctrine was unnecessary "in light of the dramatic increase in the number of information sources in recent years"—that the doctrine does not "promote, but actually inhibits, the free and open discussion of important and controversial issues." And the administration argued that it "may contravene important constitutional principles by inappropriately restricting the journalistic freedom of broadcasters." The Justice Department's letter to the Senate leadership expressing opposition to the codification legislation was sent on the day of the Senate vote but unmentioned in the debate.

Some Senate sources said the tally against codification may have risen to 31 simply because some members waited until the other side had its majority, making it safe to vote against the measure without jeopardizing passage. It gave members what one source described as a "free ride"—an opportunity to do a favor for the administration or perhaps local broadcasters.

Senator Nancy Kassebaum (R-Kan.), who supported codification when the Senate Commerce Committee reported the measure out, opposed it on the floor. Kassebaum, who had one time owned several broadcasting properties, was unavailable afterward for comment.

Senator William Armstrong (R-Colo.), who owns an interest in KPVI-TV Idaho Falls, Idaho, voted "present," an indication that he did not act because he felt there was a conflict of interest. Armstrong, an aide said, always votes "present" on broadcast issues.

It was evident that "even if NAB didn't fight it, some broadcasters did," said one Senate source. Senator John Melcher (D-Mont.) was said to support the bill in principle, but he voted against it on the grounds that it was unnecessary. Melcher argued that "if it ain't broke, don't fix it." The senator expressed concern that the bill could result in more paperwork for broadcasters. "In our state of Montana, our broadcasters are small, both in capital and in viewing public or listening public. To add any degree of paperwork on them is just another thorn in their side. I would hate to be a part of that," Melcher said.

He was joined by his fellow senator from Montana, Max Baucus, also a Democrat. Baucus, opposed the doctrine because it imposes First Amendment restrictions on

broadcasters, his office said. Aides reported some contact from state broadcasters.

In the House, Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) are pushing for their own fairness codification bill, H.R. 1934. The measure is expected to sail through the Telecommunications Subcommittee, which is planning to act on it during the first week in May. So far there have been no indications of any substantial opposition, nor is any anticipated to materialize on the House floor.

During a subcommittee hearing earlier this month, ranking Republican Matthew Rinaldo of New Jersey suggested Congress consider eliminating the doctrine for radio only. But Markey and Dingell are said to be unreceptive to the idea. An aide said Rinaldo has not completely abandoned the approach.

The courts are where most lawyers believe the fate of the fairness doctrine will be settled. Pending before the full bench of the U.S. Court of Appeals in Washington is the question of whether it has jurisdiction to consider a constitutional challenge brought by the Radio-Television News Directors Association and a number of other media groups. The appeal is based on the commission's failure to initiate a rulemaking aimed at repealing the doctrine in the wake of a report in which it found the doctrine constitutionally "suspect" and said it does not serve the public interest. A three-judge panel of the court held in January that the report does not constitute the kind of agency action that is subject to court review. The full court, however, granted rehearing on the issue.

A second challenge has been remanded to the FCC for consideration of the constitutionality. The case involves an appeal of a commission finding that Meredith Corp.'s WTVH(TV) Syracuse, N. Y., violated the fairness doctrine in connection with a series of commercials it ran promoting the construction of a nuclear power plant.

Bruce Fein, who served as FCC general counsel under Mark Fowler, said he "deplored" the Senate action but was not surprised by it. "It shows what happens when you get Congress in the act. Congress has control, and its members fear broadcasters might be critical. The action focuses on the heart of the First Amendment—the discussion of controversial issues." He expressed confidence, however, that if the codification effort succeeds, it will be declared unconstitutional by the courts.

Not so, in the view of former FCC Chairman Charles D. Ferris, a strong supporter of the fairness doctrine. He said the congressional action is giving the doctrine new life. "It's provided a fresh set of findings as to the state of the electronic media, that scarcity exists and that the fairness doctrine is needed now more than ever," he said. "Television stations that in 1959 sold for \$10 million or \$15 million now sell for \$400 million to \$500 million," Ferris said. "If the market can judge anything, it's supply and demand. So that is conclusive as to the scarcity of television stations and the demand for them." Furthermore, he said, "With deregulation and the lack of requirements for news broadcasts, the fairness doctrine is the only device for requiring coverage of news." Without it, he said, broadcasters "in most

### Justice's view on the fairness doctrine bill

The Department of Justice has echoed the findings of the FCC in expressing opposition to legislation (S. 742) that would enact the fairness doctrine as law. Justice, in a letter to Senate leaders last week, said that unless there exists "a more powerful counter-analysis" that it is not aware of, the commission's 1985 report on the fairness doctrine satisfies it "that the fairness doctrine is now unconstitutional," even under the terms of the 1969 landmark *Red Lion* decision that affirmed its constitutionality.

Justice's assistant attorney general for legislation, John R. Bolton, wrote to Senate Majority Leader Robert Byrd (D-W.Va.) and the minority leader, Robert Dole (R-Kan.), on Tuesday, the same day the Senate passed the bill.

Bolton said Justice had not undertaken its own review of the findings in the commission report. But, he added, "we have seldom seen a more impressive or factually plausible analysis of this kind of difficult, fact-based constitutional issue" than that provided by the commission in its 1985 report. Accordingly, he said, "we oppose S. 742, a bill that would write this apparently unconstitutional doctrine into statutory form." In *Red Lion*, the high court said it could be persuaded to reconsider its decision if the "scarcity" argument on which it based its decision were challenged.

One can challenge the assertion of "scarcity" by pointing to technological and economic developments that have greatly expanded the number of available broadcast outlets in the period since *Red Lion* was decided, Bolton wrote. What's more, he said, "one can argue that *Red Lion* was incorrect at the time it was decided, and that there is no constitutionally relevant distinction between the supposedly inherent scarcity of broadcast outlets and a possible actual scarcity of print outlets."

For even assuming "an inherent scarcity of broadcast frequencies in 1969," Bolton wrote, "the rationale of *Red Lion*, and the fairness doctrine it upheld, depends on the further assumption that the First Amendment requires that the broadcast media *by themselves* provide an adequate forum for the political debate on which the people's ability to govern themselves depends." And that assumption, he added, was an error. "The purpose of the First Amendment is to help assure that the people are adequately informed about public issues, not to assure they are adequately informed by one particular medium or group of media."

cases" would follow economic self interest and drop news and public affairs programming. □

Following is the roll call vote:

**Yeas**—Brock Adams (D-Wash.); Lloyd Bentsen (D-Tex.); Jeff Bingaman (D-N.M.); John Breaux (D-La.); Dale Bumpers (D-Ark.); Quentin Burdick (D-N.D.); Robert Byrd (D-W.Va.); John Chafee (R-R.I.); Lawton Chiles (D-Fla.); Thad Cochran (R-Miss.); William Cohen (R-Me.); Kent Conrad (D-N.D.); John Danforth (R-Mo.); Thomas Daschle (D-S.D.); Dennis DeConcini (D-Ariz.); Christopher Dodd (D-Conn.); David Durenberger (R-Minn.); J. James Exon (D-Neb.); Wendell Ford (D-Ky.); Wyche Fowler Jr. (D-Ga.); John Glenn (D-Ohio); Albert Gore (D-Tenn.); Bob Graham (D-Fla.); Charles Grassley (R-Iowa); Tom Harkin (D-Iowa); Mark Hatfield (R-Ore.); John Heinz

(R-Pa.); Jesse Helms (R-N.C.); Ernest Hollings (D-S.C.); Daniel Inouye (D-Hawaii); J. Bennett Johnston (D-La.); Edward Kennedy (D-Mass.); John Kerry (D-Mass.); Carl Levin (D-Mich.); Spark Matsunaga (D-Hawaii); Howard Metzenbaum (D-Ohio); Barbara Mikulski (D-Md.); George Mitchell (D-Me.); Daniel Moynihan (D-N.Y.); Sam Nunn (D-Ga.); Claiborne Pell (D-R.I.); Larry Pressler (R-S.D.); David Pryor (D-Ark.); Harry Reid (D-Nev.); Donald Riegle Jr. (D-Mich.); John Rockefeller IV (D-W.Va.); William Roth (R-Del.); Warren Rudman (R-N.H.); Terry Sanford (D-N.C.); Paul Sarbanes (D-Md.); Jim Sasser (D-Tenn.); Richard Shelby (D-Ala.); Alan Simpson (R-Wyo.); Robert Stafford (R-Vt.); Strom Thurmond (R-S.C.); Paul Trible (R-Va.); John Warner (R-Va.); Pete Wilson (R-Calif.); Timothy Wirth (D-Colo.).

**Nays**—Max Baucus (D-Mont.); Christopher Bond (R-Mo.); Rudy Boschwitz (R-Minn.); Alfonse D'Amato (R-N.Y.); Alan Dixon (D-Ill.);

Robert Dole (R-Kan.); Pete Domenici (R-N.M.); Daniel Evans (R-Wash.); Jake Garn (R-Utah); Phil Gramm (R-Tex.); Orrin Hatch (R-Utah); Chic Hecht (R-Nev.); Howell Heflin (D-Ala.); Dave Karnes (R-Neb.); Nancy Kassebaum (R-Kan.); Bob Kasten (R-Wis.); Richard Lugar (R-Ind.); John McCain (R-Ariz.); James McClure (R-Idaho); John Melcher (D-Mont.); Frank Murkowski (R-Alaska); Don Nickles (R-Okla.); Bob Packwood (R-Ore.); William Proxmire (D-Wis.); Dan Quayle (R-Ind.); Arlen Specter (R-Pa.); John Stennis (D-Miss.); Ted Stevens (R-Alaska); Steven Symms (R-Idaho); Malcolm Wallop (R-Wyo.); Lowell Weicker Jr. (R-Conn.).

**Present**—William Armstrong (R-Colo.).

**Not voting**—Joseph Biden (D-Del.); David Boren (D-Okla.); Bill Bradley (D-N.J.); Alan Cranston (D-Calif.); Gordon Humphrey (R-N.H.); Frank Lautenberg (D-N.J.); Patrick Leahy (D-Vt.); Mitch McConnell (R-Ky.); Paul Simon (D-Ill.). □

## The aftermath of indecency ruling

**The broadcasting community—radio DJ's, general managers, lawyers, legislators, syndicators and those in TV—tries to determine just what is permissible and what's not under new FCC philosophy**

The FCC's decision to crack down on "indecent" broadcasts (BROADCASTING, April 20) was the talk of the radio airwaves in many communities last week. It was also the subject of magazine and newspaper articles and editorials and was treated on television shows including *Nightline*, *West 57th* and *The Oprah Winfrey Show*, in addition to network and local news reports.

Radio executives and on-air personalities reached by BROADCASTING last week unanimously concurred that the commission's decision to enforce the regulation of indecent broadcasts has, in the words of one executive, "serious First Amendment implications." They also agreed that the FCC's indecency standards are vague at best, leaving the industry in a quandary as to what governmental action it should expect. The general belief, however, is that the FCC's plans will not alter most stations' programming.

The FCC's greater scrutiny of indecency applies to radio and television, but the issue was brought to the forefront by complaints alleging indecency on radio through what has been dubbed by the media as "shock radio" and "raunchy" radio programming. This programming on commercial stations is, for the most part, connected with humorous shows in morning drive-time—the most important time period for ratings and ad revenue—mostly on album-rock formatted stations.

Although shock radio is usually associated with sexual humor, broadcasters say the term is not easily definded.

"There is no general consensus on what constitutes 'shock radio.' One person's view of it in Spokane is different than someone's in New York," said John Hayes, vice presi-

dent and general manager of personality-oriented, adult contemporary WNBC(AM) New York.

WNBC employs Don Imus, considered to be one of the forerunners of today's outrageous morning radio personalities. Imus came to national attention in the mid-1970's while hosting the station's morning drive show, *Imus in the Morning*. But, said Hayes, Imus has "matured" over the years while a new breed of outrageous radio performer followed.

The FCC, in an April 16 ruling, said it will begin enforcing its power to regulate indecency, the definition of which is drawn



Killory on ABC's 'Nightline'

from the 1978 Supreme Court *Pacific* decision. Indecency is defined as "language or material that depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual and excretory activities or organs." But the FCC said that repetitive use of specific sexual or excretory words or phrases is not an absolute for a finding of indecency. The FCC also said that such material will be considered to be in violation if broadcast at a time of day when "there is reasonable risk that children are in the audience" and that such broadcasts after 10 p.m. would not necessarily be in a "safe harbor." The FCC may also require stations to give

advance warning of the material to be broadcast.

Not everyone disagreed with the FCC's decision. Brad Curl, national director of Morality in Media, New York, and co-chairman of the National Indecency Forum, which was formed last June and is composed of 27 organizations, called the FCC's move a "wise step." Said Curl: "This was a signal that needed to be sent. Indecency is an important area of public interest. Broadcasters know what is appropriate and decent for the public. It would be foolish for them to think the FCC needs to issue a catalogue of unacceptable words."

In its ruling the FCC cited three current indecency cases: Infinity Broadcasting's WYSP(FM) Philadelphia, which simulcasts co-owned WXRK(FM) New York's *Howard Stern Show*; the Pacifica Foundation's non-commercial KPFK(FM) Los Angeles, and the University of California's noncommercial KCSB-FM Santa Barbara, Calif., saying that all involved the broadcast of indecent material under the standards the commission has now put into effect. All three stations received warnings from the FCC. If indecency is believed to cross the line to constitute obscenity, it could be referred to the Department of Justice for possible criminal prosecution, as was the case with KPFK.

"There is certainly more confusion today than before the FCC ruling," said Mel Karmazin, president of Infinity Broadcasting. "If the FCC is clear as to what they don't want aired, and if it's constitutional, we would comply," he said. "Howard's contract includes many things he can't say on the radio [including the so-called "seven dirty words"], which far exceeds FCC policies as far as we have known them to be," Karmazin said. "The FCC should be more specific of what it is they want us to do."

The allegedly offensive language reportedly used by Stern over WYSP(FM) included: "I didn't see any penis on that sock." Said Karmazin: "At this point we haven't

changed our company policy and Stern is permitted to use the word penis."

In the just-released New York Arbitron market report for the winter 1987 survey period, Stern, to whom ABC News's *Nightline* referred as "the king of 'shock radio'" during a broadcast on the FCC's obscenity ruling last Tuesday (April 21), tied for third place with all-news WCBS(AM) in 12-plus ratings, Monday-Friday, 6 a.m.-10 a.m., with a 5.8 share. Karmazin said that both listeners and the advertising community have been supportive of Stern. He said that Stern's morning program is sold out through the third week of May with 60-second spots averaging about \$1,500.

Stern was not available for comment last week, but over the air he reportedly told his listeners: "I'm the last bastion of the First Amendment." He also spent a major portion of his on-air time organizing a "freedom of speech" rally for last Friday morning (April 24) near the United Nations, protesting the FCC's decision.

That rally attracted some 2,500 people, including performers Leslie West, Phoebe Snow and Richie Havens. Stern, along with his on-air partner, news person Robin Quivers, led the group in several chants, one of which was "Two, four, six, 30, the FCC is plain dirty." Afterward, Karmazin said the rally was conducted more in a tongue-in-cheek fashion than as a serious protest.

Radio broadcasters generally agree that what is being categorized as "shock radio" on commercial outlets is a major-market phenomenon involving only a handful of personalities. Another often mentioned is Doug (The Greaseman) Tracht, morning personality for album-rocker WWDC-FM Washington. (Tracht replaced Stern as morning host at WWDC in 1982.)

"The FCC decision will apply to a very few radio shows that are very explicit," said Al Brady Law, vice president and general manager of contemporary hit KTKS(FM) Denton, Tex. (Dallas-Fort Worth). KTKS airs the morning comedy team of John Walton and Steve Johnson, who, said Law, "can be irreverent, but topical." The show is not intended to shock the listening audience, he said.

"I don't consider anything we do obscene and I don't plan to do anything different," said Bo Roberts, morning personality at KTKS's crosstown rival, album-rocker KTXQ(FM) Dallas-Fort Worth, who considers himself part of the shock radio genre. "We try to be funny. We don't go on the air to see how dirty we can be. . . . There is some sexual innuendo in our humor. But our audience supports what we do on the air," Roberts said. "Shock radio started because everyone was beginning to sound boring," he added.

Roberts complained: "The FCC spent so much time deregulating the industry and now they want to jump back in. Who's to say what the guidelines are?"

"We don't really get into what I call shock radio," said John Lander, morning personality and program director for top-rated contemporary hit KKBQ-AM-FM Houston. "We'll do sexual innuendo, but we pull back before

it gets into the bold area" which Lander defined as naming body parts. Lander's program uses the "Morning Zoo" format, which employs a humorous cast of characters. The format, which is some six years old, is generally used by contemporary hit music stations.

Lander said his show will use some expressions such as "our wang" and "buck naked" in the context of a comedy bit, but will never use "penis" or "ass" on the air. Lander



Stern

said the show also airs about one novelty record per hour such as "The Ballad of Ben Gay" and "My Wife Left Town With A Banana." "We get very few complaints," Lander said. "If a lot of the same things we do on the air under the umbrella of 'the Zoo' were done generically throughout the day, there might be more complaints," he said.

Lander also hosts a national, four-hour, weekly show distributed by the United Stations Programming Network, called *John Lander's Hit Music USA*, which is similar to his KKBQ show. But, said Lander, "we have to be more careful on the network show because what plays in Houston may not play in Davenport."

Said WNBC's Hayes: "I believe broadcasters have a right to free speech. But individual stations have to determine what is proper for the audience they are trying to reach. . . . I like when controversy is mixed with humor, but not when it loses its point and becomes shocking."

"This FCC action is clearly an infringement on First Amendment rights," said Norm Pattiz, chairman of Westwood One Inc., the Culver City, Calif.-based company that operates both the Westwood One Radio Networks and Mutual Broadcasting System. Among Westwood's programs is the two-hour, weekly *Dr. Demento Show*, an off-beat, novelty music show hosted by Los Angeles radio personality Barry Hansen. "I don't think the *Dr. Demento Show* is obscene or indecent by any definition," Pattiz said of the company's 10-year old series.

"It's my hope that the university [of California] appeal the [FCC] decision based on established First Amendment principles," said Malcolm Gault-Williams, general manager of KCSB-FM. Williams noted that the broadcasts (rock lyrics) judged to be "inde-

cent" by the FCC occurred after 10 p.m. "It's important for a free society to air rock lyrics expressing controversial ideas," said Williams.

#### Many Lawyers See Problems Ahead

To most, though not all, lawyers well versed in First Amendment law, the commission's indecency action was as ill considered as it was astonishing. Bruce Sanford, of Baker & Hostetler, said he found it "astounding" that the commission would return to "the briar patch of content control." He acknowledged that "shock radio offends people." But, he added, "the marketplace has decided that a large number of people are wildly interested." Henry Geller, who heads Duke University's Washington Center for Public Policy Research, was also "astounded" that the commission of Mark Fowler and Dennis Patrick, which sets print as the "model" for broadcasting, would adopt such a ruling. He called it "a step backward." Timothy Dyk, of Wilmer, Cutler & Pickering, put it more gently: "I see some inconsistency between the commission's general approach to First Amendment issues, which is extremely sensitive, and what it has done on indecency."

Lawyers generally saw a problem with what they called "the vagueness" and the "expansiveness" of the standard the commission established for judging indecency. Floyd Abrams, of Cahill, Gordon & Reindel, for instance, recalled that the Supreme Court's 1978 *Pacifica* decision was "the most threatening First Amendment ruling" at that time. To the extent the commission said it would interpret the ruling narrowly, it was "less threatening," Abrams said. "Now," he said, "the commission changes the rules, and takes on a stronger role in determining what is indecent and what is decent." And Dyk said, "No one knows what's permitted and what's prohibited. That's the vice."

Charles D. Ferris, who was chairman of the commission when the Supreme Court issued the *Pacifica* decision and who made it clear at the time that the commission would not use it as a license to seek out "indecency" cases, said last week he finds it "unsettling" when a government agency "makes a value judgment on a statement." Ferris, who is now a partner in the Washington firm of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, would rely on the comparative license renewal process to resolve the problem of "indecent" programming: Let anyone convinced the programming of a station is not in the public interest seek to supplant the licensee at license renewal time. "That's a less intrusive way of seeing the communities are served."

Bruce Fein, who had served as FCC general counsel under Mark Fowler and who now operates a consulting firm, saw things differently. He thought the ruling on indecency "wonderful. Congress has made indecent programming illegal for 50 years, and an independent agency should not shut its eyes to the statute just because it doesn't like it," he said. And unlike lawyers on the other side

of the issue, he did not think it would "chill" speech. He said the commission has provided "a careful definition of indecency, one that permits every idea to be expressed." And as for concerns of those who feel that the ruling might be used to bar readings of literature some find offensive, he said, "You'd have to be insane not to distinguish between Howard Stern and James Joyce." Fein said Stern, whose broadcasts were cited in the commission's order, "has a morbid obsession with sexual acts and organs." Joyce's "Ulysses" was once described in similar fashion.

#### Capitol Hill Quiet on Issue

The reaction in other parts of Washington to the FCC's indecency stance was relatively quiet. On Capitol Hill there appeared to be a reluctance to comment. One source there asked: "Who wants to say they're for indecency?"

Senator Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee, said that although he was not a listener to "that kind of programing . . . From what I've heard about it, I think there's some justification." Inouye said he hoped station owners would "discipline themselves." As for the First Amendment implications, the senator said he expects the courts to decide that issue.

"I'd like to see how they're [the FCC] going to square their obscenity decision with their First Amendment absolutist arguments on the fairness doctrine," said Larry Irving, senior counsel to the House Telecommunications Subcommittee. One Hill source thought the decision had "discredited the entire Fowler tenure. . . . It repudiated everything he stood for."

The National Association of Broadcasters was reserving final judgment until it sees the item. NAB President Eddie Fritts said the association would be looking at the First Amendment applications of the decision. As a practical matter, Fritts said he didn't think the decision would affect more than 1% or 2% of stations.

The commission's new policy aroused some concern among television broadcasters. The Association of Independent Television Stations reported it has received calls from a number of its members "about the apparent absence of clear guidelines." INTV President Preston Padden said there is "a real fear that local stations won't know what's OK and what's not OK." If the final order isn't specific enough, he said INTV will seek further clarification.

While the FCC was pointing its finger at broadcasters, the cable industry took note of the action. But only to the extent, said a National Cable Television Association spokesperson, that it "might tend to show a shift in the thinking at the commission on the indecency issue."

#### Little Effect Seen On TV Programing

The FCC's decision on indecency theoretically extends to commercial television and

over-the-air pay services. But government regulators and those within the television industry expect the ruling to have little or no impact on programing content.

There is doubt that the commission's tough stance on indecent language will have much effect on movies and programs that air on subscription and pay-per-view services or that it will stop commercial television stations from continuing to show unedited theatrical movies. "I don't expect there to be a tremendous amount of effects on television," said John Kamp, director of the FCC's office of congressional and public affairs. The FCC does not anticipate there will be any problem with noncable pay television services since viewers want the products brought into their homes, he added. The ruling does not apply to cable.

John Von Soosten, vice president and director of programing for Katz Communications, said commercial stations will continue to run unedited versions of such movies as "The Deer Hunter," "One Flew Over the Cuckoo's Nest" and "Romeo and Juliet" even though they might contain some nudity and language normally not heard on TV. "We're not talking about 'Debbie Does Dallas,'" he said.

However, Kamp said commercial stations airing "hard R" movies "may want to take a second look at it." The commission, he said, had received some complaints involving movies of that type—what many consider a grey area—in the past. Since none have been put to the test under the new FCC ruling, he said, there are "questions that have not been answered."

Context is an important part of the decision, which put broadcasters on notice that the FCC would no longer tolerate language or material dealing with "sexual or excretory activities or organs" that is deemed "patently offensive" by community standards. Broadcasters, the commission said, could no longer air such material after 10 p.m. as they had under the 1978 Supreme Court case involving George Carlin's "seven dirty words" (BROADCASTING, Apr. 10).

One of the three cases cited by the commissioners involved Howard Stern, the morning drive personality on Infinity Broadcasting's WYSP(FM) Philadelphia. Before the FCC handed down its decision two weeks ago, Fox Broadcasting Co. had entered talks with Stern and several other personalities over the possibility of hosting a taped late-night talk show to follow Joan Rivers.

FBC President Jamie Kellner said Fox will "continue to develop" the show and that the controversy surrounding the "shock jock" would not disqualify Stern from having his own program. Although Stern has gained a reputation for shocking his radio audiences with explicit language, Kellner said the television show would be "very humorous" without "objectionable material." Stern declined to give interviews last week.

Neither Kellner nor programs and standards officials at the three television networks expect the ruling to have any effect on their shows, despite a general loosening of broadcast standards over the past several years. Steven Bochco, co-creator and execu-

tive producer of *L.A. Law* and creator of *Hill Street Blues*, two shows known for stretching the limits of what is acceptable on network television, also said he does not anticipate the ruling to have an adverse effect on programing content.

The FCC made it clear last week that its decision is not intended to stifle discussion of sexual issues on the air, such as the syndicated *Ask Dr. Ruth*, which uses sexually explicit terms to clarify issues in the course of clinical discussions.

## FCC's notice on exclusivity draws fire from cable interests

### Commission proposal would allow local broadcasters to protect against importation of programing

The FCC's proceeding to reinstitute syndicated exclusivity rules (BROADCASTING, Feb. 16), which would enable broadcasters to protect the exclusivity of nonnetwork programing against distant signals carried by cable systems, got a fresh round of criticism from cable interests last week when the agency finally released the text of its notice of inquiry/notice of proposed rulemaking.

Particularly rankling to cable is the text's assertion that reimposition of syndicated exclusivity rules would be consistent with a provision in the Cable Communications Policy Act of 1984 that states that any "federal agency, state or franchising authority may not impose requirements regarding the provision or content of cable services." Cable interests had argued that the provision prohibited the agency from acting (BROADCASTING, Feb. 16). Said the FCC, however, in the text of its rulemaking: "The [syndicated exclusivity] rule amendments would not impose any new obligation upon any cable operator to provide any additional program or service whatsoever. Rather, syndicated exclusivity rules would protect the rights of broadcasters to negotiate freely with program producers for programing rights and to be able to protect those rights."

Said Jim Mooney, NCTA president: "This has the makings of a very spirited proceeding. I think the commission will in the end have a hard time equating programing blackouts with the public interest. It will have an equally hard time finding jurisdiction even to address the subject."

Preston Padden, president of the Association of Independent Television Stations, however, said he thought it "patent hypocrisy" for cable interests to suggest that permitting broadcasters to protect the exclusivity of their programing is "anticonsumer" since cable is free to protect the exclusivity of its own programing. Padden also said that an apparent theory behind the agency's decision to implement more limited must-carry rules, under which not all local broadcast signals

have to be carried by the local cable system, was that broadcasters should "earn" carriage with their program offerings. "If the cable guy doesn't have to respect these program contracts and can get the same programming on a distant signal, then it totally undermines the commission's concept of local stations earning their way onto cable systems," Padden added.

The syndicated exclusivity proceeding also seeks comment on the pros and cons of beefing up the nonnetwork duplication rules, which permit affiliates to get some protection for their network programming from simultaneous cable carriage of distant network signals, perhaps to bring those rules into line with any syndicated exclusivity provisions adopted. It also seeks comment on eliminating the mileage limitation in a rule that permits broadcasters to seek exclusivity protection for nonnetwork programming from other broadcasters located within 35 miles.

At the same time, the agency released the text of its notice of inquiry that appears aimed at building a case for Congress against cable's compulsory copyright license.

Comments for both the syndicated exclusivity and compulsory copyright license proceeding are due June 22; reply comments are due Aug. 6. □

## Fox wins Emmy Awards

**ATAS board votes to negotiate three-year rights agreement with Fox Broadcasting Co. for prime time Emmys and Hall of Fame telecasts**

Fox Broadcasting Co. garnered all the prime time Emmys last week—the broadcast rights to the awards ceremonies, that is. The board of governors of the Academy of Television Arts and Sciences last week voted overwhelmingly to enter a three-year rights agreement with the incipient network to carry both the prime time Emmy Awards and Television Academy Hall of Fame telecasts, beginning this year.

With only minor details left to be ironed out late last week, a Fox spokesman said nothing would stand in the way of Fox taking the Emmy telecasts away from the three networks, which have rotated the awards show for the past 31 years. The next telecast had been scheduled to air on CBS in September. Fox bid \$1.25 million a year for the rights to the Emmys and \$250,000 annually for the Hall of Fame, bringing the three-year total for both shows to \$4.5 million. ABC, CBS and NBC had offered \$875,000 a year for the Emmys—an increase of \$125,000 over the previous annual rate—but did not want the Hall of Fame.

Academy members had been counting on receiving substantially more from the networks because last September's prime time awards program on NBC attracted the largest

viewing audience in seven years, with a 23.1 rating and 36 share. In 1979, the telecast averaged a 27.3/45 on ABC. (The highest rating for an Emmy show came in 1971, with a 30.3/59 on NBC.) The telecast received a 18.6/29 on ABC in 1985 and a 17.1/33 on CBS in 1984.

A source close to the negotiations told BROADCASTING that the academy originally asked for an amount close to the total that Fox put on the table, then came back with a "significantly" lower offer. When the networks offered \$875,000 annually over three years on a rotating basis for the awards show, the source said the academy "tried to split them and ask them individually to bid for the Emmy Awards. That is, each network would carry them exclusively." NBC, for instance, was unable to agree because that would have



presented scheduling problems with the World Series, the source said. NBC raised its bid to \$900,000 for the 1989 Emmy awards, but it apparently met with little interest from the academy.

"I think the academy went for the bucks, and that's really it," said a high ranking network official who called the action disturbing. "They elected to go where they could get more money... Through this whole thing we have not been treated nicely. The networks lose money with the Emmy show compared to what we normally have on."

But academy members said the smaller than expected offer was not the only factor in their decision. The networks' rejection of the Hall of Fame and their demand to reduce the number of on-air awards from 32 to 22 also helped ATAS to take Fox up on its offer, sources said.

An NBC official said the three networks' lack of interest stemmed from the poor ratings performance of the Hall of Fame, having received a "painful" 12 share last year when broadcast in prime time in April. "We

lost a bundle from it, but we don't get any points for it from the academy. [The networks] have carried the academy, providing 80% to 90% of their operating funds. The studios didn't put up anything."

One knowledgeable network insider said that following the 1986 Emmy telecast the three networks were cautious about entering any long-term agreements after having lost money from the National Football League pact they signed during an inflationary period in 1981.

ATAS President Richard Frank said the academy chose Fox to maintain "the integrity and presentation of both the Emmy Awards and Hall of Fame programs" and to accrue "the most favorable financial benefits to the academy. The proposal submitted by Fox satisfactorily addressed both of our goals while the other proposals did not."

Fox Chairman Barry Diller said, "We are very pleased that the academy's board has voted to finalize negotiations leading to the presentation on the Fox Broadcasting Co.'s national program service of both the prime time Emmy Awards and Hall of Fame programs." Added a Fox spokesman, "We wanted it more than they [the networks] did."

"The academy has made a call based on financial considerations, which is certainly their right," said Bud Grant, president of CBS Entertainment. "But it seems to me that insufficient attention has been paid to the implications for audience size in these new arrangements."

Fox has 108 stations covering about 84% of the country, but under its contract with ATAS it will offer the Emmy show to affiliates and independents in markets where there are no current Fox affiliates. The majority of stations in those markets are affiliated with the networks. Fox anticipates that it will have close to 100% coverage by the time the 39th annual awards show is telecast on Sunday, Sept. 20, from the Pasadena, Calif., Civic Auditorium.

The networks said they have not decided whether they will counterprogram the Emmy awards. But a CBS spokesman said, "If Fox went for network affiliates with this in order to enhance their station lineup [as Fox has indicated it will], that I suppose is when the counterprogramming matter would come to the fore." An NBC official added that counterprogramming to keep Fox from taking its affiliates away "sounds like a natural extension."

The Fox spokesman predicted that FBC would also offer the Hall of Fame presentation to stations unaffiliated with Fox in markets without Fox affiliates once an air date is set. The Hall of Fame, now in its fourth year, will induct Johnny Carson, Jacques Cousteau, Jim Henson, Leonard Goldenson, Bob Hope, Ernie Kovacs and Eric Sevareid. Fox, according to the spokesman, would have done the same for Monday Night Football if it had received the package, and will continue to do it when it gets the broadcast rights to other specials. But he said it will never offer its prime time series outside its affiliate lineup "because that would make us a syndicator." □

## Congress to scrutinize network news

**Representatives of ABC, CBS and NBC will appear before members of House Telcomsubcom to answer questions on financial health and news coverage**

The three television network companies will be on Capitol Hill this week to make news instead of covering it. Three days (April 28-30) of hearings aimed at examining the impact of mergers and acquisitions on network news operations, are being convened by the House Telecommunications Subcommittee. The hearings are expected to draw copious media attention (reporters are flying in from around the country) as subcommittee members are likely to view the hearings as a chance to grill network executives not only on the recent cutbacks in their news departments but on issues ranging from program content to coverage of Congress itself.

The networks' top brass will be on hand for the second and third days. Thursday's panel features the networks' chief executive officers: Capital Cities/ABC Chairman Thomas Murphy, CBS President Laurence Tisch and NBC President Robert Wright.

That's not to say that Tuesday's and Wednesday's lineups lack stars. The hearings kick off Tuesday (April 28) with a panel characterized by one observer as the "thinkers": Harvard economist John Kenneth Galbraith and Ben Bagdikian, dean of the graduate school of journalism at the University of California at Berkeley. They're expected to give an analysis of merger and acquisition activity in general and broadcasting in particular.

Following that, a second panel will include Fred Friendly, former CBS News president and now director Columbia University Seminars, and Julian Goodman, former NBC board chairman and NBC News president. Friendly and Goodman have been asked to provide a historic perspective on network news and public affairs operations.

On Wednesday the networks' current news operations will be in the spotlight. Subcommittee members will hear from all three news chiefs: ABC's Roone Arledge, CBS's Howard Stringer and NBC's Larry Grossman. Another panel is scheduled to follow with Stanely S. Hubbard, president and chief executive officer of Hubbard Broadcasting; John Corporon, president of Independent Network News, and Stan W. Hopkins, news director of WBZ-TV Boston. They've been asked to focus on the "changing competitive nature of the news industry and the impact of technological advances on news operations."

A third panel that day is designed to explore the "impact of budgetary considerations on the networks' news operations and on employees of the networks' news divisions." Witnesses include Mona Mangan, executive director of the Writer's Guild of America; Thomas Kennedy, network coordinator of the National Association of Broadcast Employees and Technicians, and Peter McCabe, a former producer of the *CBS Morning News*. That appears to be a tenta-

tive list, for last week a subcommittee press release said other network news employees or former employees may also participate.

There were some reports that part of the subcommittee's motivation for holding the hearings stemmed from pressure it was getting from organized labor. It was said that the broadcasting trade unions were hoping the hearings would give them some leverage. NABET is in the midst of a tense renegotiation of a new contract with NBC (see page 74). And CBS settled two weeks ago with WGA ending a six-and-a-half week strike against the network. Capacities/ABC was expected to settle with WGA by late last week. But subcommittee staff denied that labor negotiations were a factor.

Last month subcommittee members Dennis Eckart (D-Ohio) and John Bryant (D-Tex.) chose to hold a news conference outside CBS's Washington bureau, with the WGA picket line as a backdrop, to call for congressional hearings because they feared the public's interest had been damaged by network takeovers (BROADCASTING, March 16).

The network hearings, explained a subcommittee aide, are something the chairman, Ed Markey (D-Mass.), has thought about for some time. Markey sees the networks' ownership and management over the past two years having undergone "radical transformations after years of stability" and he feels that's reason enough for an examination. Markey sees no need for legislation.

He's interested in learning what network officials envision for the future and whether the networks will be able to "maintain their commitment to the public trust."

Markey's views on the issue were elucidated last week during an interview on CBS's *The Morning Program*. The networks, he said, "really are national parks. Each one of them in and of them themselves is a national treasure which have played an incredible role in shaping who we are as people."

Later he told BROADCASTING his analogy was meant to emphasize that there are three major stations in most communities and "they provide the bulk of the information which is of general community interest much as the networks do nationwide." To that extent, he said, networks are not like pork bellies but rather an "incredibly integral part of the common experience which we all share in this country." And they are viewed as having a special relationship with the public, he added.

In response to some critics who say Congress is meddling where it shouldn't and that the subcommittee is primarily seeking publicity, Markey replied, the critics are "dead wrong." He argued that if the issue didn't merit review, why are network executives participating in the Gannett Center for Media Studies conference on the "Changing Economics of News" this week? In addition, he continued, NBC News anchor Tom Brokaw and CBS News anchor Dan Rather have written major pieces on the subject, yet another indication that it's a subject of "major importance." □

### Maxwell, NHK to launch new program services

Under sunny skies in Cannes the 23d annual Marche des Programmes des Television (MIP-TV) got under way last Monday, April 20. American program suppliers claimed they were satisfied with the sales pace on the floor, although many acknowledged that for the most part they attend MIP-TV to maintain a presence and set the stage for future program sales and renewals.

Among the highlights at MIP-TV last week was an announcement by British media mogul Robert Maxwell of a new international program service, the European Television Broadcast Network. Maxwell, head of the London-based Mirror Group, said the launch of the network, for which he gave no date, was intended to provide European markets with an alternative to Europe's reliance on American program fare. And he said he expects that programs on the new service, to be created largely through co-productions among European companies, will be salable to U.S. commercial television stations. "You cannot have a one-sided relationship," he asserted. "There has to be reciprocity. [The Americans] are anxious to do business with Europe, and there is no reason why we should be imbibing in so much American milk." Maxwell said the first ETVBN project will be a mini-series on the French revolution co-produced by RAI Uno. A news service is also being planned, he said.

In other news, NHK, the Japanese network, said it was planning the launch of two new satellites, one of which would carry an international news service to be transmitted throughout Asia. Company executives said ABC, CNN and the BBC have agreed to supply feeds to the project. Maxwell said the NHK news network may also be fed to his new European service. NHK said that after its news service has been launched, it plans to add entertainment and sports services as well. NHK said the second new satellite, with an unspecified launch date, would be dedicated to high-definition television feeds.

Also announced by Maxwell was the launch of MTV Europe, a venture among Viacom, Mirror Newspapers and British Telecom. The 24-hour service, based in London, will begin broadcasting using Intelsat V on Aug. 15. About half of the 24 hours of programming for the new channel will be produced in London, said Mark Booth, president of MTV Europe.

Hours  
don't  
work...

HAIR TRIGGER AT AIM

## The conservative conscience of Reed Irvine

**As chairman of Accuracy in Media, he has created a niche in American journalism by blasting the media for persistent liberal bias, but is his welcome wearing thin?**

The date was Dec. 15, about three weeks after the Iran/contra story hit the fan with the administration's disclosure that profits from the sale of arms to Iran had been funneled to rebels attempting to overthrow the Sandinista regime in Nicaragua, and 64-year-old Reed Irvine, chairman of the board of Accuracy in Media, was in typical fighting form. He had called a news conference in Washington and was bashing the media, print and television, for their coverage of the story, calling it "excessive" and "irresponsible" (BROADCASTING, Dec. 22, 1986). Indeed, it became clear that Irvine was primarily concerned not about "accuracy" but about what he called the effect of the reporting on "the nation and the world." He saw the coverage as aimed at "bringing down" President Reagan.

The thrust of Irvine's news conference remarks, which reflected those in the December *AIM Report*, a bimonthly newsletter distributed to AIM's 27,000 members, is suffused with the ideological slant that provides grist for Irvine's, and AIM's, critics. Larry Grossman, president of NBC News,

says Accuracy in Media "is a misnomer." He would not change the acronym, but let it stand for "Advocacy in Media for a particular point of view." George Watson, who heads ABC News's Washington bureau, said Irvine's political bias leads him to criticize stories that are accurate, as was the case, Watson said, with a 20/20 piece several years ago detailing the involvement of (presumably anticommunist) Vietnamese immigrants in crime in the U.S.: "His organization's name should be 'Ideology in Media.'" Even one long-time associate of Irvine, Alan Brownfield, a writer and editor, thinks Irvine might have been "too much a defender" of the Reagan administration in his reaction to the Iran/contra coverage.

Such comments do not seem to bother Irvine, a retired government bureaucrat—he had served on the staff of the Federal Reserve Board for 26 years—who has become one of the most prominent media critics in the country. "I make no bones about my prejudices or biases," he says. "Unlike many people in the media who say their biases do not affect what they write, I have a bias in favor of freedom and in favor of preserving our free system—economic and political—and it affects what I choose to write about. If somebody wants to say, 'That's wrong,' God bless 'em."

But it is Irvine's approach to journalism

that disturbs most journalists. As his reaction to the Iran/contra coverage suggests, he does not regard uncovering and publishing information as journalists' primary responsibility. He would have them follow his kind of hard, anticommunist line in order to "preserve our free system."

There was, for instance, Irvine's letter in January to the editor of *Newsday*, responding to a column Tom Collins had written denouncing AIM for regarding the press as "the enemy simply because it does not serve as handmaiden to the un-American values and attitudes espoused by Irvine and a multitude of like-minded and possibly far more dangerous conservatives..." "In criticizing naive, uninformed and careless journalists, Accuracy in Media is doing them a favor," Irvine wrote. He said AIM is "helping save them from the fate" of Miguel Angel Quevedo, a Cuban editor who committed suicide, Irvine said, out of remorse for having aided Castro in his rise to power. "There are those in the media who are using the Iran arms affair to try to frustrate the efforts of our government to halt the spread of Communism over all of Central America."

Not surprisingly, the attempt to mate such ideology with an exercise of conventional news judgment can produce strange results. How would he feel, Irvine was asked at his news conference in December, if the press





# Neither do generalizations.

All Hours are not the  
same in syndication. Let's  
look at the differences.

learned that President Reagan had circumvented Congress and the affected agencies of government, including the State Department, in an effort to reach an agreement with the Soviet Union on dismantling all nuclear weapons? Would he favor suppressing that information if the President felt secrecy was essential to the success of the project? "You can't conduct every operation of diplomacy in a goldfish bowl," Irvine had said earlier in criticizing the amount of coverage given the arms-for-hostages deal with "moderate" elements in Iran. But neither is he one of those known for a willingness to do business with the Soviets. "I think that's a question that deserves to be reported," Irvine said of the hypothetical, "just as this [the arms-for-hostages story] deserves to be reported." It would not deserve "113 stories in a 10-day period," which, he said, the *Washington Post* had devoted to the Iran/contra affair. "I think it deserves at least one story." One story? For either the Iran/contra affair or an effort at a secret disarmament deal with the Soviets?

Irvine, "a skinny bird dog," as Charles Lichenstein, a former deputy U.S. ambassador to the United Nations and one-time aide to then FCC Chairman Dean Burch, and a long-time Irvine friend, once affectionately

watchdog. Michael Robinson, a Georgetown University media professor who in 1984 directed the Media Analysis Project of the American Enterprise Institute and George Washington University, finds fault with Irvine on two counts: "He overstates the liberal bias [of the press] and overstates the power of the press. But he is informed. . . . And he forces the press to look over its shoulder, and make it more responsible than it otherwise would be. . . . As a gadfly, he's had a good effect." There was ABC News President Roone Arledge, at a 1983 stockholders meeting, telling Irvine, "I have great respect for you and your organization." Ten years ago, even the ombudsman for the *Washington Post*, Charles Seib, was complimenting Irvine, if grudgingly: "It sticks in my craw, but I'll say it: Irvine and his AIM are good for the press."

Irvine's colleague Brownfield—whose own approach to accuracy in media is more objective, less emotional, than Irvine's—thinks the media's criticism of AIM's ideological bent is misplaced. "There's nothing wrong with an organization having a political philosophy," he says. Besides, he says flatly, "the media have a liberal bias, and people should think about it." He credits AIM with a role in helping to persuade television to pay more attention to conservatives. "It's much less one-sided," he says of

movement, in South Africa. Yet, a few weeks later, Irvine said, eight black South African clergymen who support the government and oppose the sanctions many countries are imposing on South Africa in an effort to persuade it to drop its policy of apartheid held a news conference in Washington, and ABC did not cover it. Neither, Irvine said, did anyone else. For Irvine, the episode was proof of the press's, particularly ABC's, liberal bias.

But Tutu, of course, is a world figure, a Nobel laureate. Jennings's interview with him was held in the immediate wake of the South African government's order imposing restrictions on freedom of speech and of the press. In speaking out, Tutu was risking imprisonment. And in broadcasting the interview, ABC was risking expulsion from South Africa. "It was," ABC's Watson said, "a very dramatic event." As for the failure to cover the eight black clergymen who supported the government, Robert Siegenthaler, ABC vice president for news and practices, who serves as the news division's ombudsman, said ABC has provided coverage of the country's top officials, as well as of people in Washington being arrested for picketing the South African embassy—"people from every part of the spectrum."

Irvine is the most visible and vocal expression of AIM, which he founded almost 20 years ago. He appears with some frequency on ABC's *Viewpoint* and *Nightline* programs, and on *Donahue*, *Crossfire* and *MacNeil/Lehrer*. He is an almost automatic guest when the subject is controversy over a CBS documentary on General William Westmoreland and an alleged "conspiracy" to cap estimates of enemy strength in the Vietnam war, or a *Time* story on Israel's Ariel Sharon and whether he had encouraged the massacre of Palestinians in refugee camps in Lebanon, or even a mini-series, like *Amerika*, on ABC, which Irvine thought too soft on the fictional Soviets who had taken over the U.S. at some future date. But beyond him and the *AIM Report* are twice-weekly newspaper columns sent to about 100 newspapers (which pay, Irvine says, from \$1 to \$75 to run a piece) and a three-minute daily radio commentary sent, as "a public service," to about 240 stations. (The USA Radio Network, of Carrollton, Tex., began distributing the material to 170 of the stations by satellite earlier this month.) Irvine shares most of the writing duties with Cliff Kincaid, a recent recruit from *Human Events*, at least as conservatively oriented as AIM. There is also a speakers bureau, dispatching 30 conservative speakers to schools and clubs to discuss the media.

That is not all. There is yet another outlet Irvine uses to press home AIM's views—the annual stockholders' meetings of major media organizations. AIM has purchased stock in the network-owning companies, and in the Washington Post Co., Time Inc. and the New York Times Co., to provide Irvine with direct access to the leaders of those organizations. Well, not every one. About 10 years ago, Arthur Ochs Sulzberger, chairman of the board of the Times, reached an agreement with Irvine under which Sulzberger



described him, is indefatigable in attempting to ferret out and denounce stories in the press or on television he feels do not meet AIM's (or his) standards. And he does it with a lack of restraint that can infuriate those who receive his communiqués. One response that he seems to cherish—a reproduction is on the wall of his office and he uses a quote in promotional material—was received on June 9, 1977, from Benjamin Bradlee, executive editor of the *Washington Post*. Bradlee called Irvine "a miserable, carping, retromingent vigilante"—a vigilante who urinates backwards. A more recent letter—dated Oct. 29, 1986—of which Irvine seems similarly proud, is from Bruce L. Christensen, president of the Public Broadcasting Service, who was responding to Irvine's expression of doubt, in an interview with BROADCASTING, that PBS could conduct an objective investigation of allegations of liberal bias in its programming. Wrote Christensen: "Likening PBS to 'Nazis conducting their own examination of the gas chambers' is a disgusting, contemptible simile" (BROADCASTING, Nov. 3, 1986).

For all of that, there are those who say Irvine serves a useful purpose as a media

television today.

Indeed, the passion for combating "liberal bias" is a major ingredient in the fuel that drives AIM. Asked his view as to why the press is "distorted" in its news coverage, if it is, Irvine said: "The press is run by human beings with strong views, and that influences the way they report the news." And those views are like those he says he once held. "I was a leftwinger at 30, so I know the mentality. . . . Since 80% of the journalists are of that persuasion," he said, he does not find the news product surprising. Irvine does not cite the source for the 80% figure, but most surveys on the subject indicate a preponderance of liberals among journalists.

Looking at the world from a perspective 180 degrees different from the one with which he was comfortable more than half a lifetime ago may not guarantee the soundness of his criticism. For instance, Irvine, in an interview, recalled that ABC's *World News Tonight* last June devoted 17 minutes—an extraordinary length of time in a half-hour news program—to a live telephone interview that anchor Peter Jennings in New York conducted with Archbishop Desmond Tutu, a leader in the antiapartheid

The Hour

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Hour the same as  
a 9 or 10 o'clock  
Hour?

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for family viewing—the Early Fringe marketplace—  
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would meet with him privately for an on-the-record interview. In return, Irvine would not attend the company's stockholder meetings. Sydney Gruson, who had been vice chairman of the board and deputy to Sulzberger until Gruson's retirement in January, says the purpose was to assure "orderly" meetings. "We didn't want him standing up and spouting propaganda and delaying our meetings with questions having nothing to do with the meeting," Gruson says. "This is a method we found very useful."

AIM calls itself "a nonprofit educational organization dedicated to promoting accuracy and fairness in news reporting by the major media," one that "investigates complaints of media error, distortion and bias, and exposes them..." It also does not shrink from attempts to apply pressure. Like calling on members to write to the more than 400 advertisers of ABC programs in 1983, advising them of what AIM viewed as the controversial nature of the upcoming *The Day After*, the fictional account of life in an American city after a nuclear exchange. (Some of those in a position to know say AIM is perfectly capable of generating hundreds of letters on a given issue.) AIM, which saw the program as advancing the Soviet Union's propaganda agenda to block the deployment of U.S. cruise missiles in Europe, sought to persuade ABC stockholders at their meeting in 1984 to adopt a resolution calling on the network to conduct an investigation to determine if, in fact, its facilities had been used for that purpose. The resolution was defeated.

(Since then, however, AIM has interpreted a statement by then Chairman Leonard Goldenson at the meeting as indicating the mini-series that evolved into *Amerika* was undertaken at least in part in response to AIM's concerns. ABC, Goldenson told Irvine, would announce during the next year a project "somewhat along the line you're suggesting"—a reference to a suggestion at the meeting by Lester Kinsolving, a writer and broadcast personality who is a colleague of Irvine's, that ABC produce a program illustrating what life would be like in Lawrence, Kan., after a Soviet takeover. Later, Goldenson said ABC was planning a project then

named *Topeka, Kansas... USSR*. Brandon Stoddard, president of ABC Entertainment, who supervised the production of both projects, has repeatedly denied there was any connection. He has said his inspiration for *Amerika* came from a column by Ben Stein, in the *Los Angeles Herald Examiner*.)

AIM operates out of a suite of offices in downtown Washington, just beyond K Street's high-rent district, with a staff of 20, including Irvine's son, Donald. Several staffers work for a couple of related operations, Accuracy in Academia, which attempts to uncover what Irvine says are "inaccuracies and distortions" of college professors and report them in a monthly *Campus Report*, and the *Washington Inquirer*, a weekly that publishes the kind of stories Irvine says "the mainstream press" ignores—stories that generally seek to sound the alarm that communism is a clear and present danger to American freedom. Irvine is chairman of AIA and is a member of the board of the *Inquirer*, which he founded but which is now published by the Council for the Defense of Freedom, an organization established at the time of the Korean war by anticommunist officials of the labor movement.

The AIM organization operates on what Irvine says is an annual budget of \$1 million. The money comes from the 27,000 members (down from about 35,000 several years ago) who contribute at least \$15 a year to the organization, and a number of other contributors, some of them large ones. The largest single contribution last year—from "a retired college professor from California," who has asked AIM not to identify him further—was \$120,000. Another major supporter over the years has been Richard Scaife, of Pittsburgh, a great-grandson of the banker and philanthropist, Andrew Mellon. Scaife is the principal owner of KQV(AM) Pittsburgh, as well as of several small newspapers, and through a family trust last year gave AIM \$50,000, down from what had been an annual gift of \$100,000. Then there was Shelby Cullom Davis, an investment banker who is a former ambassador to Swit-

zerland, who contributed \$70,000. There has also been what Irvine calls "a modest amount of corporate support." The Adolph Coors Co., for instance, contributes \$20,000 annually.

A \$1-million budget may not seem lavish by the standards of Washington advocacy. But it is a far cry from AIM's origins, as a luncheon group that met monthly in the 1960's. It was called the McDowell Luncheon Group, after Arthur McDowell, a leader in the upholsterers union. But Irvine, a Phi Beta Kappa from the University of Utah who at the time was an adviser in international finance for the Federal Reserve Board, assumed the leadership of the group in 1966, after McDowell died in an automobile accident. The group's conversation at those luncheon meetings, as Irvine recalls it, centered on concern over the manner in which the media were covering the news. So in September 1969, AIM was organized to set matters aright, to fill a void.

Originally, there was no formal structure. AIM started with a desk in the office of the wife of Abraham H. Kalish, a government retiree who had been named executive secretary of AIM, and Irvine spent most of his spare time writing letters to the editors of various newspapers complaining about their news coverage of events. Irvine took over leadership on a full-time basis when he retired from the government in 1977 and was named chief executive officer. He has since added the title of chairman.

"The media were the only powerful institution in society for which there was no watchdog," Irvine says. "The media are a watchdog for government, labor, everything else. But they are not interested in keeping an eye on themselves." The competition among media, he feels, is not a sufficient check on the media. The networks and national newspapers like the *New York Times* and the *Washington Post*, he says, "are circumspect in reporting on each other." The early AIM boasted an advisory board with names that now seem out of place—those of Dean Acheson, Harry Truman's secretary of state; Morris Ernst, one of the founders of the American Civil Liberties Union, and Harry Gideonse, another well-known liberal, who has headed the New School of Social Research in New York. Today, the list includes neoconservative Midge Decter, actor Charlton Heston, a staunch conservative, and Admiral Thomas Moorer (ret.), former chairman of the Joint Chiefs of Staff. But that does not mean the character of the organization changed over the years. The common denominator, says Irvine, is "anticommunism, or defense of freedom."

One of the bones in Irvine's throat is the Public Broadcasting Service. It is not only that he seems to regard so many of its major productions as doing Moscow's bidding, it is also that PBS is doing it with help from the U.S. treasury.

AIM had joined other conservative groups and individuals in denouncing *The Africans*, the series that became a center of controversy last fall after the National Endowment for the Humanities, one of the program's spon-



The Hour

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sors, asked that its name be removed as a sponsor. NEH called the series "an anti-Western diatribe." AIM has also been troubled by *Witness to Revolution: The Story of Anna Louise Strong* (Jan. 10, 1986), which chronicled the life of the minister's daughter who became a partisan reporter covering the Russian revolution and the Spanish and Chinese civil wars; *Guatemala: When the Mountains Tremble* (Dec. 17, 1985), which examined the conditions of Guatemalan Indians and peasants, and *On Company Business* (a three-parter that aired on May 9, 16 and 23, 1986) that dealt with the Central Intelligence Agency.

Barry Chase, PBS vice president, news and public affairs programming, sounds slightly detached in discussing such denunciations. "Reed," he says, "is a right-side representative of a phenomenon not peculiar to the right; it happens with the left, as well, when they see things they don't like."

Thus far, AIM has scored a win in connection with only one PBS project with which it found fault, and not a complete win, at that. PBS made time available for an AIM documentary designed as an answer to the 13-part *Vietnam: A Television History*, produced by WGBH-TV Boston and broadcast in 1983. AIM produced *Vietnam: The Real Story* as a means of correcting what Irvine said were "many of the serious errors and distortions in the PBS series." And PBS ran it. But it refused to run a second documentary AIM had produced as a further response, *Television's Vietnam, the Impact of the Media*, which, in effect, indicted the American press as the cause of America's failure to win the war. One of its major themes was that the media portrayed the Viet Cong Tet offensive in January 1968 as a defeat for the U.S. and its South Vietnamese allies when, in fact, many observers today say it had been a victory.

Like the first documentary, the second was narrated by Charlton Heston. Chase confirmed Irvine's report that PBS felt it was a better piece than the first one—but only because he would give the first one "a D-minus." The second, he said, was worth "a D-plus." He said PBS had turned it down both because it was flawed journalistically—it contained "unsupported statements"—and because PBS had already dealt with the media's role in Vietnam in a number of programs. There had been a four-part series on *The Military and the News Media*, and the subject had been discussed on a number of *MacNeill/Lehrer NewsHour* programs. The issue had figured in the 13-parter, as well. Irvine blames Suzanne Weil, PBS senior vice president for programming, for the rejection. Earlier this month, she said that the decision had come up to her through Chase's department and that she ratified it. "I'd do it again," she said.

Irvine was angry about PBS's decision; it led him in January 1986 to call for a congressional investigation of PBS's programming standards (BROADCASTING, Jan. 27, 1986). That was not forthcoming. But a report on PBS's self-examination, to which such complaints led—and which Irvine dismissed with the comment it was comparable to asking Nazis to examine their own gas chambers—was released two weeks ago (BROADCASTING, April 20.) And, nothing daunted,

AIM spent \$800 for time on the PBS satellite to relay the program to 183 public broadcasting stations. What's more, both programs, as well as the 13-parter, are now available on home videocassettes. Sony Video Software obtained the rights to all three productions and is releasing the programs this month. So AIM's side of the issue is not being ignored.

With AIM in its 19th year, a question being asked is whether it has passed its peak. Irvine, not surprisingly, thinks not. "We have a higher profile than 10 years ago," he says. "People are taking us more seriously." And he does not think the number of AIM members—27,000—is any indication of the organization's support. He notes that *Times Mirror's* major study of "The People and the Press," last year, said that 5% of the population are "vociferous critics" and that "theirs is the most informed and the most vocal criticism in the nation" (BROADCASTING, Jan. 20, 1986). Irvine likes to see a large number of AIM supporters among that 5%.

*The Nation*, a decidedly liberal publication, thinks AIM is on the downhill side of its career. But it said so last fall in a cover story—"The Rise and Decline of Accuracy in Media," by Michael Massing, a former executive editor of the *Columbia Journalism Review*—which occupied 12 pages. The better part of five more pages of the same issue was devoted to a "comment" on AIM by Alan Wolfe, a member of the magazine's editorial board. Nor was that all. The lead editorial in the issue focused on AIM, accusing it of seeking to create, "by pressure, threats and blackmail," the kind of consensus that allows the Reagan administration to rule "without regard for honesty and to retain power without fear of successful opposition." That would seem to be a lot of attention to be paid a fading organization.

Increasingly, however, that assessment is heard by those concerned with such phenomena. ABC's Ted Koppel, for instance. He has probably been as responsible as anyone for the television exposure given Irvine. He has invited Irvine onto *Nightline* on a number of occasions, and Irvine is an inevitable member of the audience called on to comment during a *Viewpoint*, which is the forum ABC provides for discussions of the media. But Koppel is giving signals that he is getting tired of Reed Irvine; increasingly, Koppel's otherwise unfailing courtesy to everyone on a show with him is showing signs of wear when Irvine takes the mike.

During a *Viewpoint* on *Amerika*, on Feb. 23, as Irvine launched into a criticism of those responsible for the program, Koppel broke in to "suggest" that he simply ask a question. "Forgive me," Koppel said, apologizing for insisting on maintaining control. "I'm not going to sit here tonight and let you give another speech." Koppel was forced to interject seven more times before Irvine proceeded to his question—which was whether ABC would produce a documentary on the Soviet Union 10 years after a takeover by the U.S.

Later, Koppel explained his behavior. "He [Irvine] has come to believe that unless he's on a *Viewpoint*, the program must fail," he

said, adding that he does not share that opinion. He said Irvine does not ask questions succinctly: "He wants to make a speech, and he denies others a chance to ask questions." Indeed, he said, Irvine is not a popular figure with *Viewpoint* viewers. "The time before last"—a *Viewpoint* on Dec. 17 dealing with *Bashing: The Press & the Presidency*—"we were inundated with mail asking why we let him on, why we were treating him as the only conservative spokesman." Such complaints, Koppel said, came not from liberals who object to Irwin's appearance on the program but from individuals who appear to be moderates and conservatives. "We have an obligation," Koppel said, "to find fresh talent."

What's more, Koppel feels "the times may have passed Reed by." He acknowledged that in the days before the Reagan administration, the argument could have been made that the media were not paying sufficient attention to conservatives. "But after six years of President Reagan and his cabinet members and supporters, all of whom espouse conservatism," Koppel added, "you don't need Reed to bang the drum so loudly." That does not mean the country has seen the last of Irvine on *Viewpoint*. "Short of putting up a barricade and saying, 'You can't come in,'" said Koppel, "I'll never be in a position to deny any spokesman access to *Viewpoint*."

But Koppel seems to be making a point. If Irvine's, and AIM's, popularity should wane, it will not be because the press does not need a gadfly; journalists generally say their profession needs one, if not more. Nor will it be simply that Irvine is perceived to be concerned not with accuracy in media but with an ideological agenda (whose accomplishment, ironically, would make of the American press a mirror image of the Soviet press, which sees its primary mission as protecting the state). It will be because Irvine has become what television abhors: a bore. □

By Leonard Zeidenberg

## Dingell, Grossman to headline NPR gathering

**NPR President Doug Bennet predicts upbeat meeting; unbundling issue, audience building among main topics**

Congressmen, producers and on-air personalities will be among the panelists discussing programming, regulation, technology and other subjects at National Public Radio's 17th annual Public Radio Conference April 29-May 3 in Washington. More than 700 broadcasters are expected to converge on the Washington Hilton hotel for the conference, which begins Wednesday with regional and committee meetings and ends Sunday with a meeting of the NPR board. NPR President Doug Bennet predicted the conference will be upbeat, with discussions centering on the new proposal for unbundling (whether to offer programming in separate packages)

# The Hour

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To be continued...

# As New York City discovered, self-insurance is no protection from rising insurance costs.



**1979**  
**\$30,600,000**

**1981**  
**\$104,100,000**

New York City doesn't buy insurance. It insures itself.

Since it's not an insurance company, the people in city government figured it would be protected from the rising costs of insurance.

With self-insurance, the City could avoid pricing cycles and profit margins and all the other statistics that critics of the insurance industry blame for price increases.

Unfortunately, it didn't work that way.

Insurance costs in New York City have still gone up. Payments on claims rose from \$30.6 million in 1979 to \$125.3 million in 1985. That's a 309% increase in six years.

To put that in perspective, the rate of claim payments is roughly equal to the cost of running the city parks and recreation program. And City Comptroller Harrison Goldin projects that by 1990, it will cost as





**1983**  
**\$105,900,000**



**1985**  
**\$125,300,000**

much to insure New York as it does to run the City's fire department.

All of which points to a simple fact. Rising insurance costs aren't the result of pricing cycles or profit margins. They're caused by claims and lawsuits.

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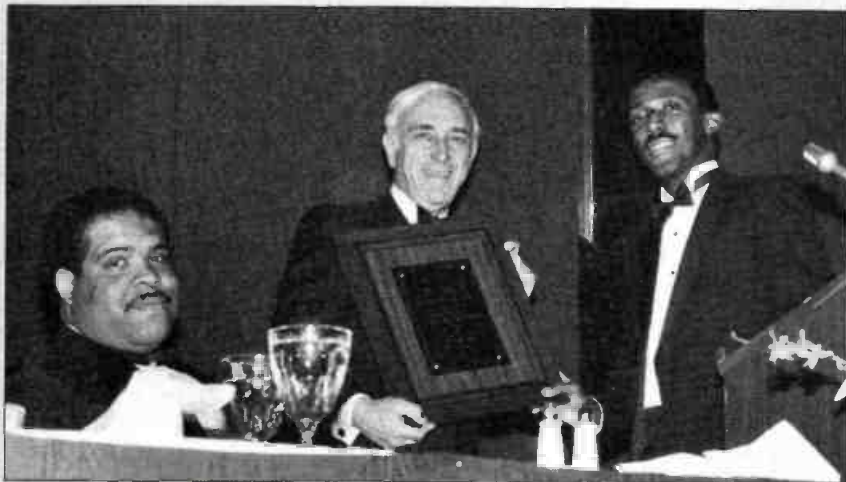
State \_\_\_\_\_

Zip \_\_\_\_\_



**Insurance Information Institute**  
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**The Road to Recovery**



**NABOB honorees.** The National Association of Black Owned Broadcasters handed out its Communications Awards at a dinner in Washington, attended by more than 500. The awards recognize leaders in communications, government and industry whose efforts have "helped to advance the cause of minorities in broadcasting." The five recipients were Percy Sutton, chairman of Inner City Broadcasting Corp.; Senator Frank Lautenberg (D-N.J.); Representative John Conyers Jr. (D-Mich.); Representative Julian Dixon (D-Calif.), and Representative W.J. (Billy) Tauzin (D-La.). Pictured above (l-r) are James Hutchinson Jr. (seated), chairman of NABOB, and Lautenberg receiving award from James Winston, executive director of NABOB.

## Intermedia

**Dallas debut.** National Museum of Communications, new \$750,000-facility being built in Dallas, is expected to open its doors in late May. Museum will house books, tapes and artifacts from all forms of "human" communications, ranging from radio and television to film and print to music and graphic arts. It will also serve as communications center for seminars. New museum is outgrowth of National Broadcast Museum, also based in Dallas. Executive curator of Museum of Communications is Bill Bragg, who is also engineer for KDFW-TV Dallas.

□

**Children's service.** Thirteen stations are recipients of National Association of Broadcasters annual "Service to Children" awards which recognize contributions to children's programming and community projects. Winners were: KATU(TV) Portland, Ore., *Popcorn*; WRAL-TV Raleigh, N.C., *The Frost King*; WAFB-TV Baton Rouge, *Storyland*, and WBNG-TV Binghamton, N.Y., *Action News for Kids* (continuing program of 30 minutes or more, broadcast at least monthly on regularly scheduled basis); WCAU-TV Philadelphia, *Kidside*; WSMV(TV) Nashville, *The Snow Bird Family Christmas Special*; WMTV(TV) Madison, Wis., *By Kids for Kids*, and WBNG-TV Binghamton, N.Y., *Flying Kites: Holding Hands with Wind* (special programs of half-hour or longer); WLS-TV Chicago, *Be A Safe Kid at Home*, and WSMV(TV) Nashville, *A Word from Snow Bird* (programs less than half-hour broadcast as series or special project and public service announcements); WBZ-TV Boston, "For Kids' Sake Campaign"; WDAF-TV Kansas City, Mo., "Love Fund for Children," and KRGV-TV Weslaco, Tex., "Project Abuse" (nonbroadcast activities designed to serve children), and WCVB-TV Boston, "Don't be Pushed," and WECT(TV) Wilmington, N.C., "Don't be a Dummy, Don't be Pushed" (public service campaigns against drug and alcohol abuse).

□

**NAB grants.** National Association of Broadcasters has awarded five research grants for 1987. Grants of up to \$5,000 each are given to encourage development of broadcast research by college and university faculties and students. Selected: Cornelia Crabb and Ronald Faber of University of Texas for "The Influence of Media Perceptions Upon Local Buying Decisions"; Bruce Klopfenstein and David Swanson of Bowling Green State University, "VCR Behavior and the Television Household"; Jon A. Krosnick of Ohio State University, "A Study of the Causes of Heavy Television Viewing Among Children and Adolescents," Jack McLeod of University of Wisconsin, Madison, "A Reevaluation of the Contribution of Television News: News Images, Information-Processing Strategies and Audience Comprehension", and Joey Reagan of Washington State University, "Needs for Research Among Commercial Radio Broadcasters."

(BROADCASTING, April 20) and at NPR's audience-building campaign.

The PRC's opening general session (preceded by six concurrent "early bird" sessions) will be held Thursday, April 30, at 8:45-10 a.m., and will feature House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and NBC News President Lawrence Grossman, former president of the Public Broadcasting Service. Members of the board will also attend.

A second congressional session focusing on reauthorization of the Corporation for Public Broadcasting and the Public Telecommunications Facilities Program, from 10:30 a.m. to noon, will feature four members of the House Telecommunications Subcommittee: John Bryant (D-Tex.), Don Ritter (R-Pa.), Al Swift (D-Wash.) and Thomas Tauke (R-Iowa). Three other sessions will be held concurrently.

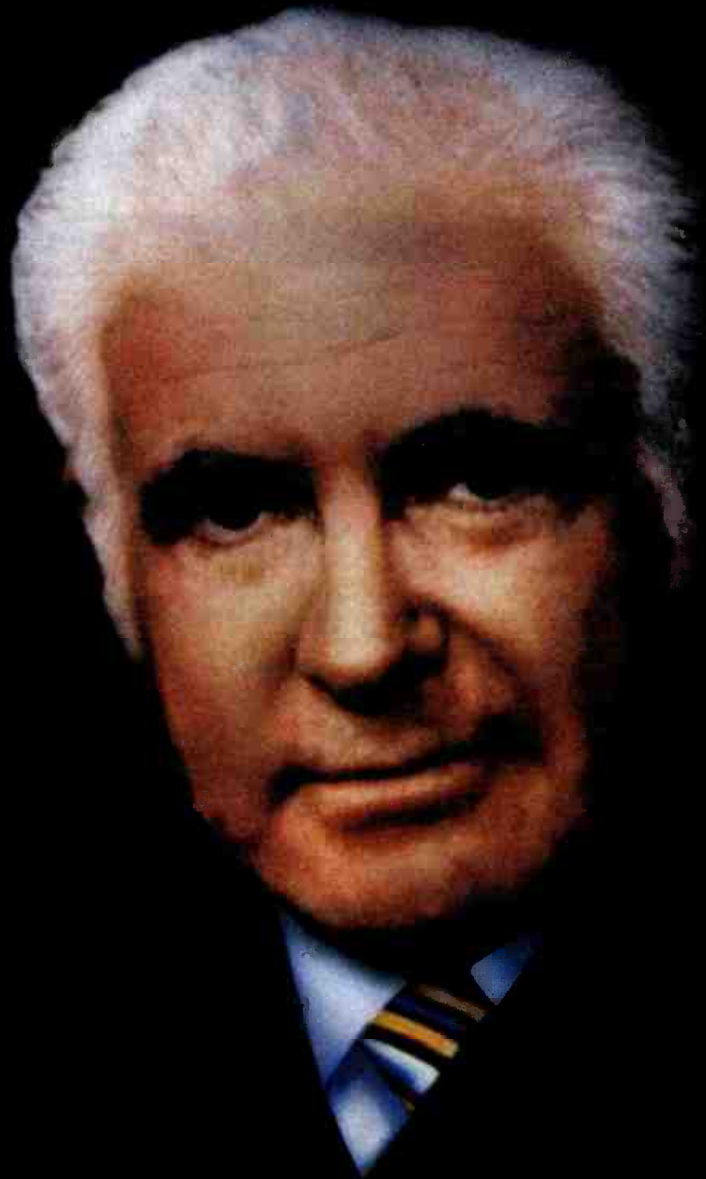
The unbundling issue will be the focus of a general session with the board of directors Thursday at 1-3 p.m. Results of NPR's study of public radio's service to minorities will be released and discussed at one of six concurrent Friday morning sessions from 9 to 10:15 a.m., and findings of a study of 19 public radio focus groups, conducted by Lauer, Lalley & Associates in 1986, will be presented Friday at 10:30 a.m. The board and its chairman, Jack Mitchell, will cover a range of public radio topics at the annual membership meeting Saturday from 9 to 11 a.m., and the board committees will meet later that day.

There will be numerous forums for discussion of NPR programming—both in specific and general terms. A Thursday lunch with the producer, editor and hosts of *All Things Considered* will focus on plans for the coming year, as will a Friday session with correspondents and producers scheduled to cover the Iran/Contra hearings (for NPR and a Saturday "early bird" discussion of *Morning Edition* plans. A Saturday lunch will feature the producers, editors and hosts of NPR's *Weekend Edition* and weekend *All Things Considered*, and is expected to include system criticism of Susan Stamberg, who left *All Things Considered* last fall after 15 years to host the Sunday version of *Weekend Edition*.

Among the local programs originating from Washington during the PRC will be WHA(AM) Madison, Wis.'s *Whad 'Ya Know*, hosted by Michael Feldman, Saturday at 11 a.m., and WGUC(FM) Cincinnati's *The Children's Journal*, hosted by Bobbi Renz, Saturday at noon. A variety of stations and programs will hold receptions Thursday evening in the hotel, including *Mountain Stage*; *NewVoices*; *Consider the Alternatives*; *Enfoque Nacional*; *Fresh Air*; WETA-FM Washington; KCRW(FM) Santa Monica, Calif.; WNYC-AM-FM New York; WGBH(FM) Boston; WFPL(FM) Louisville, Ky.; Pacifica/National Federation of Community Broadcasters, and, by invitation only at the British Embassy, BBC External Broadcasting.

In addition, the conference will feature two awards ceremonies. The Edward Elson Award for "an individual who has made a significant contribution to public radio in the preceding year" will be presented at a Friday

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**Getting the jump on history.** The 40th anniversary of WTVR-TV Richmond, Va., which claims to have been the first TV station south of Washington, was celebrated prospectively last week (its actual on-air date was April 22, 1948) at a luncheon featuring (l to r in foreground) a former Virginia senator, Harry F. Byrd; Rich Pegram, general manager; Roy Park, whose Park Communications has owned the station since 1965, and Thomas F. Leahy, president of the CBS Television Network. Byrd commended the station for a legacy of "news that is timely, fair and accurate," while Leahy spoke of the "unique relationship" and "partnership" between the network and its affiliates, and added with a smile: "I thank you for your clearance record; your support has not gone unnoticed."

Park, who was the first group owner to reach the FCC's then maximum of seven AMs, seven FM's and seven TV's (the company now has 10, nine and seven, respectively), paid tribute to the station's first owner, the late Wilbur Havens, as having represented both the best in broadcasting and being a man of his word. Recounting how other companies had tried to outbid him for the station after he and Havens had agreed on a price (\$5 million) but did not yet have a binding contract, he recalled that Havens said: "He has the most binding contract a man can have: my word." "Not many deals are made that way anymore," Park said.

luncheon hosted by Kathryn Loomans, host of *Performance Today*. The luncheon will include a speech by Manfred Jenke, Westdeutscher Rundfunk, Koln, West Germany, an appearance by the designer of the award and entertainment by a Washington comedy troupe, The Capitol Steps.

## Funding for public radio-TV in Alaska: crush is on

**State legislature considering budget that would wipe out money for system**

Will public broadcasting in Alaska be left out in the cold? That is the issue being debated as the state government continues deliberation over funding for fiscal 1988, which begins July 1. The state budget proposed in January by Governor Steve Cowper discontinued all funding for Alaska's public broadcasting system—four television stations, 16 full-service radio stations, six repeaters and translators and the Alaska Public Broadcasting Commission, which distributes funds, as well as for the Rural Alaska Television Network (RATNET), a state-operated system of TV translators used to distribute commercial television programming. Cowper amended the budget in March to include \$1.3 million for four rural, sole-ser-

vice radio stations—KDLG(AM) Dillingham, KYUK(AM) Bethel, KOTZ(AM) Kotzebue and KBRW(AM) Barrow—and for reduced operation of APBC.

The elimination of state funds (which for the last fiscal year totaled approximately \$6.5 million) would almost certainly force Alaska's public stations to go dark, with the possible exception of TV and radio outlets in Anchorage, according to Charles Northrip, executive director of the APBC, and Diane Kaplan, executive director of the Alaska

Public Radio Network. A 15% cut in funds would cause at least three and possibly as many as nine stations to lose their Corporation for Public Broadcasting qualification, Kaplan said, cutting off their access to federal funds. At that level, said Northrip, the system "would probably barely survive."

The finance committee of the Alaska House has voted to restore 94% of the money that stations received by APBC. The House is expected to follow suit, but the Alaska Senate has yet to consider the funding. That level of funding, Northrip said, would allow Alaska's noncommercial stations to survive. Although Cowper has line item veto power and the power to reduce the amount of money designated for any item, he has stated he is not inclined to eliminate funding proposed by the legislature unless the overall budget is unbalanced. In such a case, said Northrip, the legislators would be called back into a special session to rework the entire budget, and public broadcasting might fare better because it would not be vetoed as a line.

Alaska has suffered severe financial hardship recently due to a rapid decline in oil revenues. Public broadcasting stations took a 15% cut going into FY '87, and many state agencies—including APBC—took an additional 15% cut soon afterward when the governor declared a financial emergency. (APBC had already made its grants at the time.) APRN, a membership organization that provides the only statewide radio news programming and handles uplinking and some downlinking of national programs for the state, would be threatened if more than two Alaskan stations went dark because it receives 5% of its budget from each station, Kaplan said.

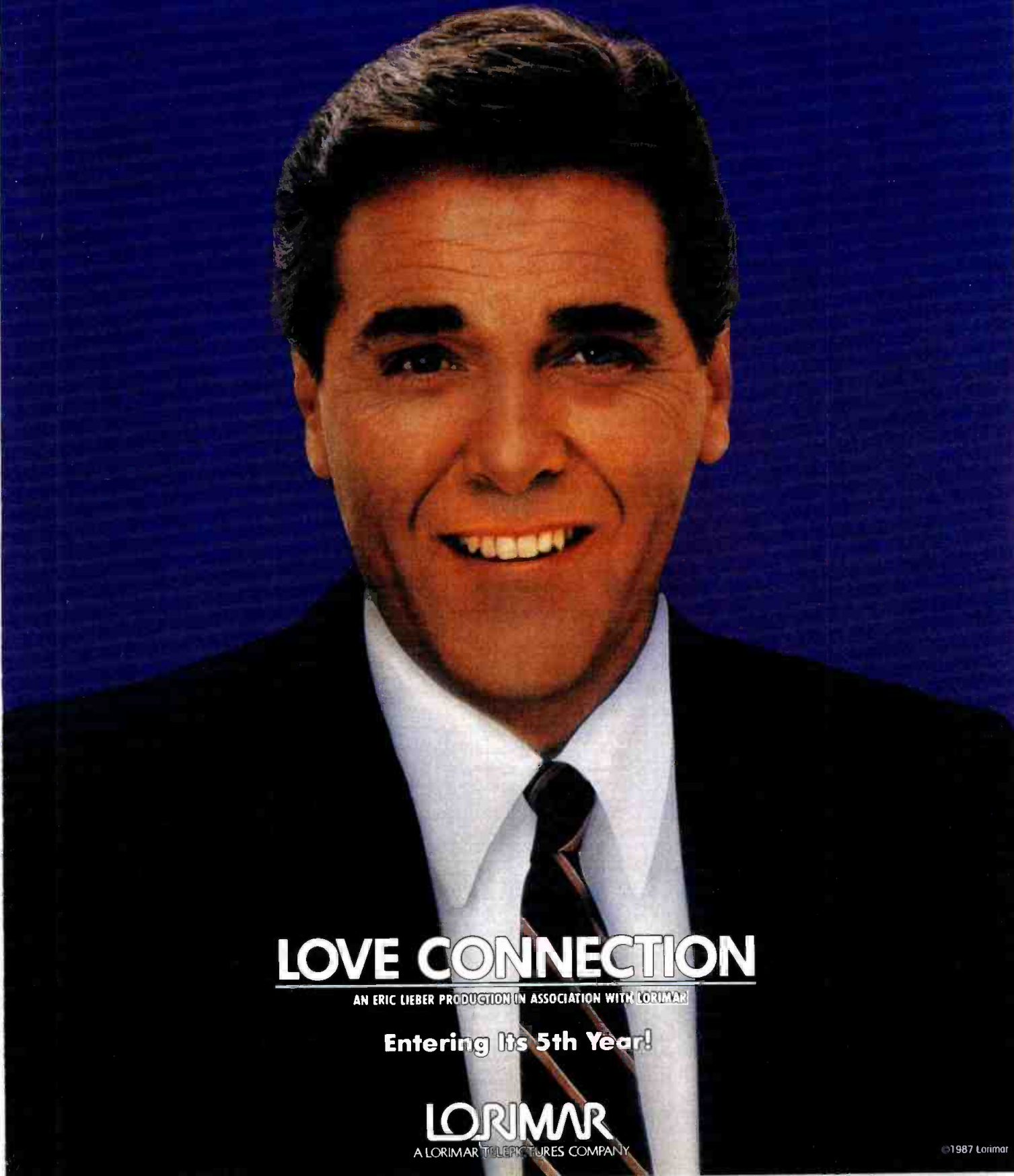
Various measures for funding public broadcasting have been discussed by the Alaska legislature, including instituting a state lottery to benefit the system, adding a box on the state's permanent fund dividend check to allow recipients to designate \$5 for public broadcasting or replacing RATNET's commercial programming with Public Broadcasting Service fare so that the fee paid to the common carrier would be negotiable. □

**EEO changes.** The FCC, in one of its last actions under the chairmanship of Mark Fowler, amended its broadcast equal employment opportunity rules and reporting requirements, pulling back on the relief it had originally proposed for broadcasters.

The agency, for example, had proposed to ease EEO burdens by exempting licensees with no more than five full-time employees (BROADCASTING, Nov. 18, 1985). Yet the rules adopted retain the four-employee benchmark currently in use. The agency also scrapped a proposal to permit licensees to lump full-time and part-time employees into the same table in annual employment reports; as it stands, those kinds of employees will have to be reported separately, as required now. Also under the new system, every station's EEO program will be subject to review at renewal time, regardless of its employment profile. (In the past, the FCC staff generally reviewed only the EEO programs of broadcasters whose employment profiles failed to meet the agency's EEO processing guidelines.) But the FCC said the reviews will focus more on EEO efforts than numbers, and licensees also will be permitted to use alternative labor force data. Although the FCC had originally proposed to supply each licensee with labor-force statistics for its area, it ruled instead that licensees should continue to be responsible for their own data from local sources. Licensees will be able to use alternative labor force data if they believe the metropolitan statistical area or county data normally used doesn't accurately reflect the available labor pool.

FCC Commissioner Patricia Dennis made clear she believed the FCC was strengthening its EEO oversight. "The commission is reaffirming today its commitment to assuring EEO opportunities in broadcasting," Dennis said. "It is strengthening its method of carrying out its commitment by changing the forms to strongly emphasize that broadcasters must continuously engage in efforts to provide opportunities to women and minorities."

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## NBC wins 27 of 30 in prime time final stats

**It overpowers the competition with a 17.8/28 while CBS posts a 15.8/25 and ABC a 14.1/22**

With the final Nielsen numbers in hand, television network researchers made final pronouncements on a prime time season in which NBC-TV easily took its second ratings victory in as many years and CBS-TV and ABC-TV slid to historical lows. With 27 weekly wins during the broadcast year just ended (Sept. 22-April 19), NBC triumphed easily with a 17.8 rating and a 28 share, up 0.2 rating points (1%) and one share point (4%) from last year.

CBS finished with a 15.8/25, down 5% from its 16.7 rating last year, and 4% from a 26 share last year. CBS had three weekly wins during the regular season. ABC was again in third place with a 14.1 rating (down 5% from a 14.9 last year), and a 22 share (down 5% from a 23). The average rating/share figures for this season's prime time shows appears below.

The finish for ABC represented the lowest rating for any network in "modern network television history," defined as being since the networks had extensive affiliate line-ups—in the early 1960's—according to researchers from CBS and NBC. Nielsen began keeping track of network ratings on a national basis in 1950. During the 1956-57 season ABC had a 14 rating.

CBS's finish was the lowest in its history,

a status that CBS vice president of research, David Poltrack, attributed to the long prime time dominance of that network.

CBS claimed that NBC finished with a 17.7/28, instead of a 17.8/28 this year if the overrun of fall football ratings on NBC were deducted from Sunday prime time numbers on the West Coast.

In its ratings roundup, CBS pointed to the importance of repairing the 8-9 time period across the board on its schedule. CBS research showed that at 8-9 Monday-Saturday, and 7-8 on Sunday, NBC had an 18.5 rating for the season, compared to a 14.2 for CBS and a 13.4 for ABC. At 9-11, NBC had a 17.4, compared to a 16.6 for CBS and a 14.4 for ABC. "The challenge for CBS" in the coming season, said Poltrack, is 8-9 p.m.

Poltrack also suggested that CBS may begin to regroup next season by attempting to win over the younger demographic skew that NBC captured when it began its resurgence a year ago, saying that NBC seemed to be moving away from that audience through recent programming additions.

NBC Entertainment President Brandon Tartikoff refuted the suggestion that NBC's audiences were getting older. He said schedule additions such as *Matlock* represented counterprogramming to skew towards the available older demographics in time periods dominated by the other networks. Tartikoff said that NBC had not given up on its younger audience, and as proof mentioned

that next season's schedule will include a half-hour comedy called *Mama's Boy*, an updated version of the theatrical movie. "Marty," starring Bruce Weitz (*Hill Street Blues*) and Nancy Walker; *Beverly Hills Buntz*, a half-hour comedy/drama in which Dennis Franz of *Hill Street Blues* will reprise his role of Norman Buntz; a one-hour series based on the mini-series, *A Year in the Life*, and aimed at *L.A. Law-St. Elsewhere* audiences; the Lisa Bonet spin-off of *The Cosby Show*; a one-hour 1940-50's "homage to the private detective" set on Sunset Strip, and *Highwayman*, about a lawman with a high-tech truck/helicopter, produced by Glen Larson, and representing another of Tartikoff's attempts (*ALF*, *Misfits of Science*) at a hit-tech offbeat series.

Tartikoff also said that NBC is looking at dropping one of its movie nights and putting in another night of regular series programming, a move that would help the network attract the best producers by giving them a place to run their shows. In the short term such a decision could mean \$10 million-\$12 million in additional programming expenses, but in the long-term it could mean reaping \$30 million-\$40 million more in profits. Those thoughts came despite NBC's taking Monday night away from CBS this year, thanks to the performance of the 17th-ranked *NBC Monday Night Movie* (18.6/28).

As previously reported, however (BROADCASTING, April 20), the biggest sto-

### The prime time show rankings for '86-'87

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	34.9/53	29.	Hunter	NBC	16.5/30	57.	Crime Story	NBC	13.1/22
2.	Family Ties	NBC	32.7/49	30.	Head of the Class	ABC	16.4/26	58.	You Again	NBC	13.1/21
3.	Cheers	NBC	27.2/41	31.	Facts of Life	NBC	16.3/29	59.	Our House	NBC	12.9/20
4.	Murder, She Wrote	CBS	25.4/37	32.	Cavanaghs	CBS	16.2/24	60.	Jack & Mike	ABC	12.8/22
5.	Golden Girls	NBC	24.5/41	33.	Designing Women	CBS	16.1/24	61.	A Team	NBC	12.8/21
6.	60 Minutes	CBS	23.3/37	34.	Magnum, P.I.	CBS	16.1/25	62.	Disney Sunday Movie	ABC	12.8/19
7.	Night Court	NBC	23.2/35	35.	Perfect Strangers	ABC	15.7/25	63.	Kay O'Brien	CBS	12.7/22
8.	Growing Pains	ABC	22.7/33	36.	Equalizer	CBS	15.4/26	64.	Colbys	ABC	11.9/18
9.	Moonlighting	ABC	22.4/34	37.	Cagney & Lacey	CBS	15.1/24	65.	Mike Hammer	CBS	11.8/19
10.	Who's the Boss?	ABC	22.0/33	38.	Hotel	ABC	14.9/26	66.	Together We Stand/Nothing is Easy	CBS	11.7/19
11.	Dallas	CBS	21.3/34	39.	Sunday Night Movie	ABC	14.8/23	67.	Saturday Night Movie	CBS	11.2/19
12.	Newhart	CBS	19.5/28	40.	Valerie	NBC	14.8/22	68.	Spenser: For Hire	ABC	11.0/20
13.	Amen	NBC	19.4/33	41.	Scarecrow & Mrs. King	CBS	14.6/24	69.	Ohara	ABC	10.9/18
14.	227	NBC	18.9/32	42.	Hill Street Blues	NBC	14.6/24	70.	1986	NBC	10.5/18
15.	Matlock	NBC	18.6/28	43.	Tuesday Night Movie	CBS	14.6/23	71.	Sledge Hammer	ABC	10.5/17
16.	Sunday Night Movie	CBS	18.6/29	44.	Tortellis	NBC	14.6/22	72.	Wzard	CBS	10.4/16
17.	Monday Night Movie	NBC	18.6/28	45.	MacGyver	ABC	14.6/22	73.	Downtown	CBS	10.3/18
18.	Monday Night Football	ABC	18.4/30	46.	Gimme a Break	NBC	14.3/22	74.	Sidekicks	ABC	10.2/17
19.	Kate & Allie	CBS	18.3/27	47.	20/20	ABC	14.1/24	75.	Starman	ABC	10.0/18
20.	Sunday Night Movie	NBC	18.2/28	48.	Easy Street	NBC	14.1/21	76.	Twilight Zone	CBS	9.7/17
21.	L.A. Law	NBC	17.4/29	49.	Monday Night Movie	ABC	14.0/22	77.	Friday Night Movie	ABC	9.1/16
22.	My Sister Sam	CBS	17.4/25	50.	Webster	ABC	13.8/23	78.	Life With Lucy	ABC	9.0/16
23.	Falcon Crest	CBS	17.3/30	51.	Mr. Belvedere	ABC	13.7/22	79.	Dads	ABC	8.7/14
24.	Highway to Heaven	NBC	17.2/27	52.	Amazing Stories	NBC	13.5/21	80.	Gung Ho	ABC	8.5/13
25.	Dynasty	ABC	17.2/26	53.	Stingray	NBC	13.5/23	81.	Ellen Burstyn	ABC	7.6/13
26.	Knots Landing	CBS	16.8/27	54.	Outlaws	CBS	13.4/23	82.	Heart of the City	ABC	7.2/12
27.	Miami Vice	NBC	16.8/27	55.	St. Elsewhere	NBC	13.4/23	83.	Our World	ABC	6.5/10
28.	ALF	NBC	16.5/24	56.	Simon & Simon	CBS	13.3/20				

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## SUPERIOR COURT

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ry to come out of the final numbers lay in their overall decline, especially following a rise in the audience statistics during the 1985-86 season over the 1984-85 season. HUT levels (homes using television) for the season just ended finished at 63, down from 63.8 for the 1985-86 season. And three-network ratings fell from 49.1 last year to 47.6 this year (down 4%), while shares were down to 75.6 from 77 last year (down 2%). The change in three-network prime time audience for an average minute was also down, dropping more than 1% from 42,180,000 last year to 41,602,000 this year.

Poltrack said that what appeared to be a decline in viewing was something more of a "return to normalcy" rather than a real reason for concern. Given an extraordinary season in 1985-86, when HUT's, ratings, shares and average audiences per minute were all up, Poltrack said the 1986-87 season places viewing back on "the road to 1990," when he predicts three-network share will bottom out at 70.

More specifically, Poltrack attributed the 0.8 decline in HUT levels from last year chiefly to the growth of VCR's, which jumped from 35% penetration last season to 48% this season (although VCR use necessarily involves a television, it is not reflected in HUT's). With 9% of VCR owners using the units on Saturday during prime time to play rented or purchased entertainment, that means that 4.5% of television viewers are effectively removed from the viewing universe that night. HUT's were down on Saturday night this season to 57.8, compared to a 59.1 last year, which contributed a 0.2-0.3 deficit to the overall 0.8 HUT drop.

Poltrack surmised that the other 0.5-0.6 loss in HUT's came from Nielsen's sampling problems as the company attempts to establish a national people meter service, as well as an overall loss of excitement on the part of viewers going into the season last fall. In the fall of 1985, by comparison, *The Cosby Show* was returning for its second season, *Moonlighting* was receiving glowing critical coverage and encouraging early ratings and *Miami Vice* was being hyped as a hot new show. In addition, there were attention-getting mini-series such as *North and South*.

Indication of just how uneventful this season was (or boring, according to some), was the absence of a new show among the final top 10, a first since the 1977-78 season. New series averaged a 12.9 this year, compared to a 13.6 last year. The dearth of highly ranked new shows on the schedules this year was attributed to poor development by all three networks. The highest-rated new show was the 13th-ranked *Amen* (19.4/33) on NBC, followed by 15th-ranked *Matlock* (18.6/28) also on NBC. NBC's *L.A. Law*, the season's most critically acclaimed new series, finished 21st (17.4/29).

The number of programs scoring a 20 share or better was down from 449 last year to 392, as was the number of shows scoring a 30 or better share (581 last year, 521 this year).

Perhaps an indication of how drab the season was is found in what was perceived as ABC's total relinquishing of the 8-9 p.m. period on Thursday night to NBC's *Cosby* and *Family Ties*, with *Our World*, the low-

est-rated show on the schedule. Rather than spending \$1 million for an hour of television that would try to make a ratings dent in *Cosby*, ABC programed a more cost-effective hour upon which it could attempt to make a profit.

Sitcoms, most prominently represented by NBC's Thursday night lineup, once again showed their strength, as serials such as *Dynasty* and *Hotel* on ABC continued to fall (CBS's *Dallas* was the highest-ranked serial with an 11th place finish). Sitcoms were up in ratings from a 17.6 last year to an 18.2 this year. The biggest drop among program categories was news and information, thanks principally to *Our World* and NBC's 1986.

*I'll Take Manhattan* on CBS, was the season's highest-ranked mini-series (22.9/35), followed by ABC's *Amerika* (18.9/29), and NBC's *A Year in the Life* (16.9/27). NBC had the top three made-for-television movies and seven of the top 10. *Rags to Riches*, a pilot for a short-flight series led the pack with a 25.3/36; *Stranded* got a 24.9/38, and *Blood Vows: Mafia Wife* did a 24.8/37. □

## Stations getting fed up with PCA's

Many want to crack down on increasing number of spots saying they add to clutter and detract from commercials

The widely accepted practice of turning promotional consideration announcements (PCA's) into full-blown 10-second commercials (fee spots) in syndicated first-run game and talk shows has come under attack on several different—and unexpected—fronts.

An increasing number of independent stations and affiliates are considering the adoption of tougher PCA standards that would limit the length and number of the spots, prohibit video from being used and forbid product endorsements that have little or nothing to do with a program.

The stations, citing as many as 10 PCA's being inserted in the middle and at the end of half-hour programs, argue that some syndicators are, in effect, giving away free air time to advertisers since the spots are not logged. The PCA's should be counted as barter time, station executives and reps say, because they take advertising revenue out of the spot market and create clutter. In some instances, stations have seen eight minutes elapse from the time the PCA's begin running at the end of one program and action gets under way on the next. The clutter leads to a drop-off in audience, which blames the station, and dulls the senses of viewers who become too numb to watch the commercials the stations sell, said John Von Soosten, vice president and director of programming of Katz Communications.

"Stations, to coin the phrase, are mad as hell and they are not going to take it anymore," he said. "Some of the larger stations groups are being more demanding. They don't want to lose control of their own air time." Added Dick Kurlander, director of

programming of Petry Television: "There's a lot of resentment out there."

For years, producers have inserted promotional announcements in game, entertainment and talk shows in exchange for such large-ticket items as air and hotel fare for guests. During the past several years, however, broadcasters have complained that some syndicators have been selling time—fee spots—on their shows to advertisers under the guise of PCA's. Large station groups, such as those belonging to the networks and 20th Century Fox, have banned fee spots, limiting the announcements to valuable services related directly to the shows. Therefore, most of the concern centers on independent stations.

Perhaps more surprising than the stations taking a stand after letting the practice continue to expand virtually unchallenged for nearly a decade is that one of the major first-run distributors, MCA, voluntarily stopped inserting the 10-second PCA's during the 1986-87 television season, according to station executives. And NATPE, a group heavily dependent on syndicators for its finances, will soon launch a publicity campaign to inform station programmers about how to deal with the practice.

Phil Corvo, NATPE executive director, said a programming committee comprising broadcasters decided the organization should "delve into this subject." The committee chose to run a series of articles in NATPE's monthly magazine, *The Programmer*.

For the past few years, Bruce McGorrill, executive vice president of Maine Broadcasting, which operates two television stations in Maine and one in Iowa, has been pushing NATPE to inform stations about their bargaining rights in relation to PCA's. Many station programmers, he said, do not realize that during negotiations they can set the terms for PCA's, ask for a list of products on the syndicator's PCA list and cross off those that do not belong there.

"I think this should have been a NATPE subject several years ago," McGorrill said. "Frankly, NATPE was scared to do anything about it because it relies on syndicators to fund its conferences." Corvo, however, said the committee "felt the stations would be better served if the subject was dealt with in the magazine. A panel session goes nowhere and doesn't do anything."

Although broadcasters are becoming more vocal about PCA's, both large and small first-run syndicators continue to insert video spots that last as long as 10 seconds—announcements that were originally intended to consist of cards and short voice-overs for such items as plane fare or hotel accommodations for talk and game shows.

During last January's NATPE convention, McGorrill said he "found too much of this stuff going around." The largest PCA user among the large syndicators, according to McGorrill and many others in the station and syndication business, is also the most successful, King World.

But Michael King, the company's president and chief executive officer, said that promotion announcements can serve a useful function if they are used properly. "It



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## MAMA'S FAMILY

A JOE HAMILTON PRODUCTION

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depends what the producer and distributor do with the money," he said. King World puts all the money raised from PCA's back into the shows through personalized promotion, advertising, co-oping, large prizes and personal appearances by celebrities associated with the shows, according to King. "Not everybody does that," he said. "Some guys

deserve it and some guys don't. . . . I feel we legitimately deserve it. Most companies are not nonprofit organizations."

MCA, which had as many as six PCA's in its *Putting On The Hits*—three in the middle and three at the end, abandoned the practice this season. "This is what I call leadership in the syndication business," said McGorrill.

Station executives also single out Lorimar Telepictures, another large supplier of first-run product, for never employing fee spots in its programs.

Dick Robertson, a member of Lorimar's office of the president, said other syndicators have begun to follow his company's lead and have stopped the practice. □

## The 'Cosby' numbers in syndication

**With a little less than half the country sold, Viacom is closing in on \$300 million in sales**

By the end of last week, Viacom Enterprises had sold *The Cosby Show* in half of the country, nearly six months after it began its break-through marketing plan last October. The first sale was to WOR-TV New York for a record \$350,000 per episode (more than four times the previous high paid for a half-hour situation comedy in that market), and Viacom continues to get record prices for the show.

So far, in the 56 markets it has closed, Viacom walked in asking a total of almost \$190 million in reserve prices for the upfront three-and-a-half year deal it is making with stations. But, according to reliable estimates of the actual prices that Viacom is getting for the series, total sales for upfront deals on the show are close to \$290 million.

Joe Zaleski, Viacom president of domestic syndication, said the syndicator plans to close in 70 to 75 markets before the network affiliate meetings begin in May. Affiliates account for all but four of the show's 56 sales. Viacom hopes to achieve 85% cover-

age of the country by end of the year.

Some observers were skeptical that Viacom's sales plan of requiring stations to submit either bids of a weekly "reserve" price for the show, plus multiples of 5% of that price, or an alternative, would work. For instance, in Chicago, the show sold for \$110,000 per week to Fox Broadcasting's WFLD-TV, only 10% above Viacom's reserve price of \$100,000 per week.

But that, however, seems to have been the exception. In New York, WOR-TV paid nearly two times the reserve price of \$125,000 per week when it shelled out \$240,000 per week (which translates to \$350,000 per episode when the 125 episodes being sold are factored over the 182 weeks in the three-and-a-half-year contract). In Los Angeles, KCOP-TV purchased the show for \$225,000 per week (given a \$150,000 reserve price), nearly double the previous record paid for *Webster* (\$120,000). In San Francisco, where the reserve price was \$80,000 per week, KPIX-TV (the first sale to an affiliate) purchased the show for \$120,000 per week.

The other top 10 markets to close are Boston, where ABC affiliate WCVB-TV paid \$102,000 per week (given a reserve price of

\$60,000 per week, and Detroit, where NBC affiliate WDIV-TV paid just over \$70,000 per week (given a reserve price of \$50,000 per week).

Prices for other major markets that Viacom has closed include \$38,000 per week for WPXI-TV Pittsburgh (\$26,000 reserve); \$40,000 per week for KIRO-TV Seattle (\$26,000 reserve); \$38,000 per week for KARE-TV Minneapolis (\$38,000 reserve); \$25,000 per week for WESH-TV Orlando, Fla. (\$16,000 reserve); \$38,000 for KUSA-TV Denver (\$26,000 reserve); \$56,000 per week for KPHO-TV Phoenix (\$36,000 reserve), and \$30,000 per week for WLWT-TV Cincinnati (\$20,000 reserve).

Viacom has received no bids from stations in four markets where it has offered the show (Tampa, Fla.; Lincoln, Neb.; San Diego and Madison, Wis.). That number is better than Viacom anticipated, Zaleski said. Those four represent roughly 8% of sales so far, compared to the 10% to 15% no-bid markets that Viacom expected.

Viacom is also selling one barter spot per episode in *Cosby*. Prices for the barter spot have been rumored to start at between \$80,000 and \$90,000. Although Viacom's

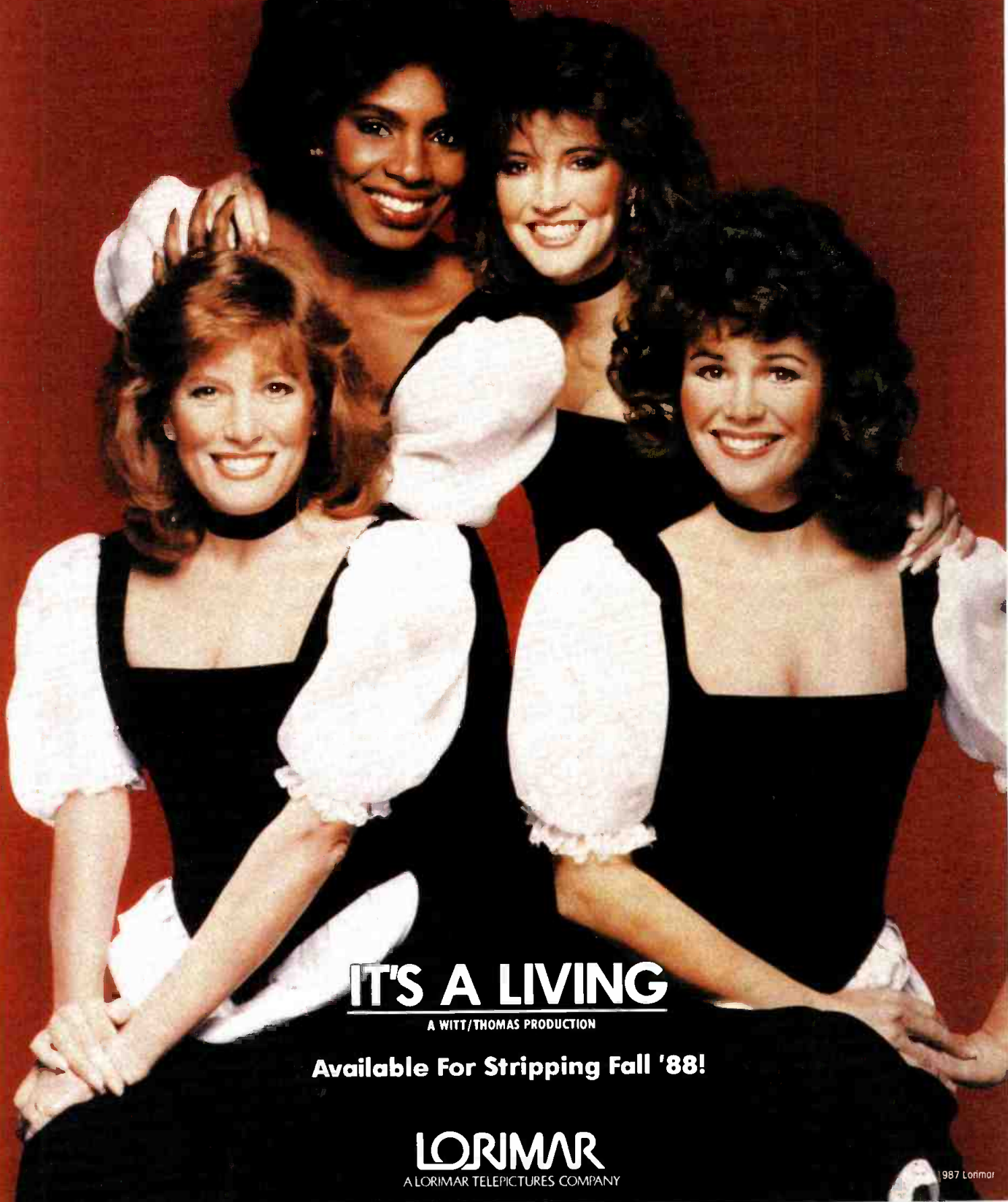
### A market-by-market rundown of 'Cosby'

The 56 'Cosby' markets, covering roughly 48% of the country, sold by Viacom Enterprises as of last week appear below.

There are 18 ABC affiliates, 19 NBC affiliates, 15 CBS affiliates and four independents on the list.

Market rank [ADI], station and affiliation	Closing date for bid submissions	Reserve price	Market rank [ADI], station and affiliation	Closing date for bid submissions	Reserve price
1. WOR-TV New York	Nov. 3	\$125,000	61. WTLV-TV Jacksonville, Fla. (ABC)	March 3	\$10,000
2. KCOP-TV Los Angeles	Nov. 18	\$150,000	63. WXEX-TV Richmond, Va. (ABC)	March 11	\$6,600
3. WFLD-TV Chicago	Nov. 14	\$100,000	64. KSEE-TV Fresno, Calif. (NBC)	Feb. 13	\$6,600
4. KPIX-TV San Francisco (CBS)	Nov. 20	\$80,000	66. WOI-TV Des Moines, Iowa (ABC)	Feb. 18	\$3,300
6. WCVB-TV Boston (ABC)	March 16	\$60,000	67. WTVH-TV Syracuse, N.Y. (CBS)	Feb. 23	\$6,000
7. WDIV-TV Detroit (NBC)	March 23	\$50,000	69. WAND-TV Springfield, Ill. (ABC)	March 11	\$4,000
12. WPXI-TV Pittsburgh (NBC)	April 7	\$26,000	70. KETV-TV Omaha (ABC)	Feb. 27	\$4,400
13. KIRO-TV Seattle (CBS)	April 8	\$26,000	73. KCRG-TV Cedar Rapids, Iowa (ABC)	Feb. 18	\$2,200
16. KARE-TV Minneapolis (NBC)	April 13	\$24,000	74. WQAD-TV Moline, Ill. (ABC)	April 7	\$4,000
17. Tampa, Fla. (no bids)	Jan. 21	\$32,000	78. KREM-TV Spokane, Wash. (CBS)	March 9	\$4,600
19. KUSA-TV Denver (ABC)	March 23	\$26,000	85. WJTV-TV Jackson, Miss. (CBS)	March 23	\$2,200
22. KPHO-TV Phoenix	Nov. 25	\$36,000	87. WIS-TV Columbia, S.C. (NBC)	March 10	\$2,400
25. KGW-TV Portland, Ore. (NBC)	April 10	\$18,000	90. Lincoln, Neb. (no bids)	March 3	\$2,000
26. San Diego (no bids)	March 4	\$16,500	91. WRBT-TV Baton Rouge (NBC)	April 13	\$2,500
27. WESH-TV Orlando, Fla. (NBC)	April 14	\$16,000	96. KVBC-TV Las Vegas (NBC)	Feb. 18	\$6,600
28. WISN-TV Milwaukee (ABC)	March 30	\$15,000	99. KRDO-TV Colorado Springs (ABC)	March 25	\$2,200
29. WLWT-TV Cincinnati (NBC)	Dec. 17	\$20,000	101. WMBD-TV Peoria, Ill. (CBS)	March 16	\$2,200
31. WKRN-TV Nashville (ABC)	Feb. 25	\$12,500	105. WAGT-TV Augusta, Ga. (NBC)	March 9	\$2,200
32. WSOC-TV Charlotte, N.C. (ABC)	Feb. 27	\$14,300	107. WINK-TV Fort Myers, Fla. (CBS)	Feb. 18	\$2,500
33. WCMH-TV Columbus, Ohio (NBC)	March 25	\$10,000	108. WSAV-TV Savannah, Ga. (NBC)	April 17	\$2,200
35. WIVB-TV Buffalo, N.Y. (CBS)	March 27	\$11,000	109. Madison, Wis. (no bids)	March 18	\$3,000
37. WITN-TV Greenville-New Bern, N.C. (NBC)	March 23	\$2,200	112. KLFY-TV Lafayette, La. (CBS)	April 15	\$2,000
38. WRAL-TV Raleigh-Durham, N.C. (CBS)	March 30	\$15,000	121. KHII-TV Corpus Christi, Tex. (ABC)	March 25	\$1,800
40. WREG-TV Memphis (CBS)	March 18	\$10,000	125. KOLO-TV Reno, Nev. (ABC)	Feb. 20	\$2,500
42. WPRI-TV Providence, R.I. (ABC)	March 17	\$8,000	133. KVAL-TV Eugene, Ore. (CBS)	March 11	\$2,200
45. KENS-TV San Antonio, Tex. (CBS)	April 20	\$12,000	136. KIVI-TV Boise, Idaho (ABC)	Feb. 25	\$2,000
46. WTKR-TV Norfolk, Va. (CBS)	March 10	\$10,000	138. WJET-TV Erie, Pa. (ABC)	March 30	\$2,000
54. WNEM-TV Flint, Mich. (NBC)	April 15	\$5,000	140. KHSL-TV Chico, Calif. (CBS)	April 14	\$1,600
57. WALA-TV Mobile, Ala. (NBC)	Feb. 13	\$3,800	148. KGET-TV Bakersfield, Calif. (NBC)	April 15	\$2,200
58. WNEP-TV Wilkes Barre-Scranton, Pa. (ABC)	April 20	\$5,000	151. WECT-TV Wilmington, N.C. (NBC)	March 24	\$1,200

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## IT'S A LIVING

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Zaleski

*pro forma* for the marketing of the show included specifics on who would be handling the sales of the *Cosby* 30's, no announcement has been made. And with the prospect that the upfront selling season will start later than usual this year, Viacom does not seem to be in any hurry to name its sales agency. There is the possibility that sales will be handled in-house through the sales team that handle sales on its basic MTVN services. That sales team also handles the barter sales for the syndicated *MTV Top Twenty Countdown*.

Zaleski said Viacom plans on making presentations in every market in the country, but that it may not bid every market, depending on the number of stations.

Presentations were recently made in nine markets: Dayton, Ohio; Montgomery, Ala.; Charleston, S.C. (reserve price of \$3,400);



Cosby

## Syndication Marketplace



Sommers and Lorimar's Dick Robertson

E.V. Di Massa, former producer of *The Mike Douglas Show*, *Thicke of the Night*, and the proposed talk show starring Tony Orlando that King World and Post-Newsweek tested on WDIV-TV Detroit, has been hired to produce Lorimar's *ValueTelevision*. Di Massa replaces Susan Winston, producer of the show for first the 13 weeks who will move on to other production work for Lorimar. Meredith MacCrae will no longer be co-host of the show. Host Richard Simmons will have a celebrity female guest host each week, beginning with Beverly Garland of *Scarecrow and Mrs. King*. Lorimar also announced that Suzanne Somers will return to series television as star of the first-run sitcom, *Suddenly Sheriff*, debuting fall 1987, which now has been cleared in 87 markets covering 71% of country, including the NBC-owned stations, where it will be part of a first-run sitcom checkerboard. Somers has been away from television for six years.

In an innovative marketing move, **Syndicast Services** has combined its four two-hour specials and four one-hour specials into a special package for use on a weekly or monthly basis throughout the summer. The all-barter specials are being sold as a package because promoting them is easier, as well as the promotion of fall schedules, according to Syndicast President Bob Silberberg. Each hour in the package contains six minutes of barter time for stations and six minutes for Syndicast. The two hours are *The Mrs. America Contest*, hosted by Florence Henderson and featuring stars including Gladys Knight and the Pips; *The Fortieth Anniversary of C.A.R.E.*, hosted by William Shatner and featuring First Lady Nancy Reagan; *The Most Beautiful Showgirl in the World*, shot at clubs and showplaces around the world including "Follies Bergiere" in Paris, and *Gospelfest*, with major names in gospel-music addressing

the problem of illiteracy (Syndicast will buy time on stations for *Gospelfest*, in conjunction with Uniworld). The one-hours are *The Victor Awards*, a sports awards show; *Sex Symbols 2*, a second look at beautiful women and men; *The World's Funniest Foul-Ups*, and an evergreen entertainment special hosted by Shirley MacLaine.

Silberberg also said that sales of *Slim Cooking*, the half-hour show hosted by Richard Simmons, will not be cancelled despite Simmons's new duties with Lorimar's *ValueTelevision*. He added that *D.C. Follies* is now cleared in 130 markets covering 86% of the country.

The network television division of **Paramount** has signed George Lucas's Industrial Light and Magic, Lucasfilm Ltd.'s special effects division, to film special effects sequences for the syndicated *Star Trek: The Next Generation*, to be syndicated by Paramount Domestic Television. ILM did the special effects in the last three *Star Trek* films produced by Paramount.

**Group W Productions** reports that it has cleared *Hour Magazine* on KOIN-TV Portland, Ore. Group W also reports that Paul Block will produce *The Wil Shriner Show*, the daily talk-show produced by Group W and Charles Colarusso, cleared in 73% of the country so far for a fall debut.

**Columbia/Embassy Television** reports clearing *Sanford & Son* on WHLT-TV Hattiesburg-Laurel, Miss., and renewing the show on three more stations for its third cycle in syndication: WCSC-TV Charleston, S.C.; WLBT-TV Jackson, Miss., and KTAL-TV Texarkana (Shreveport, La.). *Sanford & Son* is now cleared in 141 markets covering 89.7% of the country.

**USTV** reports that it has cleared *The AIDS Connection, An All-Night Dialogue* in 83 markets covering 70% of the country. The live, five-hour news special airing July 24 will include live, interactive remote segments from a dozen stations, with Hubbard Broadcasting's KSTP-TV Minneapolis as the broadcast's headquarters. The link-up of the stations will be through Hubbard's Conus system and USTV's own Ku-band system. Syndicast Services will sell the show's barter time. Thirty-seven stations in the lineup are Conus affiliates.

**Select Media Communications** has renewed *WHODUNIT?*, a package of 30-second sports question and answer programs for weekend viewing, for a third year. *WHODUNIT?* clearances include WNBC-TV New York, KNBC-TV Los Angeles, WLS-TV Chicago, KGO-TV San Francisco, WTAF-TV Philadelphia, WNEV-TV Boston, WXYZ-TV Detroit, WKYC-TV Cleveland, WRC-TV Washington and KTVT-TV Dallas.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended April 12:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	16.5/212	98
2.	Jeopardy	13.0/208	99
3.	World Wrestling Fed.	10.1*/186	92
4.	People's Court	8.2/189	96
5.	New Newlywed Game	7.8/190	96

Rank	Show	Rating/Markets	% coverage
6.	Oprah Winfrey	7.7/158	96
7.	Entertainment Tonight	7.5*/150	92
8.	Star Search	6.1*/164	92
9.	Hee Haw	6.0/206	88
10.	Hollywood Squares	5.9/152	92

Rank	Show	Rating/Markets	% coverage
11.	Mama's Family	5.8*/155	88
12.	Married... With Children	5.2/106	80
12.	21 Jump Street	5.2/106	81
14.	Tales From the Dark Side	5.1*/144	89
15.	It's a Living	5.0*/143	86

\*includes multiple airings

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# Here's What Broadcasters Say About THE HARRIS CONNECTION:

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## VHF-TV

Joseph A. Carriere, President  
Caprock Telecasting, Roswell, NM/Lubbock, TX:

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

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

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

---

## KNOB, FM-RADIO

John R. Banoczi, General Manager  
Anaheim, CA:

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

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

---

## KCOB, AM-RADIO

John Carl, General Manager  
Newton, IA:

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

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

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

---

## WEAT, AM-RADIO

Bert Brown, Chief Engineer  
West Palm Beach, FL:

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

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

---

## WSTQ, FM-RADIO

Al Moll, General Manager  
Streator, IL:

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

---

## KHBS, UHF-TV

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

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

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

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

---

## WOMA, FM-RADIO

Dale Eggert, General Manager  
Algoma, WI:

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

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

---

## WKNO, VHF-TV

Pat Lane, Chief Engineer  
Memphis, TN:

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

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

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*. . . and we'll send you your free, full-color ON THE AIR poster. An up-to-the-minute symbol of our industry's rich tradition.*

Just call us TOLL FREE at 1-800-4-HARRIS, ext. 3002. Or write: Harris Corporation, Broadcast Division, Marketing Department, P.O. Box 4290, Quincy, IL 62305. Our poster supply is limited, so act today.



Yakima, Wash.; Medford, Ore.; Albuquerque, N.M. (\$5,000); El Paso; Bangor, Me., and Portland, Me. □

## Top producers see problems with sitcom saturation

Hollywood HRTS panelists also review formulas for success

The flood of network and first-run situation comedies in the television marketplace this year will lead to a reduction in the number of sitcoms on the air. The prediction came at a Hollywood Radio and Television Society luncheon last week in Beverly Hills, Calif., where the executive producers of four popular series—Steven Bochco, Barney Rosenzweig, Esther Shapiro and Paul Witt—discussed the secrets of television success.

Witt, an executive producer of NBC's *The Golden Girls*, said it is no secret that there are too many comedies on television. Asked if Hollywood can stand "50 to 60 well-made" comedies in a year, which is the case now, Witt replied, "No. I think five or six is a good year for comedy."

With producers clamoring for saleable sitcom pilot ideas, Witt said the demand for creators and staff writers is intense. "We no longer have the kind of staff we can count on year in and year out," he said. "We no longer have creators staying with shows. That is absolutely necessary for the success of most shows."

The situation will result in a decrease in

the number of sitcoms, and once the fallout ends, "we'll settle somewhere in the middle," he added. "We'll return to a time when writers could be developed more slowly, could master their craft and will be content to stay with a show longer than a season or two." Witt did not say when the shakeout would occur.

In the hour drama area, Bochco, creator of *Hill Street Blues* and executive producer and co-creator of *L.A. Law*, said shows such as *Hill Street* should continue to be produced despite the huge deficits and soft syndication marketplace for the genre. The hour programs, he added, could be back in demand in "three or four years." *Hill Street* "is going to be a classic in syndication," he said. "It's going to be a staple... for many years to come."

And although prime time soaps have had trouble finding a market domestically, Shapiro, executive producer, co-author and creator of ABC's *Dynasty* and *The Colbys*, cited the potential of those programs in foreign markets. Estimating a worldwide audience of 100 million for *Dynasty*, Shapiro cited a report indicating the relaxation of controls over broadcasting abroad would create a need for 472,000 hours of imported programs by 1990. She indicated the demand for new product will offset the deficits and poor sales in this country.

But Rosenzweig, executive producer of *Cagney & Lacey*, which CBS recently renewed after expressing some initial doubt because of its lackluster ratings, said: "I think the deficit issue is going to become more and more critical." Part of the responsibility for the escalating price tags lies with producers, who he said could reduce costs by having less action and more character

development. But Rosenzweig also blamed the networks and craft unions for the problems, saying that if the networks planned their schedules earlier it would allow the production community to resume a year-round rather than eight-month filming season. That, he said, would encourage the unions to stop demanding such high salaries since their workers would be guaranteed annual employment.

Despite the trouble the hour series produced by the panelists have experienced in syndication, each has received acclaim during its network run. The panelists attributed their success to good writing, good acting, luck and, in the case of *L.A. Law*, the move to a good time period. Shapiro also cited good timing, saying she and her co-creator husband, Richard, had "wanted to recreate a fantasy kind of family where people have power and could do anything. I think the fact that the Reagan years started at the same time as *Dynasty* did had a lot to do [with the show's success]." □

## Broadcasting shore to ship

Company to transmit block of programs to cruise vessels

Who said narrowcasting was dead? Don't tell that to the folks at Shipboard Satellite Network, who are banking on what they see as a thirst for fresh programming by cruise ship passengers. The company has announced the signing of several licensing agreements for programs it intends to package and transmit to passenger ships at sea in

## NBC closes prime time season with a victory

The final week of the season went to NBC with a 15.6 rating and a 27 share, according to Nielsen. This gave the network 27 wins out of the 30 weeks of the season. CBS closed out the season with a 13.2/23, while ABC pulled in a 12.1/21. Last year the final week of the season closed out as follows: CBS 16.3/27, ABC 14.0/23 and NBC 14.2/23.

NBC also won in the evening news race, scoring a 10.6/22 to edge

out CBS's 10.4/21 and ABC's 9.7/19. Last year at the end of the season, the news numbers were: CBS 13.7/25, NBC 12.7/23 and ABC 12.2/22.

The HUT level (homes using television) stood at 58.0%, down from week 29's 61%, and down from last year's season-closer 60.6%.

NBC won five nights, Tuesday through Saturday. ABC won Monday and CBS took Sunday.

Rank □ Show □ Rating/Markets □ % coverage

1.	Family Ties	NBC	26.7/46
2.	Cosby Show	NBC	25.8/46
3.	Murder, She Wrote	CBS	21.2/38
4.	Cheers	NBC	20.9/36
5.	Growing Pains	ABC	20.7/32
6.	Golden Girls	NBC	19.8/37
7.	Sunday Night Movie	CBS	19.6/32
8.	Who's the Boss?	ABC	19.2/32
9.	Moonlighting	ABC	19.0/29
10.	Matlock	NBC	18.1/29
11.	Magnum, P.I.	CBS	17.8/27
12.	ALF	NBC	17.4/28
13.	Valerie	NBC	17.2/27
14.	Nothing in Common	NBC	17.0/29
15.	Bob Hope Special	NBC	17.0/27
16.	Monday Night Movie	ABC	16.8/27
17.	Jesus of Nazareth, pt. 4	NBC	16.7/27
18.	Newhart	CBS	16.7/26
19.	60 Minutes	CBS	16.3/35
20.	This is Your Life Special	NBC	16.1/27
21.	Jesus of Nazareth, pt. 3	NBC	15.8/25
22.	Me & Mrs. C	NBC	15.7/29

Rank □ Show □ Rating/Markets □ % coverage

23.	Jesus of Nazareth, pt. 2	NBC	15.6/25
24.	Designing Women	CBS	15.4/24
25.	Perfect Strangers	ABC	14.8/26
26.	Houston Knights	CBS	14.6/24
27.	Tuesday Movies	CBS	14.6/23
28.	Head of the Class	ABC	14.5/24
29.	20/20	ABC	14.4/25
29.	Highway to Heaven	NBC	14.4/24
31.	Bronx Zoo	NBC	14.3/24
32.	Sweet Surrender	NBC	14.1/29
33.	Hunter	NBC	13.8/27
33.	MacGyver	ABC	13.8/22
35.	Miami Vice	NBC	13.5/24
36.	Stingray	NBC	13.3/23
37.	Spenser: For Hire	ABC	13.1/20
38.	Facts of Life	NBC	13.0/28
39.	Table for Five	CBS	12.7/22
40.	Doubletake, pt. 1	CBS	12.5/21
41.	Rags to Riches	NBC	12.3/22
42.	Saturday Movie	CBS	11.8/23
43.	Charlie Brown Special	CBS	11.5/18
44.	Friday Night Movie	ABC	11.2/20

Rank □ Show □ Rating/Markets □ % coverage

45.	Sunday Night Movie	ABC	10.9/20
46.	Andy Williams Special	NBC	10.8/21
47.	Max Headroom	ABC	10.6/18
48.	Spenser: For Hire	ABC	10.5/20
49.	Charmings	ABC	10.4/21
49.	West 57th	CBS	10.4/17
51.	Mariah	ABC	10.1/17
51.	My Sister Sam	CBS	10.1/16
53.	Chara	ABC	9.4/18
54.	Our House	NBC	9.0/19
54.	Popcorn Kid	CBS	9.0/17
54.	Mike Hammer	CBS	9.0/15
57.	Wizard	CBS	8.5/15
58.	Starman	ABC	8.3/18
59.	Outlaws	CBS	8.1/17
59.	Nothing is Easy	CBS	8.1/16
61.	Spies	CBS	7.5/12
62.	Jack & Mike	ABC	7.4/13
63.	Our World	ABC	6.2/11

\*indicates premiere episode





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- #1 SAN FRANCISCO KTVU
- #1 DETROIT WKBD
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- #1 DENVER KWGN
- #1 BALTIMORE WBFF
- #1 INDIANAPOLIS WXIN

- #1 HARTFORD WTXH
- #1 KANSAS CITY KZKC
- #1 NASHVILLE WZTV
- #1 CHARLOTTE WCCB
- #1 NEW ORLEANS WGNO
- #1 OKLAHOMA CITY KGMC
- #1 COLUMBUS WTTE
- #1 BIRMINGHAM WTOO
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- #1 LAS VEGAS KRLR
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- #1 TUSCALOOSA WCFT\*

Source: NSI Feb. 1987 \*ARB Feb. 1987

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Sullivan

a two-hour block, repeated four times daily. It's a news and information package that will include *NBC Nightly News with Tom Brokaw*, *ESPN Sportscenter*, *FNN's Market Wrap* and Multimedia's talk show, *Sally Jessy Raphael*. SSN also said that it intends to offer first-run movies, sports and entertainment specials and that negotiations are under way with suppliers of such programming.

SSN, based in New York, was founded in the fall of 1985, and conducted a six-week test of its service in January and February of 1986, including the broadcast of *Super Bowl XX* to the Queen Elizabeth II. Last week, the company filed a prospectus with the Securities & Exchange Commission for an initial public offering of 500,000 units (including two common shares and one warrant each) priced at \$5, for a total market value of \$2.5 million. In the prospectus, the company said it determined from the test that the SSN concept should be a viable business. In its first year of operation, the prospectus said, the company had revenue of \$68,200 and sustained a loss of \$95,212 as a result of start-up costs.

Robert Sullivan, SSN's president and chief operating officer, said the company is currently negotiating with two companies to provide program packaging and uplinking services. The SSN programming will be delivered to ships via Spacenet 2, said Sullivan.

Commenting on why the time is right for an SSN-like business, Sullivan said that "the cruise ship itself is becoming more and more like a resort—a service situation." Advertisers, particularly with upscale products, he said, are interested in reaching the potential cruise ship audience, which will total up to 35,000 passengers each week in 1987. He said SSN will sell 12 minutes of advertising time per hour in the program service. Advertisers that participated in last year's test included AT&T, Paine Webber, Jaguar, USA Today, Estee Lauder, British Airways, Hertz, Avis, Cutty Sark and Remy Martin. Although SSN has no way of knowing who was actually watching during the test, or who will watch in the future, it sells adver-

tisers by saying cruise ship passengers are prime spenders (most are in the 30-59-year-old age bracket) with a lot of discretionary income. As to what products are acceptable, tobacco is out, as are condoms, while liquor is OK. Sullivan said that basically SSN's advertising policy will adhere to the standards and practices (with the exception of liquor) accepted in the U.S. and the United Kingdom. So far, eight ships are equipped to receive the SSN service and perhaps eight more will have the equipment installed in the next year. The participating cruise lines will pay a fee for the service, much like the fees cable operators pay fees for program services, said Sullivan. □

## Sports business on rebound, says CBS's Pilson

He sees sales strengthening on broadcast TV, doesn't expect Super Bowl ever to go to cable

Neal Pilson, CBS Sports president, offered an upbeat outlook on sports on broadcast network television and in the sales marketplace, saying that "the network sports business is showing signs of strengthening" and "the wave of escalating sports rights fees, which threatened to engulf all of us in the early 1980's clearly seems to have receded." In a speech at a New York National Academy of Television Arts and Sciences luncheon last Wednesday (April 22), Pilson said that the sales marketplace "is improving as well," with the "first- and second-quarter results looking healthier for sports than last year," although it is still too early to tell about the third and fourth quarters. "Money seems to be returning" to network sports from regional networks and syndication as well as from corporate sponsorships of major events, he said.

A less optimistic forecast was presented for sports on cable, however, particularly on

pay-per-view services. Pilson does not agree, he said, with those who think PPV "is around the corner and will pick up in the United States where network TV leaves off." The "crucial period of time" is the next five years, during which "every major sports television contract," including the 1992 summer and winter Olympic games will be up for negotiation, he said. "Nothing will happen in pay television during that period that will impact on our network business," he said, because PPV's potential audience will not be close to the projected 90 million network TV homes expected in 1990.

Pilson also expects the Super Bowl to remain on network television "for the foreseeable future." By 1995 the networks will be in nearly 100 million TV households, with cable in 55 million, he said. Hence, "only the networks will be able to deliver the consistent national exposure desired and needed by the major sports properties." He added that because of the Super Bowl's widespread popularity in the U.S., he "can't conceive" of it going off "free TV."

Nor are the Olympics "an appropriate vehicle for pay television in the United States," Pilson said, "because of a basic incompatibility with network coverage." Both pay TV and the broadcast networks rely upon the "gold medal events" of the major Olympic sports to generate audience and revenues, he said. "To move any one or all of these events to pay TV would seriously dilute" the value of the Olympics to the networks, he said. Additionally, "placing all or substantial portions" of the games on pay TV would "jeopardize the broad support" of the Olympics in the U.S., he said, adding that the repercussions "could be severe, both politically and for fund raising." An association between network TV and basic cable, however, is "feasible," but Pilson believes that the major events should stay on the commercial broadcast networks with lesser events being carried by cable systems during times when the networks are not broadcasting their Olympics coverage.

Asked about ESPN's new National Football League contract, Pilson said that CBS knew that the network revenues would "represent a shortfall" for the NFL and that it would have to go "somewhere to try and make up the differential." In the end, the NFL "missed by about 3 1/2%" from 1986 to



Pilson

LOS ANGELES  
WASHINGTON D.C.

#  
**1**

# ENTERTAINMENT

VOLUME SIX

In Prime Time  
Among  
Independents

#  
**1**

LOS ANGELES

## The Vegas Strip War

Starring Rock Hudson, Pat Morita  
James Earl Jones, Sharon Stone

ITC's Entertainment Volume Six motion picture topped the movies and series of the other independents in rating and share in the seven station market when telecast in prime time, 8-10 pm, on Sun., Feb. 15, 1987, by independent KHJ-TV.\*\*



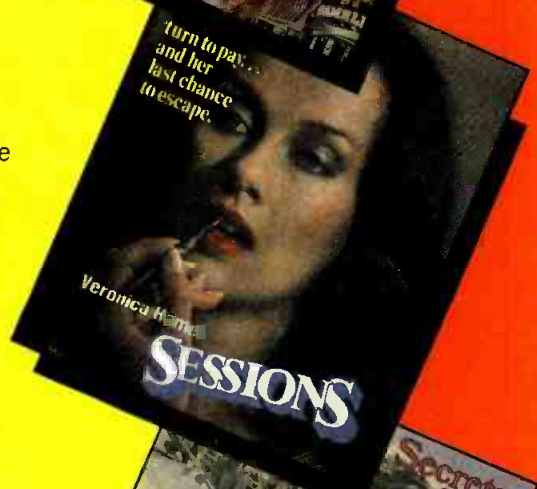
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**1**

WASHINGTON, D.C.

## Sessions

Starring Veronica Hamel

ITC's Entertainment Volume Six motion picture topped the movies and series of the other independents in the six station market when telecast in prime time, 8-10 pm, by independent WTTG, Tues., Feb. 17, 1987.\*



#  
**1**

WASHINGTON, D.C.

## Secrets Of A Married Man

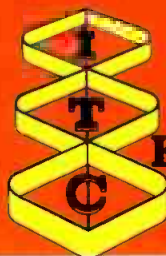
Starring William Shatner  
Cybill Shepherd and Michelle Phillips

ITC's Entertainment Volume Six motion picture topped the movies and series of the other independents in the six station market when telecast in prime time, 8-10 pm, by independent WTTG, Wed., Feb. 2, 1987.\*



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## Stay Tuned

■ Monday through Thursday, May 18-21, NBC's *Late Night with David Letterman* will broadcast from the Ziegfeld Theatre in Las Vegas (the third time the show has gone on location in five years). The show will feature Vegas acts, as well as "Stupid Pet Tricks" by local pets.

NBC Productions has signed Hayley Mills to star in *What Now, Mrs. Davis?*, a half-hour, comedy pilot to be considered for the 1987-88 season. The story of an enthusiastic sixth grade teacher deeply involved in her students' lives is written and produced by Samuel Bobrick and directed by Peter Bonerz, with Peter Engel as executive producer.

Beginning April 30, in Chicago, Zev Braun Pictures Inc. and Interscope will begin production of *The Father Clements Story*, to be telecast during NBC's '87-'88 season. Louis Gossett Jr. will play the title role in the story of a priest who fights church hierarchy for the right to adopt a young man (Malcolm-Jamal Warner). Carroll O'Connor co-stars with Ed Sherin directing.

■ Next fall, in its third season on ABC, *The Disney Sunday Movie* will present *Earth\*Star Voyager*, the "most lavishly budgeted film ever for Disney Television," according to president of network television, Gary Krisel. Principal photography has begun at the site of the 1986 Expo in Vancouver, under executive producer Martin Starger and director James Goldstone. A space colonization story, the two-part series will star Duncan Regeher, Julia Montgomery, Peter Donat and the spaceship designed by "Ghostbusters" art director John F. DeCuir Jr.

Oprah Winfrey will host the 14th annual *Daytime Emmy Awards* on ABC-TV, live at 3 p.m. NYT on June 30, from the Sheraton Centre hotel, New York. Nominations will be announced May 14. Bill Caruthers is executive producer and director, and Joel Stein is producer of the joint presentation by the Academy of Television Arts & Sciences and the National Academy of Television Arts & Sciences.

ABC Sports will telecast *The 1987 Kentucky Derby*, 4:30 to 6 p.m. ET, May 2, with commentators Jim McKay, Al Michaels, Jack Whitaker and Lynn Swann.

George Stevens Jr. will produce and Dwight Hemion will direct the ABC Life Achievement Award special, *The American Film Institute Salute to Barbara Stanwyck*. Production and air dates have not been set.

■ Grant Tinker/Gannett Entertainment has appointed its first creator/producer. GTC executive VP Stuart Erwin Jr. has announced that *Hill Street Blues* co-creator Michael Kozoll, leaving MTM Enterprises, will develop weekly television programming to fulfill commitment to CBS Television.

Four-time Tony Award winner Angela Lansbury will host the 41st annual *Tony Awards*, to air June 7, 9-11 p.m. ET on CBS. Nominees will be announced May 11. Produced by Don Mischer, the ceremony is presented by the League of American Theatres and Producers and the American Theatre Wing.

CBS-TV has three films in production for future broadcast: *After the Promise*, about a Great Depression era widower's eight-year fight against overzealous social workers and institutions to win back custody of his four sons, stars Mark Harmon and Diana Scarwid. The director is David Greene. Tamara Assayev is producing for Tamara Assayev Productions in association with New World Television.

*Open Admissions* is the story of an inner city teacher and student struggling to teach and learn. The Viacom Productions movie for CBS stars Jane Alexander, Michael Beach and Estelle Parsons. It is based on Shirley Lauro's script and Broadway play, *Open Admissions*, and is directed by Gus Trikonis. Steve Phillips is executive producer.

Principal photography of *Mayflower Madam*, a biographical CBS movie about socialite Sydney Biddle Barrows, starring Candice Bergen, is scheduled to be completed today (April 27) in New York. Robert Halmi is producer for Robert Halmi Inc. Lou Antonio directs.

CBS will air *Baby Girl Scott* on May 24, starring John Lithgow and Mary Beth Hurt star as parents further and further enmeshed in a medical, moral and legal dilemma over the fate of their premature

and severely damaged infant daughter. The Beth Polson Production, directed by John Korty and produced by Bill and Pat Finnegan, will air at 9 p.m. ET.

CBS has announced air dates for three animated May specials: *Garfield Goes Hollywood*, from the Jim Davis comic strip, starring Lorenzo Music (Garfield); produced by Film Roman Production in association with United Media, will air at 8 p.m., May 8. *Cathy*, from the Cathy Guisewite strip, starring Kathleen Wilhoite (Cathy) and produced by Lee Mendelson-Bill Melendez Productions, will air at 8:30 p.m., May 15, following the 8 p.m. telecast of *Blondie & Dagwood*, from the Chic Young strip, starring Loni Anderson (Blondie) and produced by Marvel Comics and King Features Inc., with Toei Animation Co.

■ HBO has begun production of *Dear America*, a collection of letters written by U.S. soldiers in Vietnam, read by a sizable cast, including Tom Berenger, Willem Dafoe, Ellen Burstyn, Robert De Niro, Sean Penn, Eric Roberts and Martin Sheen, as voices over war footage and veterans' home movies. Produced by Tom Bird and Bill Couturie and directed by Couturie, and slated for November release, the special will also feature music by Bruce Springsteen the Doors, Rolling Stones and other recording artists.

HBO and Moffitt-Lee Productions (producers of *Not Necessarily the News*, winner of a record 11 ACE Awards) have signed a new, two-year deal under which *NNTN* will expand to an hour format (nine editions are planned), and Moffitt-Lee will develop a new 1988 series as well as other "outlets for their creative energies," according to HBO senior VP, original programming, Bridget Potter.

CBS Music Video Enterprises, with director Andy Morahan and producer John Diaz, have produced the one-hour music special, *Cyndi Lauper in Paris*, (working title) for HBO. Filmed March 12 at Le Zenith theater, the final date of Lauper's world tour, the special uses 14 cameras "to convey all the excitement of her high-energy stage act." Also in post production is *On Location: Roseanne Barr*. After playing Dangerfield's wife in *On Location: Rodney Dangerfield* last September, Barr has garnered her own hour-long comedy special produced and directed by Rocco Urbisci and taped April 11 at Mayfair Theater, Santa Monica, Calif.

■ The BBC has provided Arts & Entertainment with an American television premiere, *Mutiny in the Trenches*, a four-part mini-series about Percy Toplis, a petty criminal turned WWI stretcher-bearer who steals a captain's uniform and becomes, in turn, a hero, mutineer and most-wanted fugitive. Starring Paul McGann, the series begins May 20 at 8:30 p.m. ET.

■ Beginning May 25, The Discovery Channel will air a half-hour TV magazine *Deaf Mosaic*, set to run Sundays at 11:30 a.m., Thursdays at 5 p.m. and Saturdays at 2:20 a.m. (all ET) thereafter. In its third year of production at the department of television, film and photography at Gallaudet University, an education and resource center for the hearing impaired, the series' subject is deafness although it has been developed to work for both hearing and hearing impaired audiences.

■ On May 19 at 3 p.m. ET and May 20 at 8:30 p.m. ET, The Learning Channel will air a half-hour special on the first weeks of the longest relay run for peace, *The Peace Run*, a 103-day event with an estimated 20,000 volunteers passing a torch, beginning with Olympic gold medalist Carl Lewis, hosted by Bruce Springsteen's saxophonist Clarence Clemons. And beginning May 5, CNN, with the intent "to be the network of record" plans daily, gavel-to-gavel coverage of congressional investigative hearings on the Iran/contra affair, to be co-anchored by Reid Collins and Bernard Shaw.

■ On May 5 from 5:30 -7 p.m., the Museum of Broadcasting, 1 East 53 Street, New York, will preview *The Dumb Waiter* (scheduled to air on ABC May 12), starring Tom Conti, directed by Robert Altman and based on the play by Harold Pinter. The three persons here named will be present at the screening to discuss and answer questions about the production.

And on May 2 and May 9, the Museum will offer children an opportunity to participate in the recreation of radio adventure programs, including *The Lone Ranger*, *Superman* and *Little Orphan Annie*. Call (212) 752-7684 for further information.



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\*Source: NSI Feb. '87

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1987, Pilson said, "even with the ESPN revenue." Pilson said that CBS turned down the eight-game package picked up by the cable network because it didn't want to disrupt its Sunday evening programming to carry eight prime time games. □

## NBC expands in-house pilots

It has both comedies and dramas on its slate, more than ABC, CBS

The 1987-88 in-house production pace at NBC for comedy and dramatic pilots far exceeds that of the other two commercial broadcast networks. NBC Productions now has on its plate pilots for four sitcoms, including *Roomies* which is on the air now, and two one-hour dramas—an increase from two hour-long dramas and no sitcoms last year. In addition, it has at least three movies of the week and three theatricals in the works.

NBC has also beefed up its in-house production staff, naming Don Loughery senior vice president of the unit in March 1986. Today, it operates with a staff of 27 and three full-time publicists.

Why the increase in staff and projects? "We came upon people who were available, [who had] some concepts we felt comfortable with and we were able to package them," said John Agolia, who wears the twin hats of executive vice president of NBC Productions and executive vice president of

business affairs for NBC-TV. Agolia said he would like to sustain the level of pilot projects in future years. "We think it's the business we should be in... It gives us at least a reasonable opportunity of getting something on the air," he said.

But despite the boost in in-house production, Agolia added, "We don't want to own the universe. That's not what we're aiming to do... We still get a report card every morning called ratings, and whether it's NBC produced or supplied by 20th Century Fox, if the rating is good, we look good. If the ratings aren't good, we look terrible. And that's still how we measure it."

Ratings, however, are no longer the only determining factor of what gets on the networks. During a speech before the Hollywood production community earlier this month, Brandon Tartikoff, president of both NBC Entertainment and NBC Productions, said syndicators are playing an increasing role in determining the type of programming that gets produced—primarily sitcoms. Tartikoff said if producers are no longer willing to make quality programs, such as *Hill Street Blues* at a deficit, and the networks are, then "we might as well have the offset of ownership" (BROADCASTING, April 6). He added: "I don't know if I'd want to work in a medium where a *Hill Street Blues* is no longer a possibility." But if NBC were permitted to distribute its shows—a subject that is academic since the networks are now prohibited from syndicating programs—would it be willing to finance such productions in-house? "I don't know the answer to that,"

Agolia said, adding that he "would like to think" there is an after market for such premium programs. "The people out there in the syndication world, while many of them are bemoaning what they think is the demise of the one-hour show, many of them are also saying it's a cyclical world in syndication," he said. "The one-hour may come back, and may come back very strong. And no one's turning down one-hour orders, so we are doing [them]."

Agolia, however, concedes the future of the hour drama is uncertain. "We just don't know," he said. "There was a time you couldn't get rid of a half-hour, and the hours were king. Then only half-hours sold... The marketplace is fluid."

In the theatrical area, Agolia said the network is considering by-passing cable and going "straight to the network if we feel the film is of the type that will get a significant number without cable exposure." The network is seeking to do about five or six movies a year at \$5 million-\$6 million a piece.

NBC Productions' most ambitious theatrical project right now is "Tapeheads," which will star John Kusak and has as its executive producer Michael Nesmith of the original Monkees. Its last release, "Square Dance," did not fare well at the box office. The other theatrical movies in various stages of production include "Elvira," which is based on the syndicated horror show hostess of the same name (Cassandra Peterson); "Sweet Little Rock 'n' Roller" with Justine Bateman of *Family Ties*, and "Zippy the Pinhead," another Nesmith production. □

## Journalism

### CBS News wins three Peabody's

King Broadcasting's Dorothy Bullitt to receive special recognition award in New York ceremony next week

CBS News took top honors in the George Foster Peabody broadcasting awards competition, winning three awards for distinguished public service efforts in broadcasting. The winners of the 26 awards, presented by The University of Georgia School of Journalism and Mass Communication, will be honored at a May 6 luncheon, sponsored by the Broadcast Pioneers, at the The Plaza in New York.

"The overall quality" of the nearly 800 entries "was better than ever," said Dr. Barry Sherman, associate director of the awards and professor of journalism at the university, so much so that the "fierce" competition led to "hot and pensive" final deliberations among members of the National Peabody Advisory Board (which includes Dr. Frank Manchel, outgoing advisory board chairman and associate dean of arts and sciences at the University of Vermont; Ambassador Abbott Washburn, former FCC commissioner; Lawrence B. Taishoff, publisher of BROAD-

CASTING, and 12 other distinguished figures from government, arts and letters and the broadcasting industry).

In 1981, 64 radio stations participated in the 260 total radio entries. Those figures dropped to 27 stations and 172 entries in 1986. But Sherman said the drop in entries from radio stations has been offset by an increase in the number of entries from television stations and production companies.

Network winners include five for CBS (News 3, Entertainment 1, Radio 1); two for NBC (Entertainment 1, Radio 1), and two for ABC (News 1, Entertainment 1).

Following is a list of the winners:

- NBC Radio News □ For radio coverage of the attack on Tripoli, Libya.
- Canadian Broadcasting Corp. (radio) □ *Paris: From Oscar Wilde to Jim Morrison.*
- Connecticut Public Radio □ *One on One.*
- CBS News □ *Newsmark: Where in the World Are We.*
- WHAS(AM) Louisville, Ky. □ *A Disaster Called Schizophrenia.*
- The Fine Arts Society of Indianapolis.
- WTMJ-TV Milwaukee □ *Who's Behind the Wheel?*
- WFAA-TV Dallas □ *S.M.U. Investigation.*
- KPIX(TV) San Francisco □ "AIDS Lifeline" public service campaign.
- CBS News □ *Sunday Morning: Vladimir Horowitz, with spe-*

**SDX honors.** NBC Radio News won two of the seven awards presented to broadcasters by the Society of Professional Journalists, Sigma Delta Chi. NBC's Frederick J. Kennedy and Philip John Till won best spot news reporting for their live reports on the U.S. bombing raid on Libya. NBC Radio News also won in the public service category for its documentary, *Cocaine Hunger*. Other broadcast winners were Steve Smith of KNX(AM) Los Angeles (radio editorializing); *The CBS Evening News* for its three-part report on the war in Afghanistan (TV spot news reporting); wcco-tv Minneapolis for a one-hour report on a Minnesota man imprisoned in Texas (later to be found innocent) and wazr-tv Baton Rouge for a documentary, *Murder of a Witness*, about the death of a government witness in a drug case (TV public service); and Michael Luck, KGTW(TV) San Diego (television editorializing).

**WE DON'T EXPECT  
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BUT THEN AGAIN,  
WHO WOULD HAVE  
THOUGHT WE'D BEAT  
CBS!**

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NBC	WVTM	#2
<b>IND</b>	<b>WTTO</b>	<b>#3</b>
CBS	WBMG	#4

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Source: February '87 Arbitron

Represented By Katz Independent TV

**Discrimination outcome.** WMC-TV Memphis has been found guilty of racial discrimination in case of black newsman who says station held him to extraordinary standards in passing him over repeatedly for promotion. U.S. District Judge Odell Horton ordered WMC-TV owned by Scripps Howard Broadcasting Co., to pay Myron Lowery \$274,120 in compensatory and punitive damages and back pay, as well as attorney fees and expenses. Horton introduced his 73-page opinion with text of memorandum Lowery had received from then-General Manager Mori Greiner, on Sept. 26, 1974, asserting that Lowery could not expect promotion until "everybody" described Lowery as "the best damned television reporter in Memphis." Judge said trial record demonstrates "worse case scenario of sophisticated and subtle racism in private sector employment." Lowery, who now operates his own consulting firm, joined station in 1971 and left after 12 years, during which he served as reporter, weekend anchor and host of *Minority Report*, monthly public affairs program. During that time, judge held, station denied him a promotion to weekday and weeknight anchor because of his race—while less experienced whites were named to those and to supervisory positions—and paid him less money than similarly situated white males. Judge also found that station had illegally retaliated when Lowery filed his court suit by taking him off the air from Sept. 15, 1981, to Oct. 13, 1981. WMC-TV General Manager Ron Klayman denied the station had discriminated against Lowery, and said the station would appeal. In another case of alleged racial bias in newsroom, federal jury in New York City found *The Daily News* had racially discriminated against four of its black news employees between 1979 and 1982. Newspaper plans an appeal.

□

**Full of fiber.** TV Direct, Washington-based video news service joint venture of Associated Press and Conus Communications, has added services for its some 30 television affiliates. Reason, according to AP, is establishment of fiber optic network for TV Direct transmission. Included in TV Direct's latest services are window at end of each of four scheduled feeds so that affiliates can send edited tape back to their stations; live shots for member stations with their own reporters from "any of TV Direct's fiber optic locations"—White House, Senate and House, State Department or TV Direct's downtown Washington studio Ku-band uplink, and "live or live-to-tape, one-on-one" interviews, including briefing packages and background information via the APTV and AP NewsPower wires. Additionally, affiliates can also receive "special rates" for use of TV Direct's Washington-based Ku-band uplink trucks, and live or live-to-tape debriefings between local anchors and TV Direct correspondents, offered on "as available basis to help stations localize a Washington story that has special significance in their coverage area," AP said.

□

**News in the news.** Capital Cities/ABC-TV's affiliate news service, NewsOne, and Potomac Telecommunications Group, parent company of American News Bureau and Potomac News Service, are completing one-year agreement to provide expanded custom news coverage to ABC-TV affiliates, PTG said. Under cooperative arrangement, network (which has a separate agreement with PTG guaranteeing rates and services to be performed) will subsidize satellite time for its affiliates, according to Hendrix Niemann, president of PTG. Potomac News and American News Bureau will work with ABC to uplink news stories to stations at "economical transmission rates" out of Washington, PTG said, adding that services will also provide live one-on-one interviews between Washington-based officials and local station news anchors, as well as special events coverage outside area during upcoming election year. Affiliates will also have access to other news coverage options such as raw footage, packages, voice-over segments and live shots from 11-year-old company. Potomac News and American News Bureau will continue to maintain independent relationships with affiliates of other networks and independent stations, PTG said.

□

**PBS too.** L. Brent Bozell, executive director of National Conservative Foundation, Washington media watchdog group, has questioned appropriateness of congressional oversight of television networks, planned for April 28-30, in view of Congress's reluctance to investigate alleged bias of federally funded public broadcasting programming. Bozell sent separate letters to Republican and Democratic members of House Subcommittee on Telecommunications and Finance and letter to each of three network news presidents, Roone Arledge (ABC), Howard Stringer (CBS) and Larry Grossman (NBC). Although he commended Republicans for their support last year of Corporation for Public Broadcasting plans to conduct content analysis of Public Broadcasting Service programming, Bozell recommended to both Republican and Democrat committee members: "Before taking on the responsibility to oversee the networks, the subcommittee should make it a priority to enforce its oversight power with PBS and bring to the American people what they pay for: objectivity and balance." His letter to network news presidents: "What's good for the goose is good for the gander. Congress is debating fairness doctrine issues concerning the TV networks, while completely ignoring the same issues (which they are mandated by law to enforce) pertaining to public broadcasting. In the hearings scheduled for the end of April, you might want to consider posing these questions, as well."

cial reference to the contributions of Robert "Shad" Northshield. MacNeil/Lehrer Productions and the British Broadcasting Corp. □ *The Story of English*.  
**WOED(TV) Pittsburgh** □ *Anne of Green Gables*.  
**ABC Entertainment and Churchill Films** □ *The Mouse and the Motorcycle*.  
**Thames Television and D.L. Taffner Ltd.** □ *Unknown Chaplin*.  
**WOED(TV) Pittsburgh and The National Geographic Society** □ *The National Geographic Specials*.  
**CBS News** □ *CBS Reports: The Vanishing Family—Crisis in Black America*.  
**The John F. Kennedy Center for the Performing Arts** □ *1986 Kennedy Center Honors: A Celebration of the Performing Arts*.  
**Thames Television and WGBH(TV) Boston** □ *Paradise Postponed*.  
**NBC Entertainment** □ *The Cosby Show*.  
**CBS Entertainment and Garner-Duchow Productions** □ *The Promise*.  
**Jim Henson and The Muppets** □ For 30 years of entertainment.  
**WSB-TV Atlanta** □ *The Boy King*.  
**WCCO-TV Minneapolis** □ *Project Lifesaver*.  
**WCVB-TV Boston** □ "A World of Difference" public service campaign.  
**ABC News** □ *This Week With David Brinkley*.  
**Mrs. Dorothy Bullitt** of King Broadcasting, Seattle □ For her outstanding contributions to broadcasting.

## IRTS seminar focuses on shifting news fortunes

Three observers near but outside TV primalism review its problems

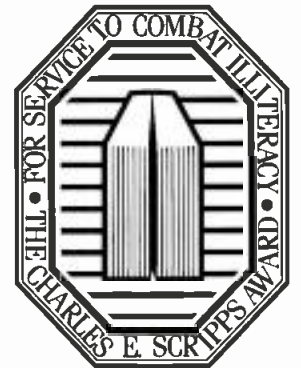
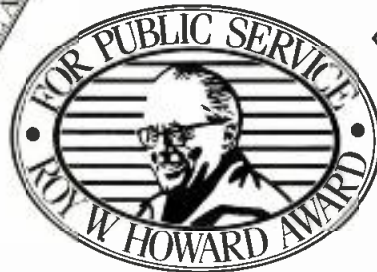
The "changing economics of news" was the subject of an International Radio and Television Society seminar in New York last week featuring Burton Benjamin, former CBS News vice president and senior producer, Everette Dennis, executive director of the Gannett Center for Media Studies, and Sally Bedell Smith, former *New York Times* cultural news reporter. (Currently, Benjamin is a senior fellow and Smith is a fellow at the Gannett Center for Media Studies.) The panel was moderated by David Poltrack, CBS/Broadcast Group vice president of research.

Dennis said the "communications industry" is "in a period of great crisis" as it undergoes radical changes, the result of interrelated economic, regulatory and technological forces. Dennis cited shifts in advertising goals and "the emergence" of market segmentation. There has been a shift, he said, from attracting large numbers of viewers to amassing the "right" viewers—focusing on who is watching when and with what intensity. These economic factors are related to regulatory changes, the ownership changes at the networks, deregulation in broadcasting, and the "rapid buying and selling" of local stations, all of which have "had an impact," Dennis said. He added that Wall Street "perhaps for the first time, has really discovered the communications industry and, some people say, not necessarily for the better."

Added to this mix of economic and regulatory changes are those in technology, which have helped alter the relationship between the networks and local stations, Dennis said. And concomitant with the "great growth" in the broadcasting industry has been "enormous dislocation and pain" at the commercial broadcast networks as layoffs and budget cuts occur in this changing



# THE BEST MAKE THE MARK



The Scripps Howard Foundation honors the commitment to excellence with its 1986 national journalism awards. An independent panel of judges, among the most distinguished journalists in America, selected the winners. The awards and winners are:

**The Ernie Pyle Award** for human interest writing: Greta Tilley, Greensboro (N.C.) News & Record.

**The Walker Stone Award** for editorial writing: Mary Cantwell, The New York Times, for eloquent editorials on various topics.

**The Edward Willis Scripps Award** for service to the First Amendment: The Indianapolis News for determined reporting and legal action that opened the decision-making process of the Indianapolis City-County Council to public scrutiny.

**The Charles E. Scripps Awards** for efforts to combat illiteracy: El Paso Herald-Post (newspaper division) for its "Year of the Printed Word" literacy project, and WXYZ-TV, Detroit (broadcast division) for extraordinary effort in instructional programming for illiterates.

**The Roy W. Howard Awards** for public service: The Pittsburgh Press (over 100,000 circulation) for detailing medical and addiction problems among commercial airline pilots, and The Ledger,

Lakeland, Fla. (under 100,000 circulation) for an investigation leading to the ouster of a county sheriff.

**The Charles M. Schulz Award** for most promising cartoonist: V. Gene Myers, Glen Ridge, N.J.

**The Edward J. Meeman Awards** for conservation journalism: The Seattle Times (over 100,000 circulation) for exposing safety and security problems in nuclear weapons production, and The Morning Advocate, Baton Rouge, La. (under 100,000 circulation) for its series "Vanishing Wetlands."

**The Jack R. Howard Awards** for broadcast public service: WXFL-TV, Tampa (television, large markets) for a documentary on the breakdown of a healthcare delivery service; WBRZ-TV, Baton Rouge, La. (television, small markets) for its report on irregularities in awarding minority road development contracts; KMOX, St. Louis (radio division, large markets) for its documentary on how medical incompetence is covered up; and WJYY, Concord, N.H. (radio division, small markets) for reaction coverage of the Challenger disaster.



**SCRIPPS HOWARD  
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COMMITTED TO EXCELLENCE

broadcast environment, Dennis said. He added that such a state of transition is also a time of "redefinition" for broadcasting. It should be a time for "new creativity" and finding "new solutions" to such problems as funding the news, to allow the "concept of the public trust to coexist with profitability," he said.

Of recent cutbacks at the three commercial broadcast networks, Benjamin said that ABC and NBC have "managed to cut down with a little more grace and style than CBS." The latter, he said, "has never learned how to fire people." He also discussed what he called the "technological revolution" which has "changed the rules of the game," an advertising market "that has turned sour," and the "lean and mean" new corporate ownership of the networks.

Benjamin said that "the core of the difference" in network news today technologically and editorially is that the networks have "lost their picture exclusivity." Today local stations often air footage of events before it appears on the network evening news programs. While Benjamin did not think the networks will disappear, he said local station coverage will "bedevil" the networks, who are "groping for a way to reconfigure." They haven't yet found the right mix for their evening news programs, he said, adding that some nights they look like the *MacNeil/Lehrer NewsHour*, and some nights they look like *60 Minutes*.

He said he is waiting for a story to occur in some inaccessible part of the world that directly affects the U.S., to see how "lean and mean" the networks will be and whether



**News critique.** On the dais for the IRTS seminar on "The Changing Economics of News" were Ralph Baruch, chairman, Viacom International and co-chairman of the seminar series; moderator David Poltrack; Dr. Everette Dennis; Saly Bedell Smith, and Burton Benjamin.

they will "abdicate" their responsibility in their coverage of it.

Smith, who is writing a book on CBS founder, William Paley, said she is often asked what Paley thinks of CBS's recent massive staff and budget reductions. She said that although she had not spoken to Paley directly, all "indications" from "intermediaries" that have spoken to him, are that Paley approves of "what is going on" at

CBS. Paley, she said, "has been for all of his long career, primarily a businessman and a salesman and a showman. He's not a journalist. He's a pragmatist who possesses a strain of idealism." After presenting a synopsis of the development of CBS News, Smith said that the changes "now rocking" CBS News have "if not Bill Paley's enthusiastic endorsement, at least his quiet acquiescence." □

## In Sync

### NBC, union contract tussle

Approximately 2,800 NBC technical and other employees last week entered their fourth week without a contract and none in sight, as their union filed unfair labor practice charges against the network and the company struck retroactive pay from any eventual agreement.

The National Association of Broadcast Employees and Technicians (NABET), in charges filed with the National Labor Relations Board in New York, accused NBC of "refusal to bargain in good faith." NABET said the network had failed to "seriously consider" most union proposals, declined to bargain on improvements to RCA benefit plans and wrongly ended negotiations in a pending lawsuit over payment of wages and fees involving New York newswriters represented by the union.

NBC's Executive Vice President of Personnel and Labor Relations Eugene McGuire denied the union allegations, saying the two parties had conducted "good bargaining but reached an impasse" on March 31, when five-and-half weeks of talks ended without a new contract or agreement to extend the existing pact.

The company last week eliminated automatic retroactive pay for any new contract

after the union failed to meet a company-imposed deadline of April 21 to vote on NBC's final offer. When an agreement is ultimately reached, McGuire explained, pay increases would take effect the Monday following contract approval and not include the period following the previous contract's expiration last month.

The union last Wednesday reacted by voicing opposition to the company's contract offer at a Montgomery, Ala., shareholders meeting of General Electric, which owns NBC. In addition, the union has also given the FCC notice of its opposition to NBC's proposed purchase of WTVJ(TV) Miami, taking issue with NBC's intention not to apply the network's NABET contract to the property.

Lead NABET negotiator Thomas Kennedy is also scheduled to speak this week on the network-union talks during testimony at April 28-30 hearings of the House Subcommittee on Telecommunications and Finance on the impact of budget cuts on network news operations.

### Digital debate

Network representatives will meet Thurs-

day (April 30) at CBS headquarters in New York to continue their preliminary effort to establish user requirements for a future generation of small-format digital videotape recorders ("Closed Circuit," April 20).

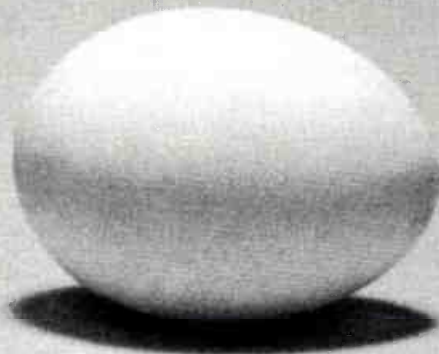
The work, organized by the standards-setting Society of Motion Picture and Television Engineers (SMPTE), was first initiated after last February's SMPTE television conference, where NBC technical head Michael Sherlock, with the support of CBS and others, called for standards work to begin on a new digital format using tape width of a half-inch or less (BROADCASTING, Feb. 16).

Any new small digital format could be as far as five years or more away, or much closer, depending on the to-be-determined state of manufacturer research into the technology, participants in the work said.

Although a single world digital videotape standard already exists—the "D-1" component video 19 millimeter tape format agreed upon by broadcasters and manufacturers in 1986—most users say it is more appropriate for high-end graphics and editing purposes than for simpler applications that require less signal processing and fewer dubbing generations.

Exactly what user needs should be filled by a small-format digital standard, however, and whether the manufacturing technology

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exists to satisfy agreed-upon design criteria, remain to be seen. Among the questions considered by the group will be whether the format should provide for both field and studio applications, requiring a wider tape width such as half-inch, or whether the new system should be optimized for uses such as electronic newsgathering with a relatively narrow tape gauge such as 8 mm.

Also under consideration will be how a small digital format would affect the development of another digital video technology, the "D-X" digital composite format developed by Ampex, adopted by Sony and now undergoing its own standards review by SMPTE. The new format could be in either component form, like D-1, or composite, like D-X. Proponents of digital component video technology argue for its inherently higher quality, while composite supporters note such a format would fit more neatly into existing NTSC composite TV plants.

CBS's Alan Godber, who chairs the SMPTE ad-hoc users group, said its work is mainly to establish "in broad terms" what users desire from the new system in the way of performance, specifications, size and cost range. The group includes members from Capcities/ABC, CBS, NBC, Canadian Broadcasting Corp. and such broadcast groups as Group W, he said.

According to Godber, although the new digital small format is being considered a portable complement to D-1, the user group may leave open the question of whether it should be a composite or component format, possibly allowing a later standards groups to make that determination.

The user group's parent committee, SMPTE's video recording and reproduction technology (VRRT) committee, also established last year a separate study group on small formats which has been working with manufacturers to develop information about long-range possibilities for digital video formats. The work of the two subgroups is separate, although it is not yet clear how any overlap that may develop between the two will be handled.

The VRRT next meets May 21 in Miami, along with several other SMPTE standards groups, and will get a status report from the users group at that time, according to VRRT Chairman Bernard Dickens of CBS. The user group's final report is expected next September, he said.

### Cable gear

Greater Media has purchased \$4.2 million in addressable cable equipment for its Philadelphia cable system from General Instrument's Tocom division. Delivery began in March on the equipment, including 5,503-VIP baseband addressable converters and a Micro ACS addressable control system.

According to Greater Media Cable vice president and general manager, Tom Sharrard, the converters will be used for a new-build area to begin service this summer, as well as for the launch of The Disney Channel pay service on the existing system. Greater Media purchased the cable operation, which passes 37,000 homes, from Times Mirror Cable Television in May 1986.

The shipments will continue over the next three to five years, General Instrument said, and Sharrard added that additional purchases may increase the total number of

converters to some 100,000.

Because the Tocom converters include impulse pay per view capability, Sharrard said Greater Media is also reviewing the possibility of an IPPV launch on the system later this year. The converters also have an integral videocassette recorder-timer and stereo pass-through capability.

Tele-Communications Inc. has also placed a cable equipment order with Anixter Communications for an on-premises control system manufactured by Pico Products. The deal calls for the Pico system, with an average cost of \$15 per subscriber, to be installed at 50,000 subscriber homes in TCI's Miami cable system, with an additional order of 150,000 units for other TCI systems. Deliveries of the Pico-made product, supplied to TCI by Anixter, will begin in June.

Booth Communications has also ordered Pioneer Communications' series BA-5000 addressable converters and headend equipment for its 18,000-subscriber Kernville, Calif., cable system and for its 9,000-subscriber Watertown, S.D., operation, according to Pioneer.

### Test time

North American Philips, the U.S. subsidiary of international electronics manufacturer Philips of the Netherlands, is holding a series of private demonstrations this month in its Briarcliff Manor, N.Y., laboratories of an experimental two-channel enhanced-definition television system that it says is compatible with conventional broadcast TV and could be part of a television industry transition to high-definition television.

According to NAP's Arpad Toth, the "enhanced-NTSC" 525-line system being demonstrated has a wider aspect ratio—5.33:3 compared to 5:3—than standard TV and uses progressive, rather than interlaced, scanning. The system displays the high vertical and temporal resolution of HDTV, Toth said, but in its current form lacks high horizontal resolution. He added that the horizontal resolution shortcoming would be resolved soon without significant modifications to the system.

The E-NTSC system uses two separate 6 mhz channels, which can be located anywhere within the TV spectrum and need not be contiguous. The first channel is a fully compatible NTSC picture receivable on current TV receivers, while the second "augmentation" channel provides extra information to distinguish the combined image from standard NTSC.

Toth said it was "premature" to say whether the second channel could be reduced from 6 mhz to 3 mhz, similar to the one-and-a-half-channel HDTV proposal of William Glenn of the New York Institute of Technology, which has been demonstrated at the National Association of Broadcasters annual convention for the last two years.

Among those viewing the Philips demonstrations are member companies of the standards organization Advanced Television Systems Committee, as well as engineering executives from the National Association of Broadcasters, Association of Maximum Service Telecasters (MST) and staff of the FCC, including Mass Media Bureau Chief James McKinney.

The extensive Japanese work on HDTV will get a thorough airing, as well, at a June

2-3 international symposium on the subject in Tokyo, with speakers from the U.S., Europe and the Far East.

The conference, organized by the Japanese standards group, the Broadcasting Technology Association (BTA), will cover the status of HDTV in the U.S., Europe and Japan, advances in HDTV technology and standardization centered on the 1,125-line system developed by Japanese national broadcaster NHK, and new HDTV programming which is being produced in France, Japan, Italy, Canada and the U.S.

U.S. representatives include PBS technical head Richard Green, MST's Greg DePriest, Ampex's Carlos Kennedy and, via satellite for a special opening day message, Ambassador Diana Lady Dougan, director of the State Department's Bureau of International Communications and Information Policy.

Japanese speakers at the affair include Yuko Nakamura, executive director-general of engineering and general managing director of NHK; the minister of Japan's Posts and Telecommunications Shunjiro Karasawa; NHK's Masao Sugimoto and other speakers from the NHK, Japanese government and academic communities, Matsushita, Nippon Telegraph and Telephone, Tokyo Broadcast System and the BTA.

Europeans on hand will include George Waters, director of the European Broadcasting Union's Technical Center, and Carlo Terzani of Italian national network, RAI.

### Sales talk

Utah Scientific has purchased VTA Technologies, the Hollywood, Fla.-based manufacturer of the Da Vinci color corrector and other products, and now plans to turn the new subsidiary into an advanced development center for machine control systems. Neither company would reveal the dollar value of the transaction.

Jerry Murphy, Utah Scientific president, said VTA Technologies would consolidate its facilities in Fort Lauderdale, Fla., retaining its existing staff of 25, with VTA President Mike Orsburn running the operation as a Utah Scientific vice president. "We needed a development group and felt we did not want to dilute our standard engineering efforts," explained Murphy.

Orsburn said VTA Technologies had sales last year of approximately \$3 million, mostly accounted for by its \$60,000 Da Vinci system, which was introduced in late 1985. More than 60 Da Vincis have since been sold.

Utah Scientific, a Salt Lake City-based division of Dynatech Corp., has also signed an exclusive agreement with McCurdy Radio Industries of Toronto, which will get Canadian distribution rights for Utah Scientific's line of switching and control equipment. The arrangement also allows McCurdy to manufacture Utah Scientific products under its own license.

### Day trip

A National Association of Broadcasters engineering subcommittee on FM transmission has scheduled a meeting this Wednesday, April 29, in the Washington suburb of Rosslyn, Va. The meeting will include status reports on FMX, progress on analyzing FM terrain roughness, antenna height calculations and FM antenna characteristics.

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# RIDING GAIN

# O N R A D I O

## RAB agenda

How the Radio Advertising Bureau should interact with other industry organizations such as the National Association of Broadcasters and what responsibility it has beyond serving its membership are among the subjects up for discussion when the RAB board gathers for its biannual meeting this week (April 26-29) at the Ritz Carlton hotel in Naples, Fla.

Additionally, the board will hear from Bob Watson, AT&T vice president, corporate director of media, and Malcolm MacDougall, president of Hill, Holliday, Connors & Cosmopoulos, the Boston-based ad agency. The latter will address radio advertising creativity. Also appearing will be Bill Moyes, president of The Research Group, Seattle, who is conducting a major radio advertising positioning study among the top 100 advertisers and the top 50 ad agencies. The study is jointly sponsored by the RAB and NAB.

In a separate development, the RAB, in conjunction with the Association of National Advertisers, will hold its 20th annual radio sales workshop day at New York's Waldorf-Astoria hotel on Tuesday, June 16. For the first time, the association will present a special "Orson Welles Award For Creative Excellence" to a number of radio commercial producers and voice-over artists honoring their "lifetime achievement in radio commercial production." The recipients of the award will be Chuck Blore of Chuck Blore Associates; Dick Orkin of Dick Orkin's Radio Ranch; Bert Berdis, Alan Barzman and Jim Kirby of Bert Barz & Kirby; Jerry Stiller and Anne Meara; Bob Elliott and Ray Goulding; Anne Winn and Garret Brown, who are best known for Molson Beer's radio spots; and Stan Freberg. The presentation is scheduled to occur during the workshop's luncheon.

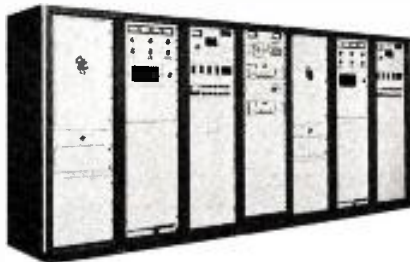
Keynoting the half-day event, entitled "Breakthroughs in Top Down/Bottom Up Marketing," will be David Martin, vice president of media for the Stroh Brewing Co. (advertising keynoter) and Jerry Siano, president and vice chairman, N W Ayer (creative keynoter).

## Management help

The National Association of Broadcasters is sponsoring two seminars this spring for radio broadcasters on the "basic principles and practices for successful management." Dubbed "NAB Radio's Models for Management," the first session is scheduled for May 17-20 at the Henry VIII inn in St. Louis and the second for June 14-17 at the Adams Park hotel in Charlotte, N.C. Seminar leader will be Gale Cook of the Ford Motor Co.'s Management and Technical Training Center.



**Radio's soldiers.** Members of the RAB's senior staff and board attended a session of the Seattle-based Research Group's "Radio War College," last Monday in New York. Pictured are (standing, l-r): Bill Moyes, chairman of The Research Group; Danny Flamberg, RAB's senior vice president/communications; Bill Stakein, RAB's president and CEO; Henry Hayes, RAB's senior vice president/sales and marketing; Bob Galen, RAB's senior vice president/research; Wayne Cornils, RAB's executive vice president; Carl Wagner, executive vice president, radio and cable, Taft Broadcasting, and Arthur Carlson, president, Susquehanna Broadcasting. (Seated, l-r): Elen Huleberg, president, McGavren Guild Radio, and Shirley Baker, RAB's vice president/marketing.



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## Signing On

**Airwaves Radio Network**, Nahant, Mass., is readying a new, 24-hour syndicated classical music format called "Switched On Classics." The format, which is being recorded in digital stereo from compact disks, will feature the most "popular and recognizable classical hits of all time," according to Chris Clausen, creative director of the company. It could be used as a full-time format or as supplemental programming for use in individual dayparts, Clausen said. "Switched On Classics" is being sold for cash to both commercial and noncommercial stations. The company also offers "Classics 'Til Dawn," an overnight classical music service.

**North American Network**, Washington, will produce and distrib-

ute 30 60-second features on travel, tourism and leisure activities for air play during "National Tourism Week," May 17-25. The features will be hosted by Rise Jill Miller, former news anchorwoman with ABC Radio.

**Murray Street Enterprises**, in association with noncommercial WNYC-FM, both New York, will soon distribute 13 one-hour programs of story readings for broadcast by public radio outlets this summer. Entitled *Selected Shorts*, the programs were recorded live last winter at Symphony Space, a performing arts center in New York. The series will feature actors and actresses reading works by classic and contemporary authors.

### Spanish menu

The Spanish Information Service, a unit of the Dallas-based Texas State Network, which is owned and operated by Metropolitan Broadcasting Corp. (formerly Metromedia), is expanding from a regional Texas programming network to a national service, said SIS General Manager Gene Ashcraft. SIS, an 11 year-old operation, provides daily newscasts, sportscasts and public affairs programming as well as play-by-play coverage of Dallas Cowboys football in Spanish. "There is a distinct need for Spanish news and sports services all over the United States," said Ashcraft. SIS has retained Martinez & Associates, a Hispanic-oriented advertising agency in Dallas, to promote the network.

Separately, News/Radio Network, a Milwaukee-based short-form radio program supplier, said it is planning to offer daily reports and features to Spanish-language radio stations during this summer's Pan

American Games in Indianapolis. The reports, which will be funded by corporate sponsors, will be available to stations at no charge, said NRN President Michael Hill.

### Five more years

The term of NBC Talknet personality Bruce

### Birch users

Advertisers and ad agencies in New York, Atlanta and Los Angeles make the most use of Birch Radio data, according to a Masla Radio survey of its sales offices in nine major markets. For first quarter 1987, "primary" usage of Birch constituted 24.4% of all national spot radio advertising buys in New York, 20.2% in Atlanta and 10.6% in Los Angeles. (Arbitron was used for the remaining avails in those markets.)

Williams's new contract with NBC Radio ("Closed Circuit," April 13) will be for five years retroactive to October 1986, NBC said. Williams, who has been with NBC's nighttime talk service since its inception in November 1981, is heard each weeknight from 7 to 10 p.m. NYT. NBC Talknet is carried by 288 stations.

### European countdown

Radio Express, the Los Angeles-based international distributor and marketer of radio shows, will begin distributing two of ABC Radio's weekly programs, *American Top 40* and *American Country Countdown*, to VOA-Europe, an English-language, young-adult network in Western Europe, on a barter advertising basis beginning next month. VOA-Europe has been buying the two ABC series from Radio Express on a cash basis with no commercials for the past year-and-a-half, said Tom Rounds, president of Radio Express.

# GIVE YOUR LISTENERS THE AX

Introducing **Ax On Sports**. The new syndicated radio sports program with Newsweek columnist and TV. commentator, Pete Axthelm.

Each week, the Ax will air two 4 minute shows. Providing a provocative and insightful look into the world of sports, plus predictions on up-coming events.

So why not give your listeners more than just the simple day's scores? Give them **Ax On Sports**. The most interesting 4 minutes of sports programming available anywhere.

For more information call (312) 346-8237. Or write McMarketing Services, 230 N. Michigan Avenue, Suite 2120, Chicago, Illinois, 60601.



Pete Axthelm



**McMarketing Services, Inc.**

## Crockett outlines strategy for new Comsat arm

**World Systems Division will strive for greater competitiveness in world markets and better relations with FCC**

The Communications Satellite Corp.'s newest division—the World Systems Division—officially came into being last week, and its new president did what he could to serve notice it will be a tough competitor on the world scene while serving the U.S. as an effective and loyal signatory to the International Telecommunications Satellite Organization. Even the uncertainty over Comsat's proposed merger with Contel Corp. seemed not to concern Bruce Crockett. He followed the company line in maintaining that, from Comsat's point of view, the merger is "not coming unglued." But regardless, WSD would pursue its new strategy aggressively.

That strategy, Crockett said at a breakfast meeting with reporters last Wednesday (April 22), is to be "outward" looking and competitive. Comsat, he said, will maintain its position of dominance on the thick (or heavily served) routes, which now account for 35% of all Comsat circuits; improve its position on the thin routes, and grow in areas of business attractive to satellite technology—television, for instance. Television, which requires substantial bandwidth, seemed a particularly appetizing area of business to Crockett. The FCC two weeks ago approved a tariff providing for a cut in the price of television service averaging 5%.

The new division reports to Chairman Irving Goldstein and President Marcel Joseph, and combines all of Comsat's jurisdictional businesses in two operating units—Intelsat Satellite Services, headed by Ellen Hoff, and Maritime Services, headed by George Tell-

man. Crockett, who joined Comsat in 1980, had held a series of top financial posts in the company until 1986, when he was named vice president and general manager of Intelsat Satellite Services. The new division has been nine months in the shaping. And Crockett indicates it is ready.

One of his principal responsibilities—and problems—will be improving relations with the FCC. The commission has recently issued a number of orders that have caused Comsat considerable anguish—particularly the one directing the company to refund what the commission said was \$62 million in overcharges over a three-year period. Comsat says the commission is wrong on its figures and on the law; Crockett said the company has set aside only \$9.7 million before taxes for refunds. But he said Comsat would be prepared to negotiate. "The FCC is a good example of where we're not doing a good job," Crockett said.

He also expressed concern about the hold-pending investigation, the Common Carrier Bureau put on the Caribnet tariff, which provides for a 50% discount on Intelsat-delivered services in the Caribbean basin. Crockett said the tariff—to which PanAmerican Satellite Corp. had objected as "predatory"—is cost-justified. "If Intelsat and Comsat have their hands tied," he said, "Caribbean countries will provide their own service." And he said that the Caribbean basin, close to the U.S. and to Central and South America, could provide a preview of what could happen elsewhere in the world. He conceded the Caribnet tariff is not "elegant" but said it could be made "more elegant."

It was the competitiveness he said the new division would demonstrate that was the fo-

cus of Crockett's meeting with reporters. That was news, presumably, because Comsat has not had much competition to worry about since it was established some 25 years ago. But times are changing. Fiber optic cables under the Atlantic and Pacific are a principal area of concern. Separate satellite systems are another. One major weapon Comsat will use is digital bearer circuits that will enable customers with circuit-multiplication equipment to operate on voice grade circuits at the equivalent monthly charge of \$200 a circuit, about one third of the present cost. With the equipment, four or five circuits can be packed into one \$800 circuit. Crockett expressed the hope the charge could be dropped to \$100 a month. "We'll be more like cable," Crockett said. "We'll be able to load up on circuits."

Crockett also said Comsat will be offering discounts of up to 17% in return for commitments for long-term use of circuits on high traffic routes. "We'll have more rate reductions later this year," he said. "We'll be out aggressively to get eligible circuits on a long-term basis. . . . By the end of the year, the majority of circuits will be under long-term commitments."

Crockett was not talking only about the future. He cited some existing businesses he indicated were doing very well. International Business Service, which permits divisions and offices of businesses located in different continents to communicate over a private network by way of small earth terminals located on the premises is showing "explosive growth," he said. The number of circuits involved is growing at the rate of 10% a month. The number of earth stations used in the service has grown from virtually none in 1985—IBS's first full year—to a projected 60 by the end of 1987. Most of the IBS activity has been in the Atlantic region, but it is growing in the Pacific as well, Crockett said. Integrated services digital networks can also be accommodated on satellites, as well as cable, he said, adding that Comsat would demonstrate that at an International Communications Association convention in New Orleans next month.

Crockett took the opportunity of the meeting with reporters to press home the point Comsat has been making regularly for almost a year that, despite apparent conflicts that crop up between its obligations to its stockholders and to the U.S. government, it can continue to serve effectively as U.S. signatory to Intelsat. Crockett noted, for instance, that Comsat worked hard for the election of Dean Burch as director general of Intelsat, "and deserves a lot of the credit" for his victory. The task, he said, "was not easy," given the fact that Burch was seeking to succeed an American, Richard Colino, who had been fired by the board of gover-

**Back to basics.** The trend toward ad agency megamergers was decried last week by Louis T. Hagopian, chairman of N W Ayer, who said that the recent pursuit of money and bigness has had the effect of diminishing agencies' role as builders of American business.

In a speech before the International Radio and Television Society in New York, Hagopian urged agencies to return to their rightful role of helping business to flourish. He said "effective advertising—sustained, maintained, repeated and honed—is a most important tool to build up a successful enterprise."

He added that about a year ago the agency business was introduced to the megamergers and "instead of leading clients to an appreciation of the best we can do we have emulated the very worst that they [clients] can do."

Hagopian noted that agencies did not invent megamergers. He said agencies learned about megamergers from the two groups they usually serve—clients and media. He said agencies watched as CBS and Capital Cities made acquisitions and also learned from such media leaders as Rupert Murdoch, Arthur Sulzberger and the Newhouse family.

"The media and clients taught us about leveraged buyouts and the power of paper and assets we didn't believe we had," he said. "We were avid to learn how to earn the big money."

Hagopian said the agency industry should "shun elitism and hobnobbing with stock exchanges and international bankers and return to caring about the consumers, such as Budweiser, Chevrolet, J.C. Penney and McDonald's do."

Hagopian acknowledged that Ayer did not escape the megamerger fever. Earlier this year Ayer merged with a large agency, Cunningham & Walsh.



"...AND I'M SURE I SPEAK FOR ALL OF US WHEN I SAY THE RAILROADS SHOULD BE REREGULATED!"



Some people who claim to speak for everybody are really speaking for almost nobody.

For example, there's a group in Washington calling itself Consumers United for Rail Equity (C.U.R.E.) that claims to speak for rail shippers. It's a group that is supported principally by the coal and electric utility industries. And it's seeking revisions to the Staggers Rail Act of 1980 which—if they benefit anyone—would primarily benefit the coal and utility industries at the expense of most other rail customers.

Most shippers—87 percent of those surveyed recently—are happy with the improved service and rates brought about by deregulation. They don't want

to see this progress reversed. And they certainly don't want to change a law that has revitalized failing railroads and made it possible for all railroads to become so competitive with each other and with other modes of transportation that rates overall are dropping.

Even the rates paid by C.U.R.E.'s supporters for shipping coal have dropped for the past two years. Down 2 percent in 1985 and down 2.5 percent in 1986. They're now at their lowest level since 1981. In addition, the contracts made possible by the Staggers Act have assured many utilities of low rates in the future.

Nevertheless, C.U.R.E.'s members think they can use

federal and state governments to lower their rates still further.

Maybe. But if they win, most other rail shippers will lose—through higher rates, deteriorating service, and—as railroads decline—perhaps through loss of service altogether.

If you're a journalist interested in these issues, the Association of American Railroads will be happy to provide you with more information. Because we think that to tell the story properly, you need facts, not just assertions. To get the facts, write Media Information, Association of American Railroads, 50 F St., N.W., Washington, D.C. 20001, Dept. 710. If you're on a deadline, call (202) 639-2555.



ASSOCIATION OF  
AMERICAN RAILROADS

# Stock Index

	Closing Wed Apr 22	Closing Wed Apr 15	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC	356	348	8	2.29	31	5,737
N (CBS) CBS	169	152 1/2	16 1/2	10.81	10	3,974
O (CLCH) Clear Channel	14 3/4	14	3/4	5.35	30	43
O (INFTA) Infinity Broadcasting	17 1/2	17 1/2			-51	147
O (JCOR) Jacor Commun.	7	6 7/8	1/8	1.81		39
O (LINB) LIN	37 1/8	34 1/2	2 5/8	7.60	32	1,978
O (MALR) Malrite	10 1/2	10 1/2			-19	143
O (MALRA) Malrite 'A'	10	9 1/2	1/2	5.26	14	42
O (OBCC) Olympic Broadcast	6 1/2	6 1/2				16
O (OCOMA) Outlet Commun.	15	14 1/2	1/2	3.44	-5	95
A (PR) Price Commun.	10 3/8	10 7/8	- 1/2	- 4.59	-4	89
O (SCRIP) Scripps Howard	84 1/2	80	4 1/2	5.6	159	872
O (SUNN) SunGroup Inc.	1 7/8	1 7/8			-2	3
N (TFB) Taft	148 1/4	148 1/4			-22	1,358
O (TVXG) TVX Broadcast	10 1/2	10	1/2	5.00	-4	62
O (UTVI) United Television	32	32			42	350

	Closing Wed Apr 22	Closing Wed Apr 15	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo	61 1/8	61 3/4	- 5/8	- 1.01	20	673
A (AAR) Adams Russell	23 1/4	23 1/4			61	155
A (AFP) Affiliated Pubs	49	46 1/4	2 3/4	5.94	26	1,729
O (ASTVE) Amer. Comm. & TV	3/32	3/32				7
N (AFL) American Family	12 3/4	12 3/4			13	1,025
O (ACOMA) Assoc. Commun.	28	28				267
O (BMAC) Bus. Men's Assur.	27 1/4	27	1/4	.92	-10	287
N (CCN) Chris-Craft	25	23	2	8.69	37	509
N (DNB) Dun & Bradstreet	124 1/2	121 1/2	3	2.46	27	9,462
O (DUCO) Durham Corp.	47 1/8	44 3/4	2 3/8	5.30	15	268
N (GCI) Gannett Co.	45	45 1/8	- 1/8	- 0.27	26	7,269
N (GY) GenCorp	116 1/2	116 1/4	1/4	.21	20	2,602
N (GCN) General Cinema	48 1/8	49 1/4	- 1 1/8	- 2.28	19	1,752
O (GCOM) Gray Commun.	223	223			38	110
N (JP) Jefferson-Pilot	30 7/8	30 1/4	5/8	2.06	10	1,248
O (JSON) Josephson Intl.	12 1/2	13	- 1/2	- 3.84	4	55
N (KRI) Knight-Ridder	50	51 5/8	- 1 5/8	- 3.14	20	2,856
N (LEE) Lee Enterprises	25 3/4	25	3/4	3.00	15	641
N (LC) Liberty	38 1/2	38 7/8	- 3/8	- 0.96	13	421
N (MHP) McGraw-Hill	63 1/2	62 1/4	1 1/4	2.00	20	3,208
A (MEGA) Media General	58 1/4	57 1/2	3/4	1.30	48	821
N (MDP) Meredith Corp.	31 3/8	31 3/8			19	600
O (MMEDC) Multimedia	54 1/8	54 1/4	- 1/8	- 0.23	-128	595
A (NYTA) New York Times	42 1/2	42 5/8	- 1/8	- 0.29	26	3,484
O (PARC) Park Commun.	31 1/2	31	1/2	1.61	29	434
T (SKHQ) Selkirk	22	22 1/8	- 1/8	- 0.56	47	178
O (STAUF) Stauffer Commun.	138	135	3	2.22	22	138
A (TO) Tech Ops Inc.	35 1/4	35	1/4	.71	15	76
N (TIM) Times Mirror	80	75 1/2	4 1/2	5.96	12	5,159
O (TMCI) TM Communications	2 1/4	2 1/4			10	17
O (TPCC) TPC Commun.	3 8	7/16	- 1/16	- 14.28		4
N (TRB) Tribune	75 1/4	73 1/4	2	2.73	10	2,978
A (TBS) Turner Bcstg.	22 3/8	22 1/8	1/4	1.12	-2	487
A (WPOB) Washington Post	188	180	8	4.44	24	2,411

	Closing Wed Apr 22	Closing Wed Apr 15	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O (ALLT) All American TV	3	3				3
O (BRRS) Barris Indus.	13 3/4	13 1/2	1/4	1.85	7	121
O (CMCO) C.O.M.B.	20 1/4	22 1/4	- 2	- 8.98	-69	363
N (KO) Coca-Cola	43 3/8	44 1/4	- 7/8	- 1.97	17	16,782
O (CLST) Color Systems	12 3/8	13 1/4	- 7/8	- 6.60		8
A (DEG) De Laurentis Ent.	10	8 3/4	1 1/4	14.28		95
O (DCPI) Dick Clark Prod.	6	6			12	48
N (DIS) Disney	63 1/2	62 3/4	3/4	1.19	28	8,305
N (DJ) Dow Jones & Co.	50	49 1/4	3/4	1.52	26	4,837
O (FNNI) Financial News	12	12 1/2	- 1/2	- 4.00	100	140
A (FE) Fries Entertain.	4 7/8	5 1/8	- 1/4	- 4.87	27	25
N (GW) Gulf + Western	76	74 1/2	1 1/2	2.01	18	4,685
O (HRS) Hal Roach	9 1/8	9 7/8	- 3/4	- 7.59		50
A (HHH) Heritage Entertain.	8 3/8	8 5/8	- 1/4	- 2.89	8	38
A (HSN) Home Shopping Net.	14 3/8	18 5/8	- 4 1/4	- 22.81	42	1,235
N (KWP) King World	24 1/8	25 1/8	- 1	- 3.98	31	743
O (LAUR) Laurel Entertainment	4 5/8	3 7/8	3/4	19.35	9	11
A (LT) Lorimar-Telepictures	16 1/2	17 3/8	- 7/8	- 5.03		754
N (MCA) MCA	46	46			22	3,485
N (MGM) MGM/UA Commun.	10 7/8	10 1/2	- 3/8	- 3.57		540
A (NWP) New World Pictures	13 3/8	12 7/8	1/2	3.88	17	144
N (OPC) Orion Pictures	15 1/2	15 1/4	1/4	1.63	-5	266
O (MOVE) Peregrine Entertain.	8 3/4	9 1/2	- 3/4	- 7.89	38	18
N (PLA) Playboy Ent.	13	13 1/8	- 1/8	- 0.95	-6	122
O (QVCN) QVC Network	9 1/4	9 1/2	- 1/4	- 2.63		60

	Closing Wed Apr 22	Closing Wed Apr 15	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O (RVCC) Reeves Commun.	10 1/4	11 1/4	- 1	- 8.88	204	128
O (RPICB) Republic Pic. 'A'	8 7/8	8 7/8				63
O (RPICB) Republic Pic. 'B'	9 3/4	9 3/4				69
A (RHI) Robert Halmi	3 1/2	3 1/2				14
O (SMNI) Sat. Music. Net.	5 1/8	5	1/8	2.50	128	45
N (WCI) Warner	31 3/8	29 3/8	2	6.80	24	3,914
O (WWTW) Western World TV	2	2 1/8	- 1/8	- 5.88	12	2
O (WONE) Westwood One	22 1/2	24 1/4	- 1 3/4	- 7.21	52	275

	Closing Wed Apr 22	Closing Wed Apr 15	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
<b>SERVICE</b>						
O (BSIM) Burnup & Sims	4 7/8	4 3/8	1/2	11.42	48	77
O (CVSI) Compact Video	4 7/8	4 5/8	1/4	5.40	-69	32
N (CQ) Comsat	27	26 1/2	1/2	1.88	8	493
N (FCB) Foote Cone & B.	53 1/2	53 1/4	1/4	.46	16	203
O (GREY) Grey Advertising	110	117	- 7	- 5.98	16	133
N (IPG) Interpublic Group	33 3/8	34 1/2	- 1 1/8	- 3.26	17	740
N (JWT) JWT Group	29 1/2	29 1/8	3/8	1.28	49	269
A (MOV) Movielab	6 3/4	6 3/4				11
O (OGLI) Ogilvy Group	31 1/2	32 1/4	- 3/4	- 2.32	16	438
O (OMCM) Omnicom Group	23 5/8	24	- 3/8	- 1.56	-138	573
O (SACHY) Saatchi & Saatchi	32 1/2	32 1/2			19	2,235
O (TLMTB) Telemation	2 3/4	2 3/4			11	12
A (TPO) TEMPO Enterprises	9 1/2	9 1/2			22	54
A (UNV) Unitel Video	10 1/8	9 1/8	1	10.95	29	22

	Closing Wed Apr 22	Closing Wed Apr 15	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
<b>CABLE</b>						
A (ATN) Acton Corp.	3 1/8	3 1/8				-3
A (ACN) Amer. Cablesystems	18 1/4	19 1/4	- 1	- 5.19	-38	171
A (CVC) Cablevision Sys. 'A'	24 5/8	23 1/8	1 1/2	6.48	-87	517
N (CNT) Centel Corp.	58 3/4	57 3/8	1 3/8	2.39	15	1,684
O (CCCOA) Century Commun.	20 1/2	20 1/2			1,025	395
O (CMCSA) Comcast	21 1/4	19 7/8	1 3/8	6.91	45	811
N (HCL) Heritage Commun.	33 1/8	32 7/8	1/4	.76	-66	741
O (JOIN) Jones Intercable	14 3/4	15 1/4	- 1/2	- 3.27	28	188
T (MHPQ) Maclean Hunter 'X'	20 3/8	20 1/2	- 1/8	- 0.60	28	750
O (RCCAA) Rogers Cable of A.	13 1/2	13	1/2	3.84		69
O (TCA) TCA Cable TV	21 3/4	22 1/4	- 1/2	- 2.24	41	235
O (TCOMA) Tele-Commun.	30	29 1/2	1/2	1.69	32	2,901
N (TL) Time Inc.	92	87 7/8	4 1/8	4.69	15	5,735
O (UACIA) United Art. Commun.	24	23 7/8	1/8	.52	133	985
N (UCT) United Cable TV	30 5/8	29 3/4	7/8	2.94	437	745
N (VIA) Viacom	51 1/4	51 3/8	- 1/8	- 0.24	-197	1,806
N (WU) Western Union	3 1/2	3 1/2				85

	Closing Wed Apr 22	Closing Wed Apr 15	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N (MMM) 3M	126 3/8	126 1/2	- 1/8	- 0.09	18	14,436
N (ALD) Allied-Signal	45 1/2	44 1/4	1 1/4	2.82	13	7,933
O (AMTV) AM Communications	1 1/8	1 7/16	- 5/16	- 21.73	-1	4
N (ARV) Arvin Industries	37	36 1/2	1/2	1.36	15	651
O (CCBL) C-Cor Electronics	9 3/4	9 1/2	1/4	2.63	57	19
O (CATV) Cable TV Indus.	2 3/8	2 1/4	1/8	5.55	-7	7
O (CEC) Cetec	5 3/8	5 1/2	- 1/8	- 2.27	268	10
A (CHY) Chyron	6 1/2	6 1/8	3/8	6.12	26	65
A (CXC) CMX Corp.	1 3/4	1 5/8	1/8	7.69	34	10
A (COH) Cohu	7 3/4	7 3/8	3/8	5.08	26	14
N (CAX) Conrac	27 1/2	29 1/8	- 1 5/8	- 5.57	23	185
N (EK) Eastman Kodak	75 1/2	73 1/4	2 1/4	3.07	45	17,046
O (ECIN) Elec Mis & Comm.	1 1/2	1 1/2				6
N (GRL) Gen. Instrument	33	31 7/8	1 1/8	3.52	68	1,073
N (GE) General Electric	103 7/8	105 1/2	- 1 5/8	- 1.54	19	47,359
N (HRS) Harris Corp.	39 7/8	38 1/8	1 3/4	4.59	23	1,619
N (MAI) M/A Com. Inc.	14 1/4	14	1/4	1.78	18	608
O (MCDY) Microdyne	4 1/4	4 1/8	1/8	3.03	-2	18
N (MOT) Motorola	58 7/8	54 1/2	4 3/8	8.02	38	7,547
N (NPH) N.A. Philips	39 1/4	39 3/8	- 1/8	- 0.31	115	1,138
N (OAK) Oak Industries	1 3/8	1 3/8			2	99
A (PPI) Pico Products	5	4 3/4	1/4	5.26	-8	17
N (SFA) Sci-Atlanta	16 1/2	16 3/4	- 1/4	- 1.49	-51	383
N (SNE) Sony Corp.	19 5/8	18 1/2	1 1/8	6.08	23	4,537
N (TEK) Tektronix	33 1/4	34 1/2	- 1 1/4	- 3.62	22	1,281
N (VAR) Varian Assoc.	28 1/4	28	1/4	.89	-68	609
N (WX) Westinghouse	62 3/8	62 3/4	- 3/8	- 0.59	14	8,885
N (ZE) Zenith	26 1/8	24 7/8	1 1/4	5.02	-60	609
Standard & Poor's 400	333.81	330.62	3.19			0.96

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING'S OWN RESEARCH.



# A very special arts Story



**CLIFF  
ROBERTSON**  
HOST

Television Special

**OVER \*207,000,000 PEOPLE SHARED THE MAGIC  
THANKS TO THE FOLLOWING STATIONS:**

NEW YORK	WABC	GREENVILLE/SPART.	WYFF	ROCHESTER	WROC	AUGUSTA	WAGT	TYLER	KLTV
LOS ANGELES	KABC	BUFFALO	WKBW	OMAHA	KETV	MADISON	WKOW	ABILENE	KTXS
CHICAGO	WLS	OKLAHOMA CITY	KOKH	DAVENPORT	KLJB	CHARLESTON, SC.	WCSC	FLORENCE	WPDE
PHILADELPHIA	WPHL	BIRMINGHAM	WBRC	SPRINGFIELD, IL.	WRSP	SAVANNAH	WTOC	DOTHAN	WTVY
SAN FRANCISCO	KGO	GRAND RAPIDS	WXMI	CEDAR RAPIDS	KHWL	MONTGOMERY	WAKA	UTICA	WKTV
BOSTON	WCVB	SALT LAKE CITY	KUTV	HONOLULU	KHNL	SANTA BARBARA	KCOY	IDAHO FALLS	KPVI
DETROIT	WXYZ	PROVIDENCE	WPRI	AUSTIN	KTBC	MONROE	KARD	ANCHORAGE	KIMO
DALLAS/FT. WORTH	KXTX	SAN ANTONIO	KMOL	LEXINGTON	WKYT	COLUMBUS, GA.	WTVM	ALEXANDRIA, LA.	KALB
WASHINGTON, D.C.	WRC	HARRISBURG	WHP	PORTLAND, ME.	WGME	<del>MALLEN/BROWNVILLE</del>	KVEO	BILLINGS	KOUS
CLEVELAND	WEWS	NORFOLK	WAVY	TUCSON	KDTU	AMARILLO	KAMR	PALM SPRINGS	KMIR
HOUSTON	KTRK	WILKES-BARRE	WOLF	CHATTANOOGA	WDSI	TERRE HAUTE	WTWO	GAINESVILLE	WBSP
ATLANTA	WXIA	CHARLESTON	WVAH	SPRINGFIELD, MO.	KYTV	TALLAHASSEE	WTXL	LAKE CHARLES	KVHP
PITTSBURGH	WTAE	DAYTON	WRGT	JACKSON	WLBT	WAUSAU	WAOW	MERIDIAN	WTZH
MIAMI	WPLG	GREENSBORO	WGHP	JOHNSTOWN/ALTOONA	WTAJ	RENO	KCRL	PANAMA CITY	WMBB
MINNEAPOLIS	KSTP	ALBANY	WXXA	SOUTH BEND	WSBT	SIOUX CITY	KTIV	MISSOULA	KECI
ST. LOUIS	KTVI	TULSA	KOTV	TRI-CITIES	WCYB	WICHITA FALLS	KAUZ	ADA/ARDMORE	KTEN
SACRAMENTO	KTXL	RICHMOND	WXEX	HUNTSVILLE	WAAY	EUGENE	KMTR	ROSWELL	KAVE
PHOENIX	KUTP	LITTLE ROCK	KATV	BURLINGTON	WPTZ	LA CROSSE	WKBT	GREAT FALLS	KRTV
BALTIMORE	WMAR	FLINT	WEYI	COLUMBIA	WIS	TRAVERSE CITY	WGTV	YUMA/EL CENTRO	KECY
INDIANAPOLIS	WTHR	SHREVEPORT	KMSS	BATON ROUGE	WAFB	ERIE	WSEE	WATERTOWN	WWNY
HARTFORD	WTNH	WEST PALM BEACH	WTVX	LINCOLN	KHAS	BOISE	KTVB	PARKERSBURG	WTAP
PORTLAND	KOIN	MOBILE	WPMI	LAS VEGAS	KRLR	BLUEFIELD/BECKLEY	WVA	CASPER	KFNB
SAN DIEGO	KUSI	KNOXVILLE	WATE	WACO/TEMPLE	KCEN	COLUMBUS/TUPELO	WVSB	EUREKA	KIEM
ORLANDO	WFTV	JACKSONVILLE	WJXT	EL PASO	KVIA	CHICO/REDDING	KHSL	CHEYENNE	KGWN
MILWAUKEE	WTMJ	FRESNO	KFSN	SIOUX FALLS	KDLT	MINOT/BISMARK	KBMY	BUTTE	KTVM
CINCINNATI	WCPO	WICHITA	KSAS	FT. WAYNE	WKJG	MASON CITY	KAAL	SAN ANGELO	KIDY
NASHVILLE	WTVF	ALBUQUERQUE	KGGM	FT. MYERS	WINK	BANGOR	WVII	ZANESVILLE	WHIZ
CHARLOTTE	WPCQ	SYRACUSE	WSTM	LANSING	WSYM	ALBANY, GA.	WALB	VICTORIA	KVCT
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nors because of his alleged involvement in financial irregularities. Burch himself has expressed his gratitude for the help he was given by Crockett and other Comsat officials, as well as by U.S. government agencies (BROADCASTING, April 13.)

Crockett also indicated that, in his view, Burch in the short time he has been in office—he took over on April 15—has earned “high marks.” He has “the right perspective, the right ideas,” Crockett said. He is interested “in trimming costs.” And, what seemed to impress Crockett particularly, Burch, he said, has shown a readiness to cooperate. “He wants to work with us in getting Caribnet through the FCC.”

Then, there is the separate communications satellite systems issue. According to U.S. government policy, the establishment of such systems “are required in the national interest.” But they could compete with Intelsat and drain business from Comsat. Yet, as U.S. signatory, Comsat is responsible for working for the coordination of such systems with Intelsat. The problems Comsat confronts in such matters “are not easy,” Crockett said. But he noted that the separate system proposal of the Pan American Satellite Corp. cleared the Intelsat process earlier this month. “We were,” he said, “able to sort out the conflicts and deliver the bacon.”

As for Contel’s announced interest in backing out of the proposed \$2.4-billion merger, Crockett rejected a reporter’s characterization of the merger as “coming unglued.” “Not from our perspective,” he said. “We’re on the way to the alter.” Contel had

## Bottom Line

**Advisory group.** Hallmark Cards said it formed 10-person broadcast advisory council “to inform the company on the interests and concerns of this country’s Hispanic communities.” Kansas City, Mo.-based greeting card company’s acquisition, in partnership with First Chicago Venture Capital, of 11 Spanish-format television stations is pending before FCC. Advisory council, which had first meeting April 8, consists of Alex Armendaris, president, Market Growth Inc.; Armando Codina, chairman, IntraAmerica Investments Inc.; Miriam Colon, president, Puerto Rican Traveling Theater; Tomas Espinoza, chairman and chief executive officer, Espinoza Development Corp.; Leobardo Estrada, associate professor, University of California, Los Angeles; Archbishop Patrick Fernandez Florez, archdiocese of San Antonio, Tex.; Herman Gallegos, management consultant/corporate director, Pacific Telesis Group; John Kiermaier, president, Foreign Policy Association; Siobhan Nicolau, president, Hispanic Policy Development Project, and Ed L. Romero, president, ASI Inc.

**Convertible conversation.** Avnet said it was offering \$100 million of 6% convertible subordinated debentures due 2012. Bonds, being sold through Dillon Read & Co., are convertible at \$43 per share; stock had closed previous day at 34%. Company had filed convertible registration for \$150-million offering. ■ General Instrument said it filed registration statement for \$150 million of convertible subordinated debentures due 2012. Company said it would use net proceeds “primarily to repay indebtedness incurred under the company’s revolving credit facility in connection with the company’s acquisition of its cable/home communications division [from M/A-Com] and the other outstanding indebtedness.” ■ Comcast said it would redeem \$50 million in 7% convertible debentures due 2000. Debentures, listed on Luxembourg Stock Exchange, were convertible at per share price of \$15.91; stock had recently been trading above \$20 per share. Bala Cynwyd, Pa.-based MSO said it would make new \$75-million convertible debentures offering, through Morgan Grenfell & Co., that would also be listed on Luxembourg Stock Exchange.

**Financing times.** QVC Network said it arranged \$13-million financing package, for working capital and “completion of its new operations center.” Safeguard Scientifics Inc. (NYSE:SFE), which owns 510,000 shares of West Chester, Pa.-based teleshopping company (NASDAQ:QVCN) and whose chairman, Warren V. Musser, sits on QVC board, will purchase \$7 million of five-year QVC notes. Safeguard will obtain warrants exercisable at \$10 per share, and will be able to name total of three QVC directors; seven (majority) if debt is in default. Other component of QVC financing is replacement of \$5.8-million mortgage commitment with \$6-million revolving credit facility from local bank. ■ Continental Cablevision said it increased senior credit facilities by over \$200 million, to over \$1 billion. Credit rearrangement was handled by Bank of Boston. ■ Robert Halmi said it secured \$5-million revolving credit line from Wells Fargo Bank, available through February 1988. ■ Cablevision Industries Corp., Liberty, N.Y.-based MSO, recently completed sale of \$150 million in 11¼% senior subordinated debentures due 2002. Proceeds from offering, through Morgan Stanley & Co., will include financing to build franchise for part of Philadelphia.

**Crossing the Delaware.** A.H. Belo said it would seek shareholder approval to reincorporate company in Delaware. Dallas-based publisher and group owner said that move, which would require two-thirds approval, would enable company to take advantage of laws “allowing it to limit directors’ liability under certain circumstances” and other benefits. ■ Dun & Bradstreet annual meeting saw shareholders amend company’s certificate of incorporation to “eliminate the monetary liability of the company’s directors to the company or its shareowners for certain breaches of fiduciary duty, as permitted by Delaware law.” Also approved was amendment “that no action shall be taken by shareowners except at an annual meeting or special meeting of the shareowners.” Company’s board approved two-for-one stock split, effective June 10.

**Shell game.** Two entertainment companies have gone public via “shell” merger—in which private company avoids going-public expense and regulatory process by merging with already-public company, usually one with minimal assets. Hemdale Film Corp., producer of “Platoon” and other movies, merged with over-the-counter company, Computer Memories. In January, Walsh Communications Group Inc. achieved same effect by merging with “mineral company,” according to company’s chief executive officer, Tom Walsh. New York-based multimedia company includes several alumni of Goodson-Todman Productions, including, besides Walsh, Lloyd Gross, senior vice president of television production; Roger Peterson, vice president of television production, and Royal Blakeman, secretary and general counsel, who still represents Goodson-Todman and Merv Griffin Productions.

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expressed concern about several recent FCC orders adversely affecting Comsat, particularly the one calling for a \$62-million refund. But Crockett said Comsat intended to press its claim to merger, even to the point of taking legal action. And, reflecting some frustration at the recent turn of events, Crockett said it was "crazy" for Contel to claim information it said would have affected its judgment was not made available. "All the information has been available in public documents," he said. The effect of the merger, or lack of same, on WSD? "Whether there is a merger or not, we'll run the business the same way," Crockett said. "Market-oriented." □

## First-quarter numbers improve for ABC, Multimedia

But interest payments take toll; Tribune parts show mixed returns

Despite lower overall ratings, first-quarter revenue at the ABC television network increased "slightly," said parent company Capital Cities/ABC last week in reporting its financial results for the period. The network was helped in part by a stronger scatter market during the first three months of 1987.

Operating income for all of Capital Cities broadcasting operations more than doubled, to \$88 million, in part because of a previous writedown of network programing rights resulting in lower current costs. The accounting decision helped company earnings by \$1.05 per share in the just-completed quarter, compared with a 25-cent benefit in the same period last year.

Total broadcasting revenue was up 6%, to \$721.9 million, the increase attributable to all the group's operations. Publishing at Capital Cities fared less well, with revenue up 3%, to \$237.3 million, and operating income down 7%, to \$34.8 million. Led by the broadcasting operations, total operating income jumped 71% and would have resulted in higher net income, despite higher net interest expense, but for gains last year when the company divested itself of certain broadcast properties. Net income in the just-completed quarter was \$23.9 million, or \$1.43 per share.

Despite advertising uncertainty, the company said the outlook for the remainder of the year was for "modest growth." Last year Capital Cities' first-quarter report called the outlook "unfavorable."

Several other major group owners reported first-quarter results last week. At Tribune Co., higher programing costs and soft revenue for its broadcasting and entertainment group caused the Chicago-based media company's total operating profits to weaken 4% to \$40.8 million.

Revenue of the broadcast and entertainment group was up 5% to \$85.3 million, but operating losses increased to \$10.1 million, partly due to noncash expenses associated with the acquisition, late in 1985, of KTLA(TV) Los Angeles. Chairman Stanton

R. Cook said, "Despite cost control programs in both television and radio, margin pressures are likely to continue."

Through the first two months of this year, television revenue was up 5%, radio was down 2%, and "entertainment & other," was off 7%. Additional pressures on total operating profits came, the company said, from increased losses at the New York *Daily News* which is currently undergoing union contract negotiations.

A lower tax rate and a 10% decline in interest expense would, however, have raised net income except for nonrecurring gains last year, primarily from the sale of the Los Angeles *Daily News*. Earnings for the just-completed first quarter were \$16.7 million, or 42 cents per share.

Multimedia Inc., led by strong results of its broadcast group, posted a 10% increase in first-quarter revenue, to \$89.8 million, and a 12% operating profit increase, to \$24.1 million. Broadcasting revenue increased 12%, to \$25.9 million, while operating cash flow for the division was up 11%, to \$8.2 million. Multimedia Entertainment showed a 6% increase in revenue, to \$13.1 million, with cash flow up by the same percentage, to \$6.2 million. The company's cable operations had cash flow of \$9.8 million on revenue of \$22.1 million.

Due to interest expense of \$27.2 million, down 4%, the Greenville, S.C.-based media company posted a net loss of \$1.7 million, or 15 cents per share, after a \$1.4 million tax benefit. That compares with a net loss the previous first quarter of \$5.1 million, or 46 cents per share. □

## Boston set to host BFMA annual meeting

More than a thousand executives are expected for discussions of broadcasting and cable opportunities and resources this week at the Broadcast Financial Management Association's 27th annual meeting in Boston.

The April 26-29 session will feature speeches by FCC Commissioner Patricia Dennis and KPXX(TV) San Francisco General Manager Carolyn Wean. Turner Broadcasting Chairman Ted Turner will receive the association's Avatar award for excellence in broadcasting.

Wean's keynote speech opens the meeting today (April 27), with Dennis tomorrow's luncheon speaker and Turner the honoree and speaker at tomorrow's dinner dance. The conference concludes Wednesday afternoon.

Representatives of the National Association of Broadcasters, National Cable Television Association, NATPE International, Association of Independent Television Stations and Radio Advertising Bureau will report on regulation, legislation, programing, and sales problems after Wean's speech today.

Topics this afternoon and tomorrow include fraudulent billing, acquisition and valuation, cable must-carry rules and radio and television music licenses.

Joseph Seaver, vice president of business affairs and chief financial officer, KCET(TV) Los Angeles, is convention chairman. □

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# The Broadcasting/Cable Interface



## Painting the Big Picture in Telecommunications Policy



Baumann



Bortz



Fritts



Geller



Herwitz



Hollings



Hummers



Irving



Killory



Patrick



Quello



Ricks



Rivera



Schwartzman



Sie



Sikes

### Thursday □ June 18

9-9:10 a.m.

#### Introduction and Overview

Mr. West and Mr. Wiley

9:10-9:40 a.m.

#### Keynoter

#### The Congressional Viewpoint

Senator Ernest F. Hollings,  
Chairman, Senate Committee on  
Commerce, Science and Transportation

9:40-10:15 a.m.

#### A Conversation with Mass Media Bureau Chief James McKinney

A discussion of the FCC staff view on major regulatory  
issues and directions

10:15-10:30 a.m.

#### Break

10:30 a.m.-12 noon

#### Panel No. 1

#### Broadcasting/Cable Interrelationship

(MUST CARRY, COMPULSORY COPYRIGHT LICENSE, CHANNEL SWITCHING,  
SYNDICATED EXCLUSIVITY, CROSSOWNERSHIP, ETC.)

Joel Chaseman, Post-Newsweek Stations  
(representing Television Operators Caucus)  
Steve Effros, President, Community Antenna  
Television Association  
Eddie Fritts, President, National Association of  
Broadcasters  
Preston Padden, President, Association of  
Independent Television Stations  
Jay Ricks, Hogan and Hartson (representing  
National Cable Television Association)

Jack Valenti, President, Motion Picture Association  
of America

12 noon-1:30 p.m.

#### Luncheon Speaker The FCC Viewpoint

Dennis R. Patrick,  
Chairman, FCC

1:30-2:45 p.m.

#### Panel No. 2 FCC Transfer Policies

(TAKEOVERS, LEVERAGED BUYOUTS, TRAFFICKING, SETTLEMENTS, ATTRIBUTION,  
ALIEN OWNERSHIP, ETC.)

Henry Geller, Washington Center of Duke University  
Peter O'Connell, Pierson, Ball and Dowd  
Roy Stewart, FCC Mass Media Bureau  
Congressman Al Swift, House Energy and  
Commerce Committee  
Steven Weiswasser, General Counsel, Capital Cities/  
ABC

2:45-4 p.m.

#### Panel No. 3

#### Programming Content Regulation

(FAIRNESS DOCTRINE, ISSUE RESPONSE PROGRAMING, NEGATIVE CAMPAIGN  
ADVERTISING, CHILDREN'S PROGRAMING AND ADVERTISING, OBSCENITY AND  
INDECENCY, CONDOM ADVERTISING, ETC.)

Peggy Charren, Action for Children's Television  
Timothy Dyk, Wilmer, Cutler and Pickering  
Diane Killory, General Counsel, FCC  
Andrew Schwartzman, Media Access Project  
George Vradenburg, General Counsel, CBS

4-4:15 p.m.

#### Break





Charren



Chaseman



Cohen



Dawson



Dennis



Dyk



Effros



MacCarthy



Marino



Marshall



McCormick



McKinney



O'Connell



Padden



Smith



Stewart



Swift



Tannenwald



Valenti



Vradenburg



Weiswasser

4:15-5:30 p.m.

**Panel No. 4**

**FCC Licensing Procedures**

(COMPARATIVE HEARINGS, COMPARATIVE RENEWALS, MINORITY AND FEMALE PREFERENCES, KIST CORP. AND ITS PROGENY, ETC.)

Henry Baumann, General Counsel, National Association of Broadcasters

Edward Hummers, Fletcher, Heald and Hildreth

Joseph Marino, FCC Review Board

Fluria Marshall, National Black Media Coalition

Peter Tannenwald, Arent, Fox, Kintner Plotkin, and Kahn

5:30-5:45

**Concluding Remarks**

Patricia Diaz Dennis, Commissioner, FCC

**Friday □ June 19**

9-9:30 a.m.

**Keynote Speaker**

**The Administration Viewpoint**

Alfred Sikes,

Assistant Secretary of Commerce for Communications and Information and

Administrator of The National Telecommunications and Information Administration

9:30-10:45 a.m.

**Panel No. 5**

**Potential Congressional Initiatives**

(LEGISLATION, FCC OVERSIGHT, BUDGETARY ACTIONS, ETC.)

Tom Cohen, Senate Committee on Commerce,

Science and Transportation (Majority)

Larry Irving, House Telecommunications and Finance Subcommittee

Mark MacCarthy, House Energy and Commerce Committee (Majority)

Walter McCormick, Senate Committee on Commerce, Science and Transportation (Minority)

Paul Smith, House Telecommunications and Finance Subcommittee (Minority)

10:45-11 a.m.

Break

11 a.m.-12:15 p.m.

**Panel No. 6**

**Future Trends in Broadcasting/Cable Regulation and Policy**

(NEW TECHNOLOGIES AND PROGRAMING SERVICES, NEW POLICY TRENDS, NEW REGULATORY AND DEREGULATORY ACTIONS, ETC.)

Paul Bortz, Browne, Bortz and Coddington

Mimi Weyforth Dawson, Commissioner, FCC

Thomas Herwitz, Fox Television

Henry Rivera, Dow, Lohnes and Albertson

John Sie, Tele-Communications Inc.

12:15-12:30 p.m.

**Concluding Remarks**

James H. Quello Commissioner, FCC

# An Overview

This conference is designed to cover the major elements of mass media regulation and policy. It features key government policymakers (from the U. S. Senate, the House of Representatives, the Executive Branch and, of course, the Federal Communications Commission), leading spokesmen from the affected industries, representatives of public interest groups and, finally, members of the Federal Communications Bar Association.

The only prepared presentations will come from the keynote, luncheon and concluding speakers (Senator Hollings, FCC Chairman Patrick, NTIA Administrator Sikes and FCC Commissioners Dennis and Quello). All of the panelists will respond to the questions from the moderators (and co-chairmen of the conference), Donald V. West of BROADCASTING and Richard E. Wiley of Wiley, Rein and Fielding (president of the FCBA), and also from the audience. The objective of this procedure is to cover as many issues as possible and to provide an opportunity for an interesting exchange of views among the panelists.

In all, the conference should be a must for those who do business, practice, regulate, legislate or otherwise have interest in the mass telecommunications media. Please register at your earliest convenience; space is limited.

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# TELECASTINGS

## March numbers

Public television's March fund raiser, Festival '87, brought in \$36,164,999, a 1% increase over last year and the stations' second-best fund-raising effort ever, according to the Public Broadcasting Service. The number of pledges, 661,756, was down 3% from March 1986, but the average gift increased 3.9% to \$54.69.

## Cultural exchange

On March 3, six families in six countries were filmed by WSB-TV Atlanta for a one-hour special, *One Day*, comparing their life styles and beliefs. The special, airing today, April 27, is hosted by WSB-TV news anchor Monica Kaufman and was produced by the station's local programming department. It was financed by McDonald's, Blue Cross/Blue Shield of Georgia and Kuppenheimer Clothiers. Featured are families from Yuen Long Town, Hong Kong; Tbilisi, Soviet Union; Stockholm; Bendaja, Liberia; Zapopan, Mexico, and DeKalb county, Ga. Above (l-r) in Hong Kong: WSB-TV photographer Chris

**Showing support.** The National Association of Broadcast Employees and Technicians has given its support to Sunbeam Television Corp.'s attempt to block General Electric's proposed acquisition of CBS affiliate WTVJ-TV in Miami. In a petition to deny Sunbeam, licensee of co-located NBC affiliate WSVN-TV, among other things, is alleging that the acquisition by NBC's parent would harm competition. In comments at the FCC, NABET said it agreed that the acquisition was not in the public interest. "NBC has not presented any reasons why it should be allowed to program two stations in Miami," NABET said. "NABET also opposes the application on the ground that it adversely affects its collective bargaining status with NBC. In its application, opposition to Sunbeam's petition, and publicity, NBC has heralded this acquisition as ultimately the latest owned-and-operated addition to its station lineup. Yet, in bargaining with NABET over the terms of a new agreement, NBC has taken the position that the station will be a GE property, and hence not governed by NBC's obligations under its collective bargaining agreement with NABET. NBC's transparent attempt to escape from the terms of its agreement by speaking out of both sides of its mouth should not be sanctioned." The Broward County (Fla.) Board of County Commissioners also asked the FCC to hold a hearing to determine "the impact such television station purchases would have upon the residents of Broward county."

Winters, Law Kwok-Leung and his son, and Mark Engel, WSB-TV director of programming.

## What's up, doc?

Chicago-based Orbis Medical News, in association with the Journal of the American

Medical Association, is producing a year-long series of weekly 90-second reports for television called, *The JAMA Report*. Each segment will cover the top stories in each week's journal. Orbis said the segments are being offered free of charge. The journal has been supplying news organizations, includ-

## Broadcast Investment Analysts, Inc. has completed the asset appraisals of:

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ing local stations, with printed reports for some time, and journal editor George D. Lundberg said, "We are pleased to provide a service to relay medical news to the public."

### Margin of victory

Black viewership can make the difference between success or failure of some prime time network television programs, according to a tabulation of Nielsen data by the special markets unit of BBDO. BBDO points out that *Crime Story*, *Stingray*, *The Equalizer*, *Facts of Life*, *Miami Vice* and *Hunter* all rated high among blacks but averaged lower ratings among whites. For example, *Crime Story* garnered a total household rating of 13.5, only 12.1 among nonblacks but a 25.5 among blacks. This same pattern, BBDO says, applied to *Stingray* and *The Equalizer*. BBDO adds that cable and VCR penetration is lower among blacks than among whites and, accordingly, blacks spend proportionately more time with conventional television than do nonblacks. Doug Allgood, BBDO vice president, special markets, believes that network TV will become increasingly influenced by tastes and preferences of blacks.

### Digital grant

Noncommercial WOED(TV) Pittsburgh has received a multimillion-dollar grant from Digital Equipment Corp. to produce a 12-part science-adventure series, *The Infinite Voyage*. The series will air quarterly in prime time beginning in fall 1987, and will be avail-

able both to Public Broadcasting Service affiliates and to commercial stations in 15 to 20 markets. (Details of the commercial airing have yet to be worked out.) *Infinite Voyage* will be produced in association with the National Academy of Sciences, which will

monitor the historic and scientific accuracy of the episodes. It will use computer animation and special visual effects along with international location footage to explore such topics as the human brain, the universe and cells, molecules and DNA.

## Changing Hands

PROPOSED

**WZOU(FM) Boston** □ Sold by Scornix Broadcasting to Ardman Broadcasting for \$15.5 million. **Seller** is Gilford, N.H.-based group of six AM's and eight FM's owned by Randy Odneal, Scott McQueen and Ted Nixon. **Buyer** is Washington-based group of seven AM's and seven FM's principally owned by Myer Feldman. WZOU is on 94.5 mhz with 5 kw and antenna 1,140 feet above average terrain. **Broker: Cecil L. Richards Inc., Media Brokers.**

**WMMA(AM)-WHTQ(FM) (formerly WHOO-FM) Orlando, Fla.** □ Sold by Bluegrass Broadcasting Inc. to TK Communications Inc. for \$13.5 million. **Seller** is owned by Kentucky Central Life Insurance Co. and headed by H. Hart Hagan, president. Based in Lexington, Ky., it owns three AM's, three FM's and two TV's. **Buyer** is Fort Lauderdale, Fla.-based group of two AM's and three FM's owned by John F. Tenaglia and Robert K. Weary. WMMA is on 990 khz with 50 kw day and 5 kw night. WHTQ is on 96.5 mhz with 100 kw and antenna 1,600 feet above average ter-

rain. **Broker: Blackburn & Co.**

**KSGT(AM) Jackson Hole, KMER(AM) Kemmerer and KPOW(AM)-KLZY(FM) Powell, all Wyoming** □ Sold by Campbell Broadcasting Inc. to Crecelius/Lundquist Communications Inc. for \$4 million. **Seller** is owned by Robert W. Campbell and his wife, Maria. It has no other broadcast interests. **Buyer** is owned by Edward K. (Ned) Crecelius and Jerry Lundquist. Crecelius is broadcast consultant and professor of international marketing at Babson College, Babson Park, Mass. Lundquist is New York-based management consultant. KSGT is on 1340 khz with 1 kw day and 250 w night. KMER is daytimer on 950 khz with 5 kw. KPOW is on 1260 khz with 5 kw day and 1 kw night. KLZY is on 92.5 mhz with 100 kw and antenna 1,857 feet above average terrain. **Broker: Chaney Media Brokers.**

**WQMR(AM)-WTOS-FM Skowhegan, Me.** □ Sold by The Laurel Group Ltd. to Mountain Wireless Inc. for \$750,000. **Seller** is owned by Marc A. Robertshaw and Terry Reese, who also own WKXA(AM)-WCLZ-FM Brunswick, Me., and WCNS(AM) Latrobe, Pa. **Buyer** is principally owned by Alan W. Anderson, president and chief operating officer of R&R Broadcasting, which owns WHYN(AM)-WHFM-FM Springfield, Mass. WQMR is daytimer on 1150 khz with 5 kw. WTOS-FM is on 105.1 mhz with 50 kw and antenna 2,420 feet above average terrain. **Broker: Communications Equity Associates.**

**WACO(AM)-KHOO(FM) Waco, Tex.** □ Sold by Waco Radio Inc. to Sage Waco Inc. for \$600,000. **Seller** is owned by Harris Enterprises and Robert Weathers. Harris owns WJOL(AM)-WLLI(FM) Joliet, Ill.; KTOP(AM)-KDVV(FM) Topeka and KIUL(AM)-KWKR(FM) Garden City, both Kansas; KGRI-AM-FM Grand Island, Neb., and KBUR(AM)-KGRS(FM) Burlington, Iowa. Weathers has no other broadcast interests. **Buyer** is subsidiary of Sage Broadcasting, Stamford, Conn.-based group of seven AM's and seven FM's and is also buying WKHT(AM) Manchester, Conn., principally owned by Leonard I. Fassler and Gerald A. Poch. WACO is on 1460 khz full time with 1 kw. KHOO is on 99.9 mhz with 100 kw and antenna 452 feet above average terrain.

**WREY(AM) Millville, N.J.** □ Sold by Wintersun Communications Inc. to Joseph Donald Powers for \$300,000. **Seller** is owned by George Beasley and his son, Brian. Elder Beasley is owner of Beasley Broadcasting, Goldsboro, N.C.-based group of seven AM's and 12 FM's. **Buyer** has interest in WMKX-FM Brookville, Pa. WREY is daytimer on 1440 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 103.

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## Patrick gets off on right foot on Hill

**New FCC chairman receives cordial reception at oversight hearing; he's questioned on matters ranging from indecency to HDTV**

The new FCC chairman, Dennis Patrick, received a warm welcome on Capitol Hill last week. Patrick appeared at a Senate Communications Subcommittee hearing on the agency's reauthorization for fiscal 1988 and 1989, his first public Hill appearance since he assumed his new post on April 18.

The hearing was marked by a cordial atmosphere despite a tough line of questioning, much of it concerning the FCC's decision to increase telephone subscriber line charges. Senator Ted Stevens (R-Alaska), for example, greeted Patrick saying that he too was a "fellow surfer."

For two hours, Patrick fielded questions on indecency, must carry, syndicated exclusivity, high-definition television and other subjects. His answers for the most part appeared to satisfy subcommittee members. At one point, Subcommittee Chairman Daniel Inouye (D-Hawaii) commented: "Your answers have been terrific. Maybe we ought to stop now."

It's anticipated that Patrick's dealings with Congress will be far less contentious than those of his predecessor, former Chairman Mark Fowler. Throughout the hearing Patrick seemed to be laying the groundwork for a more tranquil relationship. He appeared eager to accommodate the lawmakers' concerns and stated a strong interest in working closely with Congress. When asked about his view of the agency's accountability to Congress, Patrick immediately acknowledged that the FCC is a "creature of Congress."

In sizing up the new chairman the members wanted to know if his objectives will differ from Fowler's. "Sure I'll have differing priorities in some regards... different emphases," Patrick said. But, he added, his chief objective, like Fowler's, is to "maximize the public interest." In discussing his top priorities, the new chairman said he'd be "following with interest," congressional activity regarding comparative license renewal reform legislation. "We stand ready to provide whatever input and assistance we can in that area."

Among other Patrick priorities: the commission's notice of inquiry on cable's compulsory copyright license (Patrick indicated the FCC would report its findings to Congress, which he noted has jurisdiction over the license), and its proposed rulemaking to reinstate syndicated exclusivity. On the latter, he said, "I think it's important if we are going to rely on competition for regulatory purposes that we insure that there is freedom of contract in programing because no free market can function very effectively without

freedom of contract."

There was a steady flow of questions. Inouye queried the chairman about the agency's decision to regulate indecent broadcasts (BROADCASTING, April 20). Patrick explained that the FCC felt it was time to "apply the definition of indecency on its face." Furthermore, he asserted that the commission is fulfilling its responsibility under federal statute to prohibit the broadcast of obscene and indecent speech.

What's has the response been to the FCC's

action? Inouye asked. "The public," Patrick said, has been supportive, but he added: "There's been some criticism leveled at the commission from broadcasters and so-called 'shock jocks'." Inouye also wanted to know if the agency is prepared to carry out sanctions if its new policy is not observed. "Yes," Patrick replied, "if there are violations."

Senator John Danforth (R-Mo.), ranking minority member on the parent Commerce Committee, wanted to hear the FCC's justification for a provision in its new must-carry

**OMB reversal.** Broadcast licensees will have to fill out and return the controversial FCC minority ownership questionnaire after all. The Office of Management and Budget had ruled that licensees need not participate in the survey (BROADCASTING, April 13), which is aimed at helping the FCC generate a record for its pending reexamination of the constitutionality and advisability of preferential policies for minorities and women. But the FCC voted to overrule OMB's veto and held that participation is mandatory. The FCC, however, said broadcasters need not respond to questions on programing for children or senior citizens. The agency also said the material would be kept confidential; that licensees need not identify the station on the form but should indicate the county and state in which it is located and certify separately to the FCC that the questionnaire has been submitted. The FCC also extended the deadline for filing to May 15 and stated that it has directed the staff to remove station identification from forms already received.

April 3, 1987

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Patrick



Inouye

rules that would sunset the rules in five years. "We felt the sunset was necessary to comply within the constitutional parameters set forth by the court," Patrick said, adding that the record did not support the "need for permanent must carry." But Danforth was not appeased and voiced his doubts about the sunset.

Patrick's stand on the FCC's antitrafficking rule also was of interest. Senator John Kerry (D-Mass.) indicated his concern that eliminating the three-year rule has had an adverse effect on news programming. To begin with, Patrick said he didn't feel lifting the rule has been bad for the industry. Nor did he see any evidence that it's had a "negative impact" on news programming. He attributed the increase in transfers of broadcast licenses to Wall Street's discovery of the industry. Furthermore, he told Kerry that the three-year rule was viewed as a barrier to entry by small broadcasters and minorities.

On a related matter, Kerry cited the wsvn-TV Miami case where affiliation changes caused by station ownership changes are causing controversy. Kerry said he'd like to see that activity "kept to a minimum." Patrick replied: "It's a matter of concern. It's something we're looking at."

As for high-definition television, Wendell Ford (D-Ky.) asked: "Is it your position that broadcasters don't need UHF spectrum for HDTV?" It's too early, Patrick said, "for me to make any judgments with respect to the broadcasters' need for HDTV." And he promised Ford that he would work with

broadcasters on the issue. Part of the problem in allocating spectrum, the FCC chairman explained, is that there are many alternative applications. "Should the spectrum be used for HDTV or for public safety?" Patrick asked rhetorically, adding again: "It's too early for us to make those judgments."

Patrick has been making the rounds on Capitol Hill, visiting with key members, a move that seems to have paid off. For example, Patrick called on Senator Al Gore (D-Tenn.) prior to the hearing, which may have contributed to the courteous exchange between the two, although Gore expressed his disapproval of the FCC's action on subscriber line charges.

In a separate statement submitted for the subcommittee's record, Gore lashed out at the agency. "I am hopeful that Mr. Patrick will set his own chart at the commission, that he will not be, as some critics have observed, simply a clone of Chairman Fowler,"

**CPB name.** Another name has surfaced as a possible candidate for the board of the Corporation for Public Broadcasting: Harry Clark, senior vice president, group director, Bozell, Jacobs, Kenyon & Eckhardt, New York. Clark is a Republican and served as executive assistant to Representative Jack Kemp (R-N.Y.) in 1972-74. He was an independent producer at WGBH-TV Boston and the South Carolina Educational Television in 1980-82.

Gore's statement read. The statement also attacked the commission for: "the roller-coaster, shaft-the-consumer access charge rulings; the on-again, off-again 'must-carry' spectacle; the highly prejudiced home satellite dish study, undertaken to abort a legislative effort, and culminating in as biased a record as might be imagined, and years of foot-dragging on brutally violent, sexually-explicit broadcast programming."

Senator Larry Pressler (R-S.D.) wanted some assurance that the FCC would attempt to clear up the low-power TV application logjam. Pressler said the logjam is inhibiting broadcasters ability to apply for permits to install translators. (Pressler's interest in the issue stems from his desire to see rural areas served more efficiently by broadcasters.) "We're very much aware of and sensitive to the problem of the backlog," Patrick said. "We're moving to a new procedure to expedite the process. If it doesn't alleviate the problem, we're willing to revisit the issue."

The South Dakota senator was equally distressed by what he called the FCC's "reluctance" to set an AM stereo standard. In that instance, Patrick said, setting standards are difficult because they so often become "technologically outdated." Also Pressler stated his concern over the FCC's action on must carry and the backyard satellite dish controversy. "I am disappointed by the lack of progress made on both issues," the senator said.

"I've heard from many dish owners that the marketplace is not working," said J. James Exon (D-Neb.). "What's the official FCC position?" he asked. "We find no need to intervene in the marketplace now," Patrick said. However, the commission, he continued, is monitoring the situation over the rest of the year and intends to report its findings to Congress.

The FCC's proposal to auction off non-broadcast spectrum as a means of raising revenues also cropped up. "We would secure for the treasury what has to be the most valuable resource," said Patrick. "We're talking about spectrum worth billions of dollars." He suggested the FCC be permitted to undertake such an endeavor on an experimental basis and report back to Congress. When asked about the effect of such an auction on minorities and women, Patrick said the agency is "certainly willing to explore ways to accommodate those concerns." □

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# Erie decision a setback to cable's First Amendment rights

**Judge turns back ATC's arguments on franchise fees, saying city is entitled to "fair market value" of streets entrusted to it; judge cites Supreme Court language in 1969 fairness doctrine case in throwing out cable company's access channel plea**

The nation's cities are picturing a U.S. court decision in Erie, Pa., two weeks ago as a significant victory for them in their claims to regulatory authority over cable television systems that seek operating franchises. A loss, said one of the attorneys representing the city, would have thrown into doubt the constitutionality of franchises all over the country. The win, said an attorney who has represented other cities in other cases, could be significant in determining the outcome of the cities-cable dispute, since it was based on the facts in a particular case. The case may not be settled, however; an appeal is likely.

At issue is a suit that Erie Telecommunications Inc., a subsidiary of American Television & Communications Corp., brought against provisions of its franchise agreement with the city of Erie—those requiring the system to pay a 5% franchise fee and to make up to 13 channels available for public, educational and governmental use, and to pay fees to support use of those channels (BROADCASTING, April 20). As has been true of many city-cable battles, ETI claimed the requirements violated its First and 14th Amendment rights.

The case had been watched closely by the cable industry and the cities as a bellwether of the future direction of municipal regulation of cable—whether the First Amendment could be used to shield systems against the kinds of fees, particularly the 5% franchise fee, that cities were determined to impose. And ATC, the second largest MSO, is known as one of the most aggressive cable companies in advancing the First Amendment argument. But Judge Glenn E. Mencer found ETI's arguments "unpersuasive" and appeared to give Erie—and the cities generally—everything they felt they needed to buttress their arguments in dealings with cable systems:

□ The city holds the streets in trust and would be derelict in its duty if it granted franchise rights "without receiving the fair market value for the property"; it need not limit the fee to the amount needed to recover administrative and regulatory costs, Mencer said. He noted, in a footnote, that ETI had benefitted from the grant of the franchise. "In an industry where the award of a franchise oftentimes creates a natural monopoly in a local market," he said, "a franchise recipient, in the very least, receives a competitive advantage."

□ Access requirements "arguably" infringe on cable operators' protected freedoms. But, Mencer said, they are warranted "in light of the public's right to receive 'suitable access to social, political, esthetic, moral and other ideas and experiences.'" The quoted language is from the Supreme

Court's 1969 Red Lion decision affirming the constitutionality of the FCC's fairness doctrine. "In its effort to preserve an uninhibited marketplace of ideas, government is entrusted with protecting the First Amendment rights of cable television viewers," Mencer said. "Accordingly... the regulations imposed under both the franchise and access agreements promote compelling government interests."

ETI had also claimed that the city council, through the Access Channel Board of Managers it created to administer the access channels, was unconstitutionally regulating the content of the access-channel programming. But Mencer said ETI lacks standing to bring such a challenge. "The challenge," he said, "must be brought by a party injured by the channel's operation." He said ETI "possesses no editorial control over the disseminations broadcast on ETI dedicated access channels."

□ As for ETI's claim that the city violated the First and 14th Amendment guarantees of, respectively, free speech and equal protection by treating cable differently than it treats other media, the city's regulatory plan "is not discriminatorily motivated." Mencer said that the claim of discrimination "is refuted by the unique nature of ETI's business activity," adding, "Clearly, ETI's use of the public's rights-of-way is dissimilar from that employed by a radio or television station

or a newspaper." The city's treatment of ETI, he added, "is not directed at burdening ETI's exercise of a fundamental right."

ETI was challenging provisions of an agreement it won in 1980 after a competition involving five other applicants. The agreement, which runs for 10 years, provided for an annual fee of 5% of gross revenues, with a prepayment of \$2.7 million. There was, in addition, a \$150,000 fee to cover the expenses incurred by the city in the franchising process, and another fee of \$150,000 to compensate the city for its help in securing space for ETI's cables on existing utility poles.

The agreement also specified the use of 13 of the system's 84 channels for public, educational and governmental access; it also called for payments amounting to \$120,000 in each of the first three years and \$25,000 a year for the remaining period of the franchise, to maintain the access channels.

ETI has refused to honor the fee provisions of the agreement since April 1985 and for that reason, Mencer said, is barred from asserting a claim that the franchise agreement violates its statutory rights. He said ETI in 1980 was "in a position to blow the whistle" on any abuses stemming from the solicitation process. He said he could "only assume" ETI refrained because it "was able to outbid its competitors."

ATC officials had reached no decision last

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week on whether to appeal. David Saylor, the Washington communications attorney who represented ATC in the case, felt the judge was "flat wrong" in rejecting the argument that the fees imposed on ATC amounted to unconstitutional discrimination. "Even if a city can collect rent, it can't single out one medium from all others," he said. At ATC's Denver headquarters, Jim Duffy, a spokesman, said: "There has been no decision on whether to appeal. But we think there are some errors in the opinion, and it's likely there will be an appeal."

For the time being, however, lawyers for the cities are savoring what they consider to be a significant victory. James Walczak, the Erie attorney who represented Erie, said ETI's challenge had been to "the underlying structure of the agreement—to franchise and access fees and other requirements." The agreement, he noted, was similar to other cable franchise agreements around the country. "If it had been reversed," he said, "it would have affected all of those agreements. The court is saying that reasonable access requirements are constitutional."

Although the precedential value of a U.S. district court opinion is not great, Nicholas Miller, a Washington attorney who has represented a number of cities in cable franchise matters, sees it as significant in that it is based on the facts in a particular case. The Supreme Court last year, in *Preferred Communications v. City of Los Angeles*, held that cable systems' activities "implicate First Amendment interests" but said that those interests "must be balanced against competing

societal interests." So it sent the case—involving the question of whether a city may limit to one the number of systems serving an area if there is room on a utility's poles and in their conduits for the facilities of two or more—back to the U.S. district court in Los Angeles for a trial. The high court said it wanted a record on which the fundamental questions involving cable television could be addressed (BROADCASTING, June 9, 1986.)

"The Supreme Court wanted the facts before deciding the jurisprudence questions," Miller said. "So it's reassuring, from the cities' standpoint, to have another trial judge—a finder of fact—looking at the facts [in a city-cable case] and finding that what the city did was reasonable." He also said Mencer's decision would be helpful to attorneys who are in appeals courts arguing cities' rights to regulate cable systems. Appellate courts, he said, are interested in what trial courts regard as "appropriate."

However, a clear pattern of district court thinking on the conflict between cable's and cities' First Amendment rights has yet to emerge. In December, for instance, a U.S. district court in northern California, in another case involving the question of whether a city may limit the number of cable systems permitted to serve it—and to exclude all others—leaned toward cable's First Amendment rights. Judge Eugene Lynch, in a summary judgment, said the alleged disruption of the "public domain" caused by installing more than one cable system "would not justify the suppression of all cable speakers ex-

cept the one to which the municipalities grant the right to speak." He also said that cable television "is more closely analogous to newspapers than to the broadcast media" and that, as a result, there is no need to consider whether the natural monopoly rationale justifies a greater degree of government regulation than would otherwise be the case (BROADCASTING, Dec. 8, 15, 1986).

But, as Miller said, neither that decision, nor Mencer's, "is a knockout blow." That, he indicated, is yet to be delivered. □

## PanAmSat turns to FCC for help

**It wants commission to develop policy to deal with countries that discriminate against American carriers like itself**

Pan American Satellite Corp., the only American separate communications satellite system thus far to conclude the International Telecommunications Satellite Organization coordination process, is looking to the FCC for help in combating what PanAmSat says is discrimination in the international telecommunications marketplace. In comments filed in response to the commission's Notice of Inquiry regarding its proposal to take action against countries that do not open markets to American companies, PanAmSat said the agency should act promptly "to develop an open, competitive, nondiscriminatory environment for separate international satellite systems.

PanAmSat, one of only a handful of the 50-odd parties commenting to support the commission proposal, wants to link the U.S. and Peru with five transponders and to make 13 more available for domestic service in Latin America. Another six Ku-band transponders would be used for service between the U.S. and Europe. But PanAmSat has been having trouble signing customers because of what it says are "outright refusals" of foreign telecommunications entities to deal with it and on Intelsat's "predatory pricing."

It called for action on both fronts. It said the commission "should adopt a specific reciprocity policy for separate systems," closing U.S. markets to the carriers of a country that refuses to deal with a U.S. separate system.

And if Intelsat refuses to adopt rate increases "to cost-justified levels" for its services, the commission should be prepared to take "retaliatory action." PanAmSat suggested the immediate termination of "the forced diversion of AT&T traffic to the Intelsat system."

PanAmSat is following a similar track in Congress, backing a proposed amendment to the omnibus trade bill (H.R. 3) that would call for nondiscriminatory treatment of all international satellite systems, including separate systems. The amendment was drafted by Representative William B. Richardson (D-N.M.), a member of the Congressional Hispanic Caucus at the request of PanAmSat Chairman Rene Anselmo, who once headed both Spanish International (pro-

This announcement appears as a matter of record only March 1987

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graming) Network and Spanish International Communications Corp., group owner of five Spanish-language television stations.

Because of considerable opposition, the committee put off action on the Richardson proposal, and Representative Edward Markey (D-Mass.), chairman of the Telecommunications Subcommittee promised to hold hearings on it, though a date has not yet been set. The State Department and the National Telecommunications and Information Administration had opposed the measure on the ground that, as drafted, it would conflict with U.S. trade policy. The issues it was addressing, they said, were better left to separate negotiations. Markey and Chairman John Dingell (D-Mich.), chairman of the Committee, also opposed the proposal, as did Orion Satellite Corp., another separate system. That came as a surprise but was reported later to be a consequence of Orion's efforts to secure participation of French or British parties in ownership of the system. That, presumably, would open the door to correspondents in Western Europe.

PanAmSat's strong proposals for retaliation grow out of what appear to be deep frustrations. PanAmSat said it has had "strong expressions of interest from both U.S. and foreign companies that wish to use its system" but that when they sought to secure landing rights for PanAmSat, they "encountered stiff resistance from telecommunications entities owned or controlled by foreign governments." PanAmSat said it has encountered directly the same kinds of refusals to deal. "Such refusals," it added, "are directly related to Intelsat's antipathy toward U.S. separate systems policy." It noted that Intelsat's Meeting of Signatories three years ago passed a resolution urging its members to "refrain from entering into any arrangements" with U.S. separate systems.

And as its plans became "more concrete," PanAmSat said, "Intelsat has engaged in a concerted campaign of predatory pricing, intended to undercut PanAmSat in its core Latin American and Caribbean markets." PanAmSat noted it has complained of such alleged predatory pricing in a series of letters to government officials in advance of Intelsat board of governors meetings. PanAmSat noted that, in response to a petition it had filed, the commission's Common Carrier Bureau two weeks ago suspended the Caribbean tariff of the Communications Satellite Corp., the U.S. signatory to Intelsat, and instituted an investigation. The tariff offers services provided countries in the Caribbean at a 50% discount—and Comsat officials say the discount could be even greater and still be cost-justified.

"In an environment of foreign refusals to deal and Intelsat predatory pricing," PanAmSat said, the benefits of competition in the satellite marketplace that the commission has recognized "may never be realized." Accordingly, PanAmSat said, the commission should act now "to develop the tools necessary to insure an open, competitive, nondiscriminatory environment for separate international satellite systems."

PanAmSat's was not the only comment dealing with services rather than hardware. Turner Broadcasting System supported the commission's proposal to retaliate against

countries that discriminate against American companies and called on the commission to include international video services within the class of U.S. businesses to be protected. TBS, which distributes its Cable News Network domestically and internationally by satellite, said "the absence of a competitive environment" hinders its ability to market the news service outside the U.S. It said telecommunications monopolies "charge extortionate prices for downlinking CNN" and require TBS to use receiving equipment

more elaborate than necessary. Other monopolies, it added, prohibit TBS from marketing the service directly, requiring they be TBS's "exclusive agent in their country."

TBS, in supporting the commission's proposal to use its jurisdiction "to encourage entry and competition in foreign markets," expressed the hope it would not be necessary "to restrict access to the United States market." But it said "strong measures may be needed... to convince foreign entities that discrimination will not be tolerated." □

## Broadcasters against call deregulation

### FCC gets little support for 'anything goes' regime

Most of the FCC's proposals to further deregulate its call-sign rules are opposed by broadcasters.

According to comments filed at the FCC last week, the time may never be ripe to eliminate the rule limiting calls beginning with K to stations west of the Mississippi River and those beginning with W to areas east of it (BROADCASTING, Feb. 16). Also generally considered ill advised was the FCC proposal to permit use of any basic call (that is, the first four letters, without the service suffix) that's not already assigned to another station in the same service. The current rule limits use of the same calls to stations in different services that are commonly owned. Indeed, the only proposal that elicited more than a glimmer of support would

make a rule of current practice aimed at eliminating the risk of losing a call to broadcasters who change frequencies in a market or who want to transfer a call to a commonly owned station in the same city.

CBS said although it supported the amendments of the so-called "first-come, first-served" rule, it opposed the other proposals. "In our view, these changes are either unnecessary or affirmatively harmful in that they would engender public confusion and allow some licensees to trade on the goodwill established by other broadcasters," CBS said.

Said NBC: "We see no real necessity for further changes in the present call-sign rules. If, however, the commission does see fit to change the call-sign assignment rules along the lines proposed in this docket, we urge that care be taken to insure that such modifications do not contribute to confusion



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## Washington Watch

**Market adjustment.** Little Rock, Ark., has been bumped by Harrisburg-York-Lancaster-Lebanon, Pa., as smallest market (number 50) that will be affected by FCC's prime time access rule from September 1989 until same month in 1992. That's only change from top-50 markets affected by rule currently. Markets are ranked by average of prime time audience figures in February 1986 and February 1987 Arbitron audience surveys.

□

**Back in business.** Senate adopted legislation, 88-9, reauthorizing Federal Trade Commission. Measure, S. 677, contains provision that would make permanent temporary prohibition against FTC adoption of industrywide regulation of advertising based on unfairness standard. (Standard would still apply in case-by-case adjudication.) Bill also would establish funding for agency in fiscal 1988, '89 and '90. In last Congress, both House and Senate adopted FTC authorization legislation, but bills died during House-Senate conference. Major sticking point was said to be unfairness provision. This time prospects for bill are being viewed more optimistically.

□

**Repeat performance.** Federal Trade Commission Chairman Daniel Oliver testified last Wednesday (April 22) before Senate appropriations subcommittee, giving testimony similar to that delivered March 24 before appropriations subcommittee in House (BROADCASTING, March 30). Oliver made FTC's request for \$69.85 million—\$4.85 million (2%) increase over current year budget—for FY 1988. Money will be "directed against business practices that truly harm competition and injure consumers, such as horizontal restraints of trade and deceptive or fraudulent practices."

□

**News from NAPTS.** National Association of Public Television Stations, public TV's lobbying arm, testified on two issues before Congress: need for fully funded Public Telecommunications Facilities Program and for continuation of postal subsidy. Board member Robert Ottenhoff, executive director and general manager, New Jersey Public Television Network, told House State, Justice, Commerce and Judiciary Appropriations Subcommittee that public television stations depend on PTFP for replacement of obsolete equipment and for building new stations. (NAPTS is asking for full \$32 million authorized for FY 1988, while Reagan administration has proposed rescinding all but \$1.2 million of \$20.5 million authorized for FY '87 and elimination of PTFP.)

□

**Presidential search.** Four-member board of Corporation for Public Broadcasting was to meet last Saturday and Sunday (April 25-26) in special session in Dallas to interview three final candidates presented by CPB search committee for position of CPB president, which has been vacant since November 1986 (BROADCASTING, Nov. 17, 1986). CPB Vice Chairman Howard Gutin said board would like to make selection in time for president to attend next CPB board meeting May 7-8. The candidates are Don Ledwig, CPB vice president-treasurer and acting president; John Sawhill, partner, McKinsey & Co., Washington, and Stephen Kaagan, Vermont Commissioner of Education. In other board-related matters, President Reagan announced last Tuesday (April 21) his intention to nominate Marshall Turner, chairman, KQED Inc., San Francisco, and general partner, Taylor & Turner Ltd., San Francisco, to CPB board. (KQED Inc. oversees KQED-FM-TV and KQED-TV, all San Francisco.) Turner is fourth Republican to be nominated for six spots currently open on board, joining former Chairman William Lee Hanley, former board member Harry O'Connor and former press secretary to Nancy Reagan, Sheila Burke Tate. One Democratic nominee is awaiting confirmation hearings: Archie Purvis, senior vice president, ABC Distribution Co.

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among the public and the industry alike."

Arbitron said the agency's K-W initiative and the proposal to permit others to use the same calls should be scrapped. "The public knows and refers to radio and television stations by their singular unique identifier, call letters," Arbitron said. "When the uniqueness of this identifier is compromised, the result is public confusion and misidentification by the listening and viewing public and hence by survey participants. This consequently impacts on Arbitron's ability to provide reliable audience measurement for our clients: the radio and television industry and its advertisers."

The National Association of Broadcasters urged the FCC to reject the same proposals. Yet NAB supported limited amendments. For starters, it said that when grandfathered radio-TV combinations are split up among new owners, "NAB believes that permitting these licensees to consent to the use of the same call letters would not harm the public interest." In addition, NAB said it believed "allowing exceptions to [the first-come, first-served] policy in arrangements between licensees to swap or otherwise transfer frequencies in the same market would be in the public interest and would help expedite call-sign requests," NAB said. "Under the current procedures, a licensee risks losing an established call letter for no apparent public interest justification. Implementation of the proposed amendment to the call-sign rule would remove this risk."

In joint comments, Shamrock Broadcasting, Ralph C. Wilson Industries and Capitol Broadcasting Corp. opposed the K-W deregulation and the proposal to permit use of any calls not assigned to another station in the same service. However, they too endorsed the proposal to eliminate the need for special requests for exchanging or transferring calls.

Also in joint comments, Gannett Co. and Lee Enterprises opposed the agency's K-W and call-use deregulatory initiatives. "In short, to state the issue directly, the commission is proposing here to cure alleged concerns which these two members of the broadcast industry do not perceive to be even minor irritants, and which to the contrary are aids to clear identification of stations," they said.

A group of licensees, including Brill Radio Inc., Diversified Communications and Family Stations Inc., said the FCC had not demonstrated any compelling public interest need to change its existing regulation of call signs. "There is no evidence that the prohibition on use of common call signs by unaffiliated entities has harmed the public, the industry or unreasonably burdened the commission," they said. "By contrast, the harm to the public and to licensees which would accompany the contemplated changes is significant."

Another group of licensees, including A.H. Belo Corp., Cosmos Broadcasting Corp., First Media Corp., Multimedia Inc., Silver King Broadcasting, Tak Communications and Root Communications, said the FCC shouldn't permit unaffiliated entities to use common call signs. "To do so would be inconsistent with established principles of trademark law, which recognize the unfair-

ness in permitting others to trade on the goodwill associated with trademarks as well as the probability of public confusion arising from common use of similar marks," they said. "There has been no showing that present call-sign assignment practices impose burdens on the public, the commission or its licensees, or are otherwise contrary to the public interest. They should not be changed."

Said Fisher Broadcasting: "The commission's proposal to assign identical call signs to unrelated stations would severely jeopardize broadcast stations' valuable trademark rights and remove the protection afforded them under trademark law. Moreover, the rule would not provide any real countervailing public interest benefit. If the commission insists on removing the current restriction on assignment of identical call signs to unrelated stations, it should do so only where it has first secured the consent of any station which is already using that call sign."

Tribune Broadcasting Co. was of a similar mind. "Tribune urges the commission to prohibit a station from adopting the call letters of another without the written consent of the station already using the call signs," Tribune said. "The vital function of call letters as the public's means of identifying stations should not be underestimated. Stations spend millions of dollars each year promoting their call letters in newspapers, on radio and television, on billboards and bumper stickers. TV stations are no longer entitled under the commission's rules to be carried 'on-channel' on cable systems. Call letters function as a station's name. Tribune Broadcasting urges the commission not to permit a station's good name to be diluted or tarnished in exchange for the slight benefit of expanding the repertory of available call letters."

Westinghouse Broadcasting opposed the K-W proposal. "Furthermore, the concurrent use of the same basic call sign by non-commonly owned stations should be permitted only with the expressed consent of the licensee presently holding the right to utilize the call sign," Group W said.

National Public Radio opposed the pro-

posal to permit a call sign already in use in one service to be assigned to a station in another. "NPR believes that there is potential for confusion in the minds of listeners if a commercial AM or TV station in even an adjacent market were to adopt the same call sign as a public radio station," NPR said.

Andy James Fakas, licensee of Spanish-language KCAL(AM) Redlands, Calif., however, supported the proposal to permit use of calls already being used by another station in a different service. "Fakas supports this proposal insofar as it rids the commission of an

unnecessary and overbroad rule which discriminates against individual stations owners in favor of multiple station owners and which fails to satisfy the purposes for which it was originally promulgated," his comments said. "Moreover, if the proposed rule is not adopted, the commission should adopt a rule allowing separately owned stations which do not broadcast in the same language (e.g., a Spanish-language station and an English-language station) in the same community to utilize the same basic call letters." □

**Lowest unit rate.** The Senate Rules Committee continued its deliberations over campaign finance reform legislation last week. The committee has before it more than six measures that address the issue in one form or another. Testifying in favor of a bill aimed at reducing negative political ads on radio and television was National Association of Broadcasters President Eddie Fritts. Fritts told the senators that NAB supports S.979, offered by Senator Daniel Evans (R-Wash.) that would require a candidate to appear in 100% of a political advertisement to qualify for the broadcaster's lowest unit rate charge. Senate Rules Committee Chairman Wendell Ford (D-Ky) indicated his support for the Evans bill, a clear signal that it would likely be included in any legislative package that might emerge from the subcommittee. Co-sponsors of the measure include Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and Commerce Committee member Nancy Kassebaum (R-Kan.).

NAB, Fritts pointed out, already has called for a change in the definition of a candidate's "use" of political air time. He suggested an appearance in 50% or more in the ad should suffice. According to the NAB president's testimony, "all that is required [now] is a small picture of the candidate shown briefly at the end of a television commercial or an equally brief use of the candidate's voice at the end of a radio commercial." As a result, NAB's statement contended, the public is "left totally in the dark about who the candidate is, what the message was, and who they may hold accountable for what they just saw or heard." Asked whether broadcasters would prefer to see the FCC change its interpretation of the term use, or have Congress do it, Fritts told the senators that their first choice was the FCC. Nevertheless, if Congress intended to move this bill, NAB would support the measure, he said.

April 1987

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**KHJ-TV deal.** The FCC was formally asked last week to approve the \$324-million transaction under which Walt Disney Co. would acquire RKO General Inc.'s KHJ-TV Los Angeles. In the petition filed with the agency last week, parties are asking the FCC to approve a settlement agreement under which Disney would pay Fidelity Television, long-time competing applicant for KHJ-TV's facilities, \$104,875,000 (plus up to \$500,000 in legal expenses) and would pay RKO \$218,625,000 (plus an additional several million dollars in working capital). The settlement proposal largely mirrors one that fell through when Westinghouse Broadcasting backed out. Yet while the proposed Group W deal provided that any party might walk out if the FCC hadn't approved the deal within one year, this agreement won't permit any party to back out unilaterally unless approval is still wanting as of March 31, 1989.

Datebook continued from page 28.

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**—"Programming: 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**—Fourth annual *Center for Communication* award luncheon. Recipient: Katharine Graham, chairman, Washington Post Co. Guest speaker: Walter Cronkite. Plaza hotel, New York. Information: (212) 930-4878.

**May 27-29**—*Prix Jeunesse Munchen*, children's televi-

sion seminar. Bayerischer Rundfunk, Munich. Information: (089) 59-00-20-58.

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

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

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

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

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

**May 30-June 4**—*National Federation of Community Broadcasters* public radio RF transmission training seminar, funded by *Corporation for Public Broadcasting*. Clarion hotel, New Orleans. Information: (202) 797-8911.

## June

**June 1**—Deadline for entries in *National Broadcast Association for Community Affairs* community service awards competition, recognizing excellence in two broadcast categories: total station projects on community concerns and PSAs. Information: Connie Allen, public affairs director, *WAVY-TV*, 801 Wavy Street, Portsmouth, Va., 23704; (804) 393-1010.

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

**June 3**—Reply comments due in *FCC* proceeding considering use of synchronous transmitters to extend coverage of AM stations.

**June 3-4**—10th annual Contemporary Copyright and Proprietary Rights Issues Institute, co-sponsored by *Prentice Hall Law & Business* and *Federal Bar Association* in cooperation with *U.S. Copyright Office*. U.S. Copyright Office in Madison Building, Washington. Information: 1-800-223-0231.

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

**June 5-7**—*National Council for Families and Television* annual conference. Santa Barbara Biltmore, Santa Barbara, Calif. Information: (213) 876-5959.

**June 5-7**—"Competitiveness and the American Economy," conference for journalists sponsored by *Foundation for American Communications* and funded by grant from *Gannett Foundation*. Hyatt Regency Dearborn, Detroit. Information: (213) 851-7372.

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

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

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

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

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

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

**June 9-11**—*International Radio Festival of New York*, including presentation (June 11) of award winners in its worldwide competition for radio advertising and programming. Sheraton Center hotel, New York. Information: (914) 238-4481.

■ **June 9-13**—Development Exchange workshops and seminars, sponsored by partnership of 225 public radio stations, for public radio's development, marketing and management people. Fairmont hotel, Dallas. Information: (202) 783-8222.

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

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

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

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

**June 11-13**—*Iowa Broadcasters Association* 33rd annual convention. University Park Holiday Inn, West Des Moines, Iowa.

**June 11-17**—15th *Montreux International Television*

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

**June 12-14**—"Economic Redevelopment in Colorado," conference for journalists co-sponsored by *Foundation for American Communications, Gates Foundation, Denver Post* and *KCNC-TV Denver*. Cheyenne Mountain Inn, Colorado Springs. Information: (213) 851-7372.

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

■ **June 14-17**—*National Association of Broadcasters* models for management seminar for radio. Adams Mark hotel, Charlotte, N.C. Information: (202) 429-5420.

**June 15**—New deadline for comments on FCC proceeding (MM Docket 87-7) proposing relaxation of provisions of broadcast multiple ownership rules. FCC, Washington.

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

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

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

**June 16-20**—Beijing 87, first international business, media and advertising conference, sponsored by *National Advertising Association for Foreign Economic Relations and Trade and South Magazine, London*. Great Hall of the People, Beijing. Information: Carolyn Nicholson, (212) 682-8714.

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

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

**June 17-19**—*Audio Engineering Society* second regional convention. Tokyo. Information: (212) 661-8528.

**June 18**—*Federal Communications Bar Association* luncheon. Speaker: FCC Chairman Dennis Patrick. Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

**June 18-19**—"The Broadcasting/Cable Interface," seminar sponsored jointly by *Federal Communications Bar Association* and *BROADCASTING*. Four Seasons hotel, Washington. Information: Patricia Vance, (202) 659-2340.

**June 18-19**—*Texas Association of Broadcasters* Radio Day. Austin, Tex. Information: (512) 459-0656.

**June 18-20**—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

**June 18-20**—Conference on minorities and communications, sponsored by *Howard University School of Communications* and *University of Texas at Austin College of Communication*. Howard campus, Washington. Information: (202) 636-7491.

**June 18-21**—Third annual *NATPE* Production Conference. Opryland hotel, Nashville. Information: (212) 757-7232.

**June 18-21**—*Investigative Reporters & Editors* national conference. Arizona Biltmore, Phoenix. Information: (314) 882-2042.

**June 18-23**—29th American Film & Video Festival, sponsored by *Educational Film Library Association*. Vista International, New York. Information: Sandy Mandelberger, (212) 227-5599.

**June 20-22**—*Georgia Association of Broadcasters* 53rd annual convention. Peachtree Sheraton conference center, Peachtree City, Ga. Information: (404) 993-2200.

**June 21-26**—Leadership Institute for Journalism and Mass Communication Education, conference sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information:

(212) 280-8392.

**June 23-26**—*National Association of Broadcasters* board of directors meeting. NAB headquarters, Washington.

**June 23-26**—*National Broadcast Editorial Association* annual convention. Seattle Sheraton & Towers, Seattle.

**June 24-26**—Media seminar sponsored by *American Association of Advertising Agencies*. Helmsley hotel, New York.

**June 24-28**—*Florida Association of Broadcasters* annual meeting. PGA Sheraton, Palm Beach, Fla.

**June 25**—"Employment: How Bleak Is the Picture?" last 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.

**June 25-28**—*American Meteorological Society* 17th annual conference. Nugget, Sparks (Reno), Nev. Information: (617) 227-2425.

■ **June 26**—*Radio-Television News Directors Foundation* conference with *Society of Professional Journalists*. Hyatt Regency, Washington.

■ **June 30**—14th annual daytime Emmy Awards, jointly sponsored by *National Academy of Television Arts and Sciences* and *Academy of Television Arts and Sciences*, to air on ABC-TV, live from Sheraton Center, New York.

## July

**July 10-14**—*Television Programming Conference*, sponsored by group of television program executives and syndicators. Disney World, Orlando, Fla. Information: Diane Appleyard, (904) 432-8396.

**July 12-15**—*New York State Broadcasters Association's* 26th executive conference, including Fred Friendly (Columbia University)/Arthur Miller (Harvard University) Columbia University seminar on "Broad-

casting and the Constitution." Sagamore Resort hotel, Lake George, N.Y.

**July 12-16**—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

■ **July 12-17**—*National Association of Broadcasters* management development seminar for radio. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5350.

**July 15**—Deadline for replies to *FCC* proceeding (MM Docket 87-7) proposing relaxation of provisions of broadcast multiple ownership rules. FCC, Washington.

**July 16**—*National Federation of Local Cable Programmers* awards banquet for winners of 10th annual Hometown USA Video Festival. Chicago. Information: (202) 544-7272.

**July 16-18**—*Colorado Broadcasters Association* summer convention. Beaver Run, Breckenridge, Colo.

**July 16-18**—*National Federation of Local Cable Programmers* national convention. Chicago Hilton, Chicago. Information: (202) 544-7272.

**July 17-19**—*Louisiana Association of Broadcasters* radio-television management session. Lafayette Hilton, Lafayette, La.

**July 20-22**—*New England Cable Television Association* annual convention. Dunfee Hyannis hotel, Hyannis, Mass.

**July 22-24**—Cable press tour, in conjunction with *Television Critics Association*. Century Plaza, Los Angeles.

**July 24-28**—*National Federation of Community Broadcasters* public radio training conference. Clarion hotel, Boulder, Colo. Information: (202) 797-8911.

**July 25-27**—*NBC* press tour, in conjunction with *Television Critics Association*. Century Plaza, Los Angeles.

**July 26-28**—*California Broadcasters Association* summer convention, celebrating CBAs 40th birthday. Keynote speaker: FCC Commissioner Dennis Patrick.

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Hyatt Regency, Monterey, Calif. Information: (916) 444-2237.

**July 28**—*Television Critics Association Day*, with presentation of TCA awards. Century Plaza, Los Angeles.

**July 29-31**—*PBS press tour*, in conjunction with Television Critics Association. Sheraton Redondo Beach, Redondo Beach, Calif.

**July 30**—Deadline for entries in Critics Award on sexual content in the media, sponsored by *Center for Population Options*. Information: (818) 766-4200.

## August

**Aug. 1-3**—*ABC press tour*, in conjunction with Television Critics Association. Sheraton Redondo Beach, Redondo Beach, Calif.

**Aug. 1-4**—*Association for Education in Journalism and Mass Communications* convention. San Antonio, Tex. Information: Ken Keller, (618) 536-7555.

**Aug. 1-8**—First TV Weathercaster Institute, sponsored by *Lyndon State College meteorology department*. Campus, Lyndonville, Vt. Information: (802) 626-9770.

**Aug. 4-6**—*CBS press tour*, in conjunction with Television Critics Association. Sheraton Redondo Beach, Redondo Beach, Calif.

**Aug. 9-11**—*Arkansas Broadcasters Association* meeting. Royale Vista hotel, Hot Springs, Ark.

■ **Aug. 9-14**—*National Association of Broadcasters* management development seminar for television. Uni-

versity of Notre Dame, Notre Dame, Ind. Information: (202) 429-5350.

**Aug. 13-16**—*Tennessee Association of Broadcasters* annual convention. Hyatt Regency, Knoxville, Tenn.

**Aug. 14-15**—*Utah Broadcasters Association* convention. Prospector Square, Park City, Utah.

**Aug. 16-19**—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco. Information: (202) 371-0800.

**Aug. 20-22**—*West Virginia Broadcasters Association* 41st annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

**Aug. 30-Sept. 1**—*Eastern Show*, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Information: (404) 252-2454.

## September

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

**Sept. 9-12**—*Radio '87 Management, Programming, Sales and Engineering Convention*, sponsored by *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif.

**Sept. 16-18**—*National Religious Broadcasters* Southeastern chapter meeting. Atlanta. Information: (201) 428-5400 or J. Richard Florence, (305) 737-9762.

**Sept. 17-18**—*Corporation for Public Broadcasting* annual meeting. CPB headquarters, Washington.

**Sept. 17-19**—*American Women in Radio and Television* South Central area conference. Houston.

**Sept. 17-20**—*American Women in Radio and Television* Western area conference. San Jose, Calif.

**Sept. 18-20**—"Hard Choices: Economics and Social Policy," conference for journalists sponsored by *Foundation for American Communications*. Stouffer Westchester hotel, White Plains, N.Y. Information: (213) 851-7372.

**Sept. 20-22**—*National Religious Broadcasters* Western chapter meeting. Los Angeles Airport Marriott, Los Angeles. Information: (201) 428-5400 or Ray Wilson, (818) 246-2200.

**Sept. 20-24**—*Southern Educational Communications Association* conference. Hyatt Regency, Baltimore. Information: Jeanette Cauthen, (803) 799-5517.

**Sept. 21-23**—Fifth annual Great Lakes Cable Expo, sponsored by cable television associations of Illinois, Indiana, Michigan and Ohio. Theme: "Cable Means Business." Keynote speaker: Jim Cowrie, co-founder and executive VP, Heritage Communications. Indiana Convention Center, Indianapolis.

**Sept. 21-24**—Third Pacific International Media Market for film and television programs. Regal Meridien hotel, Hong Kong. Information, in Australia: (03) 509-1711.

**Sept. 24-25**—*National Religious Broadcasters* South-central chapter meeting. Hyatt Regency, Memphis. Information: (201) 428-5400 or Buck Jones, (901) 725-9512.

**Sept. 28-Oct. 2**—*Video Expo New York*, sponsored by *Knowledge Industry Publications*. Jacob K. Javits Convention Center, New York. Information: (914) 328-9157.

**Sept. 29-Oct. 1**—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

## October

**Oct. 4-6**—*Washington State Association of Broadcasters* annual conference. Cavanaugh's Inn at the Park, Spokane, Wash.

**Oct. 5-6**—*National Religious Broadcasters* Southwestern chapter meeting. Dallas. Information: (201) 428-5400 or David Payne, (918) 258-1588.

**Oct. 5-8**—*Electronic Industries Association* 62d annual fall conference. Los Angeles. Information: (202) 457-4980.

**Oct. 5-8**—*HDTV '87 Colloquium*, third international conference on new television systems, co-sponsored by *Government of Canada, Department of Communications; Canadian Broadcasting Corp.; National Film Board, and Telesat Canada*. Ottawa, Ontario. Information: (613) 224-1741.

**Oct. 5-8**—Eighth annual Nebraska Videodisk Symposium, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

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

**Oct. 7-10**—*Kansas Association of Broadcasters* convention. Wichita Marriott, Wichita, Kan.

**Oct. 7-11**—*Women in Communications* national professional conference. Minneapolis. Information: (512) 346-9875.

**Oct. 8-10**—*American Women in Radio and Television* North Central area conference. Louisville, Ky.

**Oct. 9-11**—*Illinois Broadcasters Association* fall convention. Knickerbocker hotel, Chicago.

**Oct. 14-16**—*National Religious Broadcasters* Midwestern chapter meeting. Pheasant Run Resort, St. Charles, Ill. Information: (201) 428-5400 or Herb Roszart (402) 845-6595.

**Oct. 15-17**—*American Women in Radio and Television* Northeast area conference. Albany, N.Y.

**Oct. 15-18**—*American Advertising Federation* Western region conference. Seattle.

**Oct. 15-19**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

**Oct. 16-19**—*Minnesota Broadcasters Association* an-

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nual fall convention. Holiday Inn Downtown, Mankato, Minn. Information: Jo Bailey, (507) 345-4646.

**Oct. 16-19—Audio Engineering Society** convention. New York. Information: (212) 661-8528.

**Oct. 18-21—Association of National Advertisers** 78th annual convention. Hotel del Coronado, Coronado, Calif. Information: (212) 697-5950.

**Oct. 19-21—New York State Broadcasters Association** 33rd annual meeting. Desmond Americana, Albany, N.Y.

**Oct. 20-27—Telecom '87, "Communications Age: Networks and Services for a World of Nations,"** organized by *International Telecommunication Union*. Palexpo, exhibition and conference center, Geneva. Information: Geneva: (022) 99-51-11.

**Oct. 21-22—Ohio Association of Broadcasters** fall convention. Hyatt Regency, Columbus.

■ **Oct. 21-23—Indiana Broadcasters Association** fall conference. Adam's Mark hotel, Indianapolis. Information: (317) 638-1332.

**Oct. 22-24—National Religious Broadcasters** Eastern chapter meeting. Sandy Cove Bible Conference Center, North East, Md. Information: (201) 428-5400 or Sue Bahner, (716) 461-9212.

**Oct. 23-24—Friends of Old-Time Radio** 12th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

**Oct. 23-25—Missouri Broadcasters Association** fall meeting. Marriott's Pavilion, St. Louis.

**Oct. 24-27—Texas Association of Broadcasters** annual fall convention and engineering conference. Westin Galleria hotel, Dallas.

**Oct. 25-27—Women in Cable** management conference, including roast of John Malone, president-CEO, Tele-Communications Inc. Mayflower hotel, Washington. Information: Kate Hampford, (202) 737-3220.

**Oct. 25-29—Technology studies seminar,** sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Oct. 26-28—"Hundred Plus Exchange,"** meeting of television broadcasters in small markets to discuss increasing television revenues and recruiting employees, sponsored by *National Association of Broadcasters*. Chicago Hilton, Chicago. Information: (202) 429-5362.

**Oct. 30-Nov. 4—Society of Motion Picture and Television Engineers** 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

## November

**Nov. 10—"Sports and the Media,"** national conference sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Nov. 11-13—Society of Broadcast Engineers** annual convention. St. Louis Convention Center, St. Louis. Information: (317) 842-0836.

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

**Nov. 11-14—Society of Professional Journalists, Sigma Delta Chi,** national convention. Chicago.

**Nov. 12—Telecommunications Career Day,** sponsored by *James Madison University*. University campus, Harrisonburg, Va. Information: (703) 568-6221.

**Nov. 13-17—National Federation of Community**

**Broadcasters** public radio RF transmission training seminar. Sheraton, St. Louis. Information: (202) 797-8911.

## December

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

**Dec. 4-6—Foundation for American Communications** conference on Pacific Rim economic questions. 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.

**Dec 9-11—Video Expo Orlando,** sponsored by *Knowledge Industry Publications*. Buena Vista Palace Hotel, Orlando, Fla. Information: (914) 328-9157.

## January 1988

**Jan. 6-10—Association of Independent Television Stations** annual convention. Century Plaza, Los Angeles.

**Jan. 15-22—National Association of Broadcasters** joint board meeting. Hawaii (tentative).

**Jan. 22-23—Colorado Broadcasters Association** winter meeting and awards banquet. Hyatt Regency Tech Center, Denver.

# For the Record

As compiled by BROADCASTING, April 16 through April 22, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—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.

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Philadelphia: Jack F. Satterfield (215) 525-8767. Los Angeles: Carl J. Fielstra (714) 583-0366.

## Ownership Changes

■ **KKIP(AM)** Lowell, Ark. (1440 khz; 1 kw-D)—Seeks assignment of license from Eklund-Fox Communications to Eklund-McNeely Communications for \$21,540.46. Seller is owned by Kenneth G. Eklund and John W. Fox. It has no other broadcast interests. Buyer is owned by Eklund and Harold W. McNeely. It has no other broadcast interests. Filed March 31.

■ **WWHR(AM)** Pompano Beach, Fla. (980 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Sunrise Broadcasting Corp. to 777 Communications Corp. for \$1.4 million. Buyer is principally owned by Don Spieker. It has no other broadcast interests. Buyer is owned by Joe Nuckols and three others. It has no other broadcast interests. Filed April 10.

■ **WOCN(AM)** Miami (1450 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of Minority Broadcasters Inc. to Paul L. Cejas for \$250,000. Seller is owned by Maria O. Perez-Roura, Esther Hernandez, Sebastian Vega and five others. It has no other broadcast interests. Buyer has no other broadcast interests. Filed April 13.

■ **WTSG-TV** Albany, Ga. (ch. 31; ERP vis. 1.580 kw; aural. 150 kw; HAAT: 990 ft.)—Seeks assignment of license from Gordon Communications to NewSouth Broadcasting for \$2,250,000. Seller is owned by Dr. Carl Gordon, who has no other broadcast interests. Buyer is owned by Timothy Brumlick, and four others, who also have interest in **WJOE(TV)** Marianna, Fla. Filed April 8.

■ **WREY(AM)** Millville, N.J. (1440 khz; 1 kw-D)—Seeks assignment of license from Wintersun Communications Inc. to Joseph Donald Powers for \$300,000. Seller is owned by George Beasley and his son, Brian. Elder Beasley is owner



of Beasley Broadcasting, Goldsboro, N.C.-based group of seven AM's and 12 FM's. Buyer has interest in WMKX-FM Brookville, Pa. Filed March 31.

■ WACO(AM)-KHOO(FM) Waco, Tex. (AM: 1460 khz; 1 kw-U; FM: 99.9 mhz; 100 kw; HAAT: 452 ft.)—Seeks assignment of license from Waco Radio Inc. to Sage Waco Inc. for \$600,000. Seller is owned by Harris Enterprises and Robert Weathers. Harris owns WJOL(AM)-WLLI(FM) Joliet, Ill.; KTOP(AM)-KDVV(FM) Topeka, and KIUL(AM)-KWKR(FM) Garden City, both Kansas; KGRI-AM-FM Grand Island, Neb., and KBUR(AM)-KGRS(FM) Burlington, Iowa. Weathers has no other broadcast interests. Buyer is subsidiary of Sage Communications, principally owned by Leonard I. Fassler and Gerald A. Poch. Based in Stamford, Conn., it owns seven AM's and seven FM's. Filed April 13.

## New Stations

### New FM's

■ Florence, Ala.—Clarence T. Barinowski seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is president of WLPE(FM) Augusta, Ga. Filed March 31.

■ San Jacinto, Calif.—Collins Radio Broadcasting seeks 96.1 mhz; 3 kw; HAAT: 238 ft. Address: 8 Blueidge, Irvine, Calif. 92720. Principal is owned by Bruce Collins and his wife, Nancy. It has no other broadcast interests. Filed March 31.

■ Poughkeepsie, N.Y.—Harvest Broadcasting seeks 96.1 mhz; 3 kw; HAAT: 62 ft. Address: P.O. Box 105FM, Hinsdale, N.H. 03451. Principal is owned by Brian Dodge, who also owns KTIJ(FM) Elk City and KTTL(FM) Alva, both Oklahoma. Filed March 31.

## Facilities Changes

### Applications

#### AM's

Tendered

■ KZOI (1360 khz) Johnstown, Colo.—Seeks MP to change hours of operation to unlimited by adding night ser-

### 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	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses

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Lafayette, LA

**KXTR(FM)** **\$5,750,000**  
Kansas City, MI

**WPET/WKSI(FM)** **\$5,600,000**  
Greensboro, NC

**KRLB-AM/FM** **\$3,575,000**  
Lubbock, TX

**WRGI(FM)** **\$3,300,000**  
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vice with 530 w. Filed Apr. 14.

■ WETC (540 khz) Wendell-Zebulon, N.C.—Seeks CP to increase day power to 10 kw. Filed Apr. 14.

■ WHHM (1580 khz) Henderson, Tenn.—Seeks CP to increase power to 1 kw-D. Filed Apr. 15.

#### FM's

##### Tendered

■ WCTQ (92.1 mhz) Venice, Fla.—Seeks CP to change TL; change ERP to 1.725 kw and change HAAT to 433 ft. Filed Apr. 15.

■ KLXZ (97.9 mhz) Wichita, Kan.—Seeks mod. of CP to change TL and change HAAT to 992.9 ft. Filed Apr. 15.

■ WJLK-FM (94.3 mhz) Asbury Park, N.J.—Seeks CP to change ERP to 1.308 kw and change HAAT to 498.9 ft. Filed Apr. 15.

■ WMGG (99.7 mhz) Columbus, Ohio—Seeks CP to change TL; change ERP to 20.5 kw and change HAAT to 780.6 ft.

■ WGSQ (94.3 mhz) Cookeville, Tenn.—Seeks CP to change freq. to 96.5 mhz; change TL; change ERP to 100 kw and change HAAT to 1,318.6 ft. Filed Apr. 15.

#### TV's

##### Tendered

■ KREQ (ch. 23) Arcata, Calif.—Seeks MP to change ERP vis. to 141 kw, aur. 14 kw; change HAAT to 1,492.4 ft., and change TL. Filed Apr. 14.

##### Accepted

■ KFVE (ch. 5) Honolulu—Seeks MP to change ERP vis. to 95.5 kw, aur. 9.55 kw; change HAAT to 2,063 ft.; change TL and make changes in ant. sys. Filed Apr. 15.

■ KMCI (ch. 38) Lawrence, Kan.—Seeks MP to change ERP aur. to 500 kw and change HAAT to 1,099 ft. Filed Apr. 15.

■ KGCL (ch. 23) Missoula, Mont.—Seeks MP to change ERP vis. to 9 kw, aur. 900 w and make changes in ant. sys. Filed Apr. 15.

■ WBNG-TV (ch. 12) Binghamton, N.Y.—Seeks CP to change ERP to 168 kw, change TL; change HAAT to 1,210 ft. and make changes in ant. sys. Filed Apr. 15.

■ KUTF (ch. 32) Salem, Ore.—Seeks MP to change ERP vis. to 3,577 kw, aur. 358 kw; change HAAT to 1,786 ft. and make changes in ant. sys. Filed Apr. 15.

■ WRBV (ch. 69) Fredericksburg, Va.—Seeks mod. of CP to change ERP vis. to 500 kw, aur. 50 kw; change HAAT to 580.3 ft.; change TL and make changes in ant. sys. Filed Apr. 15.

#### Actions

##### AM's

■ KEWQ (930 khz) Paradise, Calif.—Granted app. to increase power to 1 kw. Action April 9.

■ WFXP (980 khz) Pensacola, Fla.—Granted app. to operate trans. by remote control. Action March 31.

■ KBBK (970 khz) Rupert, Idaho—Granted app. to change hours of operation to unlimited by adding night service with 900 w and make changes in ant. sys. Action April 9.

■ WNDZ (750 khz) Portage, Ind.—Granted app. to operate trans. by remote control. Action March 31.

■ KKR (1180 khz) Bellevue, Neb.—Granted app. to operate trans. by remote control. Action April 1.

■ WCOK (1060 khz) Sparta, N.C.—Granted app. to increase power to 800 w. Action April 9.

■ WRGM (1440 khz) Ontario, Ohio—Granted app. to operate trans. by remote control. Action March 31.

■ WKGM (940 khz) Smithfield, Va.—Granted app. to operate trans. by remote control. Action March 31.

##### FM's

■ KYA (93.3 mhz) San Francisco—Dismissed app. to change TL; change ERP to 50 kw and change HAAT to 492 ft. Action April 7.

■ WUSA-FM (100.7 mhz) Tampa, Fla.—Granted app. to change TL and change HAAT to 598.6 ft. Action April 10.

■ WEAX (88.3 mhz) Angola, Ind.—Granted app. to change ERP to 1 kw and change HAAT to 144.3 ft. Action April 9.

■ KVDP (89.1 mhz) Dry Prong, La.—Granted app. to change ERP to 3 kw and change HAAT to 206.6 ft. Action April 9.

■ WJGS-FM (98.5 mhz) Houghton Lake, Mich.—Grant-

ed app. to change TL and change HAAT to 980.7 ft. Action April 9.

■ WFTN-FM (94.1 mhz) Franklin, N.H.—Granted app. to change freq. to 94.1 mhz; change TL; change ERP to 3 kw and change HAAT to 328 ft. Action April 10.

■ WPCM (101.1 mhz) Burlington, N.C.—Granted app. to change vertical ERP from 83 kw to 100 kw and make changes in ant. sys. Action April 10.

■ WAGP (88.7 mhz) Beaufort, S.C.—Granted app. to change TL. Action April 10.

■ WOTB (107.1 mhz) Middletown, R.I.—Granted app. to change freq. to 100.3 mhz and make changes in ant. sys. Action April 15.

■ KGTM-FM (96.7 mhz) Georgetown, Tex.—Granted app. to change freq. to 96.5 mhz; change TL; change ERP to 28.5 kw and change HAAT to 652.7 ft. Action April 9.

■ WSVS-FM (104.7 mhz) Crewe, Va.—Denied app. to change TL and change HAAT to 982 ft. Action April 1.

#### TV's

■ WTOC-TV (ch. 11) Savannah, Ga.—Granted app. to relocate main studio outside community of license. Action April 7.

■ WTVE (ch. 51) Reading, Pa.—Dismissed app. to change ERP vis. to 5,000 kw, aur. 1,000 kw; change HAAT to 1,333 ft. and change TL. Action March 18.

## Call Letters

### Applications

Call Sought by

#### New FM

KPHN Teresa Brown, Barling, Ark.

#### Existing AM

WHRD WWHY Marshall University Foundation Inc., Huntington, W.Va.

#### Existing FM's

KVCY KFTS Wisconsin Voice of Christian Youth Inc., Fort Scott, Kan.

WRSF WWOK Jones Eastern of the Outer Banks Inc., Columbia, S.C.

KVCX KKSD Wisconsin Voice of Christian Youth Inc., Gregory, S.D.

### Grants

Call Sought by

#### New FM's

WDJJ Jana-Elizabeth Fogle, Sparta, Ga.

KINW John W. Kendrick, Wallace, Idaho

WYHL Somerset Educational Broadcasting Foundation, Somerset, Ky.

#### Existing AM's

KXGF KYOT Verdell H. Lonquist, Great Falls, Minn.

KCKN KBCQ Ardman Broadcasting Corp., Roswell, N.M.

WMHQ WRAN Atlantic Morriss Broadcasting Inc., Dover, N.J.

WHBT WRKR Columbia Theater Co., Racine, Wis.

#### Existing FM's

WFFN WARF-FM Radio South Inc., Cordova, Ala.

KOSZ KLOI R&L Broadcasters, Grover City, Calif.

WEOV WFFN-FM Florida Keys Broadcasting Corp., Key West, Fla.

WAIR WWKY Northland Communications, Atlanta, Mich.

KBCQ KCKN Ardman Broadcasting Corp., Roswell, N.M.

WBOZ-FM WGIT Southwestern Broadcasting Corp., Hormigueros, P.R.

WMXX-FM WRJX CR Broadcasting Inc., Jackson, Tenn.

KQFX KGTM-FM Capitol Broadcasting Corp., Georgetown, Tex.

WHBT-FM WHBT Columbia Theater Co., Racine, Wis.

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### HELP WANTED MANAGEMENT

**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.

**General manager:** Dynamic sales-oriented pro needed for AM/FM turnaround situation in southern Minnesota college market. An exciting opportunity with equity possible for the right person. Box S-92.

**Sales oriented general manager** for top rated and top billing Arizona combo. Market is exploding. Resume to: Box S-86.

### 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, WDKZ/ WKCN, P.O. Box 1001, Charleston, SC 29401, EOE.

**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.

**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.

**Sales manager.** Iowa FM looking for experienced street fighter. Must be strong on sales and people development. Opportunity for promotion and equity for results oriented person. Resume to, Lifestyle Communications, 3817 S. 163 Circle, Omaha, NE 68130.

**Account executive/sales manager:** If you excel in retail sales with or without ratings, if you could put together a successful sales team, if you could get excited about being a sales manager for a powerful Christian radio station, if you would like to be rewarded for a performance of excellence, write immediately to Box S-81.

**Make \$50,000** with number 1 list. Top-rated, strategically positioned and heavily promoted AC. Magic 105 FM is located in San Antonio, the heart of Texas' beautiful hill country. We are a customer-focused sales force and we offer the latest in sales training, which we view as an on-going process. If you are a top achiever who believes the customer is number one, call Glenn Schiller, GSM, at 512-646-0105. American Media is an E.O.E.

**Sales pro needed!** Clear channel 50,000 watt AM and 100,000 watt CHR powerhouse needs experienced sales people. Salary plus generous commission paid to right person. Send resume to Ken Hensley, KOKZ/KXEL Sales Mgr., P.O. Box 1540, Waterloo, IA 50704.

**Sales manager and salespeople** for AM/FM, Dartmouth College, Hanover, NH. Fast-growing market and beautiful area. Unique opportunity with excellent terms and plenty of incentives. Resume to: General Manager, WDCR/WFRD, PO Box 957, Hanover, NH 03755.

**General sales manager:** AM/FM - Midwest. Must submit proven track record with references. Must be positive and be able to motivate sales staff plus carry excellent list and sell. \$30,000 salary/commission. Benefits. E.O.E. Submit resume/references to: Box S-85.

**Sell by the shore** in a 6 million dollar market. If you're highly motivated and imaginative with 1 year radio sales experience, send resume to G.S.M., Classic Rock 102, P.O. Box 97, Mystic, CT 06355. E.O.E.

### 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.

**Radio announcer.** Full-service public radio stations KUNI (100 kw FM) and KHKE (10 kw FM) need an announcer to host popular jazz-based music programs; gather and report news; gather audio inserts; and host special live broadcasts. A broad liberal-arts background and solid knowledge of the current music scene is necessary, along with the ability to project a bright, informed image in ad-lib situations. Position requires a bachelor's degree in broadcasting, communications, speech, or reasonably-related field, and 1 - 2 years professional experience as on-air host. Salary \$14,452 - \$16,101. Send letter of application, resume with references, and a recent audition tape to: Carl R. Jenkins, KUNI/KHKE (FM), University of Northern Iowa, Cedar Falls, IA 50614-0359. Deadline is May 4, 1987. UNI is an AA/EEO employer.

**Religious station, KFUA-AM,** owned by the Lutheran Church-Missouri Synod, seeks experienced announcer. Duties will include announcing, interviewing, and production. Candidates should have a minimum of two years broadcast experience. Please send tape, resume, and references to General Manager, KFUA Radio, 85 Founders Lane, St. Louis, MO 63105.

**Announcer/news,** possible sports, etc. Steady reader, good speech, low voice. Central New York. Beginner considered. June opening, Box S-68.

### HELP WANTED TECHNICAL

**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.

**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.

**Chief engineer:** AM 5,000 watt day, 1,000 watt directional night. Class B FM. Studio repair, maintenance and downlink experience. General Class FCC license required. GM, WHCU, PO Box 69, Ithaca, NY 14851. 607-272-2345.

### 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 new-sperson to work afternoons, and be responsible for our public affairs programs. Salary dependent on experience. Excellent benefits. Call Keith Corey, WOCB/WJFK, between 8am and 4pm, 617-775-7400.

**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.

**News director/correspondent:** Full service AM known for news, and newly acquired FM seek highly motivated and dedicated professionals to serve as director or staff. Self-starter with communications skills necessary. Send resume and tape to Scott Masteller, WHPA, P.O. Box 2168, Williamsport, PA 17703. F/M EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**PD for black gospel station** in greater NYC. Contact: GM, WTBE, 260 E. Second St., Mineola, NY 11501, 516-742-1520.

**Traffic-director-radio.** Growing broadcasting company is looking for a hard working, experienced traffic director to handle all phases of traffic from daily log and continuity to inputting of commercial orders. Computer experience a must. An excellent career opportunity for the right person. Send resume and salary history to Box S-80.

### SITUATIONS WANTED MANAGEMENT

**Turnaround manager** Vibrant, skilled, ready to build bottom line, major market experience, 20 years in business. Box S-47.

**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.

**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.

**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.

**Radio station doctor** seeks general manager post. Seventeen years experience in broadcasting sales and management. Diagnostic ability; solution skills; knowledge, communication skills; selling and marketing skills; management ability and experience; excellent personality characteristics; financial, strategic analysis and planning skills all pointing to bottom line management. Can recruit, teach, train, motivate, inspire and generate immediated results. Can start-up, turnaround, work-out. Am in California will consider West, Southwest and South. Others too. "Helping you reach your goals you'll help me reach my goals". Lets talk, Write Box S-78.

**Interim management.** Available short term emergencies; transitional management station transfer; bankruptcy; temporary service anywhere. Fifty years in radio. Someone you know, knows me. Charles E. Seebeck "always working". Staunton, VA. 24 hour phone 703-885-4850.

**CRMC,** 7 years experience, seeks first sales manager position. Desires people orientated concept environment. Reply Box R-128.

**Business/operations manager.** Young, energetic professional with 7 years medium market business office management experience. Very strong accounting and computer background. Bottom line orientation, cost control, budgeting, receivables management and supervisory experience. People oriented, hardworking, excellent communicator. Proven track record, solid references. Flexible about relocation. Call Ed, 609-729-6211.

**12 year selling GM** with proven record seeking GM position in medium or small market with possible equity position. Available immediately. Workaholic. Phone 414-458-4414.

**Attention station buyers:** I have experience and expertise--management, sales, announcing, copy, book-keeping, traffic, FCC rules--to run your station. Box 968, Grand Island, NE 68802-0968.

**My experience (25 years)** will make money for you. Proven success. Sales, management, programing, training, motivation. Strong closer. Hard worker. Box S-84.

#### SITUATIONS WANTED SALES

**Salesman/announcer:** I'll pay my own way and make you money too. 22 years broadcasting experience. 512-381-0145.

**Sales/announcing combo.** Experienced morning or afternoon drive plus list. Small to medium market. Box S-89.

#### SITUATIONS WANTED ANNOUNCERS

**Seven years experience,** all formats. Speech background and college, writing ability, good imagination. Bill 804-253-5889.

**Seeking entry level DJ position.** Broadcasting school graduate. Looking for full or part-time position in New England. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705. 203-754-8134.

**Midwest.** Returning, with thirty years all-around air experience. Very strong news: writing and beat. Professional production. Solid references. Prefer nights. 319-233-3792.

**Broadcaster,** ten years complete radio background seeks position with solid organization. Currently operations manager #1 AM. Extensive experience in play-by-play-football, basketball, baseball. Extensive talk/interview experience. Not married, positive attitude, good work habits, no drifter. Available after reasonable notice to employer. P.O. Box 548, Dillsboro, NC 28725.

**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.

**Eng.,** certified AM & FM, 7 yrs. exp. Responsible hands on self starter. Respond Box S-70.

#### 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.

**Veteran PBP man w/ Sports broadcasting versatility** looking to relocate immediately. Wants collegiate or major market job. Call Mike 813-758-7813.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**27 years experience.** Seeks PD/OM slot at financially stable operation in West or Southwest. Country or A/C. Chuck Wolfe 915-699-1903.

**Experienced broadcaster** seeks small to medium market on air and production position. Would qualify for extra duties in middle management or as addition to sales staff! Box S-87

#### MISCELLANEOUS

**Radiobook:** accurate, affordable, usable audience measurement for small and medium market stations. Full demographics. Dayparts. Call 406-752-7857.

## TELEVISION

#### HELP WANTED MANAGEMENT

**TV general manager:** Leading group broadcaster seeking a qualified manager with hands-on experience and strong sales background for WDEF-TV, (CBS) Chattanooga. Must be able to provide leadership and the ability to motivate key personnel. Incentive and excellent salary. Send resume and salary history in confidence to: W. Randy Odil, VP/TV Operations, Park Communications, Inc., P.O. Box 550, Ithaca, NY 14851. No phone calls.

**Marketing: Manager** - cable and leased time marketing. Come join us! WNYC-TV seeks a creative person with a strong television and/or cable background to market our television station. Responsibilities include creating and implementing marketing plans to maximize WNYC's cable carriage and to provide innovative services to current lessees. Qualified applicants will possess very strong writing and verbal presentation skills, a thorough knowledge on the New York television, cable and advertising communities, a B.A. degree with an advanced marketing degree preferred, 7-10 years in television cable and/or broadcast marketing and broadcast management, excellent ability to work under pressure, well tested negotiating skills, and the ability to work as part of a strong managerial team. An excellent benefits package including immediate medical, dental, and hospital insurance, a top-of-the-line retirement program and a generous vacation program are all standard. Salary is commensurate with experience. If you are ready to take on a challenging and exciting position, send resume, cover letter, and salary requirements to Personnel Director, WNYC, 1 Centre St., 32nd Floor, New York, NY 10007. No phone calls. EOE.

**Local sales manager** needed for WMAZ-TV, the #1 station in Macon, Georgia. Requires at least 2-3 years of management experience with a strong emphasis on leadership and motivational technique. Reply to Gostin Freney, 1314 Gray Hwy., Box 5008, Macon, GA 31213.

**Director of advertising and promotion.** Top 50+ group-owned affiliate seeks experienced broadcast director of advertising and promotion, who is truly a creative professional. Require superior writing skills, ability to hands-on produce on-air material, commercials and print promotions. Require minimum five years experience in broadcast advertising and promotion. Box S-73.

**Local/regional sales manager:** Aggressive and successful CBS affiliate in the beautiful NW is looking for solid professional to manage the #1 sales force in this growing market. Must have people skills and desire to be the best. Independent experience is preferred! Past management experience is important, but if you think you're ready, send resume. This is a group station with "team management" and the right person will go on to bigger and better situations. Send resume to Box S-71.

**Business manager:** Independent TV station seeking business manager. Prefer applicant with accounting degree and tax background. Duties include supervising staff of four, personnel, payroll, budgeting. Knowledge of computerized systems helpful. Please submit resume and salary requirements to: Michael Lape, VP/GM, WPMT43, 2005 S. Queen St., York, PA 17403. EOE.

**Program director.** Top 60 Midwest market independent with 6 share S.O./S.O. advantage over closest indy competitor, seeking PD with thorough background and proven track record in indy TV. Resume to: Box S-88. EOE.

#### 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.

**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.

**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.

**Top rated ABC affiliate** in the nation's 52nd market seeks aggressive individual with rep or national sales background. Exceptional opportunity with a growing group. Send resume and salary history in confidence to: General Sales Manager, KTUL Television, P.O. Box B, Tulsa, OK 74101.

**Co-op specialist:** Top-ranked affiliate in medium sized Western market looking for a co-op specialist. Candidate should have background of finding available co-op dollars and ability to assist sales people in closing retailers. We offer a wonderful work environment, a fine place to live and an opportunity with one of the broadcasting industry's leaders. EOE, women and minorities encouraged. Box S-77.

#### HELP WANTED TECHNICAL

**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.

**KTVN-TV** has an immediate opening for the position of master control room operator. FCC license or permit required. Prefer person with experience, but will train. Send resume and references to Al Richards, Director of Engineering and Operations, P.O. Box 7220, Reno, NV 89510.

**Television engineer** with experience in operations and maintenance in ACR-25 video cart machines needed for Midwest affiliate. Send resume and salary requirements to Box S-72. EOE.

**Immediate opening:** Tape maintenance technician to work in major market television station/production house. Must have experience with 1" and 2" format machines and RCA schooling on TCR100 cart machines. Only qualified persons need apply. Send resume to Box S-76. EOE.

**Operating engineer.** WFSB, a Post-Newsweek station, seeking engineer experienced in the operation of teleproduction equipment such as 3/4" editing equipment, camera, videotape, audio and video switching. Technical degree and/or FCC license preferred. Resume to: Bill Conticello, Asst. Chief Engineer, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

**ENG photographer:** Videotape editor, one year experience gathering, editing TV news. Drivers license required. 3/4" demo. EOE. Reply to Steve MacDonald, KTW, 1007 W. 32nd Ave., Anchorage, AK 99503.

**Chief engineer.** KPTM-TV, the Midwest's leading independent, requires a proven manager to lead our maintenance and operations staff. The facilities consist of a modern, well constructed studio, together with possibly the finest high-powered UHF transmitter plant ever constructed. We are located in the very liveable, progressive city of Omaha. Recent hands-on experience with UHF transmitters and modern production equipment is desirable. EOE. Resumes to: General Manager, KPTM-TV, 4625 Farnam St., Omaha, NE 68132.

**Technical crew** for new facility. Need full production and technical staff for 7 day a week production. Some experience or formal training required. Send resume to: MDK Inc., 531 Esplanade, #302, Redondo Beach, CA 90277.

**TV maintenance supervisor** group owned CBS affiliate. Strong maintenance background and troubleshooting skills a must. UHF transmitter experience desirable. Must have valid FCC license, SBE certification preferable. Send resume to: Roger Topping, CE, WIFR-TV, P.O. Box 123, Rockford, IL 61105. No phone calls, please.

**Director of technical operations.** Fast-growing independent television news and production company seeks top-notch engineering professional with a minimum of 5-8 years experience. Must have hands-on experience with ENG equipment, control room, microwave, satellite, plus strong maintenance background and some management experience. Engineering design experience preferred as well. This is outstanding opportunity for a well rounded engineering pro who can see the "big picture"; who possesses sound judgement; who can put together a complete budget and live within it; who is a real self-starter. Salary negotiable. Send resume, cover letter and salary requirements to: President, Potomac Telecommunications Group, Suite 319, 400 North Capitol St., NW, Washington, DC 20001. No calls, please.

#### 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., Agaña, Guam 96910 and 671-477-9484 or 671-477-6397.

**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.

**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.

**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-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.

**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.

**News director/anchor.** To manage and anchor small department. Writing and hands-on experience necessary. Opportunity in growing Northeastern market. Resume to Box S-83.

**Producer:** #1 rated NBC affiliate on 30th market seeking outstanding producer with excellent credentials. Must have thorough understanding of graphic production and strong journalism background. We make extensive use of live shots (including KU truck) and emphasize hard news. If you are creative and enjoy putting together a great newscast we would like to hear from you. Send resume and letter outlining your news philosophy to Tom Lujak, News Director, WTMJ-TV, P.O. Box 693, Milwaukee, WI 53201. EOE.

**News director.** KTVN-TV, Reno, has an opening for an aggressive news director with a burning desire to be a news leader. Must be a good producer, writer. Must possess equipment knowledge and ability to train and motivate. Bachelor's degree in journalism and two years previous management experience in journalism with at least one year as producer and reporter desired. Reno offers a great lifestyle. Send resume and references to Dennis E. Siewert, President and General Manager, KTVN-TV, P.O. Box 7220, Reno, NV. 89510. KTVN is an equal opportunity employer.

**News photographer.** KTVN-TV News 2 has immediate opening for a motivated individual with news photography experience to join our aggressive staff. Creativity and journalistic skills a must. Job requires a clean driving record and personal responsibility for thousands of dollars of equipment. Hours are varied and successful applicant will agree to work overtime hours when needed. Job pays \$6.00-\$6.50/hour, based on experience. Send resume and references to Jim Ogle, News Director, P.O. Box 7220, Reno, NV 89510. KTVN is an equal opportunity employer.

**Anchor/reporter.** Co-anchor our early and late newscasts and arrange public affairs interviews. Tapes and resumes to Mike Piggott, WLFI-TV, Box 7018, Lafayette, IN 47903. No calls.

**Aggressive medium market** net affiliate needs an accomplished news anchor with reporting and producing skills. Two years on-air work minimum. Grow with a winner in a great family city. Box S-90.

**Noon anchor/reporter:** Minimum one year experience as anchor. Must be able to produce and write well. M-F. Send tape and resume to Ken Spran, News Director, WLSL-TV, P.O. Box 2161, Roanoke, VA 24009. No phone calls. EOE.

**Two positions:** Sports anchor and news photog. Sports anchor must be interested in winter sports. Need someone who can do it all on any given day; report, write, shoot, edit and PBR. Also need news photog. with at least a year's experience. Looking for steady performer with a good eye. Tapes and resumes to: KIMO-TV, 2700 E. Tudor Rd., Anchorage, AK 99507. No calls, please.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Advertising & promotion manager.** Key department position at major market station. Must have track record in a competitive environment. 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.

**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. Columbia experience helpful. Send resume and salary history to: Traffic Manager, WNHT, P.O. Box 2100, Concord, NH 03301. No phone calls please. EOE.

**KTVN-TV** has an immediate opening for the position of electronic graphic director. Person will be in charge of building graphics and graphic styles for news and commercial production. Person should have experience with Colorgraphic/Artstar system and Chyron IV system. Send resume and references to Dave Briscoe, Production Manager, P.O. Box 7220, Reno, NV 89510.

**KTVN-TV** has an immediate opening for the position of graphic assistant/production assistant. Person will help graphic design director in developing and building graphics for news and commercial production as well as helping with news presentations on a daily basis. Applicant should be familiar with news and commercial production. Send resume and references to Dave Briscoe, Production Manager, P.O. Box 7220, Reno, NV 89510.

**KTVN-TV** has an immediate opening for the position of commercial production director. Good commercial writing and production skills required. Must be able to handle entire production from writing to finished product. Experience required. Send resume and references to Dave Briscoe, Production Manager, P.O. Box 7220, Reno, NV 89510.

**An NBC affiliate** in SLC, Utah, is seeking a senior producer/programer/community affairs. Primary responsibilities include creation and development of non-news productions; produce PM Magazine Utah and any other series, documentaries, specials or talk shows as determined by station management. Must be able to coordinate activities, maintain a high standard of programing and do so while controlling expenditures and staying within budgets. Requirements include a bachelor's degree in broadcasting, journalism or related field; superior verbal and written communication skills; must demonstrate expertise in producing broadcast programing and in all areas of technical production. Candidates must reply to: KUTV, Inc., Personnel, P.O. Box 30901, SLC, UT 84130-0901.

**Promotion director.** ABC affiliate in fast growing central Florida market needs writer/producer for on-air, print, and radio promotion. Send resume and salary requirements to Cliff Conley, WFTV, P.O. Box 999, Orlando, FL 32802.

**Commercial producer.** 2 to 3 years writing producing experience. People skills necessary. Sales and marketing background desirable. Submit samples, letter, tape, and resume to: Bill Buford, PM, KKTU, P.O. Box 2110, Colorado Springs, CO 80901, NLT 5-8-87.

**Senior producer:** leading TV documentary production organization: adventure, nature, science, seeks people manager with strong production, story development and edit room skills for weekly national magazine. Minimum eight years documentary film and TV experience. Washington based. Resumes only. Box S-75.

**Videographer/cinematographer/editor,** WHA-TV, Madison, BA in communications, journalism or related field preferred. Minimum three years experience as photographer or videographer in television news, or production, with minimum of one year experience with small format video camera required. Three years experience with small format editing for news, commercial, or industrial production required. Thorough knowledge of single camera field production required. Knowledge of on-line editing desired. Salary: \$18,995 minimum. Contact Pratima Sharma at 608-263-2114 for application information. Application deadline May 20, 1987. Equal opportunity employer.

**Results-oriented commercial producer** wanted to work with direct retail accounts. Must demonstrate strong creative writing and producing skills with an ability to maximize production resources such as 1" computer editing and computer graphics. 2 years experience in advertising or promotion preferred. Demo reel required. Send resume and reel to Corporate Department of Human Resources, Capitol Broadcasting Company, 711 Hillsborough St., Raleigh, NC 27605.

**Creative production photographer** wanted to join commercial production and promotion teams in #1 station in top 40 market. Must demonstrate first-class camera work, lighting techniques and editing skills. Computerized editing skills in 1" or 1/2" formats preferred. Two years experience and demo reel required. Send resume and reel to Corporate Department of Human Resources, Capitol Broadcasting Company, 711 Hillsborough St., Raleigh, NC 27605.

**Commercial producer/director:** One of the best small market indies in Mid-South has immediate opening. Copywriting, 3/4" editing and post production experience required. Tapes and resumes to Mark McKay, WNTZ-TV48, Television Plaza, Natchez, MS 39120, 601-442-4800.

**CBS affiliate** in the 91st market, looking for an experienced television director. Responsibilities include directing of commercial production, live programming and editing. Send resume to Lyle Kaufman, Operations Manager, KOLN-TV, P.O. Box 30350, Lincoln, NE 68503. EOE.

**Young, aggressive,** rising conservative Christian television network seeks the following: producers, associate producers, directors, writers, production assistants, master control personnel, finance manager, and marketing specialist for immediate consideration. Two to three years of experience requested. Box S-93.

#### SITUATIONS WANTED SALES

**Top producer** in print advertising. TV time-buying experience. Seek large market TV sales position. Fred Baur, 214-661-9363.

#### 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.

#### SITUATIONS WANTED NEWS

**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.

**Versatile videographer:** 8 years experience in 34th market; production, news, magazines, commercials, corporate. Roy 504-897-3687.

**Special assignments reporter/anchor.** Dynamic background in science, education, and sports. Medium, large market. Male, 30's. Demo tapes. Dean, 6 Ash #242, Cambridge, MA 02138. 617-498-6508.

**Combo news director/anchor,** 43. Either/or. Excellent ratings/revenue, awards. "Talk" to viewers, don't just "tell" them. West Coast/Midwest experience. Believe in people-product-profits. Reasonable. Don. 816-637-8357.

**Small market ND/anchor** or anchor post sought by experienced anchor/reporter. Energetic, upbeat personality. Community involved. Contact through: 607-785-8128.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**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.

**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.

**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.

#### 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.

**Antonelli sales training package.** Improve performance of your local sales staff. Train new people. Developed by Martin Antonelli, President, Antonelli Media Training Center, 20 years in broadcast. Includes 100 page training manual, one hour videotape, Prospecting, packaging, selling the independent, much, much more. Sold to stations all across the country. 212-206-8063.

**Primo People** is seeking anchormen and anchorwomen with command and on-air presence, all size markets. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Quality job leads!** Hundreds of exciting opportunities/potential openings every week, plus confidential employment referral. Discover why more professionals use our services to give their careers the winning edge! Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34273-1476. 813-786-3603.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**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.

**Program manager:** Public radio station WBST has an opening for a program manager to direct the general program philosophy and specific program offerings of the station. BS degree or equivalent in telecommunications or related field, plus 3-5 years experience in radio station operations including 2 years in a programming management related function required. Starting salary to \$21,465. Excellent benefit package. Application deadline 5/8/87. Send cover letter, resume and copy of college transcripts to: Human Resources Department, Ball State University, Muncie, IN 47306. An equal opportunity/affirmative action employer.

**Instructor/assistant professor of Communications.** M.A. required in Journalism or Communications. Teach courses in communications, journalism, composition. Effective September, 1987. Application deadline: May 15, 1987. Send resume to Dr. Gloria Henderson, Gordon Junior College, Barnesville, GA 30204 or call 404-358-1700. AA/EOE.

**Telecommunications:** Assistant professor, full-time, tenure track position. Master's degree required, Ph.D. preferred. Three years college teaching experience required. Must be able to teach undergraduate courses in an established, production oriented program; graduate level teaching experience desirable. Applicant should be able to teach TV production and any of the following: Introduction to Telecommunications, Writing, Communication Law, Management. Internship supervision will also be assigned. Competitive salary/benefits. Available Fall 1987. Deadline for all applications is May 15, 1987. In order to be considered for the position, applications must include letter of application, resume, transcripts and three letters of recommendation. Materials should be sent to Mr. Daryl Fairchild, Search Committee, Dept. of Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University is an affirmative action/equal opportunity employer and actively solicits applications from qualified minority candidates.

#### HELP WANTED SALES

**Broadcast station broker.** Thoben-Van Huss, an aggressive cable and broadcast station brokerage company, is seeking a sales professional to spearhead its brokerage activity in the broadcasting industry. The right individual will have experience in broadcast station operations, finance, marketing and possess national contacts. Excellent salary, commission and benefits for right candidate. For prompt, confidential consideration send resume to: Thoben-Van Huss & Associates, Inc. Suite 400, One Virginia Ave., Indianapolis, IN 46204. An equal opportunity employer.

#### HELP WANTED TECHNICAL

**Chief engineer.** Hollywood video post-production company has an opening for a chief engineer. Requirements include a BSEE with a minimum of 8 years video/TV experience, of which at least 3 years were in a managerial capacity with a major video tape post-production company. One-inch VTR facility and systems design, and installation experience a must. Rank experience preferred. For confidential consideration, send resume with salary history to: Attention: Personnel, P.O. Box 128, Hollywood, CA 90078.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**CMX editor:** Expanding Southwest post production facility seeking top quality editor. Extensive multi-channel ADO experience required. If you have national commercial client experience, send resume and tape to: General Manager, Dallas Post-Production Center, Four Dallas Communications Complex, Suite 118, Irving, TX 75039.

#### 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).

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Communications attorney.** Young ambitious communications attorney with FCC/law firm compliance/licensing experience and former newscaster with local station, network, and cable credentials seeks hands-on, take-charge management/legal position with broadcasting company/group owner. Box S-79.

#### 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.

**"Breaking Into Broadcasting".** New, exclusive report tells how \$9, Coastline Publications, PO Box 533, Somers Point, NJ 08244.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Irburide 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 1100's, 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 AM\*\*SX-1A (1985)-MW1A** (1983) both in mint condition. Transcom Corp 215-884-0888, Telex 910-240-3856

**50KW AM Continental 317B** (1964), RCA BTA 50H\*\*10KW AM-RCA BTA10H on air\*\*5KW AM-RCA BTA5T(1965), Collins 21E(1964)\*\*1KW Am GatesCIT-(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.

**Silverline UHF transmitters** new, best price, latest technology, 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

**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.

**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.

**VTC and longitudinal time code** generator-reader. EECO VIG-850. Like new. \$1,700. 212-265-3676.

**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.

**C-band mobile satellite uplink** 1986 model, Comtech offsat 5.0 meter antenna, 30kw generator, dual transmitters. \$300,000.00 firm. 803-244-1671.

**Refurbished Telecine & Video Equipment:** RCATP66 (2) \$8500 ea. RCA FR16 \$3995. Athena Mark IV (2) \$1995 ea. RCATP6A (2) \$1295 ea. 35mm Norelco Type 160 \$3500. RCA FR35A \$4995. RCA FR35B \$7995. Multiplexers: Zeimark \$2995. Laird \$2495. Gates \$2995. Cameras: GE model 240 (2) \$1295 ea. JVC KY2700 w/CCU & accessories \$4995. VCR equipment: Sony VO2860 (2) \$795 ea. Sony VO2800 (2) \$595 ea. Sony VO2611 (3) \$695 ea. Sony VO1830 PAL/SECAM (2) \$395 ea. Panasonic NV2121 (2) \$495 ea. Panasonic Player NV9100A \$595. Electronic equipment: waveform monitors, switchers, scopes, audio mixers, VDA's Tektronix & Conrac monitors. Theatre Sound Service, 767 Front Street, Catasauqua, PA 18032, Phone 215-264-2224.

**Ampex 1200** \$9,000; AVR-2 \$7,500; RCA TR-60, \$5,000; RCA TP-66 \$8,500 to \$12,000; RCA FR-35B \$19,000; RCA FP-35A \$15,000; RCA TP-55 \$4,500; RCA TP-7B \$4,500; RCA FR-16 \$15,000; Accepting film equipment in trade. International Cinema Equip., 6750 NE 4th Ct., Miami, FL 33138, 305-756-0699.

**Panasonic NV-9200A** 3/4" VCR \$995. Excellent condition. P.O. Box 62599, Los Angeles, CA 90062. AZ 213-299-1411.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.99. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

**New and used broadcast towers.** Custom designed for your needs. Call Tower Design and Fabrication for a quote. 314-687-3932.

**SMC ESP-1 automation:** Includes 7 350RSB carousels, remote control, 3 tone sensors, Xtel printer and other extras. In good working condition. Contact Ken Hollingsworth, 601-892-3001.

**Ampex VPR-80s, VPR-2Bs, VPR-1Cs, Sony BVH-1100, HL-79 DALs, RCA TK-29Bs, complete remote truck, Ampex editing suite, Ampex ADO-1000, Vital 114, Hitachi Z-31s, RCA TK-46s, Grass Valley 400 routing switcher.** Call Media Concepts 919-977-3600.

## RADIO Help Wanted Management

### UNUSUAL RADIO OPPORTUNITY

for an organized and aggressive sales person with proven sales record in radio that wants to sell, manage, and own small market radio station. NO INVESTMENT MONEY NEEDED. TAKE OVER NOW! Send resume to: Radio Opportunity, P.O. Box 1651, Columbia, MO 65201.

### GENERAL MANAGER

Broadcast group seeks "Take Charge" General Manager for Southeastern medium market AM-FM combo. Prior experience as General Manager or Sales Manager preferred. Send resume, references, and salary requirements to Box S-95. EOE.

## Help Wanted Technical

### RADIO ENGINEERS

Greater Media, Inc. is currently accepting applications for future radio engineering positions at our suburban New York radio stations located in New Brunswick, New Jersey and Huntington, Long Island. Applicants should be well versed in all facets of station engineering. Opportunities for future advancement possible within a dynamic growing company. Send resume and salary requirements to: General Manager/Corporate Operations, Greater Media, Inc., P.O. Box 859, East Brunswick, NJ 08816. An equal opportunity employer, M/F.



**GREATER MEDIA, INC.**  
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

## Help Wanted News

# MPR

## MORNING NEWS

Minnesota Public Radio has an immediate opening for skilled, experienced radio journalist to assemble and present nine newscasts each weekday morning, within local/statewide broadcasts of Morning Edition. Major market experience desirable. Salary competitive.

Send resume, demo tape, and salary history to:

**Minnesota  
Public Radio**  
Personnel Department  
45 East Eighth Street  
St. Paul, MN 55101  
Equal Opportunity Employer

## Situations Wanted Management

### EXCELLENT MANAGER

Age 41. Experienced in all aspects of station operation. Sales, financial planning, engineering, programming and announcing. Available this summer. Box S-65.

### VICE PRESIDENT & G.M.

Motivating...creative sales & programming ideas... I've increased the value of my current radio station (by no small amount). Talk to me about opportunities at your company.

BOX S-69

## Situations Wanted Announcers

### AN EXTRAORDINARY TALK HOST IS AVAILABLE

IMMEDIATE IMPACT  
IMMEDIATE RATINGS

BOX S-6

### ATTENTION

## BLIND BOX RESPONDENTS

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.

## TELEVISION

### Help Wanted Management

A SEASONED PRO WITH A PROVEN TRACK RECORD IS NEEDED TO ASSUME THE RESPONSIBILITIES OF PRESIDENT/GENERAL MANAGER FOR A TELEVISION BROADCASTING NETWORK OF STATIONS IN C & D SIZED MARKETS. EXPERTISE IS REQUIRED IN ALL FACETS OF BROADCAST MANAGEMENT, WITH AN EMPHASIS ON SALES. QUALIFIED CANDIDATES ARE ASKED TO PLEASE SEND RESUMES TO:

**SOUTHWEST OPPORTUNITY**  
9900 N. 52nd St.  
Paradise Valley, AZ 85253

### Production Manager

International television news agency is looking for an experienced Production Manager equally adept at news and corporate productions. Satellite expertise required. Resume and salary history to Box S-91.

### 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, overall 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

## ENGINEER IN-CHARGE

Major public television station seeks a professional to supervise technical operations of daily national news show. 3 yrs studio and broadcasting exp. a must; satellite knowl. a big plus. Send resumes to:

**Chief Engineer**  
**WNET-TV**  
356 West 58th St., NYC 10019  
Equal Opportunity Employer

## Help Wanted Programing, Production, Others

# VIDEO PUBLICIST/ PRODUCER

Disneyland's Visual Media Department is currently seeking someone with television news assignment/news producing and/or news reporting experience. We handle all news and news magazine-related TV publicity for the world-famous theme park.

You will be responsible for producing news packages, working with TV stations around the country in arranging satellite remotes from Disneyland, and in organizing the logistics of various broadcast projects for the Park. To qualify, you should have a minimum of 3 years of professional experience.

We offer a compensation package which includes excellent employee benefits. Please send your resume, demo tape and salary requirement (resumes without salary requirements will not be considered) to: **Professional Staffing, Dept. P-18-87, 1313 Harbor Blvd., P.O. Box 3232, Anaheim, CA 92803.** We are an equal opportunity employer.



# Disneyland®

## TOP 15 MARKET NBC Affiliate

Dedicated to quality local programming

### 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**  
333 Dexter Avenue North, Seattle, WA 98109.

Attention: Personnel  
**NO PHONE CALLS PLEASE**

An Equal Opportunity Employer, M/F/H/C



King Broadcasting Company

### EDITING SERVICES MANAGER

Seasoned videotape editor (with demonstrated skills in commercial postproduction) sought for management position in newly constructed full-service corporate television facility in St. Louis, MO. Facility posts 3/4" Sony BVU, 1/2" Beta and 1" production formats. Three edit suites contain two GVG 51 editors and a Sony 3000, GVG production switchers (300, 1600 and 100), two channels of ADO, Ampex ESS still store and two dual-channel systems of Chyron 4100. Tape room contains six Ampex VPR 3's and one Sony BVH 2000. Graphics and audio production suites are recently expanded. This 15,000-square-foot production facility also contains two studios and an extensive array of field production equipment. Individual will join team of award-winning professionals—all with broadcast backgrounds—who produced almost 200 programs last year for multi-state corporation. Compensation package includes excellent benefits. Send detailed resume only (demo tape will be required at time of interview) with work experience & educational background to Box S-99. Equal opportunity employer.

## For Fast Action Use BROADCASTING'S Classified Advertising



**Help Wanted Programing,  
Production, Others Continued**

**Post Production  
Coordinating Editor**

Are you ready for one of the most unique, special, challenging, creative jobs in TV? Are you willing to move to one of the nation's fastest-growing, hottest, competitive markets? Do you want to help create great TV in one of the finest technical facilities in the country? All this at one of the highest-ranked, power-house network affiliates.

WRAL-TV, Raleigh is looking for a special person to coordinate, organize and execute a variety of producing sessions. Must be able to supervise, direct, and give creative input into production sessions. Switching, editing on 3/4" and 1" computer experience required. Must be able to work nights and weekends.

Send resume and samples of your work to:  
Human Resources Department  
Capitol Broadcasting Company, Inc.  
PO Box 12000  
Raleigh, North Carolina 27605

We are an equal opportunity employer M/F



**Situations Wanted Management**

**GENERAL MANAGER**

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.

**Miscellaneous**

**INVESTIGATIVE  
REPORTING**

Is your station considering setting up or revitalizing an investigative, consumer or action unit in your market? We have a sure fire ratings booster program utilizing existing talent and featuring on site consultation and field training by an Emmy Award winning investigative reporter. Fees are \$5,000 plus travel expenses for the one week seminar. Box S-98.

**ALLIED FIELDS  
Help Wanted Sales**

**SALES**

Due to growth, a major acquisition, and strong response to our expanded product lines at the recent NAB Show, long-range sales positions are available with a leading manufacturer of television broadcasting systems and studio systems.

**Field Sales**

Several growth opportunities exist in open territories for this solid broadcasting specialist firm. Prior field sales calling on television broadcasters preferred, but experience from technical side of station broadcasting could qualify the right individual. Our product base, TV broadcasting systems, has recently been augmented by acquisition of a leading producer of studio systems.

**Inside Sales/Asst. to  
VP of Marketing**

A technical knowledge of TV broadcasting will be required to handle inquiries for our complete line of transmitter and studio broadcasting equipment. Working closely with the VP of Marketing, this individual will handle inquiries, phone sales, and contact with our field sales and service staff. Requires both a capability to figure proposals and familiarity with methods/strategies of market planning.

Qualified applicants should contact VP of Marketing, Bob Anderman, at

**413-568-9581.**

**Townsend Broadcast  
Systems Inc.**

79 Mainline Drive  
Westfield, MA 01085

**Employment Services**

**JOB HUNTING?**

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 & TV Programming**



**Lum and Abner  
Are Back**

... piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

**Wanted to Buy Stations**

**Gulf Coast or S.E. Wanted**

Seeking station. Profitable FM preferred. Will consider combo. Broadcaster/buyer will consider all owner financed low downpayment deals. All replies confidential.

Reply to: Box S-82

**For Sale Stations**

**AUCTION:**

**RADIO STATION**

FCC Lic., Equipment and  
Studio/Tower Real Estate

**KOZA-AM**

Odessa/Midland, Texas Market  
TO BE SOLD IN BULK ONLY

Auction to take place:

**Odessa Hilton**

5200 E. University Odessa, Texas

**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 O. Bealmear  
TX. Lic. No.'s 028-007033 & 19231-27

For illustrated brochure contact:

**Michael Fox Auctioneers,**

Executive Offices • 3835 Naylor's Lane Inc.  
Baltimore, Maryland 21208 • 301/653-4000

**GREAT PLAINS**

Class C FM located in small market. Asking \$395,000 with terms. Contact:

**BILL LYTLE  
(816) 941-3733**



**RADIO STATION TRANSFERS - 1987®**

The only comprehensive listing of 1,600+ station sales in 1985-1986. Over 140 pages of exclusive information including:

- Current/Past Selling Prices
- Price Appreciation
- Largest Sales
- Ownership Periods
- Group Sales

Introductory Price: \$95.00

Order Information: 212-302-8720



**For Sale Stations Continued**

**CALIFORNIA**

Two hours drive north of San Francisco, KUKI-/KIAH, serving growing Mendocino and Lake Counties with population of 127,000. 1986 cash flow \$92,000. Complete with real estate and transmitter/studio/office building. Offered at \$1,100,000 with seller financing.

**OREGON**

KIQY (FM), serving Lebanon-Albany-Corvallis, Oregon. New transmitter site can greatly improve coverage at reasonable cost. Great climate, university community. Offered at \$625,000 with \$150,000 down and seller financing.

**BILL EXLINE ANDY McCLURE**

*William A. Exline, Inc.*  
Media Brokers

4340 Redwood Highway  
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# Fates & Fortunes

## Media

**Robert Hyland**, general manager, CBS-owned KMOX(AM)-KHTR(FM) St. Louis, adds duties as senior VP, CBS Radio division. **Robert F. Hy-**



Hyland



Hyland III

**land III**, VP, CBS-owned radio stations and son of Robert Hyland, named VP and general manager, CBS-owned KCBS-TV Los Angeles.

**Jeanne Oates**, VP and general manager, WPGC(AM)-WCLY(FM) Morningside, Md., joins WWBA(FM) St. Petersburg, Fla., in same capacity.

**Walter B. (Joe) Archer**, VP and manager, Greenwood Performance Systems, Detroit, joins WWJ(AM)-WJOL(FM) there as general manager.

**John Cullen**, general sales manager, WSOC-AM-FM Charlotte, N.C., joins WSSL-AM-FM Grey Court, S.C., as VP and general manager.

**Curtis G. Peterson**, VP and general manager, KFRX(FM) Lincoln, Neb., joins KAYI(FM) Muskogee, Okla., as VP and general manager.

**Lynn Wagner Smith**, VP and operations manager, WJEH(AM)-WYPC(FM) Gallipolis, Ohio, named general manager.

**Douglas Shackett**, general manager, WKPE-AM-FM Orleans, Mass., joins WBSM(AM) New Bedford, Mass., in same capacity.

**James W. Sack**, director, planning, finance and administration, ABC Radio Networks, New York, named director, sales planning, administration and service. **Karen Coulter**, manager, station information and clearances, named director, station information and clearances.

**Steve Welch**, controller, King Broadcasting, Seattle, owner of three AM, three FM and five TV stations, named VP, finance.

**Michael Isaacs**, director, corporate development, Western United States, broadcast division, The Providence Journal Co., Providence, R.I.-based owner of four TV stations and Colony Communications Inc., multiple cable system operator, named director, development, regulatory legal affairs, broadcast division. **Paul McTear**, business manager, Journal Co.'s WPHL-TV Philadelphia, named financial manager, broadcasting division.

**William K. Hoffman**, counsel, Group W

Broadcasting, New York, joins Viacom International Inc. there as counsel/cable, law department.

**Mary McCarthy**, from RKO Radio, New York, joins Mutual Broadcasting System, Arlington, Va., as station relations satellite coordinator. **Bob Hoffmaster**, from United Stations Programming Network, New York, joins Mutual as Northeast clearance coordinator.

**Robert Del Guidice**, director, personnel, RKO General, New York, named VP, human resources. **Olivia Cohen-Cutler**, director, labor relations, named VP, labor relations.

**Carol Denham**, sales manager, KGNU(FM) Fresno, Calif., named station manager.

**Lyla Diaz**, budget administrator, Storer Communications, Miami, named purchasing and capital project manager, Kentucky/Virginia region, Lexington, Ky.

**Horst Bruenjes**, director, administration, and chief financial officer, noncommercial KVIE(TV) Sacramento, Calif., joins KPBS-FM-TV San Diego, as administration manager.

**Rick Wall**, former controller, Ferry-Morse Seed Co., Peoria, Ill., joins WHBF-TV Rock Island, Ill., as business manager.

**John Glemb**, former controller, Honeywell Inc., Batavia, N.Y., joins WIVB-TV Buffalo, N.Y., as controller.

**Janine Dodd**, traffic assistant, KINK(FM) Portland, Ore., named operations/traffic manager. **Rohnda K. Anderson**, from data processing and account departments, Suburu Northwest Inc., Portland, joins KINK as traffic assistant.

## Marketing

**Michael D. Donahue**, executive VP and management director, DFS Dorland, New York, named executive VP and executive management director.



Donahue



Sobelson

**Joel Sobelson**, VP and executive art director, FCB/Leber Katz Partners, New York, named VP and associate creative director.

**Thomas W. Peck**, **Marvin D. Waldman** and **Gary A. Goldstein**, VP's and associate creative directors, Young & Rubicam Inc., New York, named senior VP's. **Michael Becker**, senior creative director, BBDO, New York,

joins Wunderman, Ricotta & Kline there, direct marketing subsidiary of Young & Rubicam, as worldwide chief creative officer.

Appointments at DDB Needham Worldwide, Chicago: **Christie McMahon**, VP and creative director, named VP and group creative director; **David Lewis**, writer and producer, Bert, Barz & Kirby, Hollywood radio production company, to associate creative director; **Denise Bucher**, media planner, to media supervisor.

**Tom Carey**, managing director, D'Arcy Masius Benton & Bowles, New York, named VP.

**Merrill S. Snyder**, senior VP, J. Walter Thompson Co., New York, joins Calet, Hirsch & Spector Inc. there as senior VP and group management supervisor.

Appointments at Hillier, Newmark, Wechsler & Howard: **Rocky Crawford**, Southwest regional manager, HNW&H, Dallas and Houston, to VP and Southwest regional manager; **John Brickley**, account executive, McGavren Guild, Boston, to regional manager, HNW&H, Boston; **Molly Monohan**, account executive, Katz Radio, Minneapolis, to account executive; HNW&H, New York; **Mary O'Brien-Faith**, sales assistant, HNW&H, Minneapolis, to office coordinator; **Sharon White**, from Select Radio, St. Louis, to sales assistant, HNW&H there.

Appointments at Cochrane Chase, Livingston & Co., Newport Beach, Calif., advertising agency: **Frank Addis**, senior VP, to executive VP; **James Arn**, VP, to senior VP, administration; **John Butcher**, senior VP, adds duties as director, client services; **Ray Roschmann**, senior VP, adds duties as director, strategic planning.

**Sharon Hartwick Antonios**, senior VP and group creative director, SSC&B Lintas, New York, joins Posey Quest Genova, Greenwich, Conn., advertising agency, as associate creative director.

Appointments at Katz Communications, New York: **Donna Moreau-Cupp**, marketing analyst, market services, Katz American Television, to associate, national sales development; **Bradford Siegel**, account executive, WPAT-AM-FM Patterson, N.J., to sales executive, Katz Continental Television; **Deborah Ryan**, sales executive, Katz Independent Television, Chicago, to team manager, San Francisco; **Donna Patterson**, broadcast manager/buyer, Foote, Cone & Belding, Chicago, to sales executive, Katz Independent; **Theresa Suzanne Woods**, from KROQ-FM Pasadena, Calif., to account executive, Katz Radio; **Vivian L. Dickerson**, programmer, Home Insurance, New York, and **Frank Cross**, program analyst, The Bank of Tokyo, New York, to programmers/analysts, Katz Media Data.

**Thomas J. Rosencranz**, Chicago sales director, Caballero Spanish Media, joins Lotus Hispanic Reps, Chicago, as Chicago/Midwest manager.

**Julia Mellow**, manager, business planning, U.S. Food Segment, Beatrice Companies Inc., Chicago, joins CPM Inc., Chicago advertising agency, as corporate controller.

**Lauren Heller**, media supervisor, DFS Dorland, New York, joins HCM there in same capacity.

**Mary Helen Null**, from Tracy-Locke, Dallas, joins Eisaman, Johns & Laws, Houston, as media buyer.

**Mary Therese Zarek**, account executive, HCM Dawson, Johns & Black Inc., Chicago, named senior account executive.

**Robert D. Hoeck**, account executive, Lewis Gilman & Kynett, Philadelphia, joins Weightman Advertising there as account executive. **Carol Elaine Peterson**, recent graduate, Juniata College, Huntingdon, Pa., joins Weightman as audio-visual production assistant. **Debby Wolf**, from BBDO, New York, joins Weightman as copywriter.

**Bill Smith**, from Gilpin, Payton & Pierce, Orlando, Fla., joins Wyse Advertising, Cleveland, as account executive.

**Michael Rachap**, from marketing department, American Management Systems, Washington, joins Abramson Associates Inc. there as junior copywriter.

**Karl L. Gensheimer**, general sales manager, WFLD(TV) Chicago, joins KSTP-TV St. Paul, Minn., as director, sales.

**Thomas S. Potts Jr.**, account executive, WFBC-AM-FM Greenville, S.C., named general sales manager.

**Jim Arnold**, VP, administrative affairs, and regional sales manager, KJTV(TV) Lubbock, Tex., joins J.B.CableAds Inc., Shreveport, La., as general sales manager.

**Myrna Kinard**, regional sales manager, KXAS-TV Fort Worth, named local sales manager, Dallas office.

**Bruce Fleming**, general manager and national sales manager, WVRN(TV) Richmond, Va., joins KTTY(TV) San Diego as local/regional sales manager.

**Karen Woodruff**, national sales manager, WZTV(TV) Nashville, joins WCIV(TV) Charleston, S.C., as local sales manager.

**Dave Fogg**, account executive, WLOQ(FM) Winter Park, Fla., joins WSSP(FM) Cocoa Beach, Fla., as local sales manager.

**Bob Benson**, account executive, WPXT(TV) Portland, Me., named local sales manager.

**Chuck Self**, regional sales manager, KENS-TV San Antonio, Tex., named national sales manager.

**Peter Magnusson**, general sales manager, Gillett Group's WSBW-TV Salinas, Calif., named sales development manager, co-owned KSBY-TV San Luis Obispo, Calif.

**Michael Samolls**, independent media/consumer researcher, joins KSMG(FM) Seguin, Tex., as director, research.

**James F. Allen**, former credit assistant, KIRO (AM) Seattle, joins KVOS-TV Bellingham, Wash., as account manager.

**Todd Pitera**, programing and sales research director, WPGR(AM)-WSNI(FM) Philadelphia, joins WIOQ(FM) there as sales marketing coordinator.



**Brinkley honored:** David Brinkley (r), veteran journalist and host of ABC-TV's *This Week with David Brinkley*, received the fifth annual Lowell Thomas Award from Marist College, Poughkeepsie, N.Y., last Thursday (April 23) for his "lifelong dedication" to the communications industry. Upon receiving the sward bearing Thomas's name, Brinkley noted that it was "pleasant for a change" to say something "about someone I admire." Above, Dr. Dennis J. Murray, president, Marist College, presents Brinkley with the award.

Brinkley dismissed recent obituaries of network TV news, pointing out the "crucial" difference between covering a planned, scheduled event and spot news, the unscheduled, "unforeseen," story. The latter requires a correspondent to "already be" at the scene, know the area, the people involved and the background of the story without the benefit of time to research it, he said. That ability "separates the men and women from the boys and the girls," he said, adding that the networks can do that. He said that some local affiliates have done "interesting" work and it would be wise for the networks to do some "new thinking" about the role of the networks and affiliates. There is "room for both and a need for both," he said.

**Bill Hamrick** VP and director, sales, J.D. Publishing, Milwaukee, joins WISN-TV there as account executive.

**Vicki Luisi**, operations/traffic manager, KINK(FM) Portland, Ore., named account executive.

**Don Garner**, from WECT(TV) Wilmington, N.C., joins WPTF-TV Durham, N.C., as account executive, Fayetteville, N.C., office.

**Lisa Pates**, sales manager, CNN Radio, Atlanta, joins WEBE(FM) Westport, Conn., as account executive.

**Shauneen Hicks**, assistant production manager, Marketing & Design Inc., Columbia, Md., named assistant account executive.

**Karen Harvey**, recent graduate, University of Texas, Austin, joins WBZ(AM) Boston as sales assistant.

## Programing

**Jack Petrik**, executive VP and general man-

ager, WTBS(TV) Atlanta and president, Turner Home Entertainment, adds duties as chairman, Turner Program Services. **Henry Gillespie**, VP, syndication, Turner Broadcasting System, adds duties as vice chairman, TPS. **W. Russell Barry**, president, domestic syndication, TPS, adds responsibility for international syndication.

**Dick Askin**, senior VP, distribution, Fries Distribution Co., Los Angeles, joins Samuel Goldwyn Co. there as president, distribution.



Askin



Greene

**Steven S. Greene**, VP and general manager, Warner Brothers Cartoons, Burbank, Calif., named VP and executive producer. **Kathleen Helppie**, director, production administration, named VP, production.

**Stephen Fields**, VP, consumer marketing, The Disney Channel, Burbank, Calif., named VP, marketing. **Tom Wszalek**, VP, marketing, fashion dolls, Mattel Inc., Hawthorne, Calif., succeeds Fields as VP, consumer marketing.

**Ben Halpern**, VP, publicity, promotion and advertising, MCA Inc.'s Universal Television, Universal City Calif., named VP, special projects, MCA Television Group.

**Robert J. William**, former VP and general manager, WOR-TV Secaucus, N.J., joins New Century Telecommunications there as VP and managing director. **Gene Lavelle**, VP, operations, New Century, named VP, business affairs. **Robert B. Morin**, president, New Century Telecommunications, resigns to form independent TV syndication firm in New York.

**Neil Sargent**, former senior VP, TM Communications, Dallas, joins Transtar Radio Network, Colorado Springs, as VP, affiliate sales.

**Mark Anderson**, project manager, operations, telecommunications, ABC broadcast operations and engineering, New York, named manager, program operations, program administration, ABC Entertainment, New York.

**Wayne C. Miller**, controller, Columbia Pictures Publications, Miami, division of Columbia Pictures Industries, named VP, finance and administration.

**Michael Kozoll**, from MTM Enterprises, Studio City, Calif., joins GTG Enterprises, Culver City, Calif., as creator/producer.

**Jack Brandon**, sales manager, Midwest and mid-Atlantic sales, Fox/Lorber Associates Inc., New York, named national sales manager, broadcast syndication sales.

Appointments at Vestron Video, Stamford, Conn.: **Nancy Golden**, associate director, acquisitions, children's and family programing,

**Musical chairs:** United Press International plans to open three new bureaus overseas within the next 45 days, in Islamabad, East Pakistan; Bahrain, and East Berlin. UPI is also reassigning some of its staff, including John Phillips, UPI Rome correspondent, to open a new Bahrain bureau; Peter Smerdon, UPI correspondent in Israel, becomes chief correspondent for Cyprus and Lebanon; Feyman Pejman, an Iranian national formerly on the foreign desk at the *Washington Post*, moves to Beirut as bureau manager, and Carol Rosenberg, foreign news editor at UPI in Washington, replaces Smerdon as correspondent in Israel.

Anna Christensen, UPI Moscow correspondent, will open a new bureau in East Berlin; Pat Koza, currently Vienna bureau manager, will move to Warsaw, joining Bogden Turek, Warsaw UPI manager for Poland. Gerald Nadler, former UPI editor in Washington, replaces Christensen in Moscow.

Jack Reed, UPI chief correspondent in the Philippines, moves to Islamabad; Spencer Sherman, formerly on UPI's foreign desk in Washington, will cover events from Seoul, and Ruth Youngblood, UPI correspondent in Boston, becomes Singapore bureau manager.

to director, children's and family programming; **Rana Arons**, VP, creative development and acquisition, Los Angeles, to director, non-theatrical programming; **Michael Karaffa**, national sales manager, Vestron, to national sales director; **Nancy Karaffa**, manager, post-production, Vestron, to director, post-production; **Christine Ecklund**, manager, video production, to director, video production; **Denise Farley**, supervisor, creative services, to manager, creative services; **Pam Rodi**, supervisor, creative affairs, to manager, creative affairs; **Mat Orefice**, creative services coordinator, to copy supervisor, creative services; **John Dentatale**, merchandising coordinator, to merchandising supervisor.

**Ellen Beckwith**, director, production, ESPN Inc., Bristol, Conn., joins Reid-Dolph Inc., New York production company, as director, operations and administration.

**Roy Taylor**, account executive, KBRT(AM) Avalon, Calif., joins Interstate Satellite Network, Santa Ana, Calif., as director, marketing.

**David S. Conant Jr.**, program director, WFLN-FM Philadelphia, named VP of parent, Franklin Broadcasting Co.

**Bruce Swanson**, program manager, CHCH-TV Hamilton, Ont., joins Worldvision Enterprises Canada Ltd., Toronto, as director, sales.

**Don Hallett**, operations manager, WWAZ(AM)-WWLI(FM) Providence, R.I., joins WSNY(FM), Columbus, Ohio, as program director.

**Edward Menaker**, independent writer and producer, joins noncommercial WTTW(TV) Chicago as project manager/executive producer, national program development division. **Fawn Ring**, producer, director and program host, noncommercial WGBY-TV Springfield, Mass., joins WTTW as associate producer, program production division.

**Malcom Brett**, assistant production manager, noncommercial WHA-TV Madison, Wis., named manager, production marketing.

**Susan Dissman**, producer and director, WEEK-TV Peoria, Ill., named production manager.

**Ken Kreis**, senior director, KCAU-TV Sioux City, Iowa, joins WIXT(TV) Syracuse, N.Y., as producer and director.

**Nick Van Cleve** and **Jeff Jensen**, from WYNF(FM) Tampa, Fla., join WKLS-FM Atlanta as morning announcers.

**Daniel E. Gawthrop**, from noncommercial

KBYU-FM Provo, Utah, joins noncommercial WETA-FM Washington as night announcer.

**Harve Miller**, from KRLA(AM) Pasadena, Calif., joins KVI(AM) Seattle as afternoon announcer.

## News and Public Affairs

**Gary Whitaker**, executive producer, WXIA-TV Atlanta, joins WRGB(TV) Schenectady, N.Y., as news director.

**Harve Jacobs**, news director, WCSC(AM) Charleston, S.C., named director, news, sports and public affairs, WCSC and co-located WXTX(FM).

**Jim Prather**, news director, KTXS-TV Sweetwater, Tex., joins KSBY-TV San Luis Obispo, Calif., in same capacity.

**Larry Perret**, freelance producer, joins Multimedia Inc. as director, news development and marketing, for its four TV stations. Perret will be based at Multimedia's KDSK(TV) St. Louis.

Appointments at WBIG-FM Greensboro, N.C.: **Jim Krasula**, news director, co-located WBIG(AM), to news director; **Mike Thompson**, anchor, WBBB(AM)-WPCM(FM) Burlington-Graham, N.C., to news editor; **Kevin Beatti**, from noncommercial WUAG(FM) Greensboro, to reporter.

**John Daniszewski**, editor, Associated Press, international headquarters, New York, named correspondent, Warsaw bureau.

**Darryl Ford**, assignment editor and news producer, KDKA-TV Pittsburgh, joins WJLA-TV Washington, as senior producer. **Patrice Jordan**, executive producer, KUSA-TV Denver, joins WJLA-TV as producer.

**Al Blinke**, managing editor, WTNH-TV New Haven, Conn., joins WPXI(TV) Pittsburgh in same capacity. **Jenny Ferguson**, police, fire and safety reporter, KTBS-TV Shreveport, La., joins WPXI as reporter.

**Nancy Valle**, assignment manager, WBAL-TV Baltimore, joins WVEC-TV Hampton, Va., as executive producer.

Appointments at KUSA-TV Denver: **Mark Koebrich**, anchor, 6 a.m. newscast, to anchor, 4:30 p.m.; **Jim Bennemann**, weekend sports anchor, KUSA-TV, and **Sylvia Jennings**, anchor and producer, KJCT(TV) Grand Junction, Colo., to co-anchors, 6 a.m. news; **Tom Green**, sports reporter, to weekend sports anchor; **Steve Alvarez**, from KCNC-TV Denver,

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to sports reporter.

**Tony Zarella**, from WPEP(AM) Tauton, Mass., joins KTPX(TV) Odessa, Tex., as sports reporter and weekend anchor.

**Scott Wahle**, weekend sports anchor, WXYZ-TV Detroit, joins WDIV(TV) there in same capacity.

**Leonard A. Ramirez**, reporter, KSBW-TV Salinas, Calif., joins KOMO-TV Seattle as general assignment reporter.

**David Klugh**, reporter, WAVY-TV Portsmouth, Va., joins WRTV(TV) Indianapolis as general assignment reporter.

## Technology

**Donald Gotimer**, VP, finance, CBS Records Operations, New York, named senior VP and managing director, CBS operations and engineering.

**Dennis W. Elliott**, executive VP and general manager, Pacific Telecom, Vancouver, Wash., named president and CEO, Pacific Telecom's National Gateway Telecom Inc., Monmouth Junction, N.J., satellite carrier. **David Martin**, consultant, Pacific Telecom, named VP, business development, National Gateway. **Peter Pinello**, VP, finance and administration, National Gateway's FTC Communications Inc., adds duties as VP, finance, National Gateway.

**Thomas McKnight**, from Orion Satellite, Washington, joins Private Transatlantic Telecommunications System there as VP, marketing.

**Chip Miller**, marketing consultant, Eonics Corp., Sunnyvale, Calif., joins Ampex Corp., Redwood City, Calif., as product manager, videotape products, magnetic tape division.

**Robert Palmer**, chief video engineer, The Providence Journal Co.'s Colony Communications Inc., Providence, R.I., named engineering manager, broadcasting division, Journal Co.

**Peggy Moulton**, news assignment editor, WAVY-TV Portsmouth, Va., joins RAM Computer Graphics Inc., specialist in broadcast computer animation, as marketing director.

**Susan Seidenglanz**, director, operations, TRS Systems, Burbank, Calif., joins Shoreline Professional Video Systems, Hollywood, as account executive.

**Vicki Weagley**, account representative, magnetic media division, 3M, Minneapolis, joins VCA Teletronics Inc., video production, post-production and duplication facility, as account executive, mid-Atlantic states, Washington.

**Glen Cook**, director, engineering, WTHI-AM-FM-TV Terre Haute, Ind., joins WDRB-TV Louisville, Ky., as chief engineer.

**James Frederick McGivern III**, assistant chief engineer, WTIC-AM-FM Hartford, Conn., named chief engineer.

## Promotion and PR

**Jonathan Wood**, director, public relations,

Low Runkle Co., Oklahoma City advertising and public relations firm, named VP.



Crutchfield

**Robert Crutchfield**, VP, public relations, Lorimar Television, Culver City, Calif., joins Universal Television, Universal City, Calif., as VP, publicity, promotion and advertising.

**Linda Weitzler**, former VP, talent relations, MCA Inc.'s Universal Pictures, Universal City, Calif., joins MCA there as corporate public relations director.

**Jerri Meacham**, creative services director, KGO(AM) San Francisco, joins Viacom Cable, Pleasanton, Calif., as director, advertising and promotion.

**Judy Hoffman**, from Electronic Data Systems Corp., Dallas, joins United Video, Tulsa, Okla., satellite carrier, as promotion director.

**David Highet**, from Granada Television's Liverpool News Base, named head of public relations and press, Granada Television, Liverpool, England.

**Debbie L. Filer**, intern, Jack Guthrie & Associates, Louisville, Ky., joins Keller-Crescent, Evansville, Ind., as public relations copywriter.

**Wendy Frazier**, press and media coordinator, KTSP-TV Phoenix, joins KOMO-TV Seattle as press relations director.

**Joyce Hiramine Keihl**, from creative services department, KRON-TV San Francisco, named entertainment publicist.

**Eric Davis**, freelance writer, joins WPEN(AM)-WMGK(FM) Philadelphia as associate director, creative services.

## Allied Fields

**Malvern R. Goode**, former correspondent, ABC News, and consultant, National Black Network, New York, and **J. Laurent Scharff**, of communications law firm, Pierson, Ball & Dowd, Washington, named winners of Radio-Television News Directors Association's 1987 Distinguished Service Awards. Goode, who joined RTNDA in 1952, was association's first black member. Scharff has served as RTNDA's legal counsel since 1964.

**Mike Wallace**, correspondent, CBS News's *60 Minutes*, to receive honorary doctor of law degree from University of Michigan, Ann Arbor. Wallace will receive honor during university's commencement on May 2.

Appointments at Cabletelevision Advertising Bureau, New York: **Carol Lansen**, media supervisor, Ted Bates Worldwide, New York, to senior account executive; **Jim Sasaki**, former research analyst, ABC Radio, New York, to sales development manager; **Lloyd Trufelman**, former director, public relations and promotion, noncommercial WNYC-AM-FM-TV New York, to manager, media relations.

**Edward E. Thomas**, former manager, RCA Frequency Bureau, Washington, forms Ed-

ward E. Thomas, Consulting, Springfield, Va., specializing in guidance on FCC rules and regulations.

**Mary Bradshaw**, communications/publications director, North American Telecommunications Association, Washington, named director, industry development. **Carolyn Henley**, market analyst, named manager, market research.

**Gary Stevens**, associate managing director, Wertheim Schroder & Co., Dallas, named to board of directors, TM Communications Inc., Dallas.

**Mark Johnson**, retail marketing consultant, Jefferson-Pilot Retail Services, San Francisco, retail and media marketing consultant, named national sales manager.

## Deaths



Eagan

**R. Russell Eagan**, 67, partner, Wiley, Rein & Fielding, Washington communications law firm, died April 21 of cancer at his Bethesda, Md., home. Eagan joined Washington office of Chicago-based law firm, Kirkland & Evans, after receiving his law degree from Northwestern University in 1947. In 1954 he became partner in firm. Eagan continued with Kirkland & Evans until 1983 when he left to become one of founding partners of Wiley, Rein & Fielding. Eagan was president, Federal Communications Bar Association, in 1978-79. He is survived by his wife, Shirley, two sons and two daughters.



Brannum

**Hugh Brannum**, 77, actor who played Mr. Green Jeans on long-running CBS children's show, *Captain Kangaroo*, died April 19 of cancer at Pocono hospital, East Stroudsburg, Pa. Brannum was Mr. Green Jeans, farmer and amateur inventor, throughout 30 years of *Captain Kangaroo*. Show appeared weekday mornings Oct. 3, 1955-Dec. 9, 1984. Earlier he performed on stage, radio and TV with Fred Waring band. Brannum is survived by his wife, Joan, and son.

**Jimmy Doolittle**, 69, former national representative, American Federation of Television and Radio Artists, died April 12 of cancer at Quatra Island, B.C. Doolittle joined AFTRA's Los Angeles local in 1961 and served at union for 20 years. He is survived by wife, Vivian, five sons, stepson and stepdaughter.

**Earlene Gardner Moye**, 54, community affairs director, WTOP(AM) Washington, died April 17 of cancer at Sibley Memorial hospital, Washington. Moye had worked at WTOP since 1971 when she joined station as operations manager. She is survived by son.

## Coming full circle

As far back as he can remember, 52-year-old Rafe Engle has been fascinated by radio. As a youngster, he used to stay up late to pick up distant stations. He was often able to tune in Salt Lake City. No mean feat considering that at the time he lived in Calgary, Alberta, in the western part of Canada. His love of radio was not immediately returned. When, as a teen-ager, Engle applied for a job as program host at CFAC(AM) Calgary, the station manager said of Engle's audition: "If I were you, young man, I would not be thinking of a career as an on-air performer."

Engle today is president and chief executive officer of Selkirk Communications, which, he points out with a smile, numbers among its holdings CFAC. The Toronto-based communications company is active in broadcast and cable system ownership and owns station representative firms in the U.S. and Canada. But the station manager was right; the microphone would not be Engle's primary route to communications prominence.

Undeterred by the early review of his on-air work, Engle pursued his interest in radio at the University of Alberta, where he worked in various positions on the campus radio station, including on-air. His goal after graduation, he says, was to find a job that would combine his interests in radio, music, theater and journalism. A tall order, but Engle would pursue his divergent tastes not in one job, but in a number of jobs, from actor to advertising man to attorney.

After earning his degree in psychology and English at Alberta in 1956, he packed his bags and headed for Toronto, the mecca of Canadian radio and television. He decided to start his career in the production of radio drama. The Canadian Broadcasting Corp. had an opening, but "as it turned out," Engle recounts, "the radio drama assignment never materialized. Radio was beginning to decline, and television was coming to the fore." Engle was instead offered a job as an actor for CBC Television. "I took it to keep busy and to support myself."

His career took an unexpected turn in early 1957 when a friend told him of a vacancy in the Procter & Gamble marketing department in Toronto. During an interview he learned his duties would include commercial production. He accepted immediately.

"The job entailed buying television programs and working closely with advertising agencies," he says. "At that time it meant Benton & Bowles, Compton and Dancer Fitzgerald Sample (now DFS Dorland Worldwide). "Another side of my job was to get involved with French-language programming. P&G gave me the opportunity to go to school and learn French. At one time I was involved in about half-a-dozen French and half-a-dozen English series."

Engle advanced to associate media director for advertising and programing in 1958



RAFE SYDNEY ENGLE—president and chief executive officer, Selkirk Communications, Toronto; b. April 9, 1935, Calgary, Alberta, Canada; BA, English and psychology, University of Alberta, 1956; actor, Canadian Broadcasting Corp. Television, Toronto, 1956-57; member of Procter & Gamble marketing department, 1957-58; associate media director, P&G, 1958-59; director of media and programing, P&G, 1959; media director, J. Walter Thompson, Toronto, 1959-61; media and broadcast consultant, J. Walter Thompson, 1961-65; LLB, University of Toronto Law School, 1965; law clerk, Day, Wilson, Campbell & Martin, Toronto, 1965-66; admitted to Ontario bar, 1967; in private communications practice, Engle Schwartz, Toronto, 1967-84; present position since 1984; m. Barbara Cooper, Oct. 12, 1980; children—Noelle, 5.

and director of media and programing in 1959. The next move was a logical step.

In 1960, with a growing reputation for advertising and programing savvy, Engle was approached by a headhunter in Toronto. Engle explains: "He asked if I would be interested in performing a similar job in Canada for J. Walter Thompson." The answer was yes.

He became media director of J. Walter Thompson Canada in early 1960, heading media and programing activities and supervising the performance of staffers in Montreal and Vancouver as well as Toronto. He worked with a long list of advertisers, including Ford, Kraft, Lever Bros. and Labatt Breweries.

Engle, outgoing and articulate, particularly enjoyed the negotiations for major sports packages and for labor contracts with performers and writers that were a part of his new job. He also became keenly aware of the legislation affecting broadcasting and the regulation of television and radio. A new interest blossomed, and one thing once again led to another.

"I realized I had a leaning toward the law," he says, "and decided to go back to school and learn to operate as a lawyer-advertising man." So in 1961, at 26, Engle went to law

school, while working part time for Thompson. He clerked for a year after graduating from law school, but continued to work at the agency.

In 1967 Engle was "called" to the Ontario bar, and set up in private practice. His firm, Engle Schwartz, Toronto, specializes in communications law.

His first client? J. Walter Thompson. Soon after, he says, he began his association with Selkirk. "The client actually was All-Canada Radio & Television, a national representative firm and subsidiary of Selkirk."

For 17 years—from 1967 until 1984—he built a law practice that included major advertising agencies, advertisers, television and radio stations and related businesses.

In 1984, Engle was offered the post of president and chief executive officer of Selkirk Communications. Engle agreed it is not common for an attorney in either Canada or the U.S. to be named to the top position in a communications firm. He believes his prior experience in media and programing was a contributing factor.

Ross McCreath, corporate vice president of All-Canada, who has known Engle for 27 years, says Engle was "a natural" for the position, with broad experience in all phases of communications and the capacity to work well with people. During meetings, McCreath says, he marvels at Engle's ability to cut through the verbiage and arrive at a clear understanding of the issues.

Engle's Canadian domain, in addition to All-Canada, covers 14 radio stations, three television stations and two cable systems. In the U.S.: two cable systems in Florida and Seltel Inc., which represents U.S. television stations from headquarters in New York. Engle estimates that Selkirk has more than 1,690 employees in Canada and the U.S.

New to the company is Seltel International, based in New York, which serves as exclusive sales representative in North America for Europe's Super Channel, a new 24-hour satellite television service.

Two of the immediate goals of the company, he says, are to acquire additional cable systems in the U.S. and to upgrade the station list of Seltel, which specializes in mid-sized markets.

He is pleased with the progress made at Seltel, which was acquired in December 1980. It now represents 98 stations and employs more than 250 persons in 14 offices in the U.S. Last year, Seltel had gross billings of \$160 million, according to Engle, who lauds the efforts of Jack Mulderrig, president, and Ray Johns, executive vice president, in Seltel's growth.

Engle acknowledges that his success is at least in part attributable to the help he received along the way from communications executives and associates. He hopes he can return the favor by helping others coming into the industry, although for variety, Engle's route to the top is a hard act to follow. ■

**Writers Guild of America** negotiating committee has recommended that members on **strike against Capital Cities/ABC** since March 2, accept **new 35-month contract** retroactive to March 2, submitted by ABC last week. (Strike with CBS was settled April 16.) WGA chief negotiator, Mona Mangan, called it "unfortunate" that ABC "found it necessary in recent days to prolong the talks with new issues," which WGA said "had never been put on the table" during earlier weeks of negotiations with ABC and CBS. In areas of layoffs and discharges, ABC settlement proposal is "similar" to terms of agreement with CBS ("In Brief," April 20), and subject of temporariness was not major area of contention with ABC, WGA said. WGA membership was expected to vote on proposal April 25. In settlement offer, WGA said ABC withdrew two proposals it had made "in recent days": taking away union jurisdiction for its NewsOne feed to affiliates, and proposal, which WGA said had not been presented in "complete detail," for minority hiring program, under which individuals would be hired at less than union scale, WGA said.

**Columbia/Embassy Television** will begin marketing **Who's the Boss** this week with presentations in New York to stations and rep firms. Show will be sold on cash-plus barter basis for 1988. Sources said they did not expect show to be sold on bid basis with Columbia/Embassy setting reserve prices in each market, as was case with *Cosby*. Industry observers speculated last week that like *The Cosby Show*, *Who's the Boss* could be sold to independents in top three markets and affiliates in other markets. So far, 52 of *Cosby's* 56 sales have been to affiliates. In New York, both WOR-TV, which paid \$350,000 per episode for *Cosby*, and WPIX-TV, were mentioned as leading bidders, with market's other independent, WNYW-TV, seen as unlikely to get show given company policy placing limit on payments for syndicated properties. Initiation of sales of *Who's the Boss* begins not long before three networks' affiliate meetings (CBS, May 17-20; NBC, May 31-June 2; ABC June 9-11). Viacom will take hiatus in its sales of *Cosby* beginning May 11, to correspond with those meetings. Columbia/Embassy will not hold announcement in New York hotel for kick-off of series, as Viacom did, preferring to meet with stations, reps and trade press individually.

**National Association of Broadcasters** is holding **executive forum for television group operators** this week (April 29) at association headquarters. Day-long session is first for NAB, which expects more than 40 executives of leading television station groups to participate. (NAB is charging each participant \$125, and executives are picking up their own tab for hotels and transportation.) Program is designed to give broadcasters flavor of "some of best Washington has to offer," said Dick Hollands, senior vice president of NAB's television department. Highlights of program agenda include White House briefing, luncheon featuring Education Secretary William Bennett, review of economic and social trends by William Ashley of Allegis Inc., discussion on new technologies by NAB's executive vice president for operations, John Abel. Day is capped off by dinner with former Chief Justice Warren Burger.

**Winter Arbitron ratings.** *New number-one radio stations emerged in New York and Los Angeles while MOR/talk WGN(AM) prevails in Chicago, according to winter Arbitron market reports released last week. In New York, talk WOR(AM) has unseated contemporary hit WHTZ(FM) for top spot in 12-plus metro share audience, Monday through Sunday, 6 a.m. to midnight, posting 5.6. WHTZ fell to third place at 5.1. Moving from fourth place last fall with 4.6 to second at 5.4 is all-news WINS(AM). Tied for fourth position are contemporary hit WPLJ(FM) and urban contemporary WRKS(FM) with 4.8. They were followed by urban contemporary WBLS(FM) with 4.7. Continuing its upward climb is urban/contemporary hit WOHT(FM), which went from 1.4 (summer 1986) to 3.1 (fall 1986) to 3.5 in latest report. Los Angeles, contemporary hit KIS-AM-FM regained first place from urban contemporary KPWR(FM). KIS registered 6.4 12-plus share while KPWR dropped to third place at 5.7. Talk KABC(AM) moved from third spot in fall book at 5.4 to second with 6.1. Fourth place went to soft*

rock KOST(FM) at 4.8. That was followed by easy listening KJOL(FM) with 4.7. In other moves, Los Angeles's new "new age"/jazz outlet, KTWW(FM) (formerly album-rocker KMET(FM)), inched up from 1.6 in fall 1986 to 1.9 in winter report. Station switched formats near midway point in survey period. Meanwhile, KNX-FM, with its reinstated soft rock format, dipped from 1.4 in fall survey to 1.1. (KNX switched from contemporary hit to soft rock last May.) In Chicago, WGN(AM) pulled 8.1—down from 9.3 last fall—followed by urban contemporary WGCI(FM) with 7.7; all-news WBBM(AM) at 6.8; easy listening WLOO(FM) with 5.2; and album-rocker WLUP(FM) at 5.1. Rounding out top 12-plus metro share stations in remaining top five markets, album-rocker WMMR(FM) and easy listening WEAZ(FM) were tied for first place in Philadelphia at 9.0 followed by all-news KYW(AM), 7.6 and urban contemporary WUSL(FM), 7.2. In San Francisco, talk KGO(AM) remains on top at 7.3. Next were easy-listening KABL-AM-FM, 6.8—up from 5.7 in fall—and all-news KCBS(AM), 6.0.

**FCC**, denied extension of time to consider matter, has **asked U.S. Court of Appeals in Washington "promptly to affirm" agency's 1983 action granting distress sale of WHCT-TV Hartford to minority-owned Astroline Communications Co.** Faith Center, owner of station, has been attempting to dispose of it since 1980. Court had been considering appeal of Shurberg Broadcasting of Hartford Inc., which has challenged validity of distress sale policy that permits licensees threatened with loss of license to sell station at distress price to minority applicant. Challenge was part of Shurberg's effort to gain Hartford channel (18) for itself. Commission sought remand to consider lawfulness of distress sale policy at same time it was considering lawfulness of minority- and gender-preferences it grants in comparative proceedings.

**ABC News** last Thursday (April 23) aired first of new three-part series of one-hour, prime time broadcasts (10-11 p.m.) hosted and reported by *World News Tonight* anchor Peter Jennings and *Nightline's* Ted Koppel. Called **The Jennings/Koppel Report**, April 23 broadcast focused on "effect of Ronald Reagan's style, personality and character on the modern Presidency," ABC said, and assessed "the impact of the Reagan Presidency on post-Reagan America focusing on how his economic, social, diplomatic and military policies may be viewed in the year 2000 and beyond." Jeff Galnick, vice president and executive producer of special broadcasts, is executive producer of *Reports*. Bob Roy is senior producer; Roger Goodman is director. Program is preempting ABC News's newsmagazine, *20/20*.

**NBC Nightly News with Tom Brokaw** turned its cameras inward last week, airing **two-part examination of network news** last Thursday and Friday (April 23, 24). Story, reported by John Hart, included discussion of expanded local stations' news coverage, network budget cuts, relatively low cost of CNN operations and generally high cost of commercial broadcast network news. Report said CBS News has cut 25% of its staff since 1983; ABC News cut 15% since 1984, and "NBC News won't say, but 40 to 50 people are missing from the building in the last few months." Among those interviewed were CBS Chairman Laurence Tisch, who said "we have no intention of trying to make news profitable"; NBC President Robert Wright, who said NBC News would not disappear because it is losing money, and Roone Arledge, ABC News president, who, when asked what he would do "if they ask you to cut quality," replied, "They won't ask that."

Attorneys for defendants in **suit brought by General Instrument Corp.**, in what it says is its effort to protect integrity of its **Video-**

rock KOST(FM) at 4.8. That was followed by easy listening KJOL(FM) with 4.7. In other moves, Los Angeles's new "new age"/jazz outlet, KTWW(FM) (formerly album-rocker KMET(FM)), inched up from 1.6 in fall 1986 to 1.9 in winter report. Station switched formats near midway point in survey period. Meanwhile, KNX-FM, with its reinstated soft rock format, dipped from 1.4 in fall survey to 1.1. (KNX switched from contemporary hit to soft rock last May.) In Chicago, WGN(AM) pulled 8.1—down from 9.3 last fall—followed by urban contemporary WGCI(FM) with 7.7; all-news WBBM(AM) at 6.8; easy listening WLOO(FM) with 5.2; and album-rocker WLUP(FM) at 5.1. Rounding out top 12-plus metro share stations in remaining top five markets, album-rocker WMMR(FM) and easy listening WEAZ(FM) were tied for first place in Philadelphia at 9.0 followed by all-news KYW(AM), 7.6 and urban contemporary WUSL(FM), 7.2. In San Francisco, talk KGO(AM) remains on top at 7.3. Next were easy-listening KABL-AM-FM, 6.8—up from 5.7 in fall—and all-news KCBS(AM), 6.0.



cipher II scrambling system, have asked that suit be dismissed. In pleading filed with U.S. district court in Miami, lawyer for **Shaun Kenney, his Network Productions Inc. and reporter Karen J. P. Howes say suit raises "fatal First Amendment issues."**

**Fox/Lorber Associates**, subsidiary of Prism Entertainment, cleared 20 markets for **America's Business, half-hour morning business show produced by FNN** designed to take up slack created by exit from marketplace recently of Buena Vista Television's *Today's Business* (BROADCASTING, April 6). Rumor mill last week had show being revived under aegis of another distributor, or through financing of large financial institution. Revival never came, however, and show's producers notified their 144 stations that last show would be delivered on Friday, April 24. Although stations were happy with their sales of advertising time, national advertising dollars could not support project, according to sources.

Cross section of NBC News division, including management, producers and correspondents, will meet May 11-13 in "series of meetings" to discuss findings of consulting firm, **McKinsey & Co. efficiency study of NBC News** ("Closed Circuit," April 13). Other topics, such as 1988 elections, will also be discussed during meetings, NBC spokesman said.

**MPPA President Jack Valenti**, in speech prepared for delivery today (April 27) at National Association of Public Television Stations convention in St. Louis, **calls on public broadcasters to join in "a consumer crusade" to convince Congress to foster competition in cable television**, which is coming to be dominated by "a few giant MSO's." Cable Communications Policy Act of 1984 "must be revisited," he said. "It won't be easy to cage and dismantle a monopoly that was unloosed by a Congress that didn't have all the facts at the time, but we must begin," he said. "The cable... industry is the only unsupervised, only unregulated monopoly in the history of the nation," he said in speech. "It cannot be allowed, in the public interest, to be exempt from those marketplace rules which protect consumers from anticompetitive behavior." According to Valenti, "the giant MSO's" are able to raise rates as high as they like, dictate policies to their individual systems, regardless of their impact on local communities; demand huge discounts from programmers; determine what new cable services "can be born," and drop or shuffle channel assignments of broadcast signals.

**FCC Chairman Dennis Patrick has named Peter Pitsch**, former chief of Office of Plans and Policy, as his chief of staff; **John Haring**, economist for OPP, was named OPP chief, and **Gerald Brock**, chief of FCC's accounting and audits division, was named to succeed **Albert Halprin** as chief of Common Carrier Bureau. Halprin has resigned effective May 15.

**Nancy Widmann**, VP, CBS Owned AM Stations, will assume **responsibility for all CBS radio properties**—seven AM and 11 FM outlets—under new title of vice president, CBS Owned Radio Stations. Move follows announcement that Robert F. Hyland III, vice president, CBS Owned FM Stations, was named VP-general manager for KCBS-TV Los Angeles (see page 115).

**Bert Metter resigned** last Thursday (April 23) as chairman-CEO of J. Walter Thompson USA. In statement to Don Johnston, JWT Co. CEO, Metter said that "although both men shared same goals for U.S. company, they had "different strategies for achieving these goals." Metter was with Thompson for 27 years, in former job since 1986. Johnston said he would assume Metter's duties.

Barter sales firm association, **Advertisers Syndicated Television Association (ASTA)**, reported last week that **Barris Advertising Sales**, barter sales division for Barris Industries, is latest company to join organization. There are now 21 companies allied with ASTA, representing "more than 95% of all ad time placed in barter syndication," according to association.



**CBS's presidential plans.** CBS News coverage of the 1988 presidential campaign and elections will be launched at the earliest date in broadcast history, according to Gene Jankowski, president, CBS Broadcast Group, and will include the first-ever devotion of an entire commercial prime time schedule to the coverage of a presidential primary, the first scheduling of debates in the same year among the primary candidates of both parties and "the earliest point in the race that we have ever produced a candidate forum for either party," Jankowski said.

He made the announcements at the CBS Television Worth Watching awards in Washington last week. The awards are presented to "American teachers who make especially inventive and resourceful use of commercial television to enrich the educational experience."

Jankowski emphasized the importance of the upcoming election and outlined CBS's radio and TV plans. He cited several factors as influencing CBS's decision to pay special attention to the campaign, including the great number of candidates expected; the "tightly packed schedule" of primaries and caucuses (with 20 being held on March 8 and half the delegates being elected by March 16), and the perception that the 1988 election may be "pivotal" because the winner will serve as President during the final decade of the century.

CBS's coverage will include:

- Two hour-long, prime time, commercial-free candidate forums, one with Republican candidates and one with Democrats, to be hosted by Dan Rather. They will precede the Iowa caucuses and the New Hampshire primaries "to set the stage for the campaign year."

- Three prime time hours of primary and caucus coverage on Super Tuesday, March 8, 1988.

- CBS Morning News, Evening News, prime time reports and late-night specials will originate from Des Moines, Iowa, and Manchester, N.H.

- Prime time interruptions and 11:30 p.m. specials on primary Tuesdays.

- Extensive coverage from Democratic and Republican conventions.

- Three presidential debates and one vice presidential debate, without commercial interruption.

- Election night coverage

- Radio and television public service announcements addressing the issue of low voter turnout beginning in the summer of 1988.

Jankowski said CBS feels the increased coverage could be useful to candidates and their supporters and to the public at large, and emphasized that the network is doing its part to serve the viewing community. "At a time when there have been some suggestions that broadcasters are hoping to cut corners, I believe our plans make it clear that in terms of commitment to this critical episode in the life of our country, there is no retrenchment," he said. "We are doing everything we have done in the past and we are also planning some innovative additional things we hope will provide an important public service to the electoral process."

# Editorials

## On the sidelines

Curious alignments of forces present themselves in Washington these days as the 100th Congress, pausing only to spit on the First Amendment, lurches toward the adoption of the misnamed fairness doctrine as law.

The principal advocates of codification are elected politicians who have enjoyed the political advantages that the doctrine confers, especially on incumbents, or who harbor grievances against broadcaster constituents who may have spoken well of an opposing candidate, an act of unforgivable unfairness, according to that school of thought. The advocacy is joined, indeed encouraged, by political operatives whose livelihoods depend, at least in part, on the legal work the doctrine generates.

The principal opponents of codification, as they appeared in the theater of combat last week, were one senator, Bob Packwood, who has read the First Amendment and its history, and the Reagan administration. For the first time since the doctrine was enunciated by the FCC, the Department of Justice has labeled the policy for what it is, a monstrous affront to the principles of freedom of the press.

Where was the broadcasting establishment last week while the Senate was passing a bill to codify the doctrine? It was standing carefully aside to avoid antagonizing senators who it wishes will eventually vote for a bill relieving broadcasters of the threat of rival applications at license renewal time.

Packwood admitted his disappointment that the National Association of Broadcasters had not made the First Amendment its chief priority. "I get the impression," he said, "that they don't care about it."

In the events of last week only Packwood and the administration were defending principles. All else was politics. To its credit, the NAB a week before, by action of its executive committee, had approved the disbursement of \$6,000 toward legal fees incurred by others in court appeals to test the constitutionality of the fairness doctrine in its present state. And the courts must be the final refuge if the House, as expected, votes as the Senate did, and the President elects to duck another showdown over a veto.

It will take more than \$6,000, however, to prove that when it comes to First Amendment principles, broadcasters care.

## Expropriation

Add another to the lexicon of phrases used by government officials who believe it their business to control the broadcast media. "National parks" is the contribution of the new chairman of the House Telecommunications Subcommittee, Edward Markey of Massachusetts, who told a nationwide CBS *Morning Program* audience last Friday that the three television networks fall into the category of national treasures that have to be monitored by Congress. He could hardly have found a more apt analogy to illustrate his point of view. And in so doing, he could hardly have separated himself and the debate he is fostering farther from reason and reality.

That debate, extraordinary in itself, will occupy three days of Washington's week as Markey summons the chief executive officers of Capital Cities/ABC, CBS and NBC onto the congressional carpet, along with the chiefs of their news divisions and a supporting cast of broadcast executives and newsmen, to explain just what they're up to in running businesses heretofore thought of as in the private sector. Showing as little regard for the free enterprise system as for the First Amendment, the subcommittee—

with no announced legislative purpose in mind—will seek to widen a precedent that Congress has the right to question the editorial functions of a free press. Deplorably, it will be neither first time nor last; unhindered by a protective reading of the Constitution, politicians find the Fifth Estate an irresistible whipping boy.

The news media that will jam Tuesday's, Wednesday's and Thursday's hearings—and in the process magnify mightily the candlepower and ink customarily accorded the subcommittee's 25 members (including John Dingell, chairman of the full committee, whose *ex officio* status will assure him a seat at the hanging)—will be right in sensing a major story therein. One wonders if they would arrive in similar numbers were the witnesses from the *New York Times*, the *Washington Post* and the *Los Angeles Times*, with supplemental testimony from the *Wall Street Journal* and the *Christian Science Monitor*—the only difference being whose First Amendment is gored this week.

To give Chairman Markey his due, this page should note that in a later interview with BROADCASTING he backed off somewhat from the national parks analogy; it's a slippery slope, he said, and one of which he doesn't want to make too much. We couldn't agree more. This week would be an excellent time not to make it.

## Friend of the camera?

On the prospect of televised coverage of the Supreme Court, Justice Antonin Scalia told a massing of communications lawyers: "I wouldn't object to it." This page lets pass no opportunity to put on the record any hopeful signs that the high court may follow lower courts and the House and Senate in opening its doors to the tools of electronic journalists and its proceedings to the eyes of an interested public. Chief Justice Rehnquist has also expressed his willingness to give camera coverage "sympathetic consideration." The winter of the Burger court's discontent with the electronic medium has thawed under new stewardship. Broadcasters must continue to plead with vigor their case for cameras in the courtroom.

As this page pointed out in August 1986, when the Senate voted to allow television cameras into its chambers: "The court has clear precedent for television coverage and ample evidence that such coverage can be done without undue intrusion." It is past time to trade the courtroom artist's pastels for the electronic images of the 20th century.



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## BROADCASTING AWARDS

NBC Radio News for the radio coverage of the attack on Tripoli, Libya.

Canadian Broadcasting Corp., the radio network, for "Paris: From Oscar Wilde to Jim Morrison."

Connecticut Public Radio for "One on One."

CBS News for "Newsmark: Where in the World Are We?"

WHAS Radio News, Louisville, Kentucky, for "A Disaster Called Schizophrenia."

The Fine Arts Society of Indianapolis, Indiana.

WTMJ-TV, Milwaukee, Wisconsin, for "Who's Behind the Wheel?"

WFAA-TV, Dallas, Texas, for "S.M.U. Investigation."

KPIX-TV, San Francisco, for the "AIDS Lifeline" Public Service Campaign.

CBS News for "Sunday Morning: Vladimir Horowitz," with special reference to the contributions of Robert "Shad" Northshield.

MacNeil/Lehrer Productions and the British Broadcasting Corp. for "The Story of English."

WQED/Pittsburgh for "Anne of Green Gables."

ABC Entertainment and Churchill Films for "The Mouse and the Motorcycle."

Thames Television Intl. and D.L. Taffner Ltd. for "Unknown Chaplin."

WQED/Pittsburgh and the National Geographic Society for "The National Geographic Specials."

CBS News for "CBS Reports: The Vanishing Family - Crisis in Black America."

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*Awards will be presented to winners on Wednesday, May 6, at a noon luncheon sponsored by the Broadcast Pioneers at The Plaza in New York City.*

*For information concerning the Peabody Awards, please contact Dr. Worth McDougald, Director, Peabody Awards, School of Journalism and Mass Communication, University of Georgia, Athens, 30602.*

The John F. Kennedy Center for the Performing Arts for "1986 Kennedy Center Honors: A Celebration of the Performing Arts."

Thames Television Intl. and WGBH-TV, Boston, for "Paradise Postponed."

NBC Entertainment for the "Cosby Show."

CBS Entertainment and Garner-Duchow Productions for "The Promise."

Jim Henson and "The Muppets" for 30 years of entertainment.

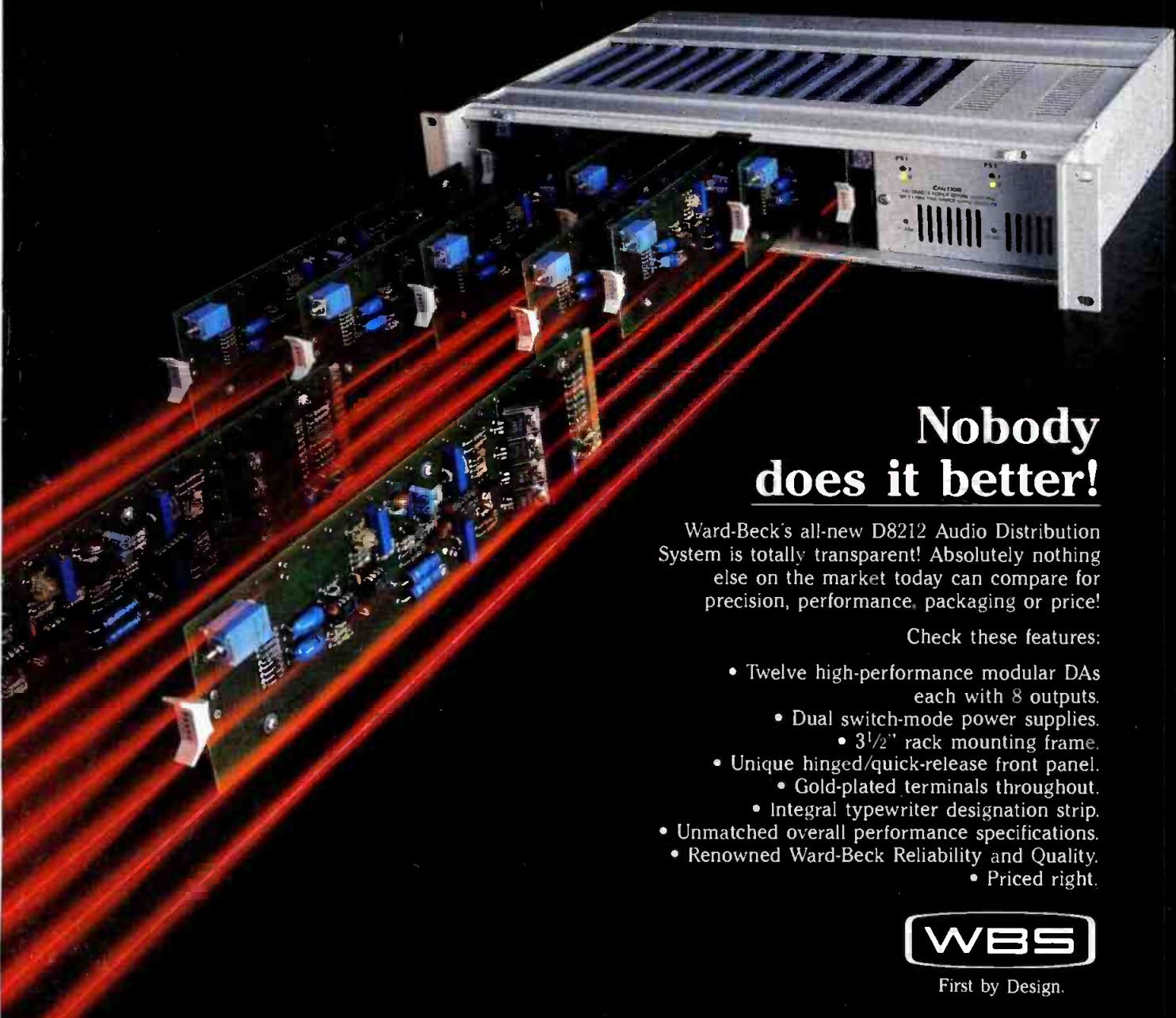
WSB-TV, Atlanta, Georgia, for "The Boy King."

WCCO Television, Minneapolis, Minnesota, for "Project Lifesaver."

WCVB-TV, Boston, Massachusetts, for "A World of Difference" Public Service Campaign.

ABC News for "This Week With David Brinkley."

Mrs. Dorothy Bullitt of King Broadcasting, Seattle, WA, a personal award for her outstanding contributions to broadcasting.



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